

**Name** : Dr. M. Ashok Kumar  
**Designation** : Professor & CoE  
**Department** : Commerce with Computer Applications  
**Qualification** : M.Com., M.Phil (Com)., Ph.D (Com)., BL., MBA (Fin)., PGDCA., MHRM.  
**Experience** : Teaching: 25.6 Years Industry: NIL Research: 18.4 Years  
**Area of Specialization(s)** : Finance, Banking & Human Resources  
**Email (Official ID)** : ashokkumar@drngpasc.ac.in



### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D	Commerce	Bharathiar University / RVS College	November 2009
M.Phil	Commerce	Madurai Kamarajar University, Madurai	June 2000
M.Com	Commerce	Bharathiar University / CBM College	April 1993
MBA	Management	Bharathiar University / RVS College	March 2011
B.Com	Commerce	Bharathiar – GAC College – Udumalpet	April 1991
BL	Law	Coimbatore Law College, Coimbatore	November 2009

### Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
PGDCA	Computer Applications	Bharathiar University – SDE	Nov 2005

### Grants Received

Event Title	Agency	Amount	Date
A Study about the Government Law College Students, Coimbatore towards social and Democratic Events	Director General of Police, Tamil nadu, Chennai (State Special Branch under IGP Intelligence)	Rs.30000	2012-13

### Projects

#### Completed

Project Title	Agency	Investigator	Duration
Food & Recreational Pattern of Tribal Peoples	Tamil Nadu Science Forum	Author	3 months
Marriage & Cultural patterns of Tribal Peoples			
Study on the problems of tribal people			
Study on Employment & Education of the Tribal People	Tamil Nadu Science Forum	Co-Author	3 Months
Study on Health & Family welfare of the Tribal			

People			
Changing face of Tribal People			

### On-going

Project Title	Agency	Amount	Duration
-	-	-	-

### Research Guidance

Programme	No. of Scholars			
	Completed		Pursuing	
	Commerce	Management	Commerce	Management
Ph. D.	14	15	05	0
M. Phil.	20	09	0	0

### Research Publications (Indexed)

#### International:

Saravanan. Ashok Kumar. M, **A Comparative Study on Air Transport and Marine Transport in India**, Asia Pacific Journal of Management and Entrepreneurship, Vol.2, Issue No. 2, pp. 107 to 124, 2013, ISSN No. 2277-8098.

Parimala Kanthi. K, Ashok Kumar. M, **Post Office Savings and its relevance in rural areas (with reference to Madukkarai block, Coimbatore district)**, International Journal of Scientific Research, Vol.2, Issue No. 1, pp. 27 to 30, January 2013, ISSN No. 2277-8179.

Sudarvel. J Ashok Kumar. M, **Performance Analysis of Commodity Markets**, International Journal of Management and Social Development, Vol.1, Issue No. 1, pp. 67 to 80, 2014, ISSN No. 2348-1919.

UmaMaheswari. S, Ashok Kumar. M, **A Study on the Investment Perspectives of the Salaries Strata at Coimbatore District**, International Journal of Research in Business Management Vol. 2, Issue 2, pp.99 to 108, February 2014, ISSN No. 2347-4572.

UmaMaheswari. S, Ashok Kumar. M, **A Special Study on Coimbatore Based Salaries Investors Awareness, Attitude, Expectation and Satisfaction Over Their Investments**, International Journal of Research in Business Management, Vol.2, Issue No. 8, pp. 49 to 58, 2014, ISSN No. 2347-4572.

UmaMaheswari. S, Ashok Kumar. M, **A Special Study on Coimbatore Based Salaries Investors Awareness, Attitude, Expectation and Satisfaction Over Their Investments**, International Journal of Research in Business Management, Vol.2, Issue No. 8, pp. 49 to 58, 2014, ISSN No. 2347-4572.

Gowsalya. G, Ashok Kumar. M, **A Study on Employability Skills among Final Year MBA Graduates in Coimbatore City**, International Management Research Review, Vol. 4, Issue No.1, pp.73 to 80, February 2015 ISSN No. 2231-2501

Manju Rajan Babu, Ashok Kumar. M, **Impact of Post Merger Integration on the Revenue Efficiency of Indian Banking Industry**, International Journal of Multidisciplinary Educational Research, Vol. 5, Issue No.5(2), pp.116 to 127, May 2016 ISSN No. 2277-7881

Gowsalya. G, Ashok Kumar. M, **A Study on identification of the Employability Skills Level among Arts and Science College Students in Namakkal District, TamilNadu**, International Journal of Business and Management Invention Vol.9, Issue No.1, pp.1 to 6, Sep 2016 ISSN No. 2319-801X.

