



RESUME

Dr.P.VENKATESH

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Orchid ID: <https://orcid.org/0000-0002-1143-2939>

Academia: <https://www.academia.edu/s/2e94bcc31d?source=link>

Google Scholar: <https://scholar.google.com/citations?user=H42STe0AAAAJ&hl=en>

Career Objective:

To work with growth oriented education institute that gives opportunities to utilizes my skills and experience in achieving the common goal of growth of the institute and a bright personal career with self-development.

Present Job:

Designation : Associate professor
Department : Management Studies
College Name : Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai
Duration : 01st June. 2012 to Till Date

Academic Profile:

<i>Course</i>	<i>Institution/ University</i>	<i>Period of Study</i>	<i>%</i>
Ph.D	Bharathiar University, Coimbatore	2013-2019	Highly Commended
M.B.A (Finance & Marketing)	AMACE, Anna University, Chennai	2008-10	72%

M.Com	Allagappa University	2010-2012	66%
MA	Madurai Kamaraj University, Madurai	2020-22	65%
B.Com	Voorhees College, Thiruvlluvar University, Vellore	2003-06	69%
❖ UGC NET in Management Qualified with JRF (UGC Ref.No:1567/(NET-JUNE 2011))			
❖ UGC NET in Commerce Qualified (UGC Ref.No:9696/(NET-JAN 2017))			

PREVIOUS EXPERIENCE:

- Worked for **Pallavan College of Engineering** as an Assistant Professor from July 2010 to May 2012 (**2 Years**)
- Worked for Zenta Knowledge Process Outsourcing As an Analyst from September 2006 to May 2008 (1.8 Years)

INTERNATIONAL JOURNAL PUBLICATION:

1. A paper published in SANKHYA INTERNATIONAL JOURNAL OF MANAGEMENT & TECHNOLOGY, a refereed journal, paper titled “**A STUDY ON PROFITABILITY ANALYSIS OF SELECTED STEEL COMPANIES IN INDIA**”, ISSN: 0975-3915, Volume. 3, Special issue-2, Sep. 2012.
2. A paper published in International Journal of PEZZOTTAITE JOURNALS, a refereed journal, paper titled “**VIRAL MARKETING OF DIGITAL PRODUCTS USING SOCIAL MEDIA**”, ISSN: 2319-9016, online ISSN : 2319-9024, Volume. 2, PP. 120-125 (Jan. to Mar. 2013).
3. A Paper presented and published on “**F&O MARKET IN INDIA**”, in the international conference on unleashing opportunities at bottom of the pyramid held during April, 2015, ANNAMALAI UNIVERSITY, ISSN: 0975-749X AIJBSR, Special Issue.

4. A paper published in INTERNATIONAL RESEARCH JOURNAL OF MANAGEMENT AND HUMANITIES, paper titled **“TECHNICAL ANALYSIS OF SHARES OF SELECTED BANKS TRADED IN NSE INDIA”**, ISSN: 2347-3274, Volume. 3, Issue 1, PP. 29-35, September 2016.
5. A paper published in AAYVAGAM AN INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH, paper titled **“DIVIDEND BEHAVIOR ANALYSIS OF SELECTED STEEL COMPANIES IN INDIA- A DESCRIPTIVE STUDY”**, ISSN: 2321-5739, Volume. 5A, Issue 2, PP. 68-74, September 2017.
6. A Paper published in JOURNAL OF ADVANCE RESEARCH IN DYNAMICAL & CONTROL SYSTEMS, paper titled **“AN EVALUATION OF LIQUIDITY AND PROFITABILITY OF SELECTED PHARMACEUTICAL COMPANIES IN INDIA”**, ISSN: 1943-023X, 07-Special issue on Management Studies, July, 2017. (SCOPUS)
7. Paper Published in SHANLAX INTERNATIONAL JOURNALS, Paper titled **“MEASUREMENT OF PROFITABILITY LIQUIDITY AND DIVIDEND PROGRESS OF SELECT STEEL COMPANIES IN INDIA- A DISCRIMINANT FUNCTION ANALYSIS”**, ISSN: 2321-4643, Vol.5, No.1, July 2017.
8. A Paper published in ANNAMALAI INTERNATIONAL JOURNAL OF BUSINESS STUDIES AND RESEARCH, paper titled **“ANALYSIS OF PROFITABILITY PERFORMANCE OF SELECT STEEL COMPANIES IN INDIA- A DESCRIPTIVE STUDY”**, ISSN: 0975-749X, Volume 8, Issue 3, PP 222-234, January 2018.
9. A Paper published in JOURNAL OF ADVANCE RESEARCH IN DYNAMICAL & CONTROL SYSTEMS, paper titled **“A DESCRIPTIVE ANALYSIS OF SHORT TERM SOLVENCY AND PROFITABILITY OF SELECTED**

PHARMACEUTICAL COMPANIES IN INDIA”, ISSN: 1943-023X, 07-Special issue on Management Studies, November, 2017. (SCOPUS)

