

**RAJAH SERFOJI GOVT.COLLEGE (AUTONOMOUS)
THANJAVUR-613005**



STAFF PROFILE

1. Name of the staff : **Dr.S.SASIKUMAR**
2. Designation : Associate. Professor
3. Department : Business Administration
4. Age & Date of Birth : 52 & 21.06.1971
5. Gender : Male
6. Residential Address : No.37, Anil Nagar, 4th street,
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Thanjavur – 613 004, Tamilnadu, India

8. Educational Qualification:

Degree	Specialization	Period		Class/Div	University
		From	To		
M.B.A.,	Marketing	1999	2001	I	Annamalai University
M.Phil.	Management	2006	2007	I	Bharathidasan University
D.Agri.	Agriculture	1988	1990	I	Tamilnadu Agricultural University
Ph.D.,	Management	2006	2009	Commended	Bharathidasan University

9. Teaching Experience

S.No	College	Position	From	To	Total
1	Naina Mohamed College, Aranthangi.	Lecturer Management Studies.	02.01.2001	30.06.2004	2 years 6 months
2	Ponnaiyah Ramajayam College, Thanjavur.	Asst. Professor Management Studies	12.07.2004	30.04.2010	5 years 10 months
3	Rajah Serfoji Govt. College, Thanjavur	Asst. Professor Management Studies	26.02.2011	Till date	13 Years 5 Months
	Total				27 Years 7 Months

10. Research Publications:

1. S.Sasikumar (2009), "Challenges of healthcare executives and healthcare organization in India" Health Economics and Management, International Publications, 2009, pp45-49.
2. S.Sasikumar (2010), "Human Resource Management for hospitality and tourism industries" National conference on Human Resource Management in Tourism Development, 2010, pp22.
3. S.Sasikumar (2010), "A study on employee welfare measures in CPC Ltd., - An organizational perspective" National Seminar on Business Analytics and Economics intelligence, 2010, pp230-238.
4. S.Sasikumar (2011), "Consumer preferences in Dairy Industry: A study on the customer and Dealer preference of milk products with special reference to Thanjavur District" National Seminar on Service Marketing (Recent Trends in India), 2011, pp243-244.
5. S.Sasikumar, D.Ashok (2011), "A study on the pattern of Union Finance" National Seminar on Fiscal Federalism in India, 2011, pp211-213.
6. S.Sasikumar, D.Ashok (2011), "Innovative methods and strategies in Recruitment, retention and promotion" National Seminar on innovations in Management, 2012, pp146-147.
7. S.Sasikumar, P.Sivakumar (2012), "Value chain analysis and other project management techniques" National Seminar on innovations in Management, 2012, pp265-267.

11. Popular Articles:

1. S.Sasikumar, D.Asokk (2011), "Labour Welfare and social security (A case study in E.I.D Parry (India) Limited Pudukkotai", International Journal of Applied Management Research, 2011, pp32-36.
2. S.Sasikumar, R.AntonyPrakash (2012), "The Impact of the economic crisis on the world's poorest countries", M-Infiniti Journal of Management, 2012, pp94-95.
3. S.Sasikumar, C.Muthukkumaran (2012), "A study on home loan products of state bank of India in Thanjavur", M-Infiniti Journal of Management, 2012, pp170-171.
4. S.Sasikumar, K.Sudha (2012), "Challenges of global financial system in 21st century", M-Infiniti Journal of Management, 2012, pp226-230.
5. S.Sasikumar, P.Dhanalakshmi (2014), "Employee attraction and retention strategy in manufacturing resource sector at Trichy" International Journal of Business Intelligence and Innovations. Volme-1 issue-1 september-2014.pp120-122.
6. S.Sasikumar, R.Thangasundari (2015), "A study on employee performance and participation in the management of Bhel, ancillary industries", International Journal of commerce, management and computer application, pp21-23.
7. S.Sasikumar, R.Thangasundari (2015), "Impact of employee participation on job satisfaction employee commitment and employee productivity", indo global journal of applied management, volume-3 issue-2, september2015.
8. S.Sasikumar, P.Dhanalakshmi (2015), "Assessing effects of human resource management (HRM) practices on employee job performance", indo global journal of applied management, volume-3 issue-2, september2015.pp43-48
9. S.Sasikumar, P.Dhanalakshmi (2015), "Employee participation in decision making process", International Journal of Business and Administration review, sep, 2015.pp83-86.
10. S.Sasikumar, P.Dhanalakshmi (2015), "Strategic Human Resource Practice is a function of the level of organization performance", Intercontinental journal of resource research review. January-march2015.
11. .S.Sasikumar, G.M.Senthil Kumar (2015) ,A Study on the impact of marketing strategies adopted by the Pharma industry on the doctors in Thanjavur, International Journal of Business and Administration Research Review ,(2015),pp166-170.
12. S.Sasikumar, G.M.Senthil Kumar (2016) A Study on sales promotion strategies adopted by the Indian pharmaceutical industry and response of the medical professionals at Thanjavur, International Journal of Management and Social Science Research Review,2016 pp136-139.
13. S.Sasikumar, R.Sarathy,(2017), A Study of the Effectiveness of online marketing on Integrated Marketing Communication in Rural Marketing communication in Rural Marketing with special reference in FMCG industry, International Journal of Business and Administration Research Review ,DEC 2017,pp57-59.

