

C.V.



Dr. V. HEMANTH KUMAR

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Objective: To create an epitome and excel in the field of Pedagogy.

Academic Qualification:

Ph.D.	(Management)	@ S.K. University, Anantapur.
M.Phil.	(Management)	@ Alagappa University
M.A.	(Crim. & Police Admin.)	@ Annamalai University
M.L.M.	(Labour Mgmt.)	@ Madurai Kamaraj University
M.Sc.	(Psychology)	@ University of Madras
M.B.A.	(Mktg. & HR)	@ University of Madras
B.Com.	(Commerce & Accounts)	@ University of Madras

Additional Qualification:

P.G.Dip. in Human Resource Management (PGDHRM) from Pondicherry University

Professional in Software Tech. & Systems Management @ NIIT, Chennai

Areas of Interest:

>Marketing Management	>Services Marketing
>Consumer Behaviour	>Marketing Research
>HRM	>Business Law and Labour Legislations
>Information Management	>Psychology and Counselling

Work Experience: 21 years

P.G. Teaching Experience - 17 years in Management Studies (MBA)

*Currently working as Professor – MBA Dept., Sri Sairam Engg. College, Chennai.

Corporate Experience - 4 years of Corporate experience in HR and Client Relations

University associations as Resource person, Examiner & Guide

- University of Madras
- Annamalai University
- Alagappa University
- University of Mysore
- Central University of Kahsmir
- Tamil Nadu Open University (TNOU)
- IGNOU
- Symbiosis
- Bharathidhasan university
- Bharathiar University

Corporate Association: Official Trainer for Information Technology firms and TNPA.

Project Guided: More than 340 projects in different functional areas of management.

Co-Curricular Activities:

- Attending conferences, Seminars and Workshops on Marketing, HR and legal area.
- Paper Presentations in National and International Level conferences.
- Organised Collaborative International conferences and Training programs at Malaysia, Singapore, Srilanka, Thailand and UAE.

Extra Curricular Activities:

- Swimming, Music, Visiting places of interest, Autosport.

Personal Details:-

Full Name : V. Hemanth kumar

Gender : Male

Age : 42 yrs.

Address : No.79 / 16, 7th Avenue, Ashok Nagar, Chennai – 600 083.

Phone : Hand phone – 98842 49862 / 73389 43389

Marital Status : Married

V.Hemanth Kumar.

Research Presentations and Publications:

- Presented paper titled “Regulations and Operational problems of NBFI’s in India”, at AVVM Pushpam College, 18th -19th February 2005.
- Presented paper titled “Promotional Strategy – A Key element in emerging business scenario” at International conference – Indian Institute of Management – Kozhikode (IIM-K) on Marketing in the age of Convergence, 7th - 8th January 2006
- Presented paper titled “Social Relevance in Management Education – Paradigm perspectives” on International conference at Cardamom Planters Association college, 21st-23rd February, 2006
- Presented paper titled “Emerging Trend in Business Research – Marketing and Social Sciences”, on National Seminar at SRM Eswari Engineering college, 31st March 2006
- Published Research paper titled “Mergers and Acquisitions: Nature and Significance” on M-inifiniti Journal of Management, Vol.1, April-Sept. 2006
- Presented paper titled “Managerial Excellence in Literatures” on International conference at University of Malaya, Kuala Lumpur, Malaysia, 10th-12th May 2007.
- Published Research paper title “Current Scenario of Stress Management Training (SMT) @IT firms” on Review of Professional Management, A journal of New Delhi Institute of Management, Vo.5, Jan-June 2007
- Published Research paper titled “Customer Perception towards Various Brand sof Toilet Soaps apropos South Indian Market – An analytical study” on Journal of Business Studies, University of Jaffna, Srilanka, vol.4, Jan-June 2007.
- Presented Research paper on “Impact of Stress among IT professionals during Global Economic Crisis” on International conference on Impact of Economic Crisis in Global Business Scenario, Sri Sairam Engineering college, 2009
- Published Research paper on “Quality of Work Life @ Indian IT firms” on SRM Management Digest, 2009.
- Presented Research paper titled “A study on analysing the effectiveness of Stress Management Training at Indian IT firms” at International conference on Sustainable strategies on Technology and Management for Developing Countries, Tyndale College, Singapore, 2010
- Presented Research paper titled “Stress and its impact among IT professionals – a study with reference to India” at International conference, University of Jaffna, Srilanka, 2010
- Presented Research paper titled “Impact of Stress among Information Technology Professionals – with reference to select leading Information Technology Companies in India” at International conference, RBAC university, Bangkok, Thailand, March 2011
- Presented Research paper titled “Employee Perception towards HR policies in Information Technology Industry – A study with respect to Chennai, India” at International conference on Competency Building Strategies in Business and Technology organised by Sri Sairam Engg. College, India, 2011
- Presented Research paper titled “Stress Management Training Programs in Information Technology firms – An Indian Perspective” at International conference, University of Malaya, Malaysia, August 2011.

