



Dinesh Kumar S

Associate Professor

- Marketing
- Data Science & Business Analytics

Personal Info

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E-3-G, Pristine Acres Phase 2,
Nookampallayam Road,
Perumbakkam, Chennai – 600100
Tamil Nadu, India

Passport No: L9146228

Skills

Machine Learning:

Classification, Regression,
Clustering, Decision Trees, K-
Means Clustering

Statistical Methods:

Predictive Analysis,
Hypothesis Testing and
Confidence Intervals, Principal
Component Analysis and
Dimension Reduction, Market
Basket Analysis,
Text Analytics

Technical Skills:

Python, R, SPSS, MySQL,
KNIME, AMOS, Excel

Data Visualization Skills:

Tableau, Power BI

An astute professional with around 19 years of experience in academia & consulting industry. Data Enthusiast with an experience of executing data-driven solutions to increase efficiency, accuracy and utility of internal data processing. Experienced at creating data regression models, using predictive data modelling, and analysing data mining algorithms to deliver insights and implement action-oriented solutions to complex business problems.

SCHOLASTICS

2021 - PGP in Data Science and Business Analytics

2019 - Ph.D in Management

2005 - M.B.A (Systems & Marketing)

2003 – B.Sc.,(Physics)

CERTIFICATIONS AT A GLANCE

- COURSERA certifications at a glance
 - **Introduction to Data Analytics for Business** from University of Colorado.
 - **Business Analytics and Digital Media** from Indian School of Business (ISB)
 - **Foundations of Marketing Analytics** from ESSEC Business School
 - **Marketing analytics - Know your customers** from Macquarie University
- edX certifications at a glance
 - **Predictive Analytics** from Indian Institute of Management, Bangalore
- SWAYAM/NPTEL certifications at a glance
 - Completed 9 Courses and holding **Marketing domain** certification.
 - ARPIT in "Data Analysis For Social Science Teachers" from University of Hyderabad
 - ARPIT in "Online Refresher Course In Management" from Banasthali Vidyapith University

CAREER CONSPECTUS - 12.06 yrs in Academia & 7 yrs in Industry

June'22 – till now - Associate Professor at Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai

June'12 – May'22 - Assistant Professor at Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai

Oct'11 – May'12 - (AVP) Senior Manager at Allegro Capital Advisors Pvt Ltd., Bangalore
(Pelican merged with Allegro Capital Advisors)

June'05 – Sep'11 - Senior Manager at Pelican Wealth Managers Pvt Ltd., Chennai

- Acted as a Resource for the 3 days Faculty Development Program on "Business Analytics" organized by Department of Management Studies, Mailam Engineering College from 27th - 29th May 2024.
- Delivered a session on "Workshop on Business Model Canvas" for the Business Hackathon Finalists, organized by Innovation Cell, Sri Sairam Engineering College on 14th April 2024.
- Delivered a session on "Introduction to Artificial Intelligence" for the Faculty Development Program on "Application of AI for Effective Teaching Pedagogy" organized by Department of Management Studies, Sri Sairam Engineering College on 11th Dec 2023.
- Delivered a session on "The Nuances and Strategies of Marketing" for the CSBS students organized by Department of Computer Science and Business Systems, SRM Institute of Science and Technology, Ramapuram, on 20th Sep 2023.
- Delivered a session on "Essentials of E-Learning Teaching Tools in 21st Century" Faculty Development Program on "Innovative Teaching Pedagogy & Research Excellence for faculty" organized by IQAC, Hindustan College of Arts & Science, on 14th June 2023.
- Delivered a session on "Philosophy & Publication Ethics" Faculty Development Program on "Cognitive Framework to Edifice a Sustainable Research Culture in a Higher Education Institution" organized by Department of Commerce, St. Peter's Institute of Higher Education and Research, on 17th April 2023.
- Delivered a session on "An Overview of Professional Ethics in Engineering" for the Engineering students organized by Department of Electrical and Electronics Engineering, Velammal Engineering College on 28th April 2022.
- Delivered a session on "Basics of Analytics in Travel and Tourism Industry" for the BBA Tourism and Travel Management students organized by Department of Business & Management, CHRIST (Deemed to be University) on 09th Sep 2021.
- Delivered a session on "Time Series Forecasting Using ARIMA Models" for the Faculty Development Program on "Data Science & Business Analytics" organized by Department of Management Studies, Sri Sairam Engineering College on 21st May 2021.
- Delivered a session on "Entrepreneurship Development" for the "Faculty Development Program on Entrepreneurship" on organized by Mannar Thirumalai Naicker College (Autonomous), Madurai on 02nd March 2021.
- Delivered a session on "Social Media Analytics" for the AICTE sponsored Faculty Development Program on "Opinion Mining – An Insight into Social Media and Customer Service" organized by Department of Management Studies, Sri Sairam Engineering College on 10th Dec 2019.

