

RESUME

Dr.R.SURESH

**10 A , Church Road
Bharathidasan Nagar
Irumbuliyur,
Tambaram West
Chennai-600045
Mob: 9381005567**

Mail: suresh.mba@sairam.edu.in

Professional Summary

- Serving as the Placement Coordinator for the MBA department,
- Timetable Coordinator for the MBA department
- Engaged in providing consulting services to small-scale industries, offering strategic and operational guidance tailored to their needs.
- NBA and NAAC Department Criterion Coordinator.
- Organised Several National level FDP's , Conferences and MDP's .
- 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) (Fulltime)	1994	Madurai Kamaraj University
M.B.A. (Full Time)	1997	University of Madras
Ph.D (Part Time)	2014	Manonmaniam Sundaranar .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 , MS Office, SQL

Academic Experience in PG(MBA) : 26 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, Chennai	30 Aug.'99 to till date	Associate Professor (Present)

Other Activities

- **Organised Management Meet**
- **International Conference & Faculty development Programmes.**

- **Coordinating with Industries for Student Scholarship**
- Consultancy Services for Small Scale Industries

Area of specialization in Teaching :

Organizational Behaviour, Enterprise

Marketing & Systems Subjects taught(Last 5 Years) :

Resource Planning, Data Analysis
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)

Published the research paper titled “An Empirical Study on Effectiveness of Employee Welfare Measures with special reference to Automobile Industry”, Shanlax International Journal of Management UGC Indexed Journal Vol.5 Spl issue 1 April 2018 ISSN 2321-4643 ,154-159 ,Chennai

Published the research paper titled “A Measure of Customer Satisfaction through Application of SERVQUAL with special reference to Public Banks “M-Infiniti Journal of Management Vol.12 Spl. Issue 2 March-April 2018 ISSN 0973-7197 , 104-112 Chennai.

Published the research paper titled “Rolling Resistance In Passenger Vehicle Tyres” International Journal of Mechanical Engineering and Technology (IJMET) Volume 9, Issue 13, December 2018, pp. 510–515 (Scopus Indexed)

Published the research paper “Mechanical Engineers Satisfaction towards the Implementation of

Internal Certification” – An Empirical Study, International Journal of Mechanical Engineering and Technology (IJMET) Volume 9, Issue 13, December 2018, pp. 516–520, Article ID: IJMET_09_13_054 (Scopus Indexed)

Published a research paper titled “A Study on Impact of Select Time Tracking Tools in Software Project Development” in UGC Indexed International Multidisciplinary Quarterly Research Journal AJANTA – Peer Reviewed Refereed Journal, Journal No. 40776, Vol. 8, Issue –1, January – March 2019, ISSN 2277-5730, Impact factor - 5.5, pp: 149 – 154.

Published a research paper titled “An Empirical Analysis to Measure Determinants of Consumer Based Brand Loyalty Towards Fast Moving Consumer Goods Industry in India – with Special Reference to Selected Metropolitan City” in International Journal of Business Intelligence and Innovation, Volume.2, February 2019, ISSN: 2348 4705, pp: 18 – 26.

Published a research paper titled “An Analytical Model for Supplier Selection using Fuzzy Inference System” in International Research Journal of Engineering and Management Studies (IRJEMS), Vol. 3, Issue. 05, May 2019, ISSN: 2395 – 0126, pp: 1 – 8.

Published a research paper titled “ERP Implementation Issues and Challenges in Construction Industry” in UGC Approved Journal of Emerging Technologies and Innovative Research, Vol.6, Issue: 5, May 2019, ISSN: 2349-5162, Impact factor 5.87, pp: 142 – 146.

Published a research paper titled “Issues and Challenges in Container Handling – An Empirical Study” in UGC Indexed Journal – International Journal of Management and Technology, Vol. 9, Issue. 5, May 2019, ISSN: 2249-7455, pp: 2727-2732.