Shanthi. D, Ashok Kumar. M, **Effectiveness of TV advertisements on buying behaviour of the women college students**, International Journal of Advanced Research in Management Vol.7, Issue No.3, pp. 21 to 28, Sep - Dec 2016 ISSN No. 0976-6324

Shanthi. D, Ashok Kumar. M, **Influence of TV advertisements on buying behaviour rural and urban college girls**, International Journal of Management Vol.7, Issue No.3, pp. 21 to 28, Sep - Dec 2016 ISSN No. 0976-6502

Saravanan. S, Ashok Kumar. M, **A Study on Purchasing Factors Effecting on Men's Skin Care Products with Special Reference to Palakkad City**, Asia Pacific Journal of Management and Entrepreneurship, Vol.2, Issue No. 3, pp. 46 to 69 June 2013 ISSN : SC

Saravanan. S, Ashok Kumar. M, **A Comparative Study on Air Transport and Marine Transport in India**, Asia Pacific Journal of Management and Entrepreneurship, Vol.2, Issue No. 2, pp. 107 to 124 April 2013 ISSN : SC

Parul P. Bhati , Ashok Kumar. M, **Key Factors Analysis for Retention & Attraction of Employees**, Asia Pacific Journal of Marketing & Management Review, Vol.2, Issue No. 2, pp. 130 to 146, 2013, February 2013 ISSN : SC

Parul P. Bhati , Ashok Kumar. M, **The Study of Employee Job Satisfaction at Amul Industry**, International Journal of Research in Management, Vol.1, Issue No. 2, pp. 201 to 216, September, 2013, ISSN : SC

Priyanka S, Ashok Kumar. M, **Understanding the evolution of Technology acceptance model**, International Journal of Advance Research in Computer Science and Management Studies, Vol.1, Issue No. 6, pp. 144 to 148, November 2013, ISSN : SC

UmaMaheswari. S, Ashok Kumar. M, **Observations made on the Discretion of Salaried Class Investors Savings Strategies through Factor Analysis Method**, , International Journal of Accounting and Financial Management Research, Vol.3, Issue No. 4, pp. 61 to 69, October 2013, ISSN No. 2249-6882.

Ashok Kumar. M, Dhanu. P, **Hurst Exponent of BSE Sensex**, International Journal of Advance Research in Computer Science and Management Studies, Vol. 2, Issue.1, pp. 431-436, January 2014, ISSN: SC

Ashok Kumar. M, Priyanka. S, **A study on adoption of E-recruitment using Technology Acceptance Model (TAM) with reference to graduating students in universities in Bahrain**, International Journal of Advance Research in Computer Science and Management Studies, Vol.2, Issue No.9, pp. 377 to 383, September 2014, ISSN: SC

Shree Bhuvanewari. N.T, Ashok Kumar. M, **Impact of organizational culture (OC), Quality of Work Life (QWL), and Organizational Change (OCH) and Organizational Effectiveness (OE) – Literature Review**, International Journal of Advance Research in Computer Science and Management Studies, Vol.2, Issue No. 12, pp. 247 to 250, December 2014, ISSN No. 2347-1778.

**National:**

JayaKumar. P, Ashok Kumar. M, **Use of Library among College Students**, Southern Economist, Vol 44, Issue 6, pp.18 to 20, July 2005, 0038-4046.

Ashok Kumar. M, Rajesh. R, **Whether today's customers are satisfied? – A study with Banks**, Indian Journal of Marketing, Vol. xxxix, Issue 9, pp.56 to 62, September 2009, ISSN No. 0973-8703.

Ashok Kumar. M, Saravanan.M, **An Analysis of Containerized Cargo Services at Coimbatore City**, Journal of Commerce and Management Research, Vol. 2, Issue 2, pp.77 to 86, March 2012, ISSN No. 2249-0442.

