

RESUME

Dr.R.SURESH

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Professional Summary

- Organised National level FDP in Research methodology.
- Edited and authored three Books.
- Consultant for Research scholars in Statistical analysis using SPSS.
- Highly gifted research and teaching aptitude.
- Crystal clear understanding of the underlying principles of the subject.
- In-depth knowledge of various techniques and approaches applied at a research project.
- Perfect knowledge about the common job duties of a faculty and ability to perform them efficiently.

Educational Qualifications : B.Sc.,M.B.A, Ph.D

<i>Course</i>	<i>Year of passing</i>	<i>University</i>
B.Sc.,(Computer science)	1994	Madurai Kamaraj University
M.B.A.	1997	University of Madras
Ph.D	2014	M.S.University,Tirunelveli

Doctoral Research Area: Innovative Distribution Model For Rural Market.

Additional Qualification : *SLET Passed* (Eligible for Lectureship
in Colleges throughout India) May 2000

**Computer Skills : SPSS ,Oracle 9i, Windows 10, VB 6,C & C++,MS Project,
MS Office.**

Academic Experience in PG(MBA) : 19 Yrs

<i>Institution</i>	<i>Period</i>	<i>Duration/Designation</i>
Sapthagiri College of Engineering	11 Jan.' 99 to 25 Aug.'99	8 Months /Lecturer
Department of Management Studies, Sri Sai Ram Engineering College,Chennai	30 Aug.'99 to Aug 2005	6 Years/Lecturer
	Sep 2005 to July 2008	3 Years/ Sr. Lecturer
	Aug 2008 to July 2013	5 yrs/Asst. Professor(Grade-I)
	Aug 2013 to Till date	Associate Professor

Other Activities : 1.Doing Consultancy service for the application of SPSS in Doctoral

Research Projects.

2. Organised Management Meet ,International Conference & Faculty development Programmes.

3. Placement Coordinator for MBA.

Area of specialization in Teaching

: Marketing & Systems

Subjects taught(Last 5 Years) :

Organizational Behaviour,Enterprise Resource Planning,Data Analysis And Business Modeling Lab , Retail Management& Research Methodology.

Books Published : Entrepreneurship Development, Umesh Publishers, New Delhi.2009

Edited Volume :

Impact of economic crisis on global business scenario, Marketing Management, IT Kalaignan Publishers, Chennai

Sustainable strategies on technology and Management for developing countries Anuragam publications,Chennai,Volume 1& 2

Research Articles Published

Article published titled “ Indian Entrepreneurs’ global competitive strategy in growing economy” in SRM Management Digest , Vol 6, Apr 2008 , ISSN 0973-6905

Article Published titled “ A Study on brand penetration in Indian rural Market “ in Global Competition and brand promotion , Excel India Publishers ,2008 , ISBN 978-81-906531-9-0

Article published titled “ Reaching the rural market – A hybrid model for distribution” in International conference on marketing in Asia Pacific issues and challenges , Macmillan Publishers India Ltd., Nov 2009 ,ISBN 023-033-169-6

Article published titled “ Partnership E-Retailing Model for Indian rural market, in SRM Management Digest , Vol 10 , Apr 2010 , ISSN 0973-6905

Article Published titled “ A comparative analysis of micro enterprise activities and its impact on empowering self help group members in selected districts of Tamil Nadu” , in Governance for excellence , JM International publishers , Dec 2012, ISBN 978-81-925487-9-1

Article Published titled “ Employee perception towards effectiveness of performance appraisal system “, in International Journal of Management science , Vol 3, Issue 4, Dec 2013

Article Published titled “ A Study on adoption of lean manufacturing practices with special reference to auto components firms in Chennai” in Splint International Journal for professionals Vol 3, Issue 1, Jan 2016, ISSN 2349-6045

Article Published titled “ A Study on Web Application development challenges “ , Journal of operation management and Information technology , Vol 4 , Issue 1 , Jan-Apr 2016 PP 1-8.

Article Published titled “ A Study on effect of E-Business on Supply Chain Management with Reference to small and Medium Enterprises in Chennai , Splint International Journal of Professionals , Vol.-III, Issue-11, November 2016 , pp 17-21

Published the research paper titled “Consumer Perceptions of Private Label Brands within the Retail Supermarket Sector of Chennai Region” SANKALAN . VOLUME 2 . ISSUE 2 . NOVEMBER 2016 – APRIL 2017, pp 140-145

Published the research paper titled “Online Shopping Attitude and Behaviour – An Empirical Study with Special Reference to Select Professionals in Chennai City”, International Journal of Marketing, Financial Services & Management Research Vol.6, Issue 1, January 2017, ISSN 2277-3622 PP: 49-57 ,Haryana

Published the research paper titled “A Study on Impact of Technology Transformation on Employee Monitoring Tool with Reference to Information Technology Industry”, GE-International Journal of Management Research Vol.5, Issue. 3, March 2017, ISSN (O): 2321-1709, ISSN (P): 2394-4226 , pp 1-11,Haryana

