



MANIKANDAN.M  
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### Career Objective

Every assignment taken up by me, I consider it as a unique opportunity to create and add value through a hands-on learning approach. I wish each one of such, to contribute to the growth and objectives of my Organization, by way of achieving my own career growth.

### ACADEMIC PROFILE:

<i>Course</i>	<i>Institution/ University</i>	<i>Period of Study</i>	<i>%</i>
Ph.D (Marketing)	Annamalai University, Chidambaram	2024 to till date Completed course work	Pursing
M.B.A (HR & Marketing)	Sri Sairam Engineering College, Tambaram, Chennai	2012-2014	7.8%
B.E (CSE)	Kings Engineering College Chennai	2008-2012	6.45%
HSS	Bharathiyar Matriculation Higher Secondary School	2007-2008	66%
SSLC	Sri Sankara Vidyalaya Matriculation Higher Secondary School	2005-2006	70%

### **PREVIOUS WORK EXPERIENCE:**

1. Worked as HR ASSOCIATE in HCL SERVICES LIMITED CHENNAI From November 2014 to October 2018.
2. Worked as ADMINISTRATIVE INCHARGE in SRI SAIRAM POLYTECHNIC COLLEGE From 2018 to 2022
3. Working as Assistant Professor (MBA) in Sri Sairam Institute of Management studies , Sri Sairam Engineering College ,Chennai from 2022 to till date

### **TECHNICAL SKILLS:**

- MS OFFICE , C and C++ Language

### **INTERNSHIP CUM PROJECT**

- ❖ Completed one month internship in AAVIN and did a project in marketing titled as "A study on customer satisfaction towards Aavin milk."
- ❖ Completed a six month internship in TNPL and did a project in HR titled as "A study on Employees Absenteeism with reference to Tamil Nadu Newsprint and papers Limited".
- ❖ Completed a six month internship in HCL and did a project in Networking titled as "Load balancing with imperfect information. Domain (Networking)".
- ❖ Completed one week internship in Nippon Thermostat India Limited on Human Resource Domain From 18 June 2024 to 22 June 2024

### **AWARDS:**

1. BEST TEACHER AWARD From SALEM CHAPTER OF TAMIL LITERATURE
2. NPTEL DOMAIN SCHOLAR Marketing NPTEL AICTE
3. NPTEL DISCIPLINE STAR AWARD NPTEL AICTE

### **NPTEL / SWYAM CERTIFICATIONS:**

### **Marketing Domain Courses Completed:**

1. Marketing Management - I
2. Marketing Research and Analysis
3. Managing Services
4. Marketing Management - II
5. Integrated Marketing Communication
6. Consumer Behaviour
7. Customer Relationship Management

### **HR Domain Courses Completed:**

1. Leadership for India Inc: Practical Concepts and Constructs
2. Organizational Behaviour: Individual Dynamics in Organization
3. Organization Development and Change in 21st Century
4. Labour Welfare and Industrial Relations
5. Organizational Behaviour - II

### **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.**

### **PROFESSIONAL DEVELOPMENT PROGRAM**

1. Participated in Professional development program organized by NITTTR titled Workplace Counselling Skills for HR Professionals from 02/06/2025 06/06/2025 (Notional Learning Hrs: 20)
2. Participated in Professional development program organized by NITTTR titled Recent Trends in Marketing from 02/06/2025 06/06/2025 (Notional Learning Hrs: 20)
3. Participated in Professional development program organized by NITTTR titled

Entrepreneurial Marketing from 08/04/2024 to 13/04/2024 (Notional Learning Hrs: 20)

### **Membership In Professional Bodies**

1. IEEE Annual Member
2. Madras Management Association.

### **BOOK PUBLISHED:**

1. Book Published in the title “**FINANCIAL TECHNOLOGIES (FINTECH) THE FUTURE OF FINANCE**” Published by SAN INTERNATIONAL PUBLICATIONS,, **ISBN: 978-81-991591-1-2.**