Ashok Kumar. M, UmaMaheswari.S, **A Study on Satisfaction and Expected Rate of Return of Salaried Class Investors in Coimbatore City**, Indian Journal of Research - Paripax, Vol. 1, Issue 12, pp.11 to 14, December 2012, ISSN No.2250-1991.

Ashok Kumar. M, UmaMaheswari.S, **A Study on Investors Attitude towards Investment Pattern of Salaried Class Investor with reference to Coimbatore District**, Global Research Analysis, Issue 2, Issue 1, pp.1 to 3, January 2013, ISSN No. 2277-8160.

Parul P Bhati Ashok Kumar. M, **A Study on Relationship Between Demographic Variables and Job Satisfaction of Employee of Ceramic Industry**, Vol.2, Issue No. 9, pp. 114 to 117, 2013, ISSN No. 2277-8160.

Ashok Kumar. M, Parimala Kanthi.K, **The Impact of Business Strategies on Readymade Garments Market at Thrissur District in Kerala**, Global Research Analysis, Issue 2, Issue 1, pp.13 to 14, January 2013, ISSN No. 2277-8160.

Parimala Kanthi. K & Ashok Kumar. M, **Holding Behavior of Individual Investors in Coimbatore District**, Indian Journal of Research – Paripax, Vol.2, Issue No. 9, pp. 27 to 30, 2013, ISSN No. 2250-1991.

UmaMaheswari. S Ashok Kumar. M, **A Study on Investment Pattern and Awareness of Salaried Class Investors in Coimbatore Dt**, Paripex – Indian Journal of Research, Vol.2, Issue No. 10, pp. 82 to 85, 2013, ISSN No. 2250-1991.

Ashok Kumar. M, UmaMaheswari.S, **A Study on Investment pattern and Awareness of Salaried Class Investors in Coimbatore District**, Global Research Analysis, Issue 2, pp.82 to 85, October 2013, ISSN No. 2277-8160.

Ashok Kumar. M, Radhika.S , **A Study on Customers Preference Towards Fast Foods with Reference to Coimbatore City**, Indian Journal of Research – Paripax, Vol. 2, Issue 11, pp.42 to 48, November 2013, ISSN No. 2250-1991.

Ashok Kumar. M, Sathya Devi. R, **Information Technology in Banking**, Indian Journal of Research – Paripax, Vol.3 Issue No. 3, pp. 35 to 37, 2014, ISSN NO 2250-1991, X.

Vasantharani. R Ashok Kumar. M, **A HR Perspective Study on Employees Satisfaction in Mobile Phone Showroom WSR to Nokia Mobile Showroom in Madurai Dt**, SNS Journal of Human Resource, Vol.2, Issue No. 1, pp. 22 to 23, July 2014, ISSN No. 2249-4936.

Saravanan. M, Ashok Kumar. M, **Importance of Strategic Branding in inorganic organizational growth**, Trends and Perspectives in Management Research Vol. I, pp.69 to 76, February 2015 ISSN No. 978-81-910601-0-2

Geetha.M, Ashok Kumar. M, **CSR-A Sustainable Approach**, Trends and Perspectives in Management Research Vol. II, pp.203 to 207, February 2015 ISSN No. 978-81-910601-0-2

Periyasamy. S, Ashok Kumar. M, **Issues, Opportunities and Challenges of Stock Exchange Mutual Funds in India**, Global Research Analysis, Vol. 4, Issue No.5, pp.10 to 11, May 2015 ISSN No. 2277-8160

Katahgun Ravee.N, Ashok Kumar. M, **Special Economic Zones (Sezs) and its future prospects in India**, Paripex – Indian Journal of Research, Vol. 4, Issue No.6, pp.61 to 63, June 2015 ISSN No. 2250-1991

UmaMaheswari. S, Ashok Kumar. M, **Comparative Study on Elements of Stress which affects First and Final Year UG Students**, Indian Journal of Applied Research, Vol. 5, Issue No.6, pp.46 to 48, June 2015 ISSN No. 2249-555x.

Ramesh Kumar Satuluri, Ashok Kumar. M, **Enhancing Profitability in Indian Life Insurance Industry - A Proposition**, Life Insurance Today, Vol.12, Issue No. 9, pp. 4 to 9, December 2016 ISSN No. 0973-4813.