Published a research paper titled “ An Analysis on Fibonacci theory with reference to oil in commodity Market”, Journal of the Gujarat research society , Vol 21 , Issue 17 , 2019 Pg 12401256

Published a research paper titled “A Study on quality of work life balance with reference to HTC Global services India Pvt Ltd” , Studies in Indian place Names , Vol 40 , Issue 40s1 , March 2020 , Pg -290

Published a research paper titled “A Study on effectiveness of training and development with reference to Chennai metro rail limited (CMRL) , Studies in Indian place Names , Vol 40 , Issue 40s1 , March 2020 , Pg -141

Published a research paper titled “Effectiveness of Grievance Redressal Mechanism – An Empirical Study with Reference to Select Automobile Company”, Studies in Indian Place Names, Vol 40 , Issue 27 , ISSN 2394 – 3114, Feb 2020 Pg- 117 – 123, UGC Indexed

Published a research paper titled “An Analytical Study on Consumer Buying Behaviour towards Men’s Branded Apparel “, Purakala, vol 31, issue 21 , ISSN 0971 – 2143, May 2020, Pg ,967975 , UGC indexed

Published a research paper titled “ Teacher-Student Feedback Dynamics And Their Implications For Effective Teaching “ Educational Administration: Theory and Practice 2024, 30(5), 9671-9677

Published a research paper titled “ Employee Well-Being Initiatives: A Critical Analysis Of HRM Practices” Educational Administration: Theory and Practice 2024, 30(5), 6808-6815

Published a research paper titled “Predicting employee performance using predictive models”. In *HR Analytics: Fundamentals and Applications*.(Scopus Indexed) 2024. (pp. 100–111).

Published a research paper titled “Role of Incipient Influencers in Affecting Behavioural Intentions of Instagram Users. *Advances in Consumer Research*, 2 (3),2025 ,(ABDC) 429- 438.

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 by 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, Pune 16th & 17 February 2017.

Presented the paper on” Impact of Green Marketing Mix and customer Fulfilment- An empirical study with reference to Chennai Region”

Presented the Paper on “Assessing Consumer Preferences for Green Packaging in the Context of FMCG in Grocery Industry, A study with reference to Chennai City” on 2nd and 3rd November 2023, Organised by SRM Institute of Science and Technology , Faculty of Management , Vadapalani

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

Attended a 2-day Faculty Development Program on “Decision Making Skills” conducted by ICT Academy at Vidhya Sagar Women’s College, held from June 13th to 14th, 2019.

Attended a 6-day Faculty Development Program on “Risk Management for Micro, Small and Medium Enterprises (MSMEs)” organized by SSN School of Management and sponsored by the All India Council for Technical Education (AICTE), held from November 16th to 21st, 2020.

Attended and successfully completed the AICTE Training and Learning (ATAL) Academy Online Elementary FDP on “Social Enterprise Management” organized by the National Institute of Technology, Jamshedpur, held from June 11th to 15th, 2021.

Attended a 6-day Faculty Development Programme on “Cyber Security & Digital Forensics” organized by the Department of B.Sc. Digital and Cyber Forensic Science, Sree Saraswathi Thyagaraja College in association with ABG Cyber Solutions, held from June 16th to June 22nd, 2021.

Attended a 5-day FDP on “Examination Reforms - Outcome-Based Teaching, Learning & Assessment Strategies” organized by the Academic Staff College, held from April 25th to 29th, 2022.

Attended a 16-day International Online Faculty Development Program on “Teaching, Learning and Assessing in 2030” organized by the Department of Physics, SRM Institute of Science and Technology, Ramapuram Campus, Chennai, held from June 6th to 23rd, 2023.

Attended a 5 days FDP on “Recent Trends in Marketing” organized by NITTTR from dec 6th to 12th 2024.

Editorial Board Member

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

Doctoral Committee Member

Served as DC member for AMET and Bharath University

Research projects guided:

I have been guiding M.B.A. Research Projects (**Around 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 : 51yrs.
- Gender : Male
- Marital status: Married
- Nationality: Indian
- Religion : Hindu
- Languages Known : Tamil, English (Read, Write & Speak)

Place:Chennai

Date : 25-05-2025

Dr.R.Suresh