

T.PRAVEEN KUMAR B.TECH, M.E., MBA.,(Ph.D) ·

1/560, Thangarajapuram, Rajarajan Nagar,

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OBJECTIVE

To work with a reputed institution as a faculty, that will provide me a good platform to utilize my teaching & administration skills and will help me to grow in my career.

ACADEMIC EXPERIENCE (8 years 7 months)

- Currently working as **Assistant Professor in Sri Sai Ram Institute of Management Studies, Sri Sai Ram Engineering College, Chennai (June 2012- Till Date)**
- Worked as **Lecturer in St.Peter's College of Engineering and technology, Chennai (June 2010- May 2012)**

INDUSTRY EXPERIENCE (3 years)

- Worked as a **Marketing Executive in Dinamalar- Tamil daily News paper, Chennai (June2009-June 2010)**
- Worked as a **Merchandiser in Selvaraaj Textiles Ltd, Madurai .(September 2006-July 2007)**
- Worked as a **Production Executive in Ambattur Clothing Ltd, Chennai.(June 2005-August 2006)**

EDUCATION

2015-2018

Post Graduation

**M.E(Quality Engineering And Management)-CGPA- 9.54 – First Rank
College of Engineering, Guindy
Anna university**

2007 – 2009

Post Graduation

**MBA (Finance& Marketing)- Anna University- CGPA-8.01
Sri Krishna College of Engineering and Technology
School of Management. Coimbatore**

2001 – 2005

Graduation

**B.Tech (Textile Technology)- Anna University - 78%
R.V.S College of Engineering and Technology
Dindigul**

1999 – 2001

HSC

Good Shepherd Matriculation higher secondary School, Madurai. Tamil Nadu State Board- 79.33%

1998 – 1999

SSLC

Good Shepherd Matriculation higher secondary School, Madurai. Matriculation- 73.8%

ADDITIONAL INFORMATION

- **PhD*(Management) – Thesis submitted- Bharathiyar University**
- **Title:** Impact of CSR on Performance – An Internal and External Customer Perspective With Reference To Selected Public Sector Banks
- **UGC NET Qualified In the subject Management Electronic certificate Number-112008738 December 2011**

ADDITIONAL CERTIFICATION AND MOOC COURSES

- Completed Online course on Data Analytics for lean six sigma from **University of Amsterdam**
- Completed NPTEL Online course on MCDM Technique Using R – from IIT Roorkee Category – **Elite**
- Completed NPTEL Online course on Total quality Management -II – from IIT Kanpur Category – **Elite (Topper)**
- Completed NPTEL Online course on Total quality Management -I – from IIT Kanpur Category – **Gold (Topper with score of 92)**
- Completed NPTEL Online course on Project management - from IIT ROORKEE Category – **ELITE (Topper with score of 82)**
- Completed NPTEL Online course on Operation management - from IIT ROORKEE Category – **Gold (Topper with score of 94)**
- Completed NPTEL Online course on Business analytics for Management Decision - from IIT KGP
- Completed NPTEL Online course on Corporate social responsibility from IIT ROORKEE – Category – **ELITE**
- Certified Lean Six Sigma Green Belt from Western Thomson (India) Ltd, Chennai.
- **Advanced Certificate in Management- Research methodology** in AIMA
- **NCFM-Financial beginners module** course conducted by NSE(NATIONAL STOCK EXCHANGE OF INDIA LTD)
- **Diploma in labor law & administrative law** from Madurai Kamaraj University.

PURSUING COURSES

- NPTEL Online course on Continuous Quality Improvement: Tools and Techniques – from IIM Bangalore
 - NPTEL Online course on Intellectual Property Rights: A Management Perspective– from IIM Bangalore
 - NPTEL Online course on– Business Analytics & Text Mining Modeling Using Python from IIT ROORKEE
 - NPTEL Online course on Accreditation and Outcome based Learning– from IIT Kharagpur
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OUTSIDE LINK – EXPERT/ RESOURCE ACTIVITIES

- Acting as a Knowledge Partner in **Kaizen Business Consulting Ltd, Great Britain** for their Product development Team – Project – **Student Podium**