<div>SUBJECT CONSPECTUS</div> <div> <div>Artificial Intelligence & Machine Learning for Decision Making</div> <div>Information Systems & Business Analytics</div> <div>Marketing Analytics</div> <div>Data Mining</div> <div>Finance Analytics</div> <div>Business Analytics and Big Data</div> <div>Marketing Management</div> <div>New Product Strategies & Brand Management</div> <div>Strategic Management</div> </div>	AWARD & RECOGNITION
	<ul style="list-style-type: none"> Received BEST PAPER AWARD at the International Conference on Emerging Management & Technology for Economic Sustainability at Alhosn University, Abu Dhabi, UAE, during April 2017.
	CONSULTANCY
	<ul style="list-style-type: none"> Carried out a consultancy work titled ""Marketing Potential Analysis of Type 1 Villa at Chennai"" from December 2023 to May 2024 for Capital Engineering Consultancy.
	BOOKS AUTHORED / CHAPTER CONTRIBUTION
	<ul style="list-style-type: none"> Contributed a Chapter titled "Utilizations of AI in Cryptography: A Study" for the book titled "Machine Learning and Cryptographic Solutions for Data Protection and Network Security" by IGI Global, May 2024, EISBN: 9798369341605, P – 44 – 52. DOI: 10.4018/979-8-3693-4159-9.ch004. Contributed a Chapter titled "Secured Data Dissemination in a Real-Time Healthcare System" for the book titled "Healthcare Industry 4.0: Computer Vision-Aided Data Analytics" by CRC Press, Taylor & Francis, Edition 1, Aug 2023, EISBN: 9781003345411, P - 65 - 74. DOI: 10.1201/9781003345411 Authored a Book titled "Foundations for Data Science" June 2023, Charulatha Publications, ISBN: 978-93-5577-508-5. Authored a Book titled "Employability Skills" for Higher Secondary Second Year Vocational Education, Department of School Education, Govt. of Tamil Nadu, 2023. Authored a Book titled "Employability Skills" for Higher Secondary First Year Vocational Education, Department of School Education, Govt. of Tamil Nadu, 2022.
	RESEARCH PUBLICATIONS
	<ul style="list-style-type: none"> Presented and published the research paper on "A COMPARATIVE ANALYSIS OF LOGISTIC REGRESSION, RFM AND CHAID IN DATA MINING SEGMENTATION METHODS", at 8th International Conference on Contemporary Management (ICCM-2024) - "Inspiring Change for Global Sustainability", University of Jaffna, Sri Lanka, 12th – 13th June 2024. Presented and published the research paper on "Behaviour of Mutual Funds Investors – A Study with Special Reference to Chennai City, India", at 8th International Conference on Contemporary Management (ICCM-2024) - "Inspiring Change for Global Sustainability", University of Jaffna, Sri Lanka, 12th – 13th June 2024. Presented and published the research paper on "Machine Learning in Direct Marketing for Anticipating Bank Term Deposit Subscription", at 8th International Conference on Contemporary Management (ICCM-2024) - "Inspiring Change for Global Sustainability", University of Jaffna, Sri Lanka, 12th – 13th June 2024. Presented and published the research paper on "Influence of Technological Innovation in Marketing on Consumer Behaviour", at International Conference on Digital Transformation in Business: Navigating the New Frontiers Beyond Boundaries (DTBNNF 2024), Atlantis Press, June, 2024, 109-122. ISSN: 2352-5428, ISBN: 978-94-6463-433-4_9. DOI: 10.2991/978-94-6463-433-4_9.