- Published Research paper titled “ Effectiveness of CRM practice in Retail Malls – A study with reference to Chennai, India” at International conference on Innovative Business and Technology Strategies for Developing countries, organised by Asian Management Science Association and Putra Inteltek International College, Malaysia, at Dubai, December 2011.
- "Effectiveness of CRM practice in Retail Malls – A Study with reference to Chennai, India" for the International Seminar Emerging Economies: BRIC and ASEAN Markets as the New Growth Engines 11-12 February 2012 Siva Sivani Institute of Management Studies, Secunderabad, Andhra Pradesh.
- Presented Research paper titled “Impact of Stress on Information Technology Professionals -A study with reference to select leading Information Technology companies in Chennai” at International conference ICBGM organised by MBA Dept., SA Engg. College, Feb. 2012
- Presented Research paper titled “A Study on Ergonomics with reference to Manufacturing Sector in Chennai” at International Conference on Application of Management and Technology Research, organised in association with Dept. Of Indian Studies, University of Malaya, Malaysia, at Sri Sairam Engg. College, Chennai, 2-3 June 2012.
- Presented Research paper titled “3 G Strategies (Green Marketing, Green Building & Green Electronics) For Social and Environmental Sustainable Development” at , International conference organised by University of Malaya, Malaysia, August 2012.
- Presented Research paper titled “Job Satisfaction among Teaching Professionals - A study with reference to collegiate education in Chennai”, International Conference on “Business Innovations in the Globalisation Era”, organised by the Post Graduate and Research Department of Commerce, A.V.V.M Sri Pushpam College, Poondi, Thanjavur District on September 22nd 2012.
- Published research paper on “Impact of Advertising on Purchase of Two-wheeler- A Study with reference to Women in Chennai” in International Journal of Advanced Research in Management and Social sciences (ISSN: 2278-6236) Volume2, Issue 5, May 2013.
- Published research paper on “ Customer perception towards Service quality – A Study with respect to Unisex Health clubs in Chennai” in South Asian Journal of Marketing and Management Research (ISSN:2249-877x) Volume 3, Issue 6, June 2013.
- Published research paper on “Customer Satisfaction Towards 3G Mobile- A Study with Reference to Chennai” in International journal of Information Technology and Management Sciences (ISSN:2231-6752) Volume 3, Issue 1, Jan-June 2013.
- Presented the research paper on “Aligning HR with Organizational Strategy – A Study with reference to select companies in Chennai” at International conference at University of Malaya, Kuala Lumpur, 15-17 August, 2013.

- Presented the research paper on “Customer Satisfaction Towards 3G Mobile- A Study with Reference to Chennai” at International Conference on Contemporary Issues in Business, Management & Finance, Department of Business and Financial Studies, University of Kashmir, Srinagar, Kashmir, 28th – 29th September, 2013.
- Presented the research paper on “Effectiveness of Employee Retention practices in select leading manufacturing units in Chennai” at International Conference on Contemporary Management (ICCM-2014) 14th -15th March 2014, University of Jaffna, Srilanka.
- Presented the research paper on “Effectiveness of Human Relation Practices in Engineering Industry – A Study with reference to Chennai” at International Conference on Management Challenges, Sanskrithi School of Business, Puttaparthi, A.P., on 26/04/2014, “Glimpses of management Challenges” with ISBN 978-163041955-4
- Published research paper on “Safety And Security Policies For Women At Workplace - A Study With Reference To Information Technology Sector In Chennai” in International journal of Information Technology and Management Sciences (ISSN:2231-6752) Volume 4, Issue 2, Jan-June 2014.
- Presented and Published the research paper on “Effectiveness of Faculty Welfare practices – A Study with reference to self-financing engineering colleges in Chennai”, at International Conference organized by University of Malaya, 13-14 December 2014.
- Presented and Published the research paper on “Bridging Gap strategies – A study with reference to management education system in India”, at International Conference organized by University of Malaya, 13-14 December 2014
- Presented and Published the research paper on “Technology education and adoption in rural and comparative urban regions”, at International Conference organized by University of Malaya, 13-14 December 2014
- Presented and published the research paper on “Impact of advertisements and antecedents of purchase intention towards FMCG products in Chennai – A study” in the 9th International Great Lakes Management Research Conference organized by Great Lakes Institute of Management & Yale University on 29th Dec. 2014.
- Presented and Published the research paper on “Impact of Work Stress on Employee Job Performance – A Study with reference to I.T. Professionals in Chennai” during the International conference on Contemporary Developments and Challenges in HRM (ICCODAC – HRM) was organized by St.Joseph’s college of Arts and Science, Cuddalore on 13th and 14th March, 2015.
- Presented and Published the research paper on “A Study on Recruitment and Selection Process with reference to Software companies in Chennai”, during the International

conference on Contemporary Developments and Challenges in HRM (ICCODAC – HRM) was organized by St.Joseph's college of Arts and Science, Cuddalore on 13th and 14th March, 2015.