COMPUTER PROFICIENCY

- SPSS , AMOS, VPLS, SMART PLS , E- Views, STATA, RATTLE, R

CHAPTER CONTRIBUTION

- Contributed a Chapter (No 7) titled “**Impact of Corporate Social Responsibility on Service Performance in Mediating Effect of Brand Equity With Reference To Banks in India**” in the Edited Book titled “ **Start-Up Enterprises and Contemporary Innovation Strategies in the Global Marketplace**” by Rajagopal (EGADE Business School, Technological de Monterrey, Mexico) and Ramesh Behl (International Management Institute Bhubaneswar, India) *Publisher – IGI Global, United States of America. Release Date: November, 2017 Pages: 341 ISBN13: 97815225483 ISBN10: 1522548319/EISBN13: 9781522548324* DOI: 10.4018/978-1-5225-4831-7- Thomson Reuters Index
- Contributed a Chapter (No 74) titled “**Impact of Corporate Social Responsibility on Service Performance in Mediating Effect of Brand Equity With Reference to Banks in India (pages 1421-1432)**” in the Book titled “ Corporate Social Responsibility: Concepts, Methodologies, Tools, and Applications” *Publisher – IGI Global, United States of America. Release Date: 2019 SBN13: 9781522561927 ISBN10: 1522561927/EISBN13: 9781522561934- Scopus Index* DOI: 10.4018/978-1-5225-6192-7.ch074 (**Scopus Indexed**)

PAPERS PUBLISHED IN INDEXED JOURNALS

- Published a Research paper titled " Influence of Customer Perceived E-Service Quality on Satisfaction and purchase intention With Reference To Online Shopping- A Study”, in International Journal of Management, Technology And Engineering, ISSN (P): 2249-7455 Volume 9, Issue 5, May 2019 - PG No (698-710) *UGC Index Journal*
 - Published a Research paper titled " Job Satisfaction Affirms Employee Retention – An Empirical Study With Reference To Cement Industry “ in Suraj Punj Journal For Multidisciplinary Research, ISSN (P): 2394-2886; Volume 9, Issue 5, May 2019– PG No (121-130) *UGC Index Journal*
 - Published a Research paper titled " A Study On Impact Of Students Perceived Service Quality On Brand Performance Of Self Financing Engineering Institutions “ in **International Journal of Society Systems Science**, ISSN 1756-252X - – Volume 11, Issue 1, February 2019 – **Inderscience Publishers , UK** (*Academic One File (Gale),Asian Digital Library, cnp LINKer (CNPIEC),Expanded Academic ASAP*
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(Gale), Google Scholar, Cabell's Directory of Publishing Opportunities, Excellence in Research for Australia (ERA) <https://dx.doi.org/10.1504/IJSSS.2019.098197>

- Published a Research paper titled " **Effects Of Workplace Fun On Employee Behaviors: An Empirical Study** " in **International Journal of Mechanical and Production Engineering Research and Development (IJMPERD)**, ISSN (P): 2249-6890; ISSN (E): 2249-8001 Volume 8, Issue 3, December 2018– Trans stellar publication- *Scopus Index Journal*
 - Published a Research paper titled " A Study on Impact of Total Quality Management on Performance of Self Financing Engineering Institutions "in **International Journal on Global Business Management and Research**, ISSN 2278 8425 – Volume 7, Issue 2, February 2018 (*UGC approved journal embedded in Proquest, DRJI, Google Scholar, Research Bible, Academic Keys, Journal seek & Index Copernicus*)
 - Published a Research paper titled " A Study on the Antecedents and Consequences of Perceived Support in Schools to Retain Human Capital" in **Journal of Advanced Research in Dynamical & Control Systems**, ISSN 1943-023X – Vol 15-Special Issue, November 2017- *Scopus Index Journal*
 - Published a Research paper titled "Assessing the Impact of Corporate Social Responsibility on Service Performance in Mediating Effect of Brand Equity With Reference To Banks in India" in **Asian Journal of Management Vol. 8, No. 4, December 2017**, ISSN Print : 0976-495X ISSN Online : 2321-5763 DOI NUMBER: [10.5958/2321-5763.2017.00195.0](https://doi.org/10.5958/2321-5763.2017.00195.0) - *A Journal Indexed in Indian Citation Index, UGC Indexed Journal, Indian science Abstract,*
 - Published a Research paper titled "Assessing the Impact of Corporate Social Responsibility on Organizational Citizenship Behavior in Banking Sector" in **Asian Journal of Research in Social Sciences and Humanities Vol. 7, No. 1, January 2017**, pp. 1184-1198. ISSN 2249-7315 DOI NUMBER: [10.5958/2249-7315.2017.00054.5](https://doi.org/10.5958/2249-7315.2017.00054.5) - *A Journal Indexed in Indian Citation Index, UGC Indexed Journal*
 - Published a Research paper titled " **Impact of Foreign Direct Investment on Automobile Sector: An Empirical Study With Reference To India**" in **International Journal of Economic Research** ISSN - 0972-9380- Vol 14 No 11 Issue 17- 2017 *Scopus Index Journal*
 - Published a Research paper titled " **A Study on Branded Apparels Customers Purchase Behavior with Reference to India**" in **International Journal of Applied Business and Economic Research** ISSN -0972-7302- Vol 15 No 21 (Part 2) – 2017 *Scopus Index Journal*
 - Published a Research paper titled " **A Study On Employee Perception Of Retention Strategies With Reference To Software Industry In India**" in **Man In India** ISSN -0025-1569- Vol 97 No 22 (Part 2) – 2017 *Scopus Index Journal*
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PAPERS PUBLISHED IN REVIEWED JOURNALS