10. A Paper published in M-INFINITI JOURNAL OF MANAGEMENT, paper titled **“IMPACT OF VARIOUS FINANCIAL INDICATORS ON PROFITABILITY OF SELECT STEEL COMPANIES IN INDIA**”, ISSN: 0973-7197, Issue 1, Volume 12, PP 73-79, Jan 2018.
11. Paper published in SHANLAX INTERNATIONAL JOURNAL OF MANAGEMENT, Paper titled **“A STUDY ON EFFICIENCY OF INVENTORY MANAGEMENT WITH REFERENCE TO INDIA CEMENTS LTD., CHENNAI**”, ISSN: 2321-4643, Vol.5, Special Issue.1, April 2018, PP:195.
12. Paper published in INTERNATIONAL JOURNAL OF MECHANICAL AND PRODUCTION ENGINEERING RESEARCH AND DEVELOPMENT (IJMPERD), paper titled **“A STUDY ON IMPACT OF PROFIT, EARNING PER SHARE AND DIVIDEND ON EQUITY PERFORMANCE ON SELECT STEEL SECTOR USING DISCRIMINANT FUNCTION ANALYSIS**”, ISSN (P): 2249-6890; ISSN (E): 2249-8001 Vol. 8, Special Issue 3, Dec 2018, PP: 998-1007. (SCOPUS)
13. Paper published in INTERNATIONAL JOURNAL OF MECHANICAL AND PRODUCTION ENGINEERING RESEARCH AND DEVELOPMENT (IJMPERD), paper titled **“A STUDY ON CUSTOMER PERCEPTION TOWARDS MUGI ULTRA LIQUID DETERGENT**”, ISSN (P): 2249-6890; ISSN (E): 2249-8001 Vol. 8, Special Issue 3, Dec 2018, PP: 978-984. (SCOPUS)
14. Paper published in INTERNATIONAL JOURNAL OF MECHANICAL AND PRODUCTION ENGINEERING RESEARCH AND DEVELOPMENT (IJMPERD), paper titled **“SAVING HABIT AND INVESTMENT PREFERENCE OF GOVERNMENT SCHOOL TEACHERS IN VELLORE DISTRICT**”, ISSN (P):

2249-6890; ISSN (E): 2249-8001 Vol. 8, Special Issue 3, Dec 2018, PP: 922-926.

(SCOPUS)

15. Paper Published in INTERNATIONAL JOURNAL OF MANAGEMENT, TECHNOLOGY AND ENGINEERING(IJMTE), Paper titled “**A STUDY ON RISK MANAGEMENT WITH REFERENCE TO ASHOK LEYLAND**”, ISSN NO : 2249-7455, Volume IX, Issue VI, JUNE/2019, Page No:2451-2464, DOI:16.10089.IJMTE.2019.V9I6.19.28761 **UGC CARE Journal**
16. Paper Published in INTERNATIONAL JOURNAL OF INNOVATIVE TECHNOLOGY AND EXPLORING ENGINEERING(IJITEE), Paper titled “**A RESEARCH ON PROFITABILITY AND DIVIDEND ANALYSIS USING ARIMA MODEL WITH REFERENCE TO STEEL SECTOR**”, ISSN NO : 2278 3075, Volume 9, Issue-I, NOV/2019, Page No:3309-3313, DOI:10.35940/**ijitee.A9177.119119**. (SCOPUS)
17. Paper Published in INTERNATIONAL JOURNAL OF INNOVATIVE TECHNOLOGY AND EXPLORING ENGINEERING(IJITEE), Paper titled “**A RESEARCH ON SUPPLIER PERFORMANCE WITH REFERENCE TO SWITCHING TECHNOLOGIES GUNTHER LIMITED**”, ISSN NO : 2278-3075, Volume 9, Issue-I, NOV/2019, Page No:5452-5455, DOI:10.35940/**ijitee.A9170.119119**. (SCOPUS)
18. Paper Published in PAIDEUMA JOURNAL, Paper titled “**ARTIFICIAL INTELLIGENCE BASED DIGITIZATIONS INFLUENCE IN THE ORGANISATION**”, ISSN NO : 0090-5674, Volume XIII, Issue-I, JAN/2020, Page No:1-8, (Web of Science)
19. Paper Published in SOLID STATE TECHNOLOGY, Paper titled “**A STUDY ON PERFORMANCE ANALYSIS OF SELECTED MUTUAL FUND SCHEMES IN INDIA**”, ISSN NO : 0090-5674, Volume 63, Issue-2s, OCT/2020, Page No:1010-8, (SCOPUS)

20. Paper Published in STUDIES IN INDIAN PLACE NAMES, Paper titled “**A STUDY ON THE EFFECTIVENESS OF TALENT ACQUISITION WITH REFERENCE TO PAN ASIA RESOURCES**”, ISSN: 2394-3114, Vol 40 issue 40 (s1) March 2020, PP: 317 (UGC care Journal)
21. Paper Published in STUDIES IN INDIAN PLACE NAMES, Paper titled “**A STUDY AND ANALYSIS ON IMPACT OF BRAND EQUITY WITH REFERENCE TO AIR INDIA**”, ISSN: 2394-3114, Vol 40 issue 40 (s1) March 2020, PP: 304 (UGC care Journal)
22. Paper Published in JOURNAL OF THE GUJARAT RESEARCH SOCIETY, Paper Titled “**A STUDY ON JOB SATISFACTION OF EMPLOYEES WITH REFERENCE TO TITANIUM EQUIPMENT AND ANODE MANUFACTURING COMPANY LTD.**” ISSN: 0374-8588, Volume 21 Issue 17, December 2019, PP: 1569-1581. (UGC care Journal)
23. Paper Published in JOURNAL OF THE GUJARAT RESEARCH SOCIETY, Paper Titled “**A STUDY ON RECRUITMENT AND SELECTION PROCESS WITH REFERENCE TO ALLSEC TECHNOLOGIES**” ISSN: 0374-8588, Volume 21 Issue 17, December 2019, PP: 1582-1604. (UGC care Journal)
24. Paper Published in Ilkogretim Online - Elementary Education Online, Paper titled “**A Study On Customer Satisfaction Towards Home Loan With Reference To Vellore District**”, ISSN: 1305-3515, Vol 19 issue 2, July 2020, PP: 1950-1959 (UGC care Journal)
25. Paper Published in Ilkogretim Online - Elementary Education Online, Paper titled “**A Study On Employee Welfare Measures With Reference To Kawman Pharma Private Limited**”, ISSN: 1305-3515, Vol 19 issue 3 , September 2020, PP: 4701-4714 (UGC care Journal)

