



**Mr.K.DHEENADHAYALAN**

5/A Velammal Residential School (CBSE)-opp  
Ladanethal,Sivagangai-630611

E .mail Id: vivekdeena91@gmail .com

Mobile No: +91 7397657349

**Vision:**

- To secure a challenging career where opportunities are known to be different.
- To progress highest level in professional performance.

**Specialization** :Finance and Marketing

**Educational Qualifications:**

S.NO	Degree	Name of the Institution	University/Board	Year of passing	CGPA / %
1.	<b>Ph.D</b>	AlagappaUniversity,Karaikudi	AlagappaUniversity, Karaikudi	Waiting for viva	
2.	<b>M Phil</b>	VHNSN College, Virudhunagar	Madurai Kamaraj University	2015	78.4%
3.	<b>M.B.A</b>	Velammal college of Engineering and Technology, Madurai.	Anna University Chennai.	2014	70.1 %
4.	<b>M.COM</b>	Madurai kamarajuniversity, Distance Education	Madurai Kamaraj University	2014	50%
5.	<b>B.com</b>	P.K.N Arts and Science College, Thirumangalam	First	2009-2012	65%
6.	<b>H.S.C</b>	Mangayarkarasi Higher Secondary School, Madurai.	State board	2008-2009	75%
7.	<b>S.S.L.C</b>	Mangayarkarasi Higher Secondary School, Madurai.	State board	2006-2007	71.2%

**Participation**

1. Attended in Quiz Competition at Jeyaraj Annapackiam Matriculation Hr Sec School Madurai and won 2<sup>nd</sup> price.
2. Participated in the Essay competition organized by Sri Ramakrishna Math On 2007 and 2009.
3. Participated in the seminar held on “Environment and consumer protection in Tamilnadu”.
4. Participated in one day Workshop on “Investment Planning for Young Investors” at Alagappa Govt.ArtsCollege,Karaikudi 17<sup>th</sup> March,2018.

**International conference**

1. Participated and presented a paper in the seminar held on a study on effectiveness of promotional strategies in BSNL with reference to Madurai in ANJAC College.
2. Attended international conference on “problems and prospects of E-commerce in VHNSN”. College.
3. Participated and presented a paper in the seminar held on a study on consumer buying behaviour towards e-retailing with special reference to Madurai city in VHNSN College with ISSN.
4. Participated and presented a paper in the seminar held on a study on consumer awareness about e-banking in Madurai city in VHNSN College with ISBN.
5. Participated and presented a paper in the seminar held on Impact of WTO in Globalization in Sri Vidya college of Engineering and technology.
6. Participated and presented a study on customer’s satisfaction towards service quality of organized retail outlets in Madurai city.-international journal of science technology and Management

**National conference**

1. Participated and presented a paper in the seminar held on Knowledge Management- a source of business innovation in Fatima College Madurai.

**State level conference**

1. Presented a paper on the topic “ A study on impact of face book among the
2. Employees” in Sri Vidya college of Engineering and technology.
3. Attended and presented a paper in the seminar held on “women empowerment through entrepreneurship” in V.V.Vanniaperumal College for women at VirudhuNagar.

### Internship/Project

1. Underwent summer Project held on all the functional areas in Sathya packaging industry Madurai.
2. Underwent Major project held on “service marketing strategies in V, GRAND hotel Madurai”.
3. Underwent Major project held on “A Study on service quality among the multispecialty hospitals in Madurai”.

### Journal publication

1. Published a paper on “A study on HRD practices among the multi speciality hospitals in Madurai” in Asia pacific journal for management and entrepreneurship.
2. Published an article on “A study on youngster brand preference towards telecom service provider in Madurai city” in Multidisciplinary research journal.
3. Published an article on “Satisfaction and behavioral intention among current account holders in HDFC bank with special reference to Madurai branch”.
4. Published an article on A study on customer’s satisfaction towards service quality of organized retail outlets in Madurai city.
5. Published an article on impact of technology on online food delivery services in Chennai’ ‘Noble world Record Publication
6. Published an article on A study on service quality among the primary healthcare centers in Madurai district -Journal of emerging technologies and innovative Research.

No	Title	Journal Name	Published
1	Digital assets for digital natives: Exploring familiarities and preference for cryptocurrency among millennials and gen Z	Journal of Autonomous Intelligence	Scopus
2	Role of CISO - cyber security & risk management.	2023 International Conference on Advances in Computing, Communication and Applied Informatics (ACCAI)	IEEE-Scopus
3	Relevancy of artificial Intelligence in Education: A Conceptual Review	Journal of Informatics Education and Research	ABDC-‘C’
	AI ART GENERATORS: HUMAN CREATIVITY VS ARTIFICIAL INTELLIGENCE	4th International Conference on Power, Energy, Control, and Transmission Systems (ICPECTS 2024)	IEEE-Scopus
4	"Uncovering the Best Investment Strategy: SIP or Lump sum?"	The Economic Letter	ABDC-‘C’

5	Published a paper on “A study on HRD practices among the multi speciality hospitals in Madurai”	Asia pacific journal for management and entrepreneurship	UGC CARE
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### **Events Organized**

1. Coordinator for the Intra departmental event “Finance Club” Held at DOMS ,Jaya Engineering College on 27.09.2017
2. Coordinator for the Intra departmental event “Group Discussion” Held at DOMS ,Jaya Engineering College on 07.03.2018

### **Trainer for the event**

1. Trained the final year ECE students on the topic “Advance Preparation for Interview” on 02.08.2017 at JEC for Placement.
2. Trained the final year Civil students on the topic “Behavioral based interview” on 16.08.2017 at JEC for Placement.

### **Working Experience**

1. College : NPR College of Arts and Science  
Department : BBA and BCOM  
Duration : June 2015 to August 23.
2. College : OAA MAVMM SCHOOL OF MANAGEMENT  
Department : Management studies  
Duration : August 2016 –MAY 2017
3. College : JAYA ENGINEERING COLLEGE  
Department : Management studies  
Duration : June 2017- July 2019
- 4.College: St Joseph’s College of Engineering  
Department: Management studies  
Duration : August 2019-August 2023
- 5.College: Mepco Schlenk Engineering college  
Duration: August 16,2023 –March 16,2024

### **The following subjects are taken**

1. Accounting for Management-all accounting papers.
2. Cost Accounting
3. Management Accounting
4. Corporate Accounting
5. Income tax
6. Financial Management

7. Strategic investment and financing decisions
8. Banking financial services Management
9. International Trade finance
10. Strategic Management
11. Organization Behavior
12. Legal aspects of business
13. Human Resource Management

**Additional Qualification**

- Tally
- MS Office
- SPSS (Statistical package for social science)

**Skills:**

- Ability to work in all Environment
- Communication and Interpersonal skills

**Personal Details**

Name : K. DHEENADHAYALAN

Date of Birth : 21 OCTOBER1991

Marital Status : MARRIED

**Address for communication:**

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Ladanethal,Sivagangai-630611

E .mail Id: vivekdeena91@gmail .com

Mobile No: +91 7397657349

**Declaration:**

I hereby declare that all the information furnished above are true and correct to the best of my knowledge and conscience.

## REFERENCE

1	Dr.Jayasreekrishnan-Dean Vels University,Chennai	9840165290
2	Dr.K. Rajamani, Associate Professor Mepco Schlenk Engineering College, Sivakasi	9443544243
3	Dr.R.S. Lekshmi , Associate Professor St Joseph's College of Engineering, Chennai	9444036820

**Place: Madurai**

**Yours Faithfully,**



**Date:30.04.2025**

**K. DHEENADHAYALAN.**