- Published a Research paper titled **“An Empirical Study on Factors Influence on Two Wheeler Customer Satisfaction With Reference To Chennai”** in conference proceedings of Emerging Management & Technology for Economic Sustainability (Emtes’17) on 22-23 April 2017 Held at ALHOSN University, Abu Dhabi, UAE. **ISBN – 978-93-5228-080-3 Page no - 661-675**
- Published a Research paper titled **“CSR Practices & CSR Reporting in Indian Banking Sector “** in Annamalai Business Review, Special Issue, October 2015 **ISSN- 0974-1690 Page no- 161-172**
- Published a Research paper titled **“A Study on SCM on inventory control with reference to automobile industry “** in Management Today , March 2015 **ISBN-9789384389048, PP-43-48**
- Published a Research paper titled **“ Impact of Corporate Social Responsibility on Organizational Performance With Reference To Selected Banks in India-Reviews and Conceptual Frame Work “**in proceedings of ICCM -2014, **University of Jaffna, Srilanka, February 2014 Vol: 1/ Issue: 1/. ISSN –2362-0536**
- Published a Research paper titled **“ Effect of CSR on consumer behavior with reference to PSU“** in Proceedings of Tenth AIMS International Conference on Management organized by **Indian Institute of management - IIM, Bangalore , January 2013 ISBN- 978-81-924713-1-0**
- Published a Research paper titled **“Green Marketing Issues And Challenges”** at **National conference on “Emerging trends in global business”** organized by R.V.S Institute of management studies, Coimbatore on 10th september,2011 ,**ISBN – 978-93-81537-00-8 Volume -1 Page no- (56-59)**
- Published a Research paper titled **“The Impact Of CSR In Corporate Branding”** in the National conference on **“SGEGR- 2011”** organized by Vel Tech High Tech Engineering College, Chennai on 26th-27th August ,2011,**ISBN – 978-93-80530-39-0 VOLUME -1 Page no- (484-489)**