- Presented and Published the research paper on “Influence of Celebrity Endorsement & Corporate Credibility on Purchase Intention towards FMCG products – A study with reference to Chennai city”, during the National conference on Driving Nextgen Excellence: Entrepreneurship & Business Management, Dept. of Management Studies, Valliammai Engineering College on 24th April 2015.
- Presented and Published the research paper on “Customer Brand Preference Towards Men's Apparel -A Study with reference to Chennai, South India”, during The Fourth International conference on Advancement of Development Administration (ICADA)2015 organised by National Institute of Development Administration(NIDA), Bangkok, Thailand, during 28th -30th May 2015.
- Presented and Published the research paper on “Societal perception on Juvenile delinquency & law - a study with reference to Indian perspective”, during Indo-Canadian International Conference of Business and Behavioural Sciences, (ICICBBS -2015) at Vivanta by Taj Hotel– Panaji, Goa, India during 3-4 July 2015.
- Presented and published the research paper on “Innovations in HRD – Emphasizing the need for Knowledge Management system” at the UGC National Seminar on Creativity and Innovation organised by S.K. Institute of Management, Sri Krishnadevaraya University, Anantapur, A.P. during 30th Nov. – 1st Dec. 2015
- Published research paper on “Customer Perception towards private label brands of Bottled drinking water – A study with reference to Chennai”, in GE-International Journal of Management Research, vol.4, Issue 8, August 2016, ISSN(2321-1709).
- Published research paper on “Customer Brand Preference towards Men's Apparel with reference to South Indian Market” in Asian Journal of Research in Social Sciences & Humanities, Vol.6, No.10, October 2016, ISSN: (2249-7315), pp 1397-1405.
- Presented and Published research paper on “Impact of Teacher's Job satisfaction & welfare practices on Sustainable Development – A Study with reference to Self – financing Engineering colleges in Chennai” at International conference on Transformative Education Research and Sustainable Development, organised by Kathmandu University in association with Murdoch University, Australia and UNESCO, Dhulikhel, Nepal during 21-23 October 2016.
- Presented and published research paper on "Challenges and Opportunities in Urban Farming- A study with reference to Chennai" at International Conference on "Innovation, Market Competition and Economic Development." Organized by IMI Bhubneshwar, and EGADE Business School, Mexico City, Mexico on December 09-10, 2016.

- Presented And Published Research Paper On “Business Transformation Through Strategic Knowledge Management” At International Conference On ‘Business Management, Economics & Social Sciences (ICBMESS 2016)’ Organised by Uttara University, Dhaka Bangladesh, AMDISA (A SAARC Recognised Body) and GBMF-USA, during 21-23 December 2016.
- Presented and Published the Research paper titled “Workplace Complexities and Job Satisfaction in Current Corporate Scenario – A comparative study on IT and Non-IT sector” at 10th International Business Research Conference organized by IES Management College and Research Centre, Mumbai, during 17th Feb 2017. IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668, PP 33-38.
- Presented and Published the Research paper titled “Influence of Celebrity Endorsement on Customers’ Brand Perception and Purchase Intention With Reference To Chennai City” at International Conference on Emerging Management & Technology for Economic Sustainability at Alhosn University, Abu Dhabi, UAE, during April 2017. ISBN: 978-93-5228-080-3, PP 527-540.
- Presented and Published the Research paper titled “Rehabilitation Framework on Organic Agriculture – A Study with reference to Tamilnadu” on International Conference on Emerging Management & Technology for Economic Sustainability at Alhosn University, Abu Dhabi, UAE, during April 2017. ISBN: 978-93-5228-080-3, PP 499-510.
- Published the research paper titled “Business Transformation through Strategic Knowledge Management” on The Business Review, Journal of School of Business, Uttara University, Dhaka, Bangladesh, Vol(5), Special Issue, May 2017, ISSN: 1996-3637.
- Presented and published the Research paper titled “Fresh Graduates perception towards Campus Recruitment – A study with reference to Chennai” on International Conference on Contemporary Management ICCM 2017 at University of Jaffna, Srilanka, during July 2017. ISSN-2448-9883, Vol 4(I), PP. 391-399.
- Published the research paper titled “Rehabilitation Frame work on Organic Agriculture with reference to Tamilnadu” on SCOPUS indexed Journal of Advanced Research in Dynamical & control Systems, 15-Special Issue, October 2017, ISSN: 1943-023X.
- Published the research paper titled “Impingement of Celebrity towards Product Promotion in Chennai City – A Hawkish view” on SCOPUS indexed Journal of Advanced Research in Dynamical & control Systems, 15-Special Issue, October 2017, ISSN: 1943-023X.
- Published the research paper titled “A Study on Impact of Celebrity Endorsement on Purchase Decision among Consumers in Chennai” on International Journal of

Enhanced Research in Management & Computer Applications, Vol (6), Issue 11, November 2017, ISSN: 2319-7471.

