

## CURRICULUM VITAE

**MURUGAN.K**

21, KAMARAJAR STREET,  
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### ACADEMIC PROFILE:

EXAMINATION	INSTITUTION	BOARD	YEARS OF PASSING	AGGREGAT E
Ph.D	Annamalai University	Business Administration	Pursuing (December 2020)	
M.B.A (Systems & Marketing)	S.R.M	Madras University	JUNE - 2005	73
B.Sc (Computer science)	Asan Memorial College Arts & Science	Madras University	APR – 2003	72
HSC	Zion Matriculation Higher Secondary School	State Board	APR – 2000	70
SSLC	Zion Matriculation Higher Secondary School	State Board	APR – 1998	71

### SOFTWARE EXPOSURE:

Operating System : Windows (95, 98, 2000)  
Back end : Oracle9i.  
Front end : Developer 2000, Visual Basic 6.0

### ACHIEVEMENT:

University Rank Holder in the M.B.A. Department (SRM)-(16<sup>th</sup> Rank)

## **EXPERIENCES:**

### **TOTAL EXPERIENCE: 20 Years**

- ☐ Worked in Karpaga Vinayaga College of Engineering and Technology as a Lecturer in the M.B.A Department from July 2005 to July 2007.
- ☐ Worked in Dhanalakshmi Srinivasan College of Engineering and Technology as a HEAD & Assistant Professor in the M.B.A Department from July 2007 to November 2011.
- ☐ Worked in SRM University as an Assistant Professor in M.B.A Department from November 2011 to May 2012.
- ☐ Presently Working in Sri Sairam Engineering College as an Associate Professor in M.B.A Department from June 2012 to till date.

## **RESPONSIBILITIES:**

- ☐ **HEAD - MBA** -Dhanalakshmi Srinivasan College of Engineering and Technology
- ☐ **ISO Coordinator** - Sri Sairam Institute of Management Studies, Sri Sairam Engineering College.
- ☐ **COE Coordinator** -Sri Sairam Institute of Management Studies, Sri Sairam Engineering College.
- ☐ **Sairam RAISE Overall Coordinator** - Sri Sairam Engineering College.
- ☐ **Change Management** - Member - Sri Sairam Engineering College.
- ☐ **IQAC** - Member - Sri Sairam Institute of Management Studies - Sri Sairam Engineering College
- ☐ **JCI Coordinator**- Sri Sairam Engineering College.

## **GRANT RECEIVED:**

- ☐ Received Grant-in-aid (Plan) under Scheme of **AICTE SEMINAR GRANT of Rs.120000/-** in the title **“Viral Marketing on Social Media”** in the year 2014-15. Sri Sairam Engineering College

## **PATENT:**

- ☐ Published a Patent on **Digital Marketing Strategies To Improve Customer Experience And Engagement on 26/04/2024**

## **INTERNATIONAL JOURNAL PUBLICATION:**

- 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).
- A paper published in Scopus Journal of Advanced Research in Dynamic and Control system paper titled “A Study on NRI’s Attitude towards Real Estate Industry in India” ISSN :1943-023X,15-Special Issue, PP 697-700, November 2017.
- A paper published in Scopus International Journal of Mechanical and Production Engineering Research and Development (IJMPERD) “A STUDY ON CUSTOMER PERCEPTION TOWARDS MUGI ULTRA LIQUID DETERGENT” ISSN (P): 2249-6890; ISSN (E): 2249-8001 Vol. 8, Special Issue 3, December 2018, 978-984
- A paper published in UGC CARE LIST Journal - International Journal of Management, Technology and Engineering (IJMTE) “A STUDY ON CREDIT APPRAISAL SYSTEM WITH REFERENCE TO SUNDARAM FINANCE LIMITED” ISSN NO: 2249-7455; Volume IX, Issue VI, JUNE/2019, 2338-2345.
- A paper published in Scopus International Journal of Innovative Technology and Exploring Engineering (IJITEE) paper titled “A Research on Supplier Performance with Reference to Switching Technologies Gunther Limited” ISSN: 2278-3075, Volume-9, Issue-1, November 2019.
- Paper Published in Paideuma Journal, Paper titled “**Artificial Intelligence Based Digitalization’s Influence in the Organization**”, ISSN NO: 0090-5674, Volume XIII, Issue-I, JAN/2020, Page No:1-8, (Web of Science)
- A paper published in UGC CARE LIST Journal - Studies in Indian place Names “A STUDY ON EFFECTIVENESS OF DIGITAL MARKETING IN FMCG WITH REFERENCE TO WEBBOOMBAA” ISSN NO: 2394-3114; Volume 40, Issue: 40(s1), January 2020,185-190.
- A paper published in UGC CARE LIST Journal - Studies in Indian place Names “A STUDY ON EMPLOYEE’S ATTRITION WITH REFERENCE TO BIG BAZAAR” ISSN NO: 2394-3114; Volume 40, Issue: 40(s1), January 2020,178-182.