PAPER PRESENTED AT INTERNATIONAL AND NATIONAL CONFERENCES

- Presented a Research Paper titled **“Influence of Customer Perceived E-Service Quality on Satisfaction and purchase intention With Reference To Online Shopping- A Study”** at 12th Annual ISDSI Conference from 27th to 30th December 2018 at **SP Jain Institute of Management & Research (SPJIMR), Mumbai, India.**
 - Acted as a **Resource Person** for International FDP on Effective Teaching Strategies For Business Institute Interaction specially design for eastern University srilanka, Held on 10th December to 12th December 2018.
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- Presented a Research Paper titled “**A Study on factors influencing the employees satisfaction with Reference to software Corporate**” at **3rd International conference on TRINC 2018** On Globalization: Unleashing potential, Harnessing opportunities and embracing change **Organized by Eastern University, Srilanka** on 16th – 17th August 2018
 - Presented a Research Paper titled “ **A Effect Of Workplace Fun On Employee Behaviors An Empirical Study** ” at **K- ISTEM First International Conference on Science Technology Engineering and Management** **Organized by Kumuraguru college of Technology, Coimbatore** on 10th – 12th July 2018
 - Presented a Research Paper titled “ **An Empirical Assessment Of Corporate Social Responsibility In Banking Industry : Construct Development And Validation**” at **National conference on contemporary management practices in digital India** Organized by **School of management studies, Vels University, Chennai** on 26th – 27th April 2018
 - Presented a Research Paper titled “A Study on Impact of Total Quality Management on Performance of Self Financing Engineering Institutions” at **National Conference on "Recent Advancements in Business Practices"** **Organized by Nehru Institute of Management Studies(NIMS), Coimbatore** on 2nd February 2018
 - Presented a Research Paper titled “**A Study On Impact Of Total Quality Management On Performance Of Self- Financing Engineering Institute**” at **11th ISDSI International Conference 2017**, organized by **Indian Institute of Management (IIM) Tiruchirappalli** on December 28-30, 2017
 - Presented a Research Paper titled “**Impact of corporate social responsibility on service performance in mediating effect of Brand equity with reference to banks in India**” in International Conference on **"Innovation, Market Competition & Economic Development"** being jointly organized by **IMI Bhubaneswar** and **EGADE Business School, Mexico City, Mexico** on December 09-10, 2016 at IMI Bhubaneswar Campus.
 - Presented a Research Paper titled “**Impact of CSR on Performance – An Internal and External Customer Perspective With Reference To Selected Public Sector Banks**” in 16th consortium of students in management research (**COSMAR**) Conference organized by **Department of management studies, Indian Institute of science (IISC) ,Bangalore** on November 11-12, 2016 at **IISC Campus**.
 - Presented a Research paper titled “**A Study on Engineering Students Perception of Entrepreneurship Education and Development in Transformative Education Scenario With Reference to India**” in First International Conference on Transformative Education Research and Sustainable Development, to be held in **Dhulikhel, Nepal** on 21 to 23 October 2016 organized by **Kathmandu university school of education**
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- Presented a Research paper titled **“Analysis Of Factors Determinant Professional Students Employability Skills With Reference To Engineering Education In India”** in First International Conference on Transformative Education Research and Sustainable Development, to be held in Dhulikhel, Nepal on 21 to 23 October 2016 organized by **Kathmandu university school of education**
 - Presented a Research paper titled **“A Study on SCM on inventory control with reference to automobile industry “** in National conference **on Recent Advances in Science, Engineering and Management (NCRASEM-2015)** organized by Tagore engineering College, Chennai on 20th March 2015.
 - Presented a Research Paper titled **“Impact of Corporate Social Responsibility on Organizational Performance With Reference To Selected Banks in India-Reviews and Conceptual Frame Work”** at **International Conference on contemporary Management (ICCM-2014)** on March 14-15, 2014 at **University of Jaffna, Sri lanka.**
 - Presented a Research Paper titled **“ CSR and its performance- Am stakeholder perspective with reference to selected public sector banks in India ”** at **9th International Research Conference** jointly organized by **Great lakes Institute of Management and Yale University** on December 29 2014 at **Great lakes Institute of Management, Chennai .**
 - Presented a paper titled **“Islamic Entrepreneurship Risk An Empirical Study With Reference To India”** in International Conference on **“ Intellectuality and Leadership of Muslim Scholars In Research, Innovation and Creativity”** organized by **International Conference On Islamic Leadership, Malaysia,** on 26th September 2012
 - A paper presented on **“Green Marketing Issues And Challenges”** in the **National conference on “Emerging trends in global business”** organized by **R.V.S Institute of management studies, Coimbatore** on 10th september,2011
 - A paper presented on **“The Impact Of CSR in Corporate Branding”** in the **National conference on “SGEGR- 2011”** organized by **VEL Tech High Tech Engineering College, Chennai** on 26th-27th August ,2011
 - A paper presented on **“Global Financial Crisis”** in the **National seminar on “CHANAKYA”** organized by **NIMS, Coimbatore.**
 - A paper presented on **“Lean Manufacturing Practices for SME’S In India”** in the **International seminar on “Recent Trends in Global Business Order”** organized by **VIIMS, Nammakkal.**
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LIST OF FDP'S /WORKSHOP/SEMINAR ATTENDED

