



**RAJAH SERFOJI GOVT. COLLEGE (AUTONOMOUS),
THANJAVUR - 613 005.
Tamilnadu, India.**



STAFF PROFILE AS ON 30.06.2024

1. Name of the Staff : Dr.V.SURESH KUMAR
2. Designation : Associate Professor and Head,
Research Department of Business Administration
3. Academic Qualification : M.B.A., M.Com., M.L.M., M.A., (Sociology), M.Sc., (Psychology),
PGDCA., M.Phil., Ph.D.,

S.No.	Name of the Course	Year of Passing	Name of the College/University	Class
1	B.B.A.,	2001	Ponnaiyah Ramajayam College, Thanjavur (Affiliated to Bharathidasan University)	1 st Class
2	M.B.A.,	2003	Ponnaiyah Ramajayam College, Thanjavur (Affiliated to Bharathidasan University)	1 st Class
3	M.L.M.,	2005	Madurai Kamaraj University, Madurai	2 nd Class
4	M.Phil.,	2006	Alagappa University, Karaikudi	2 nd Class
5	Ph.D.,	2010	Bharathidasan University, Trichy	Commended
6	PGDCA.,	2010	Tamilnadu Job Oriented Computer Program, Tamilnadu	1 st Class
7	M.A., (Sociology)	2020	Madurai Kamaraj University, Madurai	2 nd Class
8	M.Com.,	2021	Bharathidasan University, Trichy	2 nd Class
9	M.Sc., (Psychology)	2021	Tamil University, Thanjavur	1 st Class

4. Date of Birth & Age : 25.01.1981 & 43 Years

5. Date of Appointment :

Self Finance
Government

D	D	M	M	Y	Y	Y	Y
1	7	0	7	2	0	0	3
1	1	0	2	2	0	1	1

6. Total Service : 20 Years
7. Teaching Experience : UG - 20 Years PG - 17 Years M.Phil., - 10 Years
8. Residential Address : 3, Manirethinam Nagar, Wahab Nagar Extension,
Reddypalayam Road, Thanjavur - 613 009.
9. Mobile Number : 9976099888
10. E-Mail : drvsk@rsgc.ac.in & doctorvskumar@gmail.com

11. No. of Orientation / Refresher Courses and Faculty Development Programmes attended

Annexure - 1

Orientation Course	1
Refresher Course	4
Short Term Course	1
Faculty Development Course	3

12. No. of Seminars / Workshops/ Conferences / participated and presented : 31

(Annexure - 2)

13. No. of Articles Published in UGC Care Listed and Other Journals : 80

(Annexure - 3)

14. No. of Books Published : 4 (Annexure - 4)
15. No. of Guest Lectures delivered in other institutions : 5
16. No. of Research Projects : 1 (Annexure - 5)
17. No. of M.Phil. Scholars Guided : 22 Completed (Annexure - 6)
18. No. of Ph.D., Scholars Guided

Annexure - 7

Completed	16
Thesis Submitted	-
Ongoing	4

19. Participation in Academic / Research Bodies in other institutions

Annexure - 8

Doctoral Committee Members	70
Inspection commission for the grant of affiliation to course	3
Board of Studies	6
Editorial Board Member for Journals	4

20. Service rendered in academic / Extra Curricular/ Extension activities within the College other than teaching

Annexure - 9

Annexure - 1

S.No	Programme / Title	Duration	University
1	Orientation Programme (Intensive Training Programme) Conducted for the newly recruited Government Arts and Science College Teachers	04.05.2011 to 02.06.2011	TANCHE and ASC, University of Madras, Chennai
2	Refresher Course in Commerce and Management Studies	18.07.2014 to 07.08.2014	ASC, Bharathidasan University, Trichy
3	Refresher Course on Contemporary Trends in Global Commerce and Management	03.08.2016 to 23.08.2016	HRDC, University of Madras, Chennai
4	Short Term Training Program on Data Analysis using MS Excel, IBM SPSS and R	14.06.2021 to 19.06.2021	HRDC, University of Hyderabad, Hyderabad.
5	Faculty Development Program on Digital Teaching Methods in Higher Education	23.08.2021 to 26.08.2021	Hindustan College of Arts and Science, Coimbatore.
6	Refresher Course on Business Studies (Commerce/Management/Tourism/Economics)	31.08.2021 to 13.09.2021	Kurukshetra University, Kurukshetra. Haryana.
7	Faculty Development Program on Transformation from Traditional Practices to Digital Practices in Business World"	20.09.2021 To 24.09.2021	Holy Cross (Autonomous) College, Trichy
8	Faculty Development Program on "Social Enterprise Management"	23.10.2021 to 27.10.2021	ATAL Academy & Banaras Hindu University.
9	Refresher Course on "Advanced Research Methodology"	22.01.2022 to 05.02.2022	Teaching Learning Centre, Ramanujan College University of Delhi

