

Name : Dr. R. Senthil Kumar
Designation : Assistant Professor
Department : Corporate Secretaryship (CA)
Qualification : M.Com., M.Phil., Ph.D., PGDCA
Experience : Teaching: 19 Years Research: 15 Years
Area of Specialization(s) : Marketing Management
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Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Commerce	Govt. Arts College, Udagamandalam	Sep 2017
M.Phil.	Commerce	Bharathiar University, Coimbatore	April 2005
M.Com	Commerce	CBM College, Kovaipudur	May 2003
BCS	Corporate Secretaryship	Thavathiru Santhalinga Adigalar Tamil College, Perur	May 2001

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	-	01
M. Phil.	06	-

Research Publications (Indexed)

International

- 1) Mr. R. Senthil Kumar “**Digital Marketing Mix of Flipkart – An Overview**”, International Journal of Research in Commerce and Management - ISSN 2231-1009, 31-Oct-15.

- 2) Mr. R. Senthil Kumar **“Customer level of satisfaction on performance of pre-owned cars in Coimbatore City”**, ASIA PACIFIC JOURNAL - ISSN-2320-5504, Impact Factor 6.5, Nov-15.
- 3) Mr. R.Senthil Kumar **“Work Life Balance of College Teachers in Mallapuram City, Kerala state – A Descriptive Study”** - International Journal of Advance Research and Innovative Ideas in Education, ISSN 2395- 4396, Vol. 3, Issue 2, 2017.
- 4) Dr. R. Senthil Kumar **“Problems & Challenges Faced by Self –Financing Arts College Teachers in Mallapuram District, Kerala State – A Descriptive Study”** Journal of Management Research and Analysis (JMRA) - UGC Referred No :63796, ISSN 2394 2770/ISSN 2394 – 2762, Issue No.1, Vol. 2, Jan – Mar-19.
- 5) Dr.R.Senthil Kumar **“Impact on factors Influencing Stress level Among Medical Representatives with Special reference to Pallakkad city, Kerala State - A Study.** Aegaeum Journal, UGC Care Approved-Group – II – Journal Volume 8 – Issue 7- July 2020.
- 6) Dr, R, Senthil Kumar **“The Customer level of Satisfaction on Multi-Branded Outlets of Pre-owned car at Coimbatore City - An Outlook** , Kala : The Journal of Indian Art History Congress, UGC Care Group -I -ISSN : 0975-7945, Volume No-27- 2020 -2021.
- 7) Dr.R.Senthil Kumar **“Quality of work life balance & Job Satisfaction level of (KSRTC) Employees at Mallapuram Depot, Kerala State- A Snapshot.”**- Journal of Management & Entrepreneurship, UGC Care- Group I – Impact Factor 4.257- ISSN : 2229-5348. Volume 16, No 2, April – June 2022.
- 8) Dr.R.Senthil Kumar **“ Customer Level of Satisfaction Towards Online Shopping at Coimbatore City - A Study**, Journal of Emerging Technologies and Innovative Research- A UGC Approved Journal – Impact Factor 7.95, June 2022.

- 9) Dr.R.Senthil Kumar “ **Consumer Buying Behaviour towards Amway Hair Care Products at Coimbatore City - An Outlook** , Journal of Emerging Technologies and Innovative Research- A UGC Approved Journal – Impact Factor 7.95, June 2022.
- 10) Dr.R.Senthil Kumar “**The Impact Of Factors Influencing On GST Filing Process At Coimbatore City - An Empirical Study**”, International Journal of Scientific Research in Engineering and Management (IJSREM)- Volume: 07 Issue: 02 | February – 2023, Impact Factor: 7.185.

Participation in Faculty Development Programme

- **Firefox**, offered by Spoken Tutorial Project, IIT Bombay, Jan-20.
- “**Financial Planning for Educators**” Organised by Department of Commerce (CA) of Dr.N.G.P. Arts and Science College on 11th Sep 2021.

Invited Speaker / Session Chair- Conference / Seminar / Workshop

- Speaker on the topic “**GST and Employability Skills – An Outlook**”, at Arulmigu Palani Andavar College of Arts and Culture, Palani on 26-Dec.-2018.
- Speaker on the topic “**Academic Survival – A Bird’s Eye View**” at Shree Venkateshwara Arts and Science (Co-Education) College, Gobi Chettipallayam , Erode District. On 25th September, 2021.
- Speaker on the topic “**Income Tax – An Overview**” at Sugana College of Arts and Science, Coimbatore – 48, on 19.03.2022.
- Speaker on the topic “**Income Tax – An Outlook**” at AVP College of Arts and Science, Tiruppur on 02/08/2022