- A paper published in UGC CARE LIST Journal – Studies in Indian place Names “A STUDY ON CAMEL APPROACH WITH REFERENCE TO REPCO BANK” ISSN NO: 2394-3114; Volume 40, Issue: 40(s1), March 2020,121-125.
- A paper published in UGC CARE LIST Journal - Studies in Indian place Names “A STUDY ON MATERIAL HANDLING AND STORAGE WITH REFERENCE TO KERRY INDEV LOGISTICS PVT LTD” ISSN NO: 2394-3114; Volume 40, Issue: 40(s1), March 2020,55-60.
- A paper published in UGC CARE LIST Journal - Studies in Indian place Names “A STUDY ON CUSTOMER PREFERENCE WITH REFERENCE TO TIMES OF INDIA IN CHENNAI” ISSN NO: 2394-3114; Volume 40, Issue: 40(s1), March 2020,1-5.
- A paper published in Scopus International journal of Solid-State Technology paper titled “A Comparison of Lump sum and Systematic Investment plan with reference to Axis mutual fund” ISSN: 0090-5674, Volume-63, Issue-2s, October 2020.
- A Paper published in UGC CARE LIST International Journal of Advance and Innovative Research paper titled “Study on Price Discovery of selected Indian Agriculture Commodity with special reference to NCDEX, ISSN: 2394-7780, Volume-8, Issue-4(V), December 2021.
- A paper published in Scopus International journal of Journal of Pharmaceutical Negative Results paper titled “Patients Satisfaction Towards the Services of The Hospitals with Reference to Vellore District, Tamilnadu” ISSN: 0090-5674, Volume 13, Special Issue 8, November 2022.
- A Paper Published in UGC CARE LIST “A STUDY ON INVESTORS PERCEPTION TOWARDS SYSTEMATIC INVESTMENT PLAN (SIP), International Journal of Accounting and Financial Management Research (IJAFMR), ISSN (P): 2249-6882; ISSN (E): 2249 -7994, Vol. 12, Issue 2, Dec 2022, 53–58.(UGC CARE)
- A Paper Published in UGC CARE LIST “A STUDY ON EFFECTIVENESS OF WORKING CAPITAL MANAGEMENT PRE AND POST COVID, International Journal of Accounting and Financial Management Research (IJAFMR), ISSN (P): 2249-6882; ISSN (E): 2249 -7994, Vol. 12, Issue 2, Dec 2022, 59–66. (UGC CARE)

- A paper Published in UGC CARE LIST in International Journal of Business Original Article Management & Research (IJBMR) paper titled “Predictive Analytics of Solar Power Generation Using Data Science” ISSN (P): 2249-6920; ISSN (E): 2249-8036 Vol. 12, Issue 2, December 2022, 67–72
- A Paper published in UGC CARE LIST International Journal of Gradiva Review Journal paper titled “A Study on Consumer Perception on Effectiveness of Soap Advertisement With Reference To Chennai City, ISSN: 0363-8057, Volume-9, Issue-9, and September 2023.
- A paper Published in Scopus International Journal of Intelligent Computing and Control for Engineering and Business Systems (ICCEBS) paper titled “A Comprehensive Investigation To Examine The Preferences And Satisfaction Levels Of Outpatients In Relation To The Quality Of Services Provided By Hospitals In The Vellore District” 979-8-3503-9458-0/23 2023 IEEE | DOI: 10.1109/ICCEBS58601.2023.10448975, December 2023.
- THE BIG DATA ANALYTICS AND ITS EFFECTIVENESS ON BANK FINANCIAL RISK MANAGEMENT, 2023 6th International Conference on Recent Trends in Advance Computing (ICRTAC) | 979-8-3503-9470-2/23/\$31.00 ©2023 IEEE | DOI: 10.1109/ICRTAC59277.2023.10480831
- The Role of the Internet of Things in the Telecom Sector, 2024 International Conference on Communication, Computing and Internet of Things (IC3IoT), 979-8-3503-5268-9/24/\$31.00 ©2024 IEEE | DOI: 10.1109/IC3IoT60841.2024.10550390, April 2024.
- A paper Published in Scopus International Journal of Nanotechnology Perceptions, paper titled “Effectiveness of Online Advertisement with a Mediating Role of Consumer Perception” ISSN 1660-6795, 2024/8/18, 837-847, August 2024.
- A paper Published in Scopus International Journal of Educational Administration: Theory and Practice, paper titled “Efficacy of Online Advertisement with Consumer Perception as a mediating role on Internet Marketing” ISSN: 2148-2403, Vol.30 No.11, 593-609, December 2024.