CONFERENCES/WORKSHOP/SEMINAR PARTICIPATED

1. Dr.V.Suresh Kumar, Participate in one day webinar on “Selection of Research Problem in context of National Education Policy 2020” conducted by Bharatiya Shikshan Mandal, Anand, Date 11.12.2021.
2. K. Priya Babu, V. Suresh Kumar and K. Veeraiah, A Study on Talent Management Practices with Reference to Business Process Outsourcing Companies in India, International Journal of Management (IJM), 11(5), 2020, pp. 2094-2101 doi: <https://doi.org/10.34218/IJM.11.5.2020.206>.
3. K. Priya Babu, V. Suresh Kumar and K. Veeraiah, Impact of Talent Management Strategies on Employee Retain the Talented Employee with Reference to it Sector in India, International Journal of Management (IJM), 11(8), 2020, pp. 2229-2237 doi: <https://doi.org/10.34218/IJM.11.8.2020.193>.
4. Dr.V.Suresh Kumar, participated in Two day International workshop on writing quality Research papers ,conducted by department of commerce, Manonmaniam Sundaranar University, Tirunelveli. Date: 19.07.2019 to 20.07.2019.
5. Dr. V.Suresh Kumar, participated in training Programme in EAT module in public finance management organized by UGC,HRD-HYDERABAD -Date: 10.03.2019.
6. Dr.V.Suresh Kumar, participated International conference on “SMART I5” conducted by Adaikalamatha Institute of Management & Research, Adaikalamatha College, Vallam, Thanjavur – 613 403. – Date: 27.10.2018.
7. Dr.V.Suresh Kumar, presented in 2nd International conference on Integrated Business And Management, conducted by Post Graduate Department of Commerce (CA), Annai Velankanni arts & Science College, Thanjavur– Date: 16.02.2018
8. Dr.V.Suresh Kumar, participated in Two day national workshop on R PROGRAMMING & Data analysis ,conducted by ISAR ,Chennai . Date: 29.03.2018 to 30.03.2018.
9. DR. V.Suresh Kumar, participated and presented 7TH International conference on global logic of strategic alliances in commerce and management conducted by Department of commerce, Bon secours college, Thanjavur – 613 006 – Date: 31.01.2018
10. DR. V.Suresh Kumar, participated and presented 2nd national conference on applications of management research in social science ,engineering and technology conducted by MAM-B SCHOOL,TRICHY– Date: 25.01.2018.
11. DR. V.Suresh Kumar, participated and presented on International conference of emerging trends in the domain of business analytics conducted by Department of commerce and management , Thiruthangal Nadar College, Chennai – Date: 10.03.2018
12. Dr.V.Suresh Kumar, participated in national workshop on Structural Equation modeling using SMART PLS conducted by VIT university, Vellore – 632014. – Date: 18.05.2017 to 20.05.2017.
13. Dr. V.Suresh Kumar, participated and presented national conference on research paradigm in social sciences conducted by MAM-B SCHOOL,TRICHY– Date: 14.03.2017
14. Dr. V.Suresh Kumar, participated and presented 7TH International conference on Evolving international trade conducted by Adaikalamatha Institute of Management, Adaikalamatha College, Vallam, Thanjavur – 613 403. – Date: 01.10.2015
15. Dr.V.Suresh Kumar, participated in Two day national workshop in advances in data analysis using SEM ,conducted by department of Management studies ,Anna university, TIRUNELVELI. Date: 25.09.2015 to 26.09.2015.
16. Dr.V.Suresh Kumar, participated in Two day national workshop on Research methodology ,statistical data & interpretation by using SPSS &AMOS ,conducted by PRIMAX foundation ,Bengaluru – 560056. – Date: 21.10.2016 to 22.10.2016.
17. DR.V. Suresh Kumar, participated One day national workshop on “ hypothesis testing in commerce/ management conducted by Bharathidasan University Department Of Commerce, Perambalur - Date : 30.03.2014.
18. Dr. V.Suresh Kumar, participated and presented International Research conference on research management- opportunities and challenges conducted by Department of management studies, Velammal Institute of Management, , Chennai –. Date: 24.08.2013.
19. DR. V.Suresh Kumar, participated and presented 5TH International conference on sustainable inclusive growth conducted by Adaikalamatha Institute of Management, Adaikalamatha College, Vallam, Thanjavur – 613 403. – Date: 20.09.2013