Parul P. Bhati , Ashok Kumar. M, **Provision Of Welfare Under Factories Act & Its Impact On Employee Satisfaction**, Journal of Business Management & Social Science Research, Vol.2, Issue No. 1, pp. 57 to 69, February 2013 ISSN : SC

Ashok Kumar. M, Priyanka. S, **Understanding e-Recruitment**, Radix International Journal of Research in Social Science, Vol.2, Issue No. 11, pp. 01 to 05, November 2013, ISSN : SC

Thirunavakkarasu. T, Ashok Kumar. M, **SME Entrepreneurs Awareness and Satisfaction towards Banking Services in Tirupur District**, Vol.1, Issue No. 6, pp. 84 to 90, December 2013, ISSN No. 2249-4936, X.

#### **Other Journals :**

Ashok Kumar. M, **Consumer Cooperatives and Rural Marketing**, Nripendra N.Sharma, Vol 8, Issue 1, pp.4 to 5, Jan-Mar 2005, 0970-1702

Parimala Kanthi. K, Ashok Kumar. M, **Awareness on Social Advertisements**, Readers Shelf, Vol.2, Issue No.2, pp. 20 to 22, November 2005, RAJENG00749/20/1/2004.

Ashok Kumar. M, **Satisfaction of AIRTEL mobile phone users**, Readers Shelf, Vol.2, Issue No. 7, pp. 17 to 20, April 2006, RAJENG/2004/14700.

JayaKumar. P, Ashok Kumar.M, **Utilization of Technology in Nation Building**, Journal of School Social Work, Vol 3, Issue 4, pp.13 to 17, September 2006, TNENG/2004/14389.

Ashok Kumar. M, Selva Kumar.S, **Customer Satisfaction in Banks (w.r.t. Palakkad District)**, Journal of Management Research, Vol. 1, Issue 4, pp.101 to 110, Oct-Dec 2006.

Ashok Kumar. M, JayaKumar. P, Dharamaraj. V, **Use of Hybrid Seeds among farmers**, Rural India, Issue 69, pp.104 to 107, May 2006

Ashok Kumar. M, PariamalKanthi. K, Vasantharani. R, **Health Drinks habits among Coimbatoreans**, Raj Journal of Commerce, Issue 04, pp. 1 to 3, August 2007.

Ashok Kumar. M, PariamalKanthi. K, Vasantharani. R, **Health Drinks habits among Coimbatoreans**, Rural India, Issue 70, pp. 68 to 71, March 2007, ISSN No. B-4183.

Subashini.S, Dr. Velmurugan. R, Ashok Kumar. M, **Road Safety and Motor Insurance**, IRDAI, Vol. 14, Issue No.9, pp.45 to 50, September 2015 ISSN No. Journal

Muralidaharan. D, Jayakumar. P, Ashok Kumar. M, **Job Satisfaction and Job Stress among IT Employees**, Organizational Management, Vol.xxii, pp. 12 to 15 Oct-Dec 2006 ISSN : SC

#### **Book Publications**

**Facets of Commerce**, Ashok Kumar. M, Parimala Kanthi. K 978-81-909246-8-9, February 2010, S. S. Publishers, Hosur

**Global Innovative Practices In Business**, Ashok Kumar. M, Magesh Kumar. M, Vidhya. V, 978-81-909150-8-3, February 2010, NCRC Publications, Coimbatore

**Magnetic**, Ashok Kumar. M, Shanmugavadivu. N, 978-93-81537-05-3, February 2012, NCRC Publications, Coimbatore

**Looming Opportunities & Threats- 2013 (VolI & II)**, Ashok Kumar. M, Dharmaraj. A, Martin Jayaraj. A, 978-93-82338-19-2, September 2012, Bonfring Publishers, Coimbatore

**Management Blueprint**, Ashok Kumar. M, Dhayanithi. S, Archana. U, 978-93-82338-73-4, September 2013, Bonfring Publishers, Coimbatore

**Reinvigoration of Management Practices among Indian Companies for Sustainable Growth of Indian Economy**, Ashok Kumar. M, Karthikeyan. R, Preetha.R, 978-93-84743-01-7, September 2014, Bonfring Publishers, Coimbatore

**Contemporary Issues in Ethical B2P**, Ashok Kumar. M, Sagunthala. C, Martin Jayaraj. A, 2250-1096, February 2012, Bonfring Publishers, Coimbatore

