

DINESH KUMAR S



E-3-G, Pristine Acres Phase 2,
Nookampallayam Road,
Perumbakkam,
Chennai – 600100
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Mob: +91 98844 90116

- An astute professional with around 13 years of experience in academia & consulting industry.

CAREER CONSPECTUS - 6.10 yrs in teaching & 7 yrs in Industry

- **Currently serving as Assistant Professor at Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai since June 2012.**
- Served as (AVP)Senior Manager at Allegro Capital Advisors Pvt Ltd., Bangalore from Oct '09 to May '12.(Pelican merged with Allegro Capital Advisors)
- Served as Senior Manager at Pelican Wealth Managers Pvt Ltd from June'05 to May '12.

SCHOLASTICS

- **Submitted thesis for Ph.d** from Bharathiar University, Coimbatore.
- **M.B.A** (Systems & Marketing) from St. Joseph's College, Anna University, Chennai -2005.
- **B.Sc** (Physics) from AVVM Sri Pushpam College, Bharathidasan University – 2003.

CERTIFICATION COURSES

- NPTEL certifications at a glance
 - **Service Marketing – A Practical Approach** from IIT –Kharagpur.
 - **Marketing Management – I** from IIT –Kanpur.
 - **Marketing Management – II** from IIT –Kanpur.
 - **Management of Field Sales** from IIT –Kanpur.
- Cleared AMFI Advisors Module certification.
- Cleared Introduction to financial market certificate

ACADEMIA STRENGTHS

- Possess excellent communication skills as a debater and teacher.
- Ability to research and review new teaching material and technologies with focus on quantitative and qualitative elements.
- Excellent interpersonal and teaching skills.

- Ability to understand diverse learning needs of students.
- Possess good monitoring and management skills.
- Experience in providing counseling, training/development, instruction, and consulting.
- Willingness to adopt effective teaching pedagogies in Business Studies.

AWARD & RECOGNITION

- Received BEST PAPER AWARD at the International Conference on Emerging Management & Technology for Economic Sustainability at Alhosn University, Abu Dhabi, UAE, during April 2017.

SUBJECT CONSPECTUS

- Strategic Management
- Merchant Banking and Financial Services
- Banking Financial Services Management
- Marketing Management
- Retail Management
- Services Marketing
- Brand Management
- Principles of Management
- Business Ethics, Corporate Social Responsibility and Governance

INDUSTRY EXPERIENCE CONSPECTUS

- Financial Planning, Client Relationship Management.
- Funds raising for sick-companies / M & A of sick companies

CONTRIBUTIONS TO THE INSTITUTE

- **Acted as coordinator in**
 - AIMS sponsored National Management Week held on 1st – 7th August 2013.
 - International Conference on Banking, Finance, Business & Technology for Sustaining Economic Development in Global Market (IBFBT '15) at SIMS on 9th & 10th Oct 2015
 - National Level Workshop on "Retailing strategies for customer retention " at SIMS on Sep 2013
 - International Conference on Economics, Business, Finance, Human Resource & Technology for Sustainable Development (IEBFHT '13) on 20th & 21st Dec 2013

▪ **As a Entrepreneurship Cell (ED Cell) & Entrepreneurship Club (E-Club) coordinator conducted**

- A National Level Entrepreneurship Conclave on Igniting Young Minds towards Entrepreneurship held at Sairam Campus on 26th Nov 2015.
- Entrepreneurship Summit on Provoking Young Minds towards Entrepreneurship held at Sairam Campus on 8th – 10th Jan 2013.
- Inaugural of Entrepreneurship Club in Sairam Engineering College on 22nd March 2017.

EDITOR FOR JOURNALS

- Acting as a Editorial member in Global Journal of Business and Management Research Chennai, ISSN 2347-7814.
- Acting as an Editorial member in Sankhya International Journal of Management and Technology, Chennai, ISSN 0975-3915.