20. Dr.V.Suresh Kumar, participated in one day national seminar on CSR conducted by RDB Institute of Management, Papanasam , Thanjavur -Date: 19.10.2013.
21. Suresh Kumar, presented a paper in National conference on opportunities and challenges of contemporary practices in Indian arena, organized by department of management studies, vidyaa Vikas college of Engineering & Technology, Tirugncode. Date:13-10-2012.
22. Dr. V.Suresh Kumar, participated and presented on AICTE sponsored seminar on women entrepreneurs conducted by Adaikalamatha Institute of Management, Adaikalamatha College, Vallam, Thanjavur – 613 403. – Date: 20.01.2012 & 21.01.2012
23. Dr. V.Suresh Kumar, participated in UGC sponsored workshops on research methods for guides organized by Pondicherry university -Date: 21.07.2011 &22.07.2011.
24. Suresh Kumar, participated Faculty development program conducted by Adaikalamatha Institute of Management & Research, Adaikalamatha College, Vallam, Thanjavur – 613 403. – Date: 21.11.2007 to 23.11.2007.
25. Suresh Kumar, participated Training of college teachers on soft - skill development conducted by Bharathidasan University Technology Park & Confederation Of Indian Industry ,Trichy. Date : 05.02.2007 to 09.02.2007.
26. Suresh Kumar, participated and presented Two day International seminar on “Case study method of teaching in commerce/ management conducted by Bharathidasan University ,Department Of Commerce And Financial Studies, TRICHY- Date : 20.01.2007 to 21.01.2007
27. V.Suresh Kumar, participated and presented National level seminar on “ Motivating factors for Men and women to buy” conducted by P.R Institute Of Management, Thanjavur - Date : 02.03.2006
28. V.Suresh Kumar, participated and presented National level seminar on “ Boarderless education in management ” conducted by school of business , Thanthai Hans Roever College ,Perambalur - Date : 17.02.2006& 18.02.2006.
29. V.Suresh Kumar participated and presented National level seminar on “ Marketing strategy and techniques ” conducted by Department of Commerce, St. Joseph College of Arts And Science, Cuddalore. Date : 10.09.2005 to 11.09.2005.
30. V.Suresh Kumar, participated and presented National level seminar on “ Emerging issues of non banking finance companies in India” conducted by Department Of Commerce, A.V.V.M Sri Pushpam College (Autonomous) ,Thanjavur - Date : 18.02.2005 to 19.02.2005
31. V.Suresh Kumar, participated and presented International conference on Business economics and finance conducted by Adaikalamatha Institute of Management, Adaikalamatha College, Vallam, Thanjavur – 613 403. – Date: 29.09.2005 & 30.09.2005.
32. V.Suresh Kumar, participated in State level seminar held at Urumu Dhanalakshmi college, Trichy. Date:18-11-2004 & 19-11-2004.
33. V.Suresh Kumar, participated State level seminar on “ WTO agreements –Adventures and challenges conducted by P.R INSTITUTE OF MANAGEMENT, Thanjavur - Date : 22.03.2002 & 23.03.2002.