- Presented and Published the research paper titled “ Leadership & Employee Retention – A Study with reference to Information Technology sector in Chennai”, at International Conference organised by Saveetha University on Managing the Metamorphosis of Make in India in the global Era – Roadmap & challenges Ahead, 21-22 December 2017.
- Presented and Published the research paper titled “ A Study on Job-Hopping among working professionals in Chennai” at International Conference organised by St.Peter’s University on Frontiers of Management Practices for Economic Sustainability , 13 December 2017.
- Presented and Published the research paper titled “ Mediation of Attitude towards Advertisements in the relationship between advertisements and purchase intention” at International Conference organised by St.Peter’s University on Frontiers of Management Practices for Economic Sustainability , 13 December 2017.

Seminars / FDPs / MDPs:

- Attended One Day National Level orientation workshop on “Infusion of Environmental Concepts in Management Education” conducted by Indian Institute of Management, Bangalore (IIM-B), sponsored by the Ministry of Environment and Forest, Govt. of India, 1st September 2002.
- Attended UGC sponsored Faculty Development Program on “Measuring Corporate Financial Health” at Sathyabama Institute of Technology, 9th-21st April, 2004
- Attended Faculty Development Program on “Quantitative Techniques in Research for Engineering and Management Faculty” at Anna university, 5th-7th December 2005.
- Attended SPSS 12.0 version Training Programme at Hotel Abu Palace, 23rd June 2004.
- Attended a National Level Conference on “Organisational Re-design – Role of HR” at Hotel Trident, 11th September 2004.
- Participated in Industry Institute Interaction on “Educational System and Corporate Demand” at Madras Management Association, 10th August 2004.
- Attended Seminar on “Globalisation and India’s Response” at Russian Cultural Academy by Dr.C.Rengarajan, Member-Advisory Council to Prime Minister of India, 21st July 2006.
- Attended Seminar on “Intellectual Property Rights” sponsored by Ministry of HRD, at SRMC&RI, Dept., of Management Studies, 25th August. 2006
- Attended Seminar on :Industry Institute Interaction for Skill Enhancement” organised by Confederation of Indian Industry(CII), 5th January 2007.
- Attended HR conclave seminar at Great Lakes Institute of Management Studies, Chennai, 2011

- Attended the Seminar on ‘Competing in an Evolving global Landscape’ by Tim Hanley, Global leader, Deloitte, USA, organised by Madras Management Association on 23rd February 2012, Chennai.
- Attended the Faculty Development Programme on “INSPIRE – Change the Learning Path” organised by University of Madras and Madras Management Association(MMA) on 19th August 2016.
- Attended the Management Development Programme on “Case Method of Teaching” during 11-12 December at XIME, Chennai.

Invited Lectures / Training & Development Programmes:

- Acted as the resource person for the ICSSR sponsored Research Methodology programme, organised by University of Mysore, Karnataka on 24th Jan 2014.
- Acted as the resource person for the One-day Zonal level orientation programme for YRC programme officers, organised by the Indian Red Cross, YRC, Chennai, sponsored by UGC on 14th Feb. 2014.
- Acted as the resource person for the one-day National level Seminar on Career Opportunities for Commerce and Management Students organised by Imayam Arts & Science College, Thuraiyur on 16th Oct. 2015.
- Acted as the resource person for the Panel Discussion on ‘Role of Universities in Social Transformation’ at International conference organised by University of Jaffna, Srilanka on 25-26 July 2017.
- Official Trainer at O’clock Solutions, and IT & ITeS Corporate.
- Official Trainer at Tamilnadu Police Training Academy.

Doctoral Committee Member for Ph.D programmes

- Annamalai University
- Bharthiar University
- Central University of Kashmir
- Vel’s University
- St.Peter’s University
- Bharath University

Professional Memberships:

- Editorial Board Member for Tamil Nadu Open University (TNOU) – Post Graduate Department of Management Studies.
- Life Member in Indian Society for Technical Education (ISTE).
- Life Member in Indian Academy of Applied Psychology (IAAP).

- Life Member in Sales Lead Management Association (SLMA).
- Individual and Institutional Member in Madras Management Association (MMA).
- Institutional Member in Confederation of Indian Industry (CII)
- Member in National Service Scheme (NSS)