26. Paper Published in Ilkogretim Online - Elementary Education Online, Paper titled “ **A Study On Working Capital Management With Reference To Cooperative Urban Bank Limited**”, ISSN: 1305-3515, Vol 19 issue 4 , December 2020, PP: 6709-6717 (**UGC care Journal**)
27. Paper Published in Ilkogretim Online - Elementary Education Online, Paper titled “ **A Study On Digital Marketing Strategies Of Nxtechpro Technology Private Limited**”, ISSN: 1305-3515, Vol 20 issue 1 , January 2021, PP: 4875-4887 (**UGC care Journal**)
28. Dr.P.Venkatesh (2021). A Study on Technical Analysis Using Candlestick Pattern of Selected Large Cap Stocks Listed in National Stock Exchange (NSE), India with Reference to Steel Sector. GSI Journals Serie B: Advancements in Business and Economics, 3 (2), 62-71. DOI: 10.5281/zenodo.4972495
29. Dr.P.Venkatesh (2021). A Study on the Weak Form Efficiency of Metals & Mining Sector in BSE. Natural Volatiles & Essential Oils, ISSN: 2148-9637, Vol.8 (4), 287-296. (**Scopus**).
30. Dr.P.Venkatesh (2021). A Study on Technical Analysis Of The Commodity Market With Special Reference To Gold And Silver. Natural Volatiles & Essential Oils, ISSN: 2148-9637, Vol.8 (4), 366-379. (**Scopus**).
31. Dr.P.Venkatesh (2021). A Study on School Children’s Perception Towards Frequency Of Visits And Selection Of Junk Food Retail Chain Store. Natural Volatiles & Essential Oils, ISSN: 2148-9637, Vol.8 (5), 8181-8190. (**Scopus**).
32. Dr.P.Venkatesh (2021). Study on Price Discovery of Selected Indian Agriculture Commodity with Special Reference to NCDEX. International Journal of Advance and Innovative Research, ISSN: 2394-7780, Vol.8 (3), 76-84.

33. Dr.P.Venkatesh (2022). Data Analysis on Mobile Payment Technology with Reference to Users' Behaviour of Retail Goods in India. 4th International Conference on Computing and Communications Technologies (ICCCT), IEEE, Vol.8 (3), 267-272.(**Scopus**)
34. Dr.P.Venkatesh (2022). An Empirical Study on the Impact of Macro-Economic Variables on Asian Stock Markets Returns. Iranian Journal of Accounting, Auditing and Finance (IJAAF), ISSN: 2588-6142, Vol.6 (1), 15-24.
35. Dr.P.Venkatesh (2022). IMPACT OF ENUMERATION FACTORS ON EFFECTIVE SELF HELPGROUP (SHG) FUNCTIONING Published in International Journal of Early Childhood Special Education (INT-JECSE), ISSN: 1308-5581, Vol.14 (3), 3638-3643. DOI: 10.9756/INT-JECSE/V14I3.452 (**WOS**)
36. Dr.P.Venkatesh (2022). A Study on Work Life Balance of Employees with reference to Good Leaps Solutions Private Limited Published in Journal of the Asiatic Society of Mumbai, ISSN:0972-0766, Vol.95 (1), 195-202. (**UGC CARE**)
37. Dr.P.Venkatesh (2022). A Study on A Study on Customer's Perception towards Web Application Firewall with Special Reference to Strongbox IT Private Limited in Journal of Satraachee, ISSN: 2348-8425, Vol.37 (25), 191-202. (**UGC CARE**)
38. Dr.P.Venkatesh (2022). An Emprical Study Towards Out Patients Perception Towards Services Quality Of Multi Speciality Hospitals - Scenirio Of Vellore District Tamilnadu in Journal of Journal of Pharmaceutical Negative Results, ISSN: 2229-7723, Vol.13 (9), 1550 - 1559. DOI: 10.47750/pnr.2022.13.S09.189 (**SCOPUS**)
39. Dr.P.Venkatesh (2022). Patients Satisfaction towards the Services of the Hospitals with Reference to Vellore District, Tamilnadu in Journal of Journal of Pharmaceutical Negative Results, ISSN: 2229-7723, Vol.13 (8), 1502-1510. DOI: 10.47750/pnr.2022.13.S08.181 (**SCOPUS**)

40. Dr.P.Venkatesh (2022). Business Analytics Contribution in the growth of Indian Digital Business in 1st International Conference on Computational Science and Technology (ICCST), 978-1-6654-7655-3/22/\$31.00, 2022 IEEE, DOI: 10.1109/ICCST55948.2022.10040343. **(SCOPUS)**
41. Dr.P.Venkatesh (2022). A Study on Impact of Micro Finance on Self Help Groups (SHGs) – Case of Chennai in Twentieth AIMS International Conference on Management, ISBN: 978-1-943295-20-3, Vol.1 (1), 212-215 **(Case Study)**
42. Dr.P.Venkatesh (2022). Impact of Solar Energy on Mitigating Climate changes for a Sustainable Development in India in International Conference on Power, Energy, Control and Transmission Systems (ICPECTS), 2022, 978-1-6654-6275-4/22/\$31.00 ©2022 IEEE | DOI: 10.1109/ICPECTS56089.2022.10046744. **(SCOPUS)**
43. Dr.P.Venkatesh (2022). PREDICTIVE ANALYTICS OF SOLAR POWER GENERATION USING DATA SCIENCE in International Journal of Business Management & Research (IJBMR), ISSN (P): 2249-6920; ISSN (E): 2249-8036, Vol. 12, Issue 2, Dec 2022, 67–72.
44. Dr.P.Venkatesh (2022). A STUDY ON EFFECTIVENESS OF WORKING CAPITAL MANAGEMENT PRE AND POST COVID in International Journal of Business Management & Research (IJBMR), ISSN (P): 2249-6920; ISSN (E): 2249-8036, Vol. 12, Issue 2, Dec 2022, 59-66.
45. Dr.P.Venkatesh (2022). A STUDY ON INVESTORS PERCEPTION TOWARDS SYSTEMATIC INVESTMENT PLAN (SIP) in International Journal of Business Management & Research (IJBMR), ISSN (P): 2249-6920; ISSN (E): 2249-8036, Vol. 12, Issue 2, Dec 2022, 53-58.