NO. OF ARTICLES PUBLISHED IN UGC CARE LISTED AND OTHER JOURNALS

1. [V.Suresh Kumar](#), (2009) "Moderating and mediating effects of Housing Finance and Real Estate Market in Thanjavur", Proceedings of UGC sponsored national Seminar on Advanced Data Analysis, Business Analytics & Business Intelligence, 25 & 26.03.2009 Conducted by Department of Economics, Rajah Serfoji Govt. College, Thanjavur.
2. [V.Suresh Kumar](#), (2009) "The Impact of Housing Finance in Real Estate Market in Thanjavur", Proceedings of UGC sponsored national Seminar on Advanced Data Analysis, Business Analytics & Business Intelligence, 25 & 26.03.2009 Conducted by Department of Economics, Rajah Serfoji Govt. College, Thanjavur.
3. [V.Suresh Kumar](#) (2009), "Healthcare Executives: An Attracting Career in Healthcare Management", Conference Proceedings (11 & 12.11.2009) – Health Economics and Management, Conducted by Department of Economics, Rajah Serfoji Govt. College, Thanjavur. Pp65-69.
4. [Dr.V.Suresh Kumar, Dr.A.Arulraj](#), (2010) "Service Quality on Housing Finance: A Moderating approach through Structural Equation Model", Business Analytics and Economic Intelligence, Tisss International Publications, Belgium, March 2010 pp269-284.
5. [Dr.V.Suresh Kumar](#), (2010) "Market Potential and employment opportunities of Health Tourism in Tamilnadu, International Journal of Applied Management Research, December 2010, Volume 2, Special Issue, pp26-30.
6. [Dr.V.Suresh Kumar](#), (2010), "Impact of Tourism in Human Resource Management in Tamilnadu, National Conference proceedings on Human Resource Management in Tourism Development conducted by Adhavan College of Arts and Science, ISBN – 978-93-80394-07-7, pp83-84.
7. [Dr. V. Suresh Kumar, R. Bhuvaneshwari, S. Karunakaran and T. Kamatchi](#), (2011) "Healthy business: Will Medical Tourism Be India's Next Big Industries", International Journal of Applied Management Research, Volume-III, December 2011, issue 12, pp652-656.
8. [Dr.V. Suresh Kumar](#), (2011), "Lesson from tsunami of Bay of Bengal", International Journal of Applied Management Research, June 2011, Volume 3, Issue 1, pp41-43.
9. [Dr. V. Suresh Kumar and P. Murali](#) (2012) "The awareness on the implementation of TQM among the employees of Rajalakshmi Engineering Industries, Trichy", SELP Journal of Social Science with ISSN-0975-9999, October 2012 (pp.43-50).
10. [Dr. V. Suresh Kumar and P.Murali](#) (2012) "Online marketing strategies for FMCG product in India" M-Infiniti (Journal of Management), ISSN – 0973- 7197, Volume 5, Issue. 2, September 2012 (pp.166-169).
11. [R. Bhuvaneshwari and Dr. V. Suresh Kumar](#) (2012), "TQM for managing stress – An instrument to keep your cool.", M – Infiniti – Journal of Management, Volume – 5, Issue – 2, September 2012, ISSN: 0973 7197, pp.(185 – 188).
12. [R. Bhuvaneshwari and Dr. V. Suresh Kumar](#) (2012), "Survival of the fittest", SELP Journal of Social Science, Volume – III, Issue – 12, ISSN: 0975 9999, pp.(192 – 197).
13. [Dr. V.Suresh Kumar, S.Karunakaran](#), (2012) "A Study on Services Quality in Hotel Industries", SELP Journal of Social Science, Volume-III, October 2012, Issue 12, pp249-255.
14. [P.Omprakash](#) (2013) "Portfolio management: managing risks in a multi-manager hedge funds portfolio use of value at risk methodology", Research Explorer (A Referred Bi Annual International Research Journal On Multidisciplinary) Volume: II Special Issue - February 2013 Issue: 3 with ISSN: 2250 – 1940 (pp.1141-1144)
15. [P. Murali and Dr. V. Suresh Kumar](#)(2013) "Ethical Issues and Challenges of online marketing" RESEARCH EXPLORER, ISSN -2250-1940, Volume 2, Issue 5, March 2012, (pp.126-128).
16. [P. Murali and Dr. V. Suresh Kumar](#) (April 2013) "A study on the trends and challenges in public expenditure of India", SELP Journal of social science, ISSN-0975-9999, Volume IV, Issue 15, (pp.129-132).
17. [P.Murali and Dr. V. Suresh Kumar](#) (2013) "Attractive factors towards online shopping: a case of Thanjavur Town" RESEARCH EXPLORER, February 2013, ISSN-2250-1940, Volume 2, Issue 3 (pp.474-478).
18. [Dr.V.Suresh Kumar & R.Surianarayanan](#) (2013) "Green marketing and its impact on customers awareness in Cuddalore town, Tamilnadu", International Journal of Contemporary Management Studies, ISSN 2321-9084, Vol.1, Issue 1, August 2013, pp48-54.