#### **CONFERENCE, FDP, SEMINAR AND WORKSHOP:**

- Participation in National Level Workshop in case writing at Sri Sai Ram Engineering College on 23<sup>rd</sup> & 24<sup>th</sup> March 2006
- Participated in International Seminar on “Management Challenges in the ERA of Global Recession” on 10<sup>th</sup> February 2009 at SIMS, Tiruchengode.
- Participated in Conference on “TAMIL NADU 75-SIX TRANSFORMATIONAL IDEAS” on 2<sup>nd</sup> March 2009 at Hotel Park Sherton, Chennai.
- Participated in the AICTE Sponsored National Seminar on “KAIZEN- The Stepping Stone for Innovation and Inventions” held at Rajalakshmi Engineering College on 20<sup>th</sup> & 21<sup>st</sup> March, 2009.
- Participated in the Hi-Tech Symposium on Quality Education at Hotel Savera, Mylapore on 23.07.2009.
- Attended an International Conference on Sustainable Strategies for Developing Countries in Technology and Management at Singapore from 15<sup>th</sup> & 16<sup>th</sup> May 2010.
- Attended Seminar on “Inspirational Leadership and communication organized by Sri Venkateswara University, Tirupati on 10<sup>th</sup> February, 2013.
- Attended FDP Workshop organized by Sri Venkateswara University, Tirupati on 9<sup>th</sup> February, 2013.
- Attended Workshop on “Structured equation modeling using SPSS and AMOS for quantitative data analysis” organized by Sri Sairam Institute of Management Studies on 16<sup>th</sup> & 17<sup>th</sup> April, 2014.
- Attended Workshop on “Social Science Research Analytics using SPSS” organized by Sri Sairam Institute of Management Studies on 17<sup>th</sup> April, 2014.

- Attended FDP on “Creative Pedagogy: Fostering Students Creativity and Innovation” at Indian Institute of Technology – Madras on 28<sup>th</sup> November 2014.
- Presented a paper in International Conference on Emerging Management & Technology for Economic Sustainability (EMTES '17) titled “A Study on Strategic Human Resource Management in select Life Insurance Companies organized by Alhosan University, UAE on 22<sup>nd</sup> and 23<sup>rd</sup> April 2017.
- Attended a National Case Methodology and Case Writing Workshop organized by We School – Welingkar Education, Bengaluru on 20<sup>th</sup> & 21 July 2017.
- Presented a paper in International Conference on Inspiring Pledge for Sustainability over Challenges titled “A Study on Dealer’s requirements towards Two-Wheeler Financing with reference to Chennai Customers organized by University of Jaffna, Srilanka on 25<sup>th</sup> and 26<sup>th</sup> July 2017. (ISSN – 2448-9883 PP 89-93)
- Presented a paper in International Conference on Social Sciences research for sustaining business & economy in global market (ICSRSBEGM-17) titled “An Evaluation of Clearing and Forwarding process in perspective of Customs House Agent with Special reference to selected Freight Forwarders organized by Sri Sairam Institute of Management Studies on 20<sup>th</sup> and 21<sup>st</sup> September 2017.
- Attended FDP on “Engineering Teaching Pedagogy and Teaching Learning Process” from 03<sup>rd</sup> to 7<sup>th</sup> December 2018.
- Attended FDP on “Goal Setting” organized by ICT Academy on 20<sup>th</sup> & 21<sup>st</sup> December 2018.
- Attended FDP on “Integrative Teaching Pedagogy in End User Perspective” Organized by Tagore Engineering College on 25<sup>th</sup> & 26<sup>th</sup> June 2019.
- Presented a paper titled “A Research on Supplier Performance with Reference to Switching Technologies Gunther Limited” in National Conference on advances in Science, Humanities and

Technology (NCASHT – 2019) organized by Saveetha School of Engineering, SIMATS, Chennai, on 11<sup>th</sup> and 12<sup>th</sup> July 2019.