INTERNATIONAL & NATIONAL CONFERENCE/SEMINAR PUBLICATION:

1. Paper presented on **“F&O MARKET IN INDIA”**, in the international conference on unleashing opportunities at bottom of the pyramid held during April, 2015, ANNAMALAI UNIVERSITY, ISSN: 0975-749X AIJBSR, Special Issue.
2. Paper presented on **“A STUDY ON PERFORMANCE EVALUATION OF SELECTED CEMENT & STEEL COMPANIES LISTED IN NSE, INDIA”**, in the International Conference on Contemporary Management, Faculty of Management Studies & Commerce, University of Jaffna, Sri Lanka, March 2014, ISSN: 2362-0536, volume 1,. PP 320-329.
3. Paper presented on **“A STUDY ON DAY OF THE WEEK EFFECT ON SHARE PRICE VOLATILITY ON SELECTED BANKING STOCKS OF NSE”**, in Sanskrithi School of Business, Pattaparathi, AP, April, 2014.
4. Paper presented on **“SUPPLY CHAIN MANAGEMENT ON INVENTORY CONTROL WITH REFERENCE TO AUTOMOBILE INDUSTRY”**, in National Conference on NCRASEM- March 2015, organized by Tagore Engineering College, Chennai.
5. Paper Presented on **“A STUDY ON RETAILER SATISFACTION TOWARDS PEPSI SERVICES IN CHENNAI”** in International Seminar conducted by Bharthidasan University on Jan. 2016.
6. Paper Presented on **“A STUDY ON DAY OF THE WEEK AFFECTS ON SHARE PRICE VOLATILITY FOR SELECT COMPANIES LISTED IN NSE”** in National Conference on RIETMA-2016 conducted by Priyadarshini Engineering College on April. 2016.

7. Paper Presented on **“TECHNICAL ANALYSIS OF SHARES OF SELECTED BANKS TRADED IN NSE INDIA”** in National Conference on SSCBE-2016 conducted by Priyadarshini Engineering College on August. 2016.
8. Paper Presented on **“GLOBAL ECONOMIC CRISIS AND ITS IMPACT ON INDIAN ECONOMY”** in National Seminar on “Impact of Global Turbulence on Indian Economy” conducted by Periyar University on January. 2017.
9. Paper Presented on **“IMPACT OF GLOBAL TURBULENCE AND STABILITY OF AN INDIAN ECONOMY”** in National Conference on Emerging Trends in Business and Management: Issues and Challenges conducted by Shanmuga Industries Arts & Science College on February. 2017.
10. Paper Presented on **“DIVIDEND BEHAVIOUR ANALYSIS OF SELECT STEEL COMPANIES IN INDIA- A DESCRIPTIVE STUDY”** in International Conference on Growth Strategies of Indian Industries and Development for Economic Reforms in India conducted by Muthayammal Memorial College of Arts and Science on February 2017.
11. Paper Presented on **“MEASUREMENT OF PROFITABILITY, LIQUIDITY AND DIVIDEND PROGRESS OF SELECT STEEL COMPANIES IN INDIA- A DISCRIMINATE FUNCTION ANALYSIS”** in IEEE Sponsored International Conference on ICONSTEM-2017 conducted by Jeppiaar Engineering College on March 2017.
12. Paper Presented on **“AN EVALUATION OF LIQUIDITY AND PROFITABILITY OF SELECTED PHARMACEUTICAL COMPANIES IN INDIA”** in International Conference on ICITM-2017 conducted by Kalasalingam University on March 2017.
13. Paper Presented on **“AN EMPIRICAL STUDY ON SUPPLIER RELATIONSHIP USING VENDOR ANALYSIS WITH SPECIAL REFERENCE TO IT INFRASTRUCTURE SERVICE SECTOR, CHENNAI, INDIA”** in Fourth

International Conference on Contemporary Management (ICCM2017) Conducted by University of Jaffna, Srilanka on 25th & 26th July, 2017.

14. Paper Presented on **“A STUDY ON EFFICIENCY OF INVENTORY MANAGEMENT WITH REFERENCE TO INDIA CEMENTS LTD., CHENNAI”** in National Conference on Recent Advances in Science, Engineering and Management, Conducted by Tagore Engineering College, Chennai on April 2018.
15. Paper Presented on **“MEASUREMENT OF RISK AND RETURN OF EQUITY ORIENTED DIVIDEND FUNDS OF SELECTED MUTUAL FUNDS COMPANIES IN INDIA”** in AIMS Regional Conference on “Management Practices for Sustainable Development” held on 5th May, 2018 organized by Sri Sairam Institute of Management Studies, Chennai.
16. Paper Presented on **“AN ANALYSIS ON FIBONACCI THEORY IN SELECTED NIFTY PSE COMPANIES”** in International Conference on TRINC2018 Conducted by Trincomalee Campus Eastern University, Srilanka on 16th & 17th August 2018.
17. Paper Presented on **“A STUDY ON PROFIT, EPS & DIVIDEND ON SHARE PRICE EQUITY ON SELECTED STEEL INDUSTRY”** in 8th International Conference on Innovation, Entrepreneurship and Economy for Sustainable Development held on 10th & 11th October, 2018 organized by Sri Sairam Institute of Management Studies, Chennai.
18. Paper Presented on **“A STUDY ON PROFITABILITY AND DIVIDEND ANALYSIS USING ARIMA MODEL WITH REFERENCE TO STEEL SECTOR”** in the national conference on Advance in Science, Humanities and Technology held during 11th & 12th July, 2019 organized by the Department of Science and humanities, Saveetha School of Engineering, SIMATS, Chennai.
19. Paper Presented on **“A STUDY ON DEBTORS RISK ASSESSMENT AND ITS IMPACT ON PROFITABILITY”** in International Seminar on Opportunities and

challenges of Digital Marketing and Cashless Transactions conducted by Voorhees College, Vellore on 21st February, 2020.