14. S.Sasikumar, T.Ananth (2017), “An Analysis of The Effects of work Stress on job satisfaction Psychological Well-Being Of Police personnel of Nagapattinam”, International Journal of management and social science research review, volume-3 issue-20,4ctober 2017, pp1-4.
15. S.Sasikumar, A.Jeon Mythily (2018),An Empirical study on organization commitment and employee job satisfaction with special references Neyveli lignite corporation ,Neyveli”,Indian Academic Researchers Association,pp217-223.
16. S.Sasikumar, A.ManiMala (2018) Job stress and its effect on employee performance in transportation in Tamil Nadu, International Journal of Business Intelligence & Innovations, 2018, pp 170-173.
17. S.Sasikumar ,R.Thanga Sundari ,Employee involvement and participation at work Place, International Journal of Business and Administration Research Review, (2015), pp91-94
18. S.Sasikumar, A.Akilandeswari, A Study on Consumer buying Behaviour for Home appliances products in Thanjavur Districts, NCAMRSSET (2018), pp440-442.
19. S.Sasikumar, A.Jeon Mythily, Relationship Between Organizational commitment and job performance with special references Neyveli lignite Corporation, NCAMRSSET (2018), pp412-415
20. S.Sasikumar, M.GaneshKumar, A study on factors implementation consumer brand preferences in automobile industry in Tamilnadu, NCAMRSSET (2018), pp 404-407.
21. S.Sasikumar, R.Sarathy,(2018), A Study of the Effectiveness of online marketing on Integrated Marketing Communication in Rural Marketing communication in Rural Marketing with special reference in FMCG Industry, International Journal For science and advance research in technology ,JAN(2018),pp378-381.
22. S.Sasikumar, R.Sarathy,(2018), A Study of the Effectiveness of online marketing on Integrated Marketing Communication in Rural Marketing communication in Rural Marketing with special reference in FMCG industry, NCAMRSSET (2018), pp 408-413.
23. S.Sasikumar, T.Ananth (2018), “An Analysis of The Effects of Occupational Stress on Psychological Well-Being Of Police Employees Of Nagapattinam”, International Journal of management and social science research review, volume-1 issue-43,January 2018, pp18-21.

13. Conference/Seminar/Workshop attended as participant or paper presenter

No.	TITLE	INSTITUTION	DATE
1	Changes in marketing environment and enterprises adaptation: Imperative for sustainable development in emerging business	Rajah Serfoji Govt. College, Thanjavur	25,26.03.2009

2	Personnel development and career development strategies	Sri Venkateswara College of Arts and Science, Peravurani.	20.03.2010
3	Recent trends in banking	T.U.K. Arts College, Thanjavur	4.03.2005
4	Value chain Analysis and other project Management techniques	Bharath College of Science and Management, Thanjavur	15.02.2012
5	Innovative methods and strategies in recruitment retention and promotion	Bharath College of Science and Management, Thanjavur	15.02.2012
6	Positive qualities of HR and Issues	A.V.V.M Sri Pushpam College, Poondi	22.09.2012
7	TQM for managing stress	A.V.V.M Sri Pushpam College, Poondi	22.09.2012
8	Impression Management	Rajah Serfoji Govt. College, Thanjavur	25.02.2013
9	Business ethics: A view from the trenches	Rajah Serfoji Govt. College, Thanjavur	25.02.2013
10	Testing Hypotheses in commerce and management: why what and how?	Bharathidasan University College, Perambalur	30.03.2014