Published the research paper titled “Internet Banking System – A Tool to Enhance Customer Loyalty in Self Service Technology Era”, International Journal of Current Engineering and Scientific Research (IJCESR)Vol.4, Issue 4, April 2017, ISSN (Print): 2393-8374, ISSN (Online): 2394-0697 ,pp 145-150,Kolkata

Published the research paper titled “ An Investigation of Determinants of Customer’s Shopping Behavior Towards Select Hypermarket – An Empirical Study with Special Reference to South India” , International Journal of Management Studies , Vol-IV, Special Issue-3, November 2017 , PP 77-84.

Published the research paper titled “Examining the Effect of Factors Affecting Youth’s Satisfaction on Leader’s Commitment Towards Socio Economic Development “, Journal of Adv Research in Dynamical & Control Systems, 15-Special Issue, November 2017 ,pp 728-730 (Scopus Indexed)

Published the research paper titled “A Study on Post Implementation Benefits of ERP in Manufacturing “,International Journal of Civil Engineering and Technology (IJCIET) Volume 8, Issue 12, December , 2017, pp. 451–464 (Scopus Indexed)

Research Papers Presented

Presented the paper on “ Entrepreneurship opportunities and challenges “ , National seminar on Entrepreneurship Teaching through Experience Sharing and Case Studies, Organised by Rajalakshmi Engineering college , Chennai , July 25 -27 , 2005

Presented the paper on “Indian Entrepreneurs’ global competitive strategy in growing economy “ in the International conference on Global Entrepreneurship , 20-22 Dec 2007, Organized by SRM School of Management.

Presented the paper on “ Accessing BOP Markets –Opportunities and Challenges “ in the National conference on Empowering the Bottom of the pyramid ,31st Mar 2008, Organised by Dept. of Management sciences , Velammal engineering college , Chennai.

Presented the paper on “ Innovative practices in rural distribution “ in the National level seminar on 11th Apr 2008, Organised by Dept. of Management Studies , AVC College of Engineering , Mayiladuthurai.

Presented the paper on ““ A Study on brand penetration in Indian rural Market “ in the International Conference on Global Competition and brand promotion, 1-16 Sept , 2008 , Organized by Institute of Public Enterprise , Hyderabad.

Presented the paper on “ Reaching the rural market – A hybrid model for distribution” in International conference on marketing in Asia Pacific issues and challenges , 2009 , Organised y GRD School of Commerce, Coimbatore.

Presented the paper on “Partnership E-Retailing Model for Indian rural market, “ in the International conference on Retail Excellence , 22-24 Dec 2009, Organized by SRM School of Management.

Presented the paper on “ Post Purchase behaviour on Industrial Air conditioners “ in the International Conference on Global Business Environment and its impact on management education, 10th & 11th Feb 2011 , Organized by Periyar University ,Salem

Presented the paper on ““ A comparative analysis of micro enterprise activities and its impact on empowering self help group members in selected districts of Tamil Nadu” , in the International conference on Governance for excellence , 12 & 13 Dec 2012 , Organised by Dept. of Management studies , Vellammal College of Engineering and Technology , Chennai.

Presented the paper on “ Health Information Technology in Selected Countries “ in the International Conference ‘Best Organizational Practices ‘ on 22nd feb 2014 , Organised by AMET Business School, AMET University ,Chennai.

Presented the paper on “Consumer perceptions of private label brands within the retail supermarket sector of Chennai region on National Conference Confluence 2017 “, S K N Sinhgad School of Business Management, Pune16th& 17 February 2017.

Training Programmes Attended

Attended a Three tier FDP at SRM School of Management, SRM University , held on Jan 22-24 , 2007

Attended a Workshop on “ Marketing and Brand Promotion under global competition “ in Hyderabad , Sept 14 , 2008 , Organised by Virginia Polytechnic Institute and State University ,USA

Attended one day National level seminar on Strategies to overcome the current Economic recession , held on 9th feb 2010 , organized by New college Institute of Management, Chennai

Editorial Board Member

Editorial Board Member of the “ EP Journal of Entrepreneurship Development “ Published by Enriched Publications Pvt. Ltd , New Delhi.

Research projects guided:

I have been guiding M.B.A. Research Projects (**About 400 Projects**) for regular and correspondence students (**Anna University, Madras University, IGNOU**) in the areas of Marketing and Technology Management. I have been regularly acting as **Internal and external examiner for MBA Viva Voce.**

Personal Details:

- Date of Birth: 06-12-1973
- Age : 44 yrs.
- Gender : Male
- Marital status: Married
- Nationality: Indian
- Religion : Hindu
- Languages Known : Tamil, English (Read, Write & Speak)

Place:Chennai
Date : 27-02-2018

Dr.R.Suresh