- Participated in a **5 Days Workshop** on **Self-Awareness And Higher Goals In Education** from 20th May – 24th May 2019 Organized by Department of management studies (DOMS) **Indian Institute of Technology Madras (IIT-M) in association with Teaching learning centre.**
 - Participated in a **2 Days Faculty development Program** on **Emotional Intelligence** from 27th February – 28th February 2019 Organized by ICT Academy
 - Participated in a **2 Days Faculty development Program** on **Leadership Excellence For Business Management Education** from 30th November – 1st December 2018 Organized by **XIME, Chennai**
 - Participated in a **4 Days Workshop** on **Time Series And Panel Data Analysis** from 26th -29th July, 2018 Organized by School of Management Studies, Kongu Engineering College, Erode
 - Participated in a **2 Days Faculty Development Program** on **Business Analytics** sponsored by **Analytics society of India (IISC & IIM-Bangalore)** from 26th -27th May, 2016 Organized by Department of management studies, Jain University, Bangalore
 - Participated in a **1 Day Faculty Development Program on Enterprise resource planning** Organized by Department of management studies, **MNM Jain Engineering College, Chennai** on 8th August 2014.
 - Participated in a **1 week Short term course on Financial Modeling And Analytics 2013** sponsored by **AICTE** from 5th -9th November, 2013 Organized by Department of management studies (DOMS) **Indian institute of technology Madras (IIT-M)**
 - 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.**
 - Participated in a **2 day Faculty Development Programme** on **Financial Modeling Using Excel in Financial Management** organized by **PSG Institute of Management, Coimbatore** Held on October, 24th -25th ,2013.
 - Participated in a **2 day Faculty Development Programme** on **Advanced Statistics and statistical Modeling for Data Analysis** organized by **Bharathiar School of Management and Entrepreneur Development (BSME), Bharathiar University, Coimbatore** from 17th -18th,May 2012.
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- Participated in a **2 day Workshop on Application of SPSS and AMOS in Business Research** organized by **St.Peters College of Engineering and Technology**, Chennai from December 13th -14th, 2012.
- Participated in a **2 weeks Staff Development program me on Disaster Management** sponsored by **AICTE** from July 11th -23rd, 2011 at **St.Peters College of Engineering and Technology**, Chennai.
- Participated in a **3 day training program me on SPSS for data analysis** organized by **LISSTAAR** from January 27th -29th, 2011 at **Loyola College**, Chennai
- Participated in a **3 day Management training program me** conducted by **St.Peters College Of Engineering And Technology Business Incubator (SPEC-TBI)** , Chennai from 8th to 10th July 2010
- Participated in a Faculty training Workshop on **Financial Markets** organized by **NSE** on 13th November, 2010 at **St.Peters College Of Engineering And Technology, Chennai**

EDITOR FOR JOURNALS

- Acting as a Editorial member for M-Infiniti, Journal of Management published by Sri Sairam Institute of Management Studies, Chennai **ISSN- 0973-7197**

CO-ORDINATOR FOR NATIONAL / INTERNATIONAL CONFERENCES, WORKSHOPS / FACULTY DEVELOPMENT PROGRAMS

- Vidhai Pitch fest 2019 in association with **Rotary Club of Madras North** on 15th March 2019
- AIMS Regional Conference On Management Practices For Sustainable Development Held On May 5th 2018
- Course Convener – Business Analytics– Certification Tie up with **Mafoi Consultancy** , Chennai
- Course Convener – Lean six sigma (LSS) Green belt – Certification Tie up with **Western Thomson India** , Chennai
- 7th International Conference on “Social Science Research For Sustaining Business & Economy In Global Market (ICSRSBEGM-17) organized in association with PETRONAS university ,Malaysia on 20th and 21st September, 2017
- 5th International Conference on “Economics, Business, Human Resource, & Technology For Sustainable Development” (IEBFHT’13) organized in association with Petroleum Gas University of Poliesti, Romania, and Linton university, Malaysia on 20th and 21st December, 2013.
- National management meets “YUKTHI”-2011 at St.Peter’s college of engineering and technology.
- Seminar on Global Challenges- “Furtherance”2011 at St.Peter’s college of engineering and technology.

MEMBERS IN ASSOCIATION ACTIVITIES

- Analytics society of India, Bangalore
 - International Management and Research and Technology Consortium – USA
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- Next level Purchasing association – USA
- The Association for Project Management - USA

SUBJECTS HANDLED

- Total quality management.
- Operations management and Operation research.
- Strategic management.
- Security analysis and portfolio management.
- Advertisement and sales promotion
- Economic analysis for business.
- Project management
- Enterprise Resource Planning
- Product design
- E- business
- Data mining
- Data analysis and modeling software

PROFESSIONAL SERVICE

Activities External to the college

- Question paper setter and evaluator (MOP Vaishnav College, Chennai)

Activities internal to the college

- Career guidance programs
- Conducting management games and personality development for UG and PG students.
- Coordinating the ISO, NAAC and NBA Accreditation activities
- Coordination B - School Ranking Activities

ACADEMIA VISITS TO FOREIGN UNIVERSITIES

- University of Jaffna, Jaffna, Sri Lanka

EXPERTISE SUMMARY

- To be an asset to the organization I serve.
- A quick learner with ‘**Can do**’ attitude

KEY SKILLS

Professional management skills

- Meeting objectives
 - Identifying problems
 - Promoting solutions
 - Managing change
 - Well-developed and effective communication skills.
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- Excellent Team-Building Skills.

PERSONAL VITAE

Date of Birth : 23rd September 1984
Father's name : Tamil selvan.P
Sex : Male
Nationality : Indian
Passport Number : G2437988
Marital Status : Married
Language known : English, Tamil.
Hobbies : Solving Sudoku, Surfing net, Listening music, dancing.

I hereby declare that the facts given above are true in best of my knowledge.



Date : 10/12/2018
Place : Chennai

PRAVEEN KUMAR.T