**Impact of Recent Advances and Innovations in Business Administration (IRAIBA-2017)**, Ashok Kumar. M, Dharmaraj. A, 2394-9759, May 2017, Bonfring Publishers, Coimbatore

**Rural Banking and Agri Business for Economic Transformation (NABARD Sponsored),**  
Ashok Kumar. M, Nandhini. M, Hariharan. G, 2395-5341, February 2018, SANA Academic Press, Coimbatore

### Consultancy

Nature of Consultancy	Client	Amount	Completion Status
-	-	-	-

### Participation in Workshop

Participated in **Computer Applications Training Programme** conducted by Bharathiar University & PSG Arts, Coimbatore on 4<sup>th</sup> to 10<sup>th</sup> January 2002

Participated in **Value Education** conducted by PSGRK for Women Coimbatore on 10<sup>th</sup> September 2003

Participated in **One Day Projects in Commerce & Comp. Applications** conducted by Bharathiar University, 7<sup>th</sup> February 2003

Participated in **One Day Recent Trends in Business** conducted by Trinity College for Women, Namakkal on 17<sup>th</sup> September 2004

Convener for One Day Workshop on **Investors Awareness Programme** on 05<sup>th</sup> January 2009 conducted by Sree Narayana Guru College – Coimbatore – Bharathiar University

Organizing Secretary for One Day Workshop on **Teaching Techniques / Pedagogical Methods** on 19<sup>th</sup> February 2009 conducted by Sree Narayana Guru College – Coimbatore – Bharathiar University

Organizing Secretary for One Day Workshop on **Functioning of Stock Exchanges in India** on 22<sup>nd</sup> January 2010 conducted by Sree Narayana Guru College – Coimbatore – Bharathiar University

Coordinator for One Day **Workshop on SPSS** on 14<sup>th</sup> October 2010 conducted by Sree Narayana Guru College – Coimbatore – Bharathiar University

Participated in **Two Day Workshop on Capital Market Professional Course** conducted by Bharathiar University & NSE on 30<sup>th</sup> & 31<sup>st</sup> August 2010.

Participated in One Day Workshop on **Two Day Faculty Work Shop on NCCMP – NSE** on 30<sup>th</sup> and 31<sup>st</sup> August 2010 conducted by UGC - ASC – Bharathiar University

Organizing Secretary for One Day Workshop on **Three Day workshop on “EF-HI-MOL”** on 18<sup>th</sup>, 19<sup>th</sup> & 20<sup>th</sup> January 2011 conducted by Sree Narayana Guru College – Coimbatore – Bharathiar University

Participated in **Two Day Short Term Course for Ph.D Guides** on 21<sup>st</sup> and 22<sup>nd</sup> July 2011 conducted by UGC –ASC – PU – Puducherry

Organizing Secretary for One Day Workshop on **E – Banking** on 14<sup>th</sup> February 2012 conducted by Sree Narayana Guru College – Coimbatore – Bharathiar University

Participated in **Use of N-LIST** conducted by Information & Library Network Centre & Sree Narayana Guru College on 21<sup>st</sup> January 2012.

Convener for One Day Workshop on **A One Day Workshop on Opportunities in Indian Capital Markets with SEBI, NISM,NSE,BSE** on 11<sup>th</sup> September 2014 conducted by Karpagam Academy of Higher Education, Coimbatore

Participated in **Contemporary Skills Development** conducted by Coimbatore Productivity Council on 14<sup>th</sup> February 2015.

### **Participation in Orientation Programme / Short Term Courses**

Participated in **Orientation Course for faculty members** conducted by Academic Staff College, Bharathiar University – Coimbatore on 26<sup>th</sup> April 2000 to 23<sup>rd</sup> May 2000

Participated in **First Refresher Course in Commerce** conducted by Scott Christian College, Nagercoil – Manonmaniam Sundaranar University on 01<sup>st</sup> to 22<sup>nd</sup> November 2003

Convener for **First Endowment Lecture on Inclusive Growth – India’s Growth Story** conducted by Sree Narayana Guru College- Coimbatore on 24<sup>th</sup> to 29<sup>th</sup> August 2011

Participated in **One Day Orientation Programme on Environment** conducted by Nirmala College for Women – Coimbatore – Bharathiar University on 31<sup>st</sup> July 2004