- Presented and published the research paper on "Postulation of Blockchain technology as a core of Digital Era", at International Conference on Digital Transformation in Business: Navigating the New Frontiers Beyond Boundaries (DTBNNF 2024), Atlantis Press, June, 2024, 442-450. ISSN: 2352-5428, ISBN: 978-94-6463-433-4_9. DOI: 10.2991/978-94-6463-433-4_32
- Presented and published the research paper on "Elucidating Big Data Analytics by Using Marketing Mix Components for Business Intelligence", at International Conference on Communication, Computing and Internet of Things (IC3IoT), IEEE Xplore, Vol 1, Issue 1 (June, 2024), 1-6. ISBN: 979-8-3503-5268-9. DOI: 10.1109/IC3IoT60841.2024.10550314 Scopus Indexed
- Presented and published the research paper on "Comparative Study of Customer Churn Prediction Based on Data Ensemble Approach", at International Conference on Intelligent Computing and Control for Engineering and Business Systems (ICCEBS), IEEE Xplore, Vol 1, Issue 1 (Dec, 2023), 1-5. ISBN: 979-8-3503-9458-0. DOI: 10.1109/ICCEBS58601.2023.10449139 Scopus Indexed.
- Presented and published the research paper on "A Third Eye for Visually Impaired", at International Conference on Intelligent Computing and Control for Engineering and Business Systems (ICCEBS), IEEE Xplore, Vol 1, Issue 1 (Dec, 2023), 1-5. ISBN: 979-8-3503-9458-0. DOI: 10.1109/ICCEBS58601.2023.10448652 Scopus Indexed.
- Published the research paper on "Real-Time Parkinson's Disease Detection" on Journal of Xi'an University of Architecture & Technology, Vol 15, Issue 11 (October, 2023), 24-28, ISSN: 1006-7930. DOI: <https://doi.org/10.37896/JXAT15.11/32752>
- Presented and published the research paper on "Commiserating Customers' Purchasing Pattern Using Market Basket Analysis", at 1st International Conference on Computational Science and Technology, ICCST, IEEE Xplore, Vol 1, Issue 1 (March, 2023), 903-906. Scopus Indexed.
- Published the research paper on "The Effectiveness of Product Placement in Tamil movies: A Study with Reference to the State of Tamil Nadu, India" on South Asian Journal of Social Sciences and Humanities, Vol 3, Issue 5 (October, 2022), 28-41, ISSN : 2582-7065. DOI: <https://doi.org/10.48165/sajssh.2022.3503>
- Published the research paper on "Performance Analysis Using the Camel Approach Reference to Select Banks in Tamil Nadu during COVID-19 – An Empirical Study" on South Asian Journal of Social Studies and Economics, Vol 15, Issue 2 (September, 2022), 54-61, ISSN : 2581-821X. DOI: <https://doi.org/10.9734/SAJSSE/2022/v15i230404>
- Published the research paper on "Sentience of Career Opportunities and Career Development using Social Media – A Study with reference to Tamil Nadu" on Journal of Big Data Technology and Business Analytics, Vol 1, Issue 1 (January-April, 2022), 7-14, ISSN : 0193-4120. DOI: <https://doi.www.matjournals.com.org/10.46610/JBDTBA.2022.v01i01.002>

- Published the research paper on "Influence of Economic & Financial Factors in Buying Decision of Residential Houses in Chennai Market –A Study" on **SCOPUS indexed**, Test Engineering & Management, Vol 83, 7451-7455, Issue March-April 2020, ISSN : 0193-4120. <http://testmagzine.biz/index.php/testmagzine/article/view/4881/4041>.
- Presented and published the research paper titled "Influence of Product Placement on Purchase Intention – A study with reference to Tamil Nadu" at 18th GLOGIFT Conference organized by Indian Institute of Management Lucknow, Uttar Pradesh, on 18th to 20th December 2018.
- 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, organised by Geneva Business School, Geneva, Switzerland, 7th May 2018.
- 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.

EDITORIAL MEMBER for JOURNALS

Editorial member in Journal of Intelligent Decision Technologies and Applications.

Editorial member in Journal of Future Internet and Hyperconnectivity.


Editorial member in Global Journal of Business and Management Research Chennai, ISSN 2347-7814.