19. [P.Murali & Dr.V.Suresh Kumar](#) (2013), "A study on Growth of online shopping and e-service quality in India", *Research Explorer*, November 2013, Volume II, Special Issue, pp18-19.
20. [Dr. V.Suresh Kumar, S.Karunakaran](#), "A Study on Perception of Quality and Expectation of Hotel Service in Chennai", *Research Explorer*, Volume-II, October 2013, Special Issue, pp430-432.
21. Dr. V.Suresh Kumar, R.Suguna, "Micro Finance – An Anti-poverty Vaccine for rural India", *Research Explorer*, Social Empowerment of local people Trust, Volume-II, November 2013, Special Issue, ISSN: 2250 – 1940, PP-366 – 368.
22. [Dr. V.Suresh Kumar, R.Suguna](#), "A study on satisfaction of women entrepreneurs in dairy sector in Thiruvarur district of Tamilnadu", *International Journal of Business Intelligence and Innovations*, Volume-I, September- 2014, Special issue -1, ISSN: 2348 -4705, pp-213-215.
23. [Dr. V.Suresh Kumar, S.Karunakaran](#), "A Study on Services Quality Attributes in Hotel Industries in Tamilnadu", *SELP Journal of Social Science*, Volume-III, September 2014, Special Issue I, 141-142.
24. [S.Bhawiya Roopaa and Dr. V. Suresh Kumar](#)(2014) "A Study on CSR initiatives in Healthcare Industry- Special Focus on sustainability of Private Hospitals reputation", *International Journal business Intelligence and Innovations*, ISSN 2348-4705, September 2014, Vol-1, Issue – 1, pp112-115.
25. [S.Bhawiya Roopaa and Dr. V. Suresh Kumar](#) (2014) "Social Responsibility on Attitude and Buying Behavior of FMCG Products" *SELP Journal of Social Science with ISSN-0975-9999*, January to March 2014, Volume- 5, Issue-19 (pp.01-07).
26. P.Omprakash, Dr.V.Suresh Kumar (2015) "Attractive factors towards healthcare checkup schemes: A case study of Thanjavur City" *International Journal of Business Intelligence & Innovations*, Volume 1, Issue 2, with ISSN – 2348 4705 (pp.48-52).
27. [R. Bhuvanewari and Dr. V. Suresh Kumar](#) (2015), "A Study on the determinants of job satisfaction of primary school teachers working in self-financing schools in Thiruvarur District", *Business Sciences*, Volume 1, Issue 1, ISSN – 2321-3191, pp17-22.
28. P.Omprakash, Dr. V. Suresh Kumar (2015) "Factors contributing healthcare awareness with special reference to private hospitals in Thanjavur", *Business Sciences*, Volume 1, Issue 2 with ISSN-2321-3191 (pp.1-8).
29. [Dr. V.Suresh Kumar, S.Karunakaran](#), "Brand relationship quality with Sakthi Masala and Aatchi Masala in Thanjavur District", *International Journal of Business Intelligence & Innovation*, Volume-I, October 2015, Issue 2, 81- 83
30. [Dr.V. Suresh Kumar & K. Akalya](#), "A study on Team Leader Performance of competency mapping in Insurance Industry", *International Journal of Business Intelligence & Innovation*, ISSN 2348 4705, Volume-I, October 2015, Issue 2, 81- 83.
31. [R. Bhuvanewari and Dr. V. Suresh Kumar](#) (2015), "Work-Family conflict and well-being of school teacher's with special reference to Thanjavur District", *International Journal of Business Intelligence & Innovations*, February 2015, Volume 1, Issue 2, ISSN – 2348-4705, pp1-7.
32. [S.Bhawiya Roopaa and Dr. V. Suresh Kumar](#) (2016) "Corporate Social Responsibility (CSR) Initiatives In Indian Telecommunication Industry- A Study On Employee's Perspective" *International Journal of Business and Administration Research Review*, E-ISSN-2347-856X; ISSN-2348-0653, April 2016, Volume-2, Issue-14(pp 131-140). <http://ijbarr.com/downloads/1107201626.pdf>
33. [S.Bhawiya Roopaa and Dr. V. Suresh Kumar](#) (2016) "A Study On Implementation Of Knowledge Management In Organizations- Towards The Focus Of Developing CSR" *International Journal of Management and Social Science Research Review with E-ISSN-2349-6746; ISSN-2349-6738*, June 2016, Volume-1, Issue-24 (pp 225-230). <http://ijmsrr.com/downloads/1107201642.pdf>
34. [V.Suresh Kumar](#), Requirements And Impact New Age Marketing" *International Journal of Business and Administration Research Review*, July 2016, Vol 1, Issue 15, pp 54-58. <http://ijbarr.com/downloads/0209201611.pdf>
35. [Dr. V.Suresh Kumar, J.Sasirekha](#), "A study on Brand Loyalty of the customer in sales promotion on health drinks", *International Journal of Multidisciplinary Research Review*, Volume-I, October 2016, issue 20, ISSN: 2395-1885, pp66-73. <http://www.ijmdrr.com/admin/downloads/0211201611.pdf>
36. [R.Surianarayanan and Dr. V. Suresh Kumar](#) (2016)"Retail marketing: marketing issues of retailers of Thanjavur district, Tamilnadu" *International Journal of Management and Social Science Research Review*, E- ISSN - 2349-6746, ISSN -2349-6738, Vol.1, Issue – 28, October 2016,pp70-74. <http://ijmsrr.com/downloads/0211201613.pdf>