14. Refresher course attended

Name of the course	Institute	Period	
		From	To
Current issues and emerging practices in management	UGC Academic Staff College, Madurai Kamaraj University, Madurai.	07.02.2014	27.02.2014
Refresher course	UGC HRDC-Kurukshetra University, Kurukshetra	31.08.2021	13.09.2021
Refresher course	Teaching Learning Center, Ramanujam College-University of Delhi	22.01.2022	05.02.2022
Faculty Development Programme	Hindustan College of Arts and Science, Coimbatore.	23.08.2021	28.08.2021
Faculty Development Programme	AICTE-Training and Learning (ATAL) Academy	27.12.2021	31.02.2021

15. Orientation course attended

Institute	Period	
	From	To
Tamilnadu state council for higher education and UGC Academic Staff College, University of Madras, Chennai	4.05.11	2.06.11

16. Research Guidance (completed)

Degree	Part Time	Full Time
M.Phil.	-	53
Ph.D	5	-
Ph.D(On Going)		
Others (M.B.A.,)	20	40

17. Details of present research scholars

Candidate Name	Session Registered	Topic	Remark
K.Sudha	April 2012	A Study on savings and investment proposals of working women in Trichy	P.T (Completed)
S.Vimala	July 2012	A study on customer satisfaction of two wheelers in Thanjavur district	P.T (Completed)
D.Asokk	October 2012	A study on various employee engagement approaches in industries at Trichy zone	P.T
R.Antony Prakash	October 2012	A comparative study of competency mapping between the public sector and private sector banking industries with reference to Trichy zone	P.T (Completed)
C.Muthukkumaran	July 2012	A study on customer perceived value in banking services with special reference to commercial banks in pudukottai district.	P.T
R.Thangasundari	January 2013	A study on dynamics of employee involvement and participation in manufacturing industries at Trichy	P.T (Completed)
P.Dhanalakshmi	January 2013	A study on management strategies for attracting and retaining the employees' in manufacturing industry at Trichy	P.T (Completed)
G.M.Senthilkumar	January 2014	A study on the impact of the marketing strategies adopted by the Indian Pharmaceuticals industry on the medical professionals with special reference to respiratory disorders treating brands in Thanjavur districts	F.T
T.Ananth	October 2015	An Analysis of the effect of occupational stress on job performance and job satisfaction among police personnel of Nagapattinam district	F.T

A.Manimala	April 2016	A Study on Impact of Job stress on performance and satisfaction of the employees with special reference to Tamilnadu state transport corporation, Kumbakonam.	P.T
A.Jeon Mythily	July 2016	Organizational commitment and job performance: A study in employees' perception, Behaviour and satisfaction with special reference to Neyveli lignite corporation limited, Neyveli.	F.T
R.Sarathy	January 2017	A Study on Effectiveness of Integrated Marketing Communication in rural marketing with special reference in Fast moving consumer goods in Thanjavur districts.	F.T
A.Akilandeswari	January 2017	A Study on impact on new age marketing with special reference to Home Appliances products in Thanjavur District.	F.T
M.GaneshKumar	January 2018	A Study on the Effects of consumer Environmental consciousness and environment friendliness on brand preference with special Reference to Automobile industry in Thanjavur District.	F.T
J.Bhuvana	April 2018	A Study on Family Succession management and the respective impacts on an organization and employees with special references private Hospitals in Thanjavur District.	P.T
J.Bhuvana	2020	A Study on Succession management and its impact on performance of the employee in the BHEL Ancillary Units to Trichy District, Tamil nadu by using neural network (NN) Method, International Journal of Management (IJM), 11(4), 2020, PP. 939- 947	P.T

18. Examiner/Member in Board of studies/academic/administrative committee (internal as well as external with period) etc

1. University Nominee – Board of Studies – Department of Business Administration – Seethalakshmi Ramasamy College, Trichy – (2014 – 2016)
2. Member – Board of Studies - Department of Business Administration – Rajah Serfoji Govt. College, Thanjavur. – (2011 – Till date),
3. Member – Board of Studies - Department of Business Administration (CCCCD) Bharathidasan University-Tiruchirappalli
4. Examiner – Bharathidasan University
5. Examiner – Alagappa University
6. Examiner – Pondicherry University
7. Coordinator of Consumer awareness Cell, Rajah Serfoji Govt.College -Thanjavur

Dr.S.SASIKUMAR