20. Paper Presented on **“A STUDY ON THE PREFERENCE OF INDIAN CONSUMER ON CHINESE PRODUCTS AND SERVICES -IMPACT OF POST GALWAN STANDOFF”** in National Conference on “Redefining Management Practices in the Post Covid - 19 ”, organised by Department of Management, Kristu Jayanti College, Autonomous, Bengaluru on 28th April, 2021.
21. Paper Presented on **“PERFORMANCE ANALYSIS OF SECURITIES MARKETS WITH REFERENCE TO ASIAN STOCK MARKETS”**, in 6th International Conference on Contemporary Management (IICM), Organised by Faculty of Management studies and Commerce, University of Jaffna, Srilanka on 29-30 April, 2021.
22. Paper Presented on **“A STUDY ON TECHNICAL ANALYSIS OF THE COMMODITY MARKET WITH SPECIAL REFERENCE TO GOLD AND SILVER”** in 9th International Conference on Contemporary Issues in Advanced Business Management (ICCABM-2021) , Organised by Malla Reddy College of Engineering & Technology, Hyderabad, India on June 18-19, 2021.
23. Paper Presented on **“A STUDY ON THE WEAK FORM EFFICIENCY OF METALS & MINING SECTOR IN BSE”** in 9th International Conference on Contemporary Issues in Advanced Business Management (ICCABM-2021), Organised by Malla Reddy College of Engineering & Technology, Hyderabad, India on June 18-19, 2021.
24. Paper Presented on **“Stronger Emergence Through Disruption: Challenge and Opportunity”** in The Tenth International Conference on Advancement of Development Administration 2021— Social Sciences and Interdisciplinary Studies (The 10th ICADA 2021 — SSIS) Theme: **“Stronger Emergence Through Disruption: Challenge and**

Opportunity, Organised by National Institute of Development Administration (NIDA), Bangkok, Thailand, On July 22 - 23, 2021.

25. Paper Presented on **“TESTING THE WEAK FORM OF MARKET HYPOTHESIS OF IT SECTOR IN BSE, INDIA”** at the International Conference- “Renaissance: Challenges & Prospects of New Normal of Life in Various Spheres Surviving the COVID-19 Pandemic Era” Organised by School of Business & Management, CHRIST (Deemed to be University), Bannerghatta Road Campus, Bangalore, India, On 6th and 7th August, 2021.
26. Paper Presented on **“A STUDY ON EFFECT OF BRANDING ON CUSTOMER BUYING BEHAVIOUR WITH REFERENCE TO VELLORE”** at the International Virtual Conference on E-Education, E-Management and E-Business – POST COVID ERA Organised by Dr.MGR Educational and Research Institute, Chennai on 8th October, 2021.
27. Paper Presented on **“STUDY ON PRICE DISCOVERY OF SELECTED INDIAN AGRICULTURE COMMODITY WITH SPECIAL REFERENCE TO NCDEX ”** at the International Conference on Global Issues in Multidisciplinary Academic Research Organised by Indian Academicians and Researchers Association (IARA) In Association With Rajabhat Maha Sarakham University, Thailand On 31st October, 2021.
28. Paper Presented on **“A STUDY ON RISK AND RETURN ANALYSIS ON EQUITY SHARE PRICES IN BANKING SECTOR WITH REFERENCE TO NSE”** at the International Conference on Materials, Computing and Communication Technologies organised by Annai Vailankanni College of Engineering, Kanyakumari On June 20, 2022.
29. Paper Presented on **“A STUDY ON EFFECT OF BRANDING ON CONSUMER BUYING BEHAVIOUR WITH REFERENCE TO VELLORE”** at the International Conference on Materials, Computing and Communication Technologies organised by Annai Vailankanni College of Engineering, Kanyakumari On June 20, 2022.

30. Paper Presented on “A Study on Work Life Balance of Employees with reference to Good Leaps Solutions Private Limited” at the National Seminar on Digital India: A Road Map to Achieve Self-Reliant India in View of Covid-19 organised by Vishwa Vishwani School of Business, Hyderabad On May 20 & 21, 2022.
31. Paper Presented on “DATA ANALYSIS ON MOBILE PAYMENT TECHNOLOGY WITH REFERENCE TO USERS’ BEHAVIOUR OF RETAIL GOODS IN INDIA” at 4th International Conference on Computing and Communications Technologies (ICCCT) organised by Sri Sairam Engineering College, Chennai On August 21st, 2022.
32. Paper Presented on “Impact of Solar Energy on Mitigation Climate changes for a Sustainable Development in India” at IEEE International Conference on Power, Energy, Control and Transmissions Systems organised by Sri Sairam Engineering College, Chennai On December 8th & 9th, 2022.
33. Paper Presented on “Business Analytics Contribution in the growth of Indian Digital Business” at 1st International Conference on Computational Science and Technology (ICCST) organised by Sri Sairam Engineering College, Chennai On October 17th, 2022.

FDP, SEMINAR AND WORKSHOP:

1. Attended FDP on “**SELF LEADERSHIP FOR EDUCATORS**” conducted by I Power consulting on Feb. 2012.
2. Attended FDP on “**ART OF INVESTING IN STOCK MARKETS**” organized by Sathyabama University on 13th Dec. 2013.
3. Attended FDP on “**FINANCIAL LITERACY**” organized by Sathyabama University on 7th march, 2013.

4. Attended FDP **WORKSHOP** organized by Sri Venkateswara University on 9th Feb., 2013.
5. Attended FDP on “**CREATIVE PEDAGOGY: FOSTERING STUDENT CREATIVITY AND INNOVATION**” conducted by IIT Madras-CSIE on Nov. 2014.
6. Attended Workshop on “**MISSION 10X**” conducted by WIPRO on May 2011.
7. Attended Workshop on “**EQUITY INVESTMENT WITH RISK CONTROL MECHANISM THROUGH DERIVATIVES MANAGEMENT**” conducted by India Finance Bazaar on Feb.2012.
8. 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.
9. Attended Workshop on “**SOCIAL SCIENCE RESEARCH ANALYTICS USING SPSS**” organized by Sri Sairam Institute of Management Studies on 17th April, 2014.
10. Attended Workshop on “**APPLICATION OF SPSS & AMOS IN BUSINESS RESEARCH**” organized by St. Peters College of Engineering & Technology, on 13th & 14th Dec., 2012.
11. Attended National Seminar on “**INSPIRATIONAL LEADERSHIP & COMMUNICATION**” organized by Sri Venkateswara University, Tirupati, on 10th Feb., 2013.
12. Attended National Case Writing Workshop on “**WORKSHOP ON CASE METHODOLOGY**” organized by Welingkar Institute of Management Development and Research, Bangalore, on 20-21 July, 2017.