### **PAPER PUBLISHED IN SCOPUS**

1. Paper Published in 2024 International Conference on Communication, Computing and Internet of Things, IC3IoT 2024 - Proceedings, 2024 Paper titled “The Role of the Internet of Things in the Telecom Sector”
2. Paper Published in Proceedings of the 2024 International Conference on Communication, Computing and Internet of Things, IC3IoT 2024 - Proceedings, 2024 Paper titled “ The Significance of Big Data Analytics in the Global Healthcare Market”
3. Paper published in Proceedings of the 2024 IEEE International Conference on Intelligent Techniques in Control, Optimization and Signal Processing, INCOS 2024 - Proceedings, 2024, Paper titled “Neuro Computing-Based Models of Digital Marketing as a Business Strategy for Bangalore's Startup Founders”
4. Paper published in Proceedings of the 6th International Conference on Recent Trends in Advance Computing, ICRTAC 2023, 2023, pp. 313–316, Paper titled “The Big Data Analytics and its Effectiveness on Bank Financial Risk Management”
5. Paper published in Proceedings of the 2023 Intelligent Computing and Control for Engineering and Business Systems, ICCEBS 2023, 2023, Paper titled as” 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”

6. Paper published in Proceedings of the 2023 Intelligent Computing and Control for Engineering and Business Systems, ICCEBS 2023, Paper titled as “An Analysis of the Strategic Approach to Utilizing Deep Learning for the Purpose of Predicting Stock Prices”
7. Paper published in Proceedings 2023 Intelligent Computing and Control for Engineering and Business Systems, ICCEBS 2023, Paper titled as “Measure of Well-Being of Freelancers in it Sector”
8. Paper published in proceedings 2024 International Conference on Power, Energy, Control and Transmission Systems (ICPECTS) paper titled as “Machine Learning Techniques For Wastewater And Water Purification Enhancing Efficiency And Sustainability,”
9. Paper published in proceedings 2024 International Conference on Power, Energy, Control and Transmission Systems (ICPECTS) paper titled as “An Impact of Artificial Intelligence in Fintech”
10. Paper published in proceedings 2024 International Conference on Power, Energy, Control and Transmission Systems (ICPECTS) paper titled as Advancements And Difficulties Of Machine Learning Applications In Customised Medicine
11. Paper published in proceedings 2024 International Conference on Power, Energy, Control and Transmission Systems (ICPECTS) paper titled as”The Pivotal Role Of Digital Marketing In The Global Market: A Comprehensive Overview”
12. Paper published in proceedings 2024 International Conference on Power, Energy, Control and Transmission Systems (ICPECTS) paper titled as” Impact of Artificial Intelligence on Global Healthcare Sector Performance”

#### **BOOK CHAPTER PUBLISHED:**

1. Chapter contributed in a Peer-Reviewed Edited Book in the title “Entrepreneurial Fintech Model: An Overview” for the Book: INNOVATIVE BUSINESS PRACTICES FOR SUSTAINABLE DEVELOPMENT, Volume 115, pages 115-124, 2024 published by Universal Research Academy.
2. Chapter contributed in a Peer-Reviewed Edited Book in the title “Impact Of Unified Payment Interface (UPI) Payment System by Unorganized Sector” for the Book: EMERGING TRENDS IN GLOBAL BUSINESS AND ECONOMICS, Volume 92 pages 92-104, 2024 published by Universal Research Academy.

#### **PATENT:**

1. Patent published in the title “**FINANCE IN E-COMMERCE: A COMPREHENSIVE ANALYSIS OF CAPITAL STRUCTURE AND WORKING CAPITAL MANAGEMENT**”. Application no: 202541040767, Publication dates: 23/05/2005.

#### **ARTICLE PUBLISHED IN INTERNATIONAL JOURNAL**

1. Paper published in International Journal of Scientific Research and Engineering Development Volume 7 Issue 3, May-June 2024 A Study on Customer's Perception Towards Portrayal of Women in Advertisement
2. Paper published in INTERNATIONAL JOURNAL OF ADVANCED RESEARCH IN EDUCATION AND TECHNOLOGY(IJARETY)Volume 11 Issue 3,Pag May-June 2024 Paper titled “A Study on Opportunities and Challenges of Digital Marketing in Today's Scenario”
3. Paper published in International Journal of Literacy and Education 2024; 4(2): 261-264, 261-264, Paper titled “Bridging the digital divide: Examining the pros and cons of social commerce adoption in rural areas”
4. Paper published in International Journal of Research in Finance and Management 2024; 7(2): 576 Paper titled ”A study on theoretical paper of behavioral finance in investment decisions”
5. Paper Published in International Journal of Research in Management 2024; 6(2): 438-442, 438-442, paper titled “Sustainability and green marketing: Consumer perceptions and behavior”
6. Paper Published in INTERNATIONAL JOURNAL OF ADVANCED RESEARCH IN EDUCATION AND TECHNOLOGY(IJARETY), Volume 11,issue 3, page 1085,paper titled “A Study on Opportunities and Challenges of Digital Marketing in Today s Scenario”
7. Paper Published in Asian Journal of Management and Commerce 2024; 5(2): 756-760, paper titled” Revolution of payment applications in Indian digital payment system”
8. Paper Published in International Journal of Applied Research 2024; 10(12): 226-232, paper