- Attended International FDP on “Data Science methods and Innovation for Business” organized by Dr.MGR Janaki College of arts and science for Women on 27/05/2020
- Attended One-week International FDP on “360-degree Classroom Management – Teaching Methodology” organized by Sri Sairam Engineering College on 16/05/2020 to 22/05/2020.
- Attended One-week International FDP on “Teacher’s Leadership Quality in Higher Education” organized by Sri Sairam Engineering College on 24/06/2020 to 30/06/2020.
- Attended One Week FDP on “Digital Teaching Techniques” organized by ICT Academy on 29/06/2020 to 04/07/2020.
- Attended 5 days FDP on “Creative Thinking” organized by ICT Academy on 14/09/2020 to 18/09/2020.
- Attended AICTE Training and Learning 5 days FDP on “Operation Management” organized by ATAL academy in Chhatrapati Shivaji Institute of Technology on 12/10/2020 to 16/10/2020.
- Attended AICTE(STTP)(Series-II) 6 days on “Outcome based curriculum planning, Mapping and Measurement in Sri Krishna College of Technology on 02/11/2020 to 07/11/2020
- Attended One week FDP on “Data Science and Business Analytics” organized by Sri Sairam Engineering College on 18/05/2021 to 24/05/2021.
- Attended Two Weeks Refresher Course on “Teaching and Learning Research Pedagogy for Excellence in Education” organized by Sri Sairam Engineering College on 31/05/2021 to 14/06/2021.
- Participated in International Conference titled “Study on Price Discovery of selected Indian Agriculture Commodity with special reference to NCDEX on Global Issues in Multidisciplinary Academic Research organized by Indian Academicians and Researchers Association in Association with Rajabhat Maha Sarakham University, Thailand on 31<sup>st</sup> October 2021.
- Presented a paper in International Conference titled “Study on Price Discovery of selected Indian Agriculture Commodity with special reference to NCDEX on Global Issues in Multidisciplinary Academic Research organized by Indian Academicians and Researchers Association in Association with Rajabhat Maha Sarakham University, Thailand on 31<sup>st</sup> October 2021.



- Attended 3 Days FDP on “Research Guidelines” organized by Sivananda Sarma Memorial R.V College on 02<sup>nd</sup> November to 04<sup>th</sup> November 2022.
- Attended 5 Days FDP on “Positive Aspects of Teaching Practice” organized by Theivanaiammal College for Women on 20<sup>th</sup> to 24<sup>th</sup> February 2023.
- Attended 5 Days FDP on “New Age Teaching Pedagogy” organized by Presidency College, Bangalore on 24<sup>th</sup> to 28<sup>th</sup> April 2023.
- Attended 2 Weeks FDP on “Advanced Research Methodology” organized by SRM Institute of Science and Technology on 03<sup>rd</sup> July to 18<sup>th</sup> July 2023.
- Attended 3 Days Online work shop on “Teaching & practicing Market Research” organized by IIM Lucknow on 21<sup>st</sup> July to 23<sup>rd</sup> July 2023.
- Attended 3 Days Online FDP on ‘Data Visualization Tools in Academic Research’ organized by Dr. MGR Educational and Research Institute on 21st June to 23rd June 2023
- Attended 10 Days FDP on “National Education Policy” Organized by AMET University on 16<sup>th</sup> to 26<sup>th</sup> December 2023.
- Attended 5 Days Online FDP on “AI in Education and Business organized by Hindustan College from 08<sup>th</sup> January to 12<sup>th</sup> January 2024.
- Attended 10 Days International FDP on “ Power of AI tools for Enhanced Research” organized by SRM Institute of Science and Technology from 09<sup>th</sup> July to 19<sup>th</sup> July 2024.

**BOOK PUBLISHED / BOOK EDITED / CHAPTER CONTRIBUTION/:**

- Chapter Contributed in a Peer-Reviewed Edited Book in the title “Investors Trading Behaviour towards Commodity Market for the Book Emerging Trends in Banking and Finance ISBN: 978-93-90996-49-0 Published by ARCHERS & ELEVATORS Publishing House, Banglore, December 2021, PP:73-78
- Chapter Contributed in an Edited Book in the title “A Study on HR Policies and Implementation in Ashley Alteams India Pvt Ltd for the Book Contemporary Research in Social Science ISBN: 978-81-956844-0-3 Published by Wisdom India Publication, Bangalore, May 2022, PP: 9-20.
- Chapter Contributed in an Edited Book in the title “A Study on Work Life Balance of Employees with Reference to Good Leaps Solutions Private Limited for the Book Emerging Trends in Business and Technology for Sustainable Growth. ISBN: 978-81-956844-1-0 Published by Wisdom India Publication, Bangalore, July 2022, PP: 167-175.
- Book Published Entitled “Business Ethics, Corporate Social Responsibility and Governance”, ISBN: 978-81-956844-6-5, Published by Wisdom India Publication, Bangalore, August 2022.

- Book Published Entitled “Research Methods in Business”, ISBN: 978-81-962564-8-7, Published by Wisdom India Publication, Bangalore, June 2023.

**PERSONAL PROFILE:**

Name : Murugan.k  
Father's Name : Mr. S.Krishnamoorthy  
Sex : Male.  
Languages Known : English, Tamil  
Hobbies : Acting and Sub-Model in Advertisements, Photo Shoots, Music  
Passport No : L7368410

**DECLARATION:**

I hereby declare that the information furnished above is true to the best of my knowledge.

Date:

Place: Chennai

**(MURUGAN.K)**