### **Participation in Faculty Development Programme**

Participated in **FDP on Research Methodology** conducted by P.S.G.K.R for Women – Coimbatore – Bharathiar University on 22<sup>nd</sup> to 27<sup>th</sup> November 2004

Participated in **FDP on Research Methodology** conducted by P.S.G.K.R for Women – Coimbatore – Bharathiar University on 22<sup>nd</sup> to 27<sup>th</sup> November 2004

Participated in **FDP on Tools in Research Methodology** conducted by ICFAI – National College - Coimbatore Chapter on 27<sup>th</sup> February 2006

Participated in **FDP on Research Methodology** conducted by Sona College of Management – Salem / C-mat / Pes – Bangalore on 16<sup>th</sup> and 17<sup>th</sup> June 2006

Coordinator for **FDP for HOD on Stress Management, NAAC Accreditation, Placement Challenges** conducted by Sree Narayana Guru College – Coimbatore – Bharathiar University on 17<sup>th</sup> and 18<sup>th</sup> April 2009

Coordinator for **FDP for HOD’S on e-Learning and e-Content Development** conducted by Sree Narayana Guru College – Coimbatore – Bharathiar University



Convener for **FDP for Staff Members of Sree Narayana Guru College** Coimbatore – Bharathiar University conducted by Sree Narayana Guru College- Coimbatore on 30<sup>th</sup> July 2011

Resource Person **FDP on Log Book Documentation and Updating for staff Members of Karpagam Academy of Higher Education, Coimbatore** on 01<sup>st</sup> November 2014

#### Conference / Seminar / Workshop Organized

- Organizing Secretary, National Conference on Facets of Commerce, Sree Narayana Guru College, Coimbatore, XXX Feb 2010.
- Organizing Secretary, National Conference on Global innovative practices in Business, Sree Narayana Guru College, Coimbatore, XXX Feb 2011.
- Organizing Secretary, National Conference on MAGNETIC, Sree Narayana Guru College, Coimbatore, XXX Feb 2012.
- Organizing Secretary, National Conference on Looming Opportunities & Threats- 2013, Karpagam Academy of Higher Education, Coimbatore, XXX Sep 2012.
- Organizing Secretary, National Conference on Management Blueprint, Karpagam Academy of Higher Education, Coimbatore, XXX Sep 2013.
- Organizing Secretary, National Conference on Reinvigoration of Management Practices among Indian Companies for Sustainable Growth of Indian Economy, Karpagam Academy of Higher Education, Coimbatore, XXX Sep 2014.
- Organizing Secretary, National Conference on Contemporary Issues in Ethical B2P, (Vol 6/Spl Issue), Karpagam Academy of Higher Education, Coimbatore, XXX Feb 2016.
- Organizing Secretary, National Conference on International Journal of Research in Arts and Science (Vol 3 / Spl Issue 2017), Karpagam Academy of Higher Education, Coimbatore, XXX May 2017.

#### Member in BoS

**BOS in Commerce, Dr. G.R.D College of Science, Coimbatore, June 2019 to June 2022**

S.No.	Nature of Service	Institution / University	Duration		Total Years of Experience
			From	To	
1.	Chairman / Member Board of Studies	Karpagam University, Cbe	01.06.12	31.06.2018	04
	Member - BOS	RVS-MBA, Sular	31.05.2016	31.05.2016	01
	Member -BOS	SVPISTM-Cbe	15.04.2014	15.04.2014	01
2.	Chairman / Member Question Paper Setting Board	40 Occasions	2011	31.06.2018	05
3.	Chairman / Members Selection Committee	As Professor & Head I will be a permanent member during staff selections.			04
4.	<b>Chairman / Member Experts Committee</b>				
a.	Review of UG & PG Regulations	Karpagam University	01.06.2014	31.06.2018	02
b.	Research Advisory Committee	Karpagam University	01.06.2013	31.06.2018	03