37. [R.Surianarayanan and Dr. V. Suresh Kumar](#) (2016) "Issues and challenges on retail marketing: with special reference to Thanjavur District" *International Journal of Business and Administration Research Review*, E- ISSN - 2349-6746, ISSN -2349-6738, Vol. 3, Issue.15, July – September 2016, pp58-63. <http://ijbarr.com/downloads/0211201611.pdf>
38. [S.Venkatesan, Dr.M. Lakshmi bala, Dr.N.Sumathi & Dr. V.Suresh Kumar](#) (2016) "A study on consumer perception and acceptance in respect of solar renewable energy in Tamilnadu" *International Journal of Multidisciplinary Research Review*, ISSN (P) -2395-1877, E-ISSN – 2395-1877, Vol.1, Issue – 22, Dec-2016, Pp50-55. <http://www.ijmdrr.com/admin/downloads/3012201612.pdf>
39. [V.Ramesh Kumar, Dr.P.Gnanasekaran, Dr.V.Suresh Kumar & N.Sumathi](#) (2017) "Customer Relationship Management In Insurance Sector", *International Journal of Business and Administration Research Review*, Vol. 3, Issue.16, Oct- December 2016., with E- ISSN -2347-856X ISSN -2348-0653. (pp72-74). <http://ijbarr.com/downloads/0402201718.pdf>
40. M Lakshmi Bala, J Kavitha, V Suresh Kumar, (2016) "[Conceptual model fit for women entrepreneurs' satisfaction towards their business by using structural equation model](#)", *Indian Journal of Science and Technology*, November 2016, vol9, Issue 44, pp1-9. <https://indjst.org/articles/conceptual-model-fit-for-women-entrepreneurs-satisfaction-towards-their-business-by-using-structural-equation-model>
41. [Dr. V.Suresh Kumar, R. Karthikeyan](#) (2016) "Technical knowledge management practice in UAE construction companies" *International Journal of Management and Social Science Research Review*, Print ISSN: 2321-3604 Online ISSN: 2321-3612 Vol. 4, Issue 3, October to December, 2016. <http://ijmsrr.com/downloads/0211201613.pdf>
42. [Dr.V. Suresh Kumar & K. Akalya](#), (2016) "A study on impact of HRM practices on effectiveness of team building with special reference to insurance industry, Tamilnadu", *International Journal of Business and Administration Research Review*, E- ISSN -2347-856X, ISSN -2348-0653 Vol. 3, Issue.16, Oct- Dec, 2016. Page 141- 145. <http://ijbarr.com/downloads/1902201730.pdf>
43. [V.Ramesh Kumar, Dr.P.Gnanasekaran, Dr.V.Suresh Kumar & N.Sumathi](#) (2017) "CRM Implementation Paradigms In Insurance Sector", *International Journal of Management and Social Science Research Review*, Vol-1, Issue – 31, January 2017, with E-ISSN - 2349-6746 & ISSN -2349-6738. (pp63-65). <http://ijmsrr.com/downloads/1102201711.pdf>
44. [S.Bhawiya Roopa & Dr.V.Suresh Kumar](#), "A study on CSR practices in Indian banking sector (with special reference to State Bank of India)", *International Journal of Business and Administration Research Review*, E- ISSN -2347-856X, ISSN -2348-0653, Vol. 1, Issue.17, January - March, 2017. Page 83-88. <http://ijbarr.com/downloads/0603201713.pdf>
45. [R.Suguna & Dr.V.Suresh Kumar](#) (2017) "A study on attitudes of women entrepreneurs towards business performance and women empowerment with special reference to self-help groups in Tamilnadu", *International Journal of Multidisciplinary Research Review*, E- ISSN –2395-1885 ISSN -2395-1877, Vol.1, Issue - 24, February 2017, pp18-25. <http://www.ijmdrr.com/admin/downloads/050320175.pdf>
46. [A.Manonmani and Dr. V. Suresh Kumar](#) (Jan/March - 2017) "A study on employee retention in banking sectors in Thanjavur District" *International Journal of Business and Administration Research Review* with E-ISSN - 2347-856X, ISSN-2348 - 0653 Volume- 1, Issue-17 (pp.62-72). <http://ijbarr.com/downloads/0603201710.pdf>
47. [A.Kalpana and Dr.V.Suresh Kumar](#) (March 2017), "A study on Customer Satisfaction of Relance Communication Ltd. at Thanjavur" *National Conference proceedings on Research Paradigm in social science (NCRPSS)*, conducted by M.A.M. B-School, Tiruchirappalli, pp339-341.
48. [A.Manonmani and Dr. V. Suresh Kumar](#) (April - 2017) "A study of employee career planning and career management as correlates for career development and job satisfaction of bank employee in Tiruchirappalli district", *International Journal for Science and Advance Research in Technology*, E-ISSN 2395 - 1052, Vol-3, Issue – 4, pp 1393-1401. <http://ijsart.com/Home/IssueDetail/14078>
49. [R.Suguna & Dr.V.Suresh Kumar](#) (2017) "A study on business performance and women empowerment with special reference to self help groups in Tamilnadu" *International Journal of Business and Administration Research Review*, E- ISSN -2347-856X ISSN -2348-0653 Vol. 1, Issue.17, January - March, 2017, pp73-77. <http://ijbarr.com/downloads/0603201711.pdf>
50. [Dr.V. Suresh Kumar & K. Akalya](#), "A study on new dimension for success of HRM practices on team building in insurance industry", *International Journal of Multidisciplinary Research Review*, E- ISSN – 2395-1885, ISSN -2395-1877, Vol.1, Issue - 23, Jan -2017. Page – 106-111. <http://www.ijmdrr.com/admin/downloads/1502201721.pdf>