13. Attended National Refresher Programme on **“BUILDING PROFESSIONAL AND LEADERSHIP EXCELLENCE AMONG FACULTY”** organized by Ethiraj College for Women’s, Chennai on 23-28 July, 2018.
14. Attended 2 days FDP on **“PRESENTATION SKILLS LEVEL 1”** conducted by ICT Academy on 01-03-2019 to 02-03-2019 at Dhaanish Ahmed College of Engineering.
15. Attended 2 Days FDP on **“INTEGRATIVE TEACHING PEDAGOGY IN END USER PERSPECTIVE”** Conducted by Tagore Engineering College, Conducted on 25& 26 June, 2019.
16. Attended Workshop on **CASE ANALYSIS AND DEVELOPMENT** Conducted by Sri Sairam Institute of Management Studies, Chennai in Association with ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS (AIMS), Conducted on 18th to 23rd December, 2020.
17. Attended 5 day online FDP on the theme **“Inculcating Universal Human Values in Technical Education”** organized by All India Council for Technical Education (AICTE) from 31st October to 4th November 2022. (F.No AICTE/FDP-SI/OnlineWorkshop/201/155691)

AICTE TRAINING AND LEARNING ACADEMY (ATAL FDP CERTIFICATIONS):

1. Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online FDP on **"OPERATIONS MANAGEMENT"** from 2020-10-12 to 2020-10-16 at Chhatrapati Shivaji Institute of Technology.
2. Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online FDP on **"DESIGN THINKING"** from 2020-12-14 to 2020-12-18 at Graduate School of Management Studies, GTU.

3. Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online FDP on "**ORGANIZATIONAL BEHAVIOUR**" from 2021-2-15 to 2021-2-19 at SANTHIGIRI INSTITUTE OF MANAGEMENT.
4. Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online Elementary FDP on "**STRUCTURAL EQUATION MODELLING**" from 2021-05-17 to 2021-05-21 at Manipal Institute of Management.
5. Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online Elementary FDP on "**DEMYSTIFYING FINANCIAL RISK MANAGEMENT**" from 2021-06-07 to 2021-06-11 at New Delhi Institute of Management.
6. Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online Elementary FDP on "**RESEARCH METHODOLOGY & HOW TO EXCEL IN PUBLISHING RESEARCH PAPERS**" from 2021-06-21 to 2021-06-25 at XAVIER INSTITUTE OF MANAGEMENT AND ENTREPRENEURSHIP.

ONLINE FDP DETAILS:

1. Participated in one week online International FDP on **360 DEGREE CLASSROOM MANAGEMENT- TEACHING METHODOLOGY** held from 16th to 22nd May 2020 conducted by SRI SAIRAM ENGINEERING COLLEGE, CHENNAI.
2. Participated in one week online **WEBINAR SERIES FOR FACULTY** held from 25-05-2020 to 30-05-2020, conducted by SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI IN ASSOCIATION WITH UNIS, BRAZIL.
3. Participated in online International FDP on **DATA ANALYSIS FOR BUSINESS RESEARCH USING SPSS & AMOS** held from 23/07/2020 to 25/07/2020 conducted by

KARPAGA VINAYAGA COLLEGE OF ENGINEERING AND TECHNOLOGY,
CHENGALPATTU.

4. Participated in online FDP on **RESEARCHING STRUCTURING & WRITING PROPOSAL** held on 27th May 2020 conducted by RATHINAM COLLEGE OF ARTS & SCIENCE, COIMBATORE
5. Participated in one week online International FDP on **CASE WRITING WITH A FOCUS ON DEVELOPING CASES IN INDIAN CONTEXT** held from 6th to 11nd July 2020 conducted by CMR COLLEGE OF ENGINEERING & TECHNOLOGY, HYDERABAD.
6. Participated in online International FDP on **MANAGING THE UNLOCK DOWN IN INDIA** held from 16/06/2020 to 23/06/2020 conducted by S.A. ENGINEERING COLLEGE, CHENNAI
7. Participated in AICTE Sponsored 6-day online STTP (Series II) on “**OUTCOME BASED CURRICULUM PLANNING, MAPPING AND MEASUREMENT**” from November, 02 - 07, 2020 conducted by School of Management, Sri Krishna College of Technology, Coimbatore.
8. Participated in one week FDP on “Data science and business analytics” from 18th May to 24th May, 2021 conducted by Sri Sairam Institute of Management Studies, Chennai.
9. Participated in AICTE Sponsored 6-day online STTP on “**INNOVATIVE APPROACHES IN TEACHING PEDAGOGY**” from 31st May to 5th June, 2021 conducted by Sahyadri College of Engineering & Management, Mangaluru.
10. Participated in 2 Weeks Refresher Course on “**TEACHING LEARNING AND RESEARCH PEDAGOGY FOR EXCELLENCE IN EDUCATION**” from 31st May to 14th June, 2021 conducted by Sri Sairam Institute of Management Studies, Chennai

11. Participated in 5 Days Virtual Faculty Development Programme (FDP) on “ **INSIGHTS AND OPEN CHALLENGES IN COMPUTING TECHNOLOGIES**” held from 11.07.2022 to 15.07.2022 conducted by Department of Computer Science & Engineering, Sri Sairam Engineering College, Chennai.