RESEARCH PRESENTATIONS AND PUBLICATIONS

- Published the research paper titled "Mediation of Attitude towards Advertisements in the relationship between advertisements and purchase intention" on **SCOPUS indexed** Indian Journal of Public Health Research and Development – An International Journal, vol.9, No.2, Feb. 2018, ISSN: 0976-0245. <http://www.indianjournals.com/ijor.aspx?target=ijor:ijphrd&volume=9&issue=2&article=080>
- 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.
- Published the research paper on "Impingement of Celebrity towards Product Promotion in Chennai City-A Hawkish View" on **SCOPUS indexed** Journal of Advanced Research in Dynamical & Control Systems, Special issue 15, 401-407, October 2017, ISSN 1943-023X. <http://www.jardcs.org/archives-special.php?year=2017&issue=15-Special%20Issue&page=5>
- 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 research paper on "Celebrity's Impact on Consumer Perception towards Product Promotion - An Empirical Study" 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
- Published the research paper on "Advertisements' Influence and Antecedents of Purchase Intention towards FMCG Products in Chennai City - A Study" on SAMVAD: SIBM Pune Research Journal, Vol XI, 65-70, June 2016, ISSN (Print) : 2249-1880, ISSN (Online) : 2348-5329.
- Published the research paper on "Celebrity Endorser & Attitude towards Celebrity results in Purchase Intention – A study with reference to Chennai City" on Scholedge International Journal Of Management & Development in Oct 2015 Issue, ISSN 2394-3378, 2(10), 1-8. doi:<http://dx.doi.org/10.19085/journal.sijmd021001>
- 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 and published in Volume 1, Issue 2 of "International Journal of Business Intelligence & Innovations" - as 'Special Issue' Print ISSN: 2348 - 4705.
- Presented a paper titled "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 "Bridging Gap strategies towards students Perception and Industry Expectation - A study with reference to Management Education system in India" during the International Conference on "Biggest Challenge facing Education today" organized by Dept. of Indian Studies, University of Malaya, Sri Sairam Institute of Management studies and Anuragam held at Kodaikanal on 13 & 14th Dec 2014.

RESEARCH PRESENTATIONS AND PUBLICATIONS

- Presented and Published the research paper titled "Growing Technology and Youth Hazards – A Study with reference to Smartphone Users in Chennai" at 3rd International Research Conference on 'Glocalization: Unleashing Potential, Harnessing, Opportunities and Embracing Change' organized by Trincomalee Campus, Eastern University, Sri Lanka on 16th & 17th August 2018.
- Presented and Published the research paper titled "Influence of Celebrity Endorsement on consumer Buying Behaviour – A Study with reference to Chennai" at International conference on Management, Technology and Social Sciences, organized by Geneva Business School, Geneva, Switzerland, 7th May 2018.
- 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 research paper on "Celebrity's Impact on Consumer Perception towards Product Promotion - An Empirical Study" 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
- Participated & presented the research paper on the National Conference on "Driving NExtgen Excellence: Entrepreneurship & Business Management" organized by Valliammai Engineering College on 24th April 2015.
- Participated & presented the research paper on the 9th International Research Conference organized by Great Lakes Institute of Management & Yale University on 29th Dec 2014.
- Participated & presented the research paper on the International Conference on "Biggest Challenge facing Education today" organized by Dept. of Indian Studies, University of Malaya, Sri Sairam Institute of Management studies and Anuragam held at Kodaikanal on 13 & 14th Dec 2014.
- Participated as a Delegate in the 13th consortium of students in management research (COSMAR) Conference organized by Department of management studies, Indian Institute of science (IISC), Bangalore on November 15-16, 2013 at IISC Campus

FDP'S /WORKSHOP/SEMINAR ATTENDED

- Attended one week Workshop on "Business Groups and Governance in Emerging Markets" organized by Department of Management Studies, Indian Institute of Technology Madras, Chennai – 600036 on July 17-22, 2017.
- Attended Workshop on "Structured equation modeling (SEM) using SPSS and AMOS for quantitative data analysis" organized by Sri Sairam Institute of Management Studies on 21st & 22nd November, 2016.
- Attended Workshop on "Structured equation modeling using SPSS and AMOS for quantitative data analysis" organized by Sri Sairam Institute of Management Studies on 16th & 17th April, 2014.
- Participated in One Day Faculty Development Program on Contemporary Issues in Management on 22nd March 2013 Organized by Department of management studies, Tamil Nadu Open University, Chennai.
- Participated in National Seminar on Inspirational Leadership and Communication on 10th Feb 2013 organized by Department of management studies, Sri Venkateswara University, Tirupati.
- Participated in One Day Faculty Development Program workshop organized by Sri Venkateswara University on 9th Feb. 2013

PERSONAL DETAILS

Date of Birth	24 th Sep 1980
Father's Name	Selvaraj C
Sex	Male
Nationality	Indian
Passport No	L9146228
Languages Known	Tamil, English, Hindi
Status	Married

Note: References will be provided upon request

I hereby declare that all the details furnished above are true to the best of my knowledge and belief.

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