titled” A study on mental health in workplace with reference to it industry”DOI: <https://dx.doi.org/10.22271/allresearch.2024.v10.i12d.12234>.

9. Paper Published in Accountancy Business and the Public Interest ISSN: 1745-7718, issue Number:10, paper titled”DIGITAL TRANSFORMATION- NOT DISRUPTION- THE ADAPTABILITY OF BANKING SECTOR”
10. Paper Published in International Research Journal of Modernization in Engineering Technology and Science, Volume:06/Issue:12/December-2024, paper titled “A STUDY ON USAGE OF CLOUD COMPUTING FOR STORING OF PERSONAL DATA”
11. Paper Published in International Journal of Research in Marketing Management and Sales 2024; 6(2): 238-243 , Paper titled “A comparative analysis of Cadbury dairy milk and Cadbury 5 star using the BCG matrix framework”
12. Paper Published in International Journal of Foreign Trade and International Business 2024; 6(2): 198-201 , paper titled “A study on the impact of seasonal sales on online shopping trends in India: A study of amazon and Flipkart “
13. Paper Published in International Journal of Multidisciplinary Trends 2024; 6(12): 144-148 ,paper titled “Business intelligence and decision-making regarding the banking sector”

#### **PAPER PRESENTED IN INTERNATIONAL CONFERENCES**

1. A paper published in INTERNATIONAL CONFERENCE ON RECENT TRENDS IN ADVANCED COMPUTING ICRTAC24, paper titled “**BUSINESS INTELLIGENCE IN FOSTERING SUSTAINABLE DEVELOPMENT IN GLOBAL AGRI BUSINESS1**”, ORGANIZED BY VIT CHENNAI ON NOVEMBER 2024.
2. A paper published in INTERNATIONAL CONFERENCE ON DATA ANALYTICS AND CYBER SECURITY paper titled “ **DATA ANALYTICS OF EPS DIVIDEND PAYOUT RATIO AND EQUITY PRICEMOVEMENT PERFORMANCE OF PRIVATE BANKS WITH REFERENCE TO INDIA**” ORGANIZED by IIM BODH GAYA 2024

3. A paper published in INTERNATIONAL CONFERENCE ON DATA ANALYTICS AND CYBER SECURITY paper titled “ **ARTIFICIAL INTELLIGENCE IN INDIAN HEALTH CARE SECTOR OPPORTUNITIES FOR MARKET AND ECONOMIC GROWTH**” ORGANIZED by IIM BODH GAYA 2024
4. A paper published in INTERNATIONAL CONFERENCE ON DATA ANALYTICS AND CYBER SECURITY paper titled “**CONSUMER ATTITUDE AND PERCEPTION TOWARDS VIRAL MARKETING IN CHENNAI CITY**” ORGANIZED by IIM BODH GAYA 2024
5. A paper published in INTERNATIONAL CONFERENCE INCOS2024 paper titled “**NEURO COMPUTING-BASED MODELS OF DIGITAL MARKETING AS A BUSINESS STRATEGY FOR BANGALORE'S STARTUP FOUNDERS**” ORGANIZED by kalasalingam university krishnankoil 2024.
6. A paper published in INTERNATIONAL CONFERENCE ON DIGITAL TRANSFORMATION IN COMMERCE AND MANAGEMENT paper titled “ **PATIENT SATISFACTION TOWARDS PATIENT INFORMATION SYSTEM ORGANIZED** by SRM Arts and Science College Kattankulathur 22nd 23rd Feb 2024.