51. [Dr. V.Suresh Kumar, R. Karthikeyan](#) (2017) "Conceptual framework for knowledge management in construction industry – A case study", *International Journal of Business and Administration Research Review*, E- ISSN -2347-856X ISSN -2348-0653, Vol. 1, Issue.17, Jan - March, 2017. Page 122-126. <http://ijbarr.com/downloads/0603201720.pdf>
52. [Dr. V.Suresh Kumar, R. Karthikeyan](#) (2017) "Technical knowledge management practices of construction team", *International Journal of Multidisciplinary Research Review*, E- ISSN –2395-1885 ISSN -2395-1877, Vol.1, Issue - 24, February 2017, pp48-54. <http://www.ijmdrr.com/admin/downloads/0503201710.pdf>
53. [Dr. V.Suresh Kumar, J.Sasirekha](#), "A Study on sales promotion techniques used in soap/detergent", *International Journal of Business and Administration Research Review*, Volume-I, Jan-march 2017, Issue 17, ISSN: 2347- 856X, pp114-121. <http://ijbarr.com/downloads/0603201719.pdf>
54. [A.Manonmani and Dr. V. Suresh Kumar](#) (September - 2017) "A study of Association with career planning, career development, career management, career commitment and job satisfaction with special reference to bank employees in Tamilnadu", *International Journal for Science and Advance Research in Technology*, E-ISSN 2395 - 1052, Vol-3, Issue - 9, (PP 704-710). <http://ijsart.com/Home/IssueDetail/17483>
55. [A.Manonmani and Dr. V. Suresh Kumar](#) (June - 2017)"A study on employees challenge for career planning & HRD climate in public sectors banking in Thanjavur District" *International Journal of Business Quantitative Economics and Applied Management Research*, June 2017, Volume 4, Issue 1, pp40-55. <http://ijbemr.com/archive/volume-4-issue-1-june-2017-current-issue/>
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77. K. Priya Babu, V. Suresh Kumar and K. Veeraiah, A Study on Talent Management Practices with Reference to Business Process Outsourcing Companies in India, International Journal of Management (IJM), 11(5), 2020, pp. 2094-2101 doi: <https://doi.org/10.34218/IJM.11.5.2020.206>.
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80. R.Indira & Dr.V.Suresh kumar, (2023), Green Beauty: Exploring The Influence Of Sustainable Marketing Strategies On Consumer Buying Behavior In The Cosmetic Products Industry With A Focus On Consumer Attitudes" Journal of Research Administration, ISSN:1539-1590 | E-ISSN:2573-7104 Vol. 5 No. 2, pp7356-7366. <https://journalra.org/index.php/jra/article/view/867/682>

Books published

1. Title of the Book: **Social Empowerment Through Housing Finance service Quality**, Publishers: Global Research Publications, New Delhi, ISBN: 978-81-89630-05-8, Year of Release: 2010, Co-Author: Dr.A.Arulraj, Online Link: https://www.google.co.in/books/edition/Social_empowerment_through_housing_finan/LeCknE9hosC?hl=en
2. Title of the Book: **Effects of Sales Promotions on Consumer Preferences and Brand Equity**, Publishers: Lambert Academic Publishing, Republic of Moldova, Chisinau, ISBN: 978-613-9-44472-4, Year of Release: 22.01.2019, Co-author: Dr.J.Sasi Rekha, Online Link: <https://www.lap-publishing.com/catalog/details/store/fr/book/978-613-9-44472-4/effects-of-sales-promotions-on-consumer-preferences-and-brand-equity?search=sasi%20Rekha>
3. Title of the Book: **Impact of Corporate Social Responsibility Activities in Banking Sector**, Publishers: Lambert Academic Publishing, Republic of Moldova, Chisinau, ISBN: 978-613-9-45919-3, Year of Release: 17.04.2019, Co-author: Dr.S.Bhawiya Roopaa, Online Link: <https://www.lap-publishing.com/catalog/details/store/de/book/978-613-9-45919-3/impact-of-corporate-social-responsibility-activities-in-banking-sector?search=roopaa>
4. Title of the Book: **Impact of Performance appraisal on enhancing employee productivity**, Publishers: Lambert Academic Publishing, Republic of Moldova, Chisinau, ISBN: 978-620-7-44963-7, Year of Release: 2023, Co-author: Dr.Suneetha Naisa, Online Link: <https://www.morebooks.de/shop-ui/shop/product/9786207449637>