WEBINARS DETAILS:

1. Participated in the International Level Webinar on “ **DISRUPTIONS OF COVID-19 AND RESPONSE MEASURES: ROLE OF COOPERATIVES IN DEVELOPING COUNTRIES**” Organised by Department of Cooperation, SRI RAMAKRISHNA MISSION VIDYALAYA COLLEGE OF ARTS AND SCIENCE on May 28,2020
2. Participated in International Webinar on “**FEW BUSINESS STORIES... MANY LESSONS... (UNDER PANDEMIC SITUATION)**” Organised by ENTREPRENEURSHIP DEVELOPMENT CELL OF V.P INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH, SANGLI on 12th June 2020.
3. Participated in International Webinar on “**SNACKS AND LADDERS OF ENTREPRENEURS IN POST COVID-19**” Organised by ENTREPRENEURSHIP DEVELOPMENT CELL OF P.S.R. ENGINEERING COLLEGE on 11th June 2020.
4. Participated in the International Level Webinar on “**VIRTUAL SESSION ON RESEARCH & POST DOCTORAL FELLOWSHIP OPPORTUNITIES IN FOREIGN UNIVERSITIES**” Organised by R&D CELL, SRI SAIRAM ENGINEERING COLLEGE, CHENNAI on May 29th ,2020
5. Participated in the one day National Level Webinar on “**CLASSROOM STRATEGIES FOR INTERACTIVE TEACHING**” Organised by PG AND RESEARCH DEPARTMENT OF ENGLISH, MARUDUPANDIYAR COLLEGE, THANJAVUR on July 02,2020

6. Participated in the International Webinar on **“CHANGE MANAGEMENT”** Organised by DEPARTMENT OF MANAGEMENT STUDIES, DMI COLLEGE OF ENGINEERING, CHENNAI on June 10,2020
7. Participated in the International Level Webinar on **“HUMAN VALUES AND PROFESSIONAL ETHIC (PART-I)”** Organised by JSPM’S RAJARSHI SHAHU COLLEGE OF ENGINEERING- DEPARTMENT OF ENGINEERING SCIENCES on 6th June 2020
8. Participated in Webinar on **“MANAGEMENT EDUCATION AND MANAGEMENT COURSES IN THE BACKDROP OF COVID 19”** Organised by IQAC AND SCHOOL OF MANAGEMENT, DE PAUL INSTITUTE OF SCIENCE & TECHNOLOGY on 2nd June 2020
9. Participated in the International Level Webinar on **“CONQUERING CHAOS”** Organised by PG & RESEARCH DEPARTMENT OF COMMERCE & COMMERCE(CA), BHARATHIDASAN COLLEGE OF ARTS AND SCIENCE, ERODE on 6th June 2020
10. Participated in the International Level Webinar on **“PERSPECTIVES OF LEARNING”** Organised by DEPARTMENT OF B.B.A. AVIATION MANAGEMENT, G.T.N. ARTS COLLEGE (AUTONOMOUS), DINDIGUL on 28th June 2020
11. Participated in the National Level Webinar on **“SOCIAL MEDIA MARKETING”** Organised by ALPHA ARTS AND SCIENCE COLLEGE, CHENNAI on 2nd July 2020.
12. Participated in Two days Educational Summit on Outcome-Based Education (OBE) and NAAC organized by Mastersoft India in association with IQAC, Maharashtra Institute of Technology, Aurangabad on 14-15 May, 2021.
13. Participated in one week Virtual Faculty Induction Program organized by SPIHER in association with Internal Quality Assurance Cell held between 10.10.2022 and 18.10.2022.

GUEST SPEAKER/ INVITES RESOURCE PERSON:

1. Recourse Person for a guest lecture on **“ANALYSIS OF LEVEL OF STRESS AMONG THE EXECUTIVES IN FINANCIAL AND NON-FINANCIAL SECTOR”** Conducted by Voorhees College, Vellore on 23rd December, 2018.
2. Acted as Chair person on **“MARKETING MANAGEMENT”** for the National Conference on Recent trends in Management conducted by Tagore Engineering College, Chennai on 5th March, 2020.
3. Acted as Chair person for the International Seminar **“ OPPORTUNITIES AND CHALLENGES OF DIGITAL MARKETING AND CASHLESS TRANSACTIONS”** Conducted by Voorhees College, Vellore on 21st February, 2020
4. Guest Speaker for the Online virtual Lecture on **“PUBLIC INVESTMENT AWARENESS TOWARDS STOCK MARKET: POST COVID”** on 31st August, 2020 Conducted by SIVET College, Chennai.
5. Acted as Chair person for the International E-Conference on New Trends and Challenges in Business Management and Innovation organised by Nehru arts and science college, Coimbatore on 10th February, 2022.

BOARD OF STUDIES MEMBER:

1. Acted as Board of studies member at karpaga Vinagar College of Engineering, Chengelpet.

PROFESSIONAL BODY MEMBERSHIP:

1. Lifetime Membership in The Indian Society for Technical Education (ISTE). Membership No. (LM 128593).

2. Lifetime Membership in Next Level Purchasing Association (NLPA) Membership No. (0383230).
3. Membership in Education Research and Development Association (ERDA). Membership No. (ERDA-INDM/271/2020) Valid up to June 30, 2023.

NPTEL / SWYAM CERTIFICATIONS:

1. Completed 8 week course (Feb. – Mar. 2018) in “**FOUNDATION COURSE IN MANAGERIAL ECONOMICS**” with AICTE approved FDP.
2. Completed 4 week course (Aug.-Sept. 2018) in “**LEADERSHIP**” with AICTE approved FDP.
3. Completed 12 week course (July – Oct. 2018) in “**WORKING CAPITAL MANAGEMENT**” with AICTE approved FDP.
4. Completed 4 week course (Jan. – Feb. 2019) in “**SERVICE MARKETING: A PRACTICAL APPROACH**” with AICTE approved FDP.
5. Completed 12 week course (Jan. – April 2019) in “**FINANCIAL STATEMENT ANALYSIS AND REPORTING**” with AICTE approved FDP.
6. Completed 12 week course (Jan. – April 2019) in “**FINANCIAL INSTITUTIONS AND MARKETS**” with AICTE approved FDP.
7. Completed 4 week course (July – Aug. 2019) in “**COST ACCOUNTING**” with AICTE approved FDP.
8. Completed 8 week course (Jan. – March 2021) in “**BEHAVIORAL AND PERSONAL FINANCE**” with AICTE approved FDP.