#### **EVENTS ORGANIZED AND COORDINATED:**

1. Organized a one week Faculty development program in College level Advanced Research Methodology for Social Science and Research 27.05.2024 to 01.06.2024
2. Organized MANAGEMENT DEVELOPMENT PROGRAMME Leadership - Design and Development for Teaching Excellence on 01.05.2024.
3. Organized and coordinated a National Level Workshop on Research Methodology on 05.06.2024.
4. Organized and coordinated a National Conference on titled “ Impact of AI on Empowering Higher Education in India “ on 14.11.2025



**FDP ATTENDED:**

1. Attended FDP on “ LEADERSHIP SKILLS FOR TEACHERS” conducted by ICT Academy For 3 days from 15 April 2024 to 17 April 2024.
2. Attended FDP on “Building Up the Insights on Qualitative and Quantitative Aspects of Research” conducted by SRM institute of Science and Technology for 7 days from 20 November to 26 November 2023.
3. Attended Online FDP on “One week International virtual workshop on Research Methodology” conducted by SRM institute of Science and Technology for 7 days from 09th October to 14 October 2023.
4. Attended FDP on “EMPOWERING ACADEMICS THROUGH AI TOOLS” conducted by GOKUL GLOBAL UNIVERSITY for 7 days from 24 October to 30 October 2023.
5. Attended Online FDP on “AI AND NLP CASE STUDIES AND APPLICATIONS” conducted by PRESIDENCY UNIVERSITY from 21 August to 25 August 2023.
6. Attended Online FDP on “CREATIVE TEACHING TECHNIQUES” conducted by LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION November 2023.
7. Attended FDP on “EXPLORING THE EDUCATIONAL POTENTIAL OF CHATGPT” conducted by GOKUL GLOBAL UNIVERSITY for 7 days from 11 December to 17 December 2023.
8. Attended Online FDP on “EFFECTIVE TEACHING PEDAGOGY STRATEGIES FOR ENGAGING AND EMPOWERING LEARNERS” conducted by CT UNIVERSITY for 7 days from 11 March to 17 March 2024.
9. Attended Online FDP on “ENTREPRENEURIAL MARKETING” conducted by NATIONAL INSTITUTE OF TECHNICAL TEACHERS TRAINING AND RESEARCH CHENNAI for ONE WEEK from 8 APRIL to 13 APRIL 2024.
10. Attended Two week Online FDP on “FRONTIERS IN MATERIAL RESEARCH, INNOVATIONS AND ENTREPRENEURSHIP” conducted by SRI SAIRAM ENGINEERING COLLEGE for ONE WEEK from 25 JULY to 8 AUGUST 2024.
11. Attended FDP on “Customer Relationship Management” Conducted by NPTEL AICTE from August-October 2023.
12. Attended FDP on “Consumer Behaviour” Conducted by NPTEL AICTE from JAN -March 2024.
13. Attended FDP on “MARKETING MANAGEMENT ” Conducted by NPTEL AICTE from

FEB-APRIL 2024.

14. Attended FDP on “Integrated Marketing Communication” Conducted by NPTEL AICTE from JAN-APRIL 2024.

15. Attended FDP on “Managing Services” Conducted by NPTEL AICTE from JULY-SEP 2024.

#### **SUBJECTS HANDLED:**

- ☐ Principles of Management
- ☐ People Analytics
- ☐ International Business Management
- ☐ Legal Aspects for Business
- ☐ Business Communication
- ☐ Total Quality Management
- ☐ Professional Ethics in Engineering
- ☐ Fundamentals of Management
- ☐ Marketing Analytics
- ☐ Business Analytics and Big Data
- ☐ Information system and Big data Analytics.

#### **PERSONAL TRAITS:**

- Positive Attitude
- Hard worker
- Vibrant & dynamic

#### **OTHER INTEREST:**

- Carom, Cricket, Drawing
- Traveling

**PERSONAL PROFILE:**

Name: Manikandan.M

Father's Name: Murugaiyan.N

Date of Birth: 19-11-1990

Gender: Male

Nationality: Indian

Languages Known: English, Tamil (speak, read, and write)

Declaration:

I hereby promise that the information provided above is true to the best of my knowledge and belief.

Place: Chennai.

Date:

(Manikandan.M)