Editorial member in Sankhya International Journal of Management and Technology, Chennai, ISSN 0975-3915

- 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 **UGC indexed** SAMVAD: SIBM Pune Research Journal, Vol XI, 65-70, June 2016, ISSN (Print) : 2249-1880, ISSN (Online) : 2348-5329.
<http://samvad.sibmpune.edu.in/index.php/samvad/article/view/98184>
- Published the research paper on "Celebrity Endorser & Attitude towards Celebrity results in Purchase Intention – A study with reference to Chennai City" on **UGC indexed** Scholedge International Journal Of Management & Development in Oct 2015 Issue, ISSN 2394-3378, 2(10), 1-8. DOI: <https://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.

Paper Submitted – Yet to get Published

- Submitted and accepted research article for the International Conference at IIM – Bodh Gaya titled "Real-Time Personalization of E-Commerce Recommendations using Graph Neural Networks" for the springer journal proceedings.
- Submitted and accepted research article for the International Conference at VIT - Chennai titled "Integrative Analytics in Information Management: Bridging the Gap between Theory And Data-Driven Practices" for the springer journal proceedings.
- Submitted research article titled "The Influence of Supply Chain Transparency on Consumer Trust: The Mediating Role of Ethical Sourcing" for the 'Journal of Supply Chain Management' which is indexed in SCI/WoS.
- Submitted research article titled "Effectiveness of Personalized Marketing Strategies: A Quantitative Analysis" for the 'Journal of Marketing Management' which is indexed in SCI/WoS.
- Submitted research article titled "Quantifying the Impact of Technological Advancements in Supply Chain Management" for the 'Journal of Purchasing and Supply Management' which is indexed in SCI/WoS.

CONTRIBUTIONS TO THE INSTITUTE	FDP's /WORKSHOPS/SEMINARs ATTENDED
<p>Coordinator – Centre for Analytics</p> <ul style="list-style-type: none"> Organized 5 programs Instrumental in MoU Signing <p>Co-Coordinator – ED Cell</p> <ul style="list-style-type: none"> Coordinated 30+ programs <p>Co-Coordinator – NIRF (MBA)</p> <ul style="list-style-type: none"> From 2017 to till date <p>Co-Coordinator – MBA Admission</p> <ul style="list-style-type: none"> From 2017 to till date <p>Co-Coordinator – Conferences</p> <ul style="list-style-type: none"> International – 3 (2013, 15, and 2017) National – 1 (2019) <p>Co-Coordinator – FDPs</p> <ul style="list-style-type: none"> International – 2 National – 3 	<ul style="list-style-type: none"> Attended Online Workshop on “Teaching & Practicing Marketing Research” organized by Centre for Marketing in Emerging Economies (CMEE), Indian Institute of Management, Lucknow on July 21-23, 2023. Participated in One Week International Faculty Development Program on “Teachers’ Leadership Quality in Higher Education” at Sri Sairam Institute of Management studies, Sri Sairam Engineering College, Chennai, from 24th & 30th June 2020. Attended Online Webinar Series 2020 on “People Analytics” organized by RAMAIAH Institute of Management, Bangalore on June 9th, 2020. Attended Online Webinar Series 2020 on “Predictive Analytics” organized by RAMAIAH Institute of Management, Bangalore on June 4th, 2020. Attended Short-Term Course on “Self-Awareness and Higher Goals in Education (SAHGE 2019)” organized by OIAR & TLC, Indian Institute of Technology Madras, Chennai – 600036 on May 20-24, 2019. Attended two days Faculty Development Program on “Emotional Intelligence” organized by ICT Academy, at Sri Sairam College of Engineering, Bangalore on February 27 & 28, 2019. 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.
	<p>REFERENCES</p> <div> <div> <p>Dr.K.Raja Professor & Head SRM Institute of Science and Technology, Ramapuram Campus Chennai-89 Email: drkrajagmail.com Mobile: +91 94442 80137</p> </div> <div> <p>Dr.K.Soundarapandiyan Associate Professor & Head Dept of Commerce, BS Abdur Rahman Crescent Institute of science and Technology, Chennai - 48 Email: soundarfinancegmail.com Mobile: +91 94432 93618</p> </div> </div> <p>I hereby declare that all the details furnished above are true to the best of my knowledge and belief.</p> <div>  <p>DINESH KUMAR S</p> </div>