d.	Selection committee member for Best Faculty Award 2015	Nehru Group of Institutions	06.12.2015	06.12.2015	01 Time
e.	Doctoral Committee Member	Anna University, Cbe	2010,2012,2016	-	03 Times
f.	Doctoral Committee Member	Bharathiar University, Cbe	2014	2016	02
g.	Doctoral Committee Member	Karpagam University, Cbe	01.06.2012	31.06.2018	04
h.	First University Level Research Convention	Karpagam University, Cbe	18.02.2016	-	Yes
i.	Enquiry Committee	Sree Narayana Guru College, Cbe	2008	2009	02
j.	Acted as External Examiner for Ph.D & M.Phil	Bharathidasan University affiliated College & KKC Velur (Namakkal)	-	31.03.2011 05.11.2011 21.01.2012	03 times
k.	Convener – First Endowment Lecture Series	Sree Narayana Guru College, Cbe	2011	-	Convener
5.	Member Academic Council	Karpagam University, Cbe	01.06.12	31.06.2018	04
6.	Coordinator - CDC	Karpagam University	2014	31.06.2018	2 years

#### Editorial / Review Board Member

#### PH.D VIVA VOCE CONDUCTED AS EXTERNAL EXAMINER

Research Supervisor	Research Scholar	Date of Viva Voce Exam	University
Dr.S.Rajkumar	Mr.K.R. Govindarajan	05.11.2011 (Saturday)	Bharthidasan University Trichy
Dr. Easwaramoorthy	Ms. C. Indirani	31.10.2016 (Monday)	Periyar University Salem

#### PH.D - ADJUDICATION OF PH.D THESIS as External Examiner :

Particulars	University	Title of the Thesis
Jayashree M. Korimath (Scholar) Dr. S. Balasubramanian (Supervisor)	Dravidian University – Andhra Pradesh India	A Study on Banking Customer Behavior in Selected Districts of Karnataka State. (16.03.2016)

#### M.PHIL – THESIS ADJUDICATION (AS EXTERNAL EXAMINER)

Scholar	Guide	University	Title
C.Balasubramanian 06DCCB3166	S.Vijayaraju	Periyar	A study on Cotton textile management of industries with special reference to Karur town
A.Manivannan 06DCCB1623	P.Nagarajan	Periyar	A study on user satisfaction towards fridge wrt Nammakal town
K.Gomathi	S.Vijayaraju	Periyar	A study on consumer satisfaction about

60DCCB1608		University	Hamam Soap wrt Karur Town
C.Krishnavani 06DCCB2794	SVijayaraju	Periyar	Users' Satisfaction of AIRTEL service with reference to Thiruchengodu town – A Study
D.Soundararajan 60DCCG1146	N.Senthil Kumar	Periyar	A Study on ATM Service in Banks with special reference to Dharmapuri Town

**M.PHIL – CONDUCT OF VIVA VOCE EXAMINATION AS EXTERNAL EXAMINER :**

Scholar	Reg No	University	College
R.Anbarasan	09CAD8054	Periyar University	Kandasami Kandar's College (Affiliated to Periyar University) P.Velur Namakkal – 638 182 (31.03.2011)
N.Anitha	09CAD8055		
N.Dharmarasu	09CAD8056		
M.Eswaran	09CAD8057		
D.Hemalatha	09CAD8058		
S.Jagadesh	09CAD8059		
M.Kalaimathi	09CAD8060		
M.Kavitha	09CAD8061		

**EXPERIENCE (ADMINISTRATION)**

SN	Positions held	Name of the Institutions	Duration		Years of Experience
			From	To	
1.	Director, HRDC	Karpagam Academy of Higher Education, Coimbatore	01.02.2013	01.06.2016	3 years, 5 months
2.	Anti Discriminatory Officer		01.05.2015	31.06.2017	2 years

**Membership in Professional Bodies**

Name of the Professional Body	Nature of membership	Duration
Auditor : ISO Auditor (TRG/CBE/ISO/IQA/ 2043 – 0309)	Member	June 2009 onwards
Bar Council of India (Membership with Tamil Nadu & Pondicherry State Bar Council)	Life-time	June 2009 onwards
Coimbatore Management Association, Coimbatore	Life-time	Feb 2015 onwards
Indian Accounting Association	Life-time	Jan 2019 Onwards

**Awards / Honors**

Awards / Honors	Agency / Institute	Year of Award
Shri. P. K. Das Memorial Best Faculty Award [Nov/Dec 2011 - Senior Category in Commerce]	Nehru Group of Institutions, Coimbatore	2009

**Recognition National / International**

Nature of Recognition	Organization / Institution	Year
-	-	-