MOOC COURSES:

1. Successfully Completed 26.5 hours of **“DIGITAL MARKETING MASTER CLASS: GET YOUR FIRST 1000 CUSTOMER’S ONLINE COURSE”** on nov.4, 2019 from **UDEMY**.
2. Successfully completed **“FIRM LEVEL ECONOMICS: CONSUMER AND PRODUCER BEHAVIOR”** offered by **UNIVERSITY OF ILLINOIS** (Coursera Certification).
3. Successfully completed **“INTRODUCTION TO FINANCIAL MARKET”** offered by **ISB** (Coursera Certification).
4. Successfully completed **“FINANCIAL MARKETS”** offered by **YALE UNIVERSITY** (Coursera Certification).
5. Successfully completed **“FINANCE FOR EVERYONE: MARKETS”** offered by **MCMASTER UNIVERSITY** (Coursera Certification).
6. Successfully completed **“BUSINESS ANALYTICS FOR DECISION MAKING”** offered by **UNIVERSITY OF COLORADO** (Coursera Certification).
7. Successfully completed **“INTRODUCTION TO INVESTMENT”** offered by **INDIAN INSTITUTE OF MANAGEMENT BANGALORE** (EDX Certification).

NITTTR:

1. Successfully Completed Module 1: **ORIENTATION TOWARDS EDUCATION & CURRICULUM ASPECTS**
2. Successfully Completed Module 2: **PROFESSIONAL ETHICS & SUSTAINABILITY**
3. Successfully Completed Module 3: **COMMUNICATION SKILLS MODES AND KNOWLEDGE DISSEMINATION.**
4. Successfully Completed Module 4: **INSTRUCTIONAL PLANNING AND DELIVERY.**

5. Successfully Completed Module 5: **TECHNOLOGY ENABLED LEARNING & LIFE-LONG SELF LEARNING.**
6. Successfully Completed Module 6: **STUDENT ASSESSMENT AND EVALUATION.**
7. Successfully Completed Module 7: **CREATIVE PROBLEM SOLVING, INNOVATION AND MEANINGFUL R & D.**
8. Successfully Completed Module 8: **INSTITUTIONAL MANAGEMENT & ADMINISTRATIVE PROCEDURES.**

CHAPTER CONTRIBUTIONS

1. Chapter contributed in a Peer-Reviewed Edited Book in the title “**INVESTORS TRADING BEHAVIOR TOWARDS COMMODITY MARKET**” for the Book: Emerging Trends in Banking & Finance, ISBN: 978-93-90996-49-0, Published by ARCHERS & ELEVATORS PUBLISHING HOUSE, Bangalore.PP:73-78.
2. Chapter contributed in a Peer-Reviewed Edited Book in the title “**A STUDY ON MIGRATION OF PEOPLE DURING COVID-19 WITH REFERENCE TO CHENNAI CITY** ” for the Book: SIGNIFICANCE OF MULTIDISCIPLINARY GLOBAL RESEARCH: ARTS, SCIENCE, HUMANITIES AND SOCIAL SCIENCES, ISBN: 978-93-90996-49-0, Published by Multi Spectrum Publications, Kanyakumari.PP:65-78.

EDITORIAL BOARD MEMBERS

1. Acted as Editorial board member for the Edited Book “Contemporary Research in Social Science” Published on 10th May 2022, ISBN: 978-81-956844-0-3

2. Acted as Editorial board member for the Edited Book “Emerging Trends in Business and Technology for Sustainable Growth” Published on 30th June 2022, ISBN: 978-81-956844-0-3
3. Acted as Editorial board member for the Edited Book “CHALLENGES AND OPPORTUNITIES IN NEW GLOBAL BUSINESS, SCIENCE AND TECHNOLOGY” Published on November 2022, ISBN: 978-81-958752-6-9

PATENT:

1. Patent published in the title “**THE DECISIVE ROLE OF THE HR FUNCTION, FROM A STRATEGIC PERCEPTIVE AND AS AN IMMEDIATE BENEFICIARY OF THE OUTPUT DATA**”. Application no: 202141050289, Publication dates: 19/11/2021.

BOOK PUBLISHED:

1. Book Published in the title “**FUNDAMENTALS OF BUSINESS RESEARCH METHODS: A BEGINNERS GUIDE TO BUSINESS RESEARCH ASPIRANTS**” Published by LAP Lambert Academic Publishing, ISBN: 978-620-4-73372-2.
2. Book Published in the title “**INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT**” Published by Wisdom India Publications, Bangalore, ISBN: 978-81-958752-0-7.
3. Book Authored for Tamilnadu Higher Secondary Class XI – Employability Skills – Theory.

SUBJECTS HANDLED:

- Security Analysis and Portfolio Management
- International Business Management
- Finance Analytics
- Legal Aspects for Business
- Accounting for Management
- Operations Management
- Merchant Banking and Financial Services (MBFS)
- Strategic Management
- Economic analysis for Business
- Business Communication
- Engineering Economics and Financial Accounting
- Engineering Economics and cost Analysis
- Total Quality Management
- Principles of Management
- Professional Ethics in Engineering
- Fundamentals of Economics

PERSONAL DETAILS:

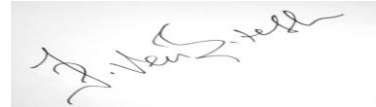
Father's Name : R.Palraj
Mothers Name : P.Mala
Date of Birth : 19-Dec-1984
Sex : Male
Marital Status : Married
Nationality : Indian
Languages Known : English, Hindi, Tamil and Telugu.

DECLARATION:

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

Date:

Place: Chennai



[Dr.P.VENKATESH]