RESEARCH PROJECT

1. Minor Research Project (From October 2019 to March 2020) under Pandit Madan Mohan Malviya National Mission on Teachers and Teaching (PMMMNTT), Ministry of Human Resource Development (MHRD), Government of India / School of Education, Pondicherry University on “Employability Skill Gap Analysis among the Arts and Science College Students and Industry Expectation in Tamil Nadu”, with the amount of Rs.1,10,250 – Account Settled.

M.Phil., SCHOLARS**Awarded**

1. *Bhuma Thulasi.M, Register Number: 12MPBA 3353*
2. *Karthikeyan.P, Register Number: 12MPBA 3358*
3. *Manikandan.K, Register Number: 12MPBA 3361*
4. *Senthil Kumar.G.M, Register Number: 12MPBA 3364*
5. *Arunthadhi.S, Register Number: 13MPBA 3357*
6. *Jeon Mythily.A, Register Number: 13MPBA 3358*
7. *Nirmala. A.M, Register Number: 13MPBA 3359*
8. *Praba.P, Register Number: 13MPBA 3360*
9. *Vigneshwaran.G, Register Number: 13MPBA 3356*
10. *Ramesh Kumar.G, Register Number: 12MPBA 3363*
11. *Siva.T, Register Number: 14MPBA 5505*
12. *Ashabharathi.J, Register Number: 15MPBA 5505*
13. *Nathiya.C, Register Number: 15MPBA 5507*
14. *Girija.J, Register Number: 15MPBA 5506*
15. *Kalpana.A, Register Number: 16MPBA 5506*
16. *Ranjani.R, Register Number: 16MPBA 5507*
17. *Sujitha.L, Register Number: 16MPBA 5508*
18. *T.Suganya, Register Number: 17MPBA 5501*
19. *U.Karthika, Register Number: 18MPBA 5252*
20. *Narmatha.S, Register Number: 18MPBA 5253*
21. *Rajesh Kannan.P, Register Number: 18MPBA 5251*
22. *Jenifar Karniya.S, Register Number: 19MPBA 5251*

Ph.D., SCHOLARS DETAILS**Awarded Scholars**

1. P.Murali, (03.07.2015), Reference Number: 9922/Ph.D./Management/Full Time/July 2012, Bharathidasan University, Title: A study on online shopping: attractive, discouraging and expectation factors with special reference to Tamilnadu.
2. P.Omprakash (06.01.2016), Reference Number: 48772/ Ph.D./ Management/Part Time/April-2012, Bharathidasan University, Title: A study on service quality towards healthcare service of private hospitals with special reference of Tamilnadu.
3. R.Bhuvaneswari, (27.12.2016), Reference Number: 10148/Ph.D/ Management /Part Time/July 2012, Bharathidasan University, Title: An empirical study on work-life balance and its relationship with job satisfaction among primary school teachers in Tamilnadu.
4. R.Suguna, (14.02.2018), Reference Number: 38894/Ph.D.K4/Management /Part Time/January-2013, Bharathidasan University, Title: A Study on Business Performance And Women Empowerment With Special Reference To Self Help Groups In Tamilnadu.
5. S. Bhawiya Roopaa, (15.02.2018), Reference Number: 25580/Ph.D, K4/Management/Full Time/October 2013, Bharathidasan University, Title: A study on corporate social responsibility activities and their impact on banking sector in Tamilnadu (with special reference to Tiruchirappalli, Thanjavur and Perambalur districts)
6. S.Karunakaran, (26.09.2018), Reference Number: 47179/Ph.D/Management/ Part Time/April 2012, Bharathidasan University, Title: A Study On Service Quality Of Hotel Industry In Tamil Nadu (With Special Reference To Chennai, Thanjavur, Trichy, Madurai, And Nagapattinam).
7. K.Akalya, (28.09.2018), Reference Number: 38885/Ph.D.K4/Management/ Part Time/January -2013, Bharathidasan University, Title: A study on impact of HRM practices on effectiveness of team building with special reference to Insurance Industry, Tamilnadu.
8. J.Sasirekha, (05.10.2018), Reference Number: 30294/Ph.D.K4/ Management/Full Time/October -2015, Bharathidasan University, Title: A study on effects of sales promotions on consumer preference and brand equity perception with special reference to FMCG products in Thanjavur district.
9. R.Karthikeyan, (22.02.2019), Reference Number: 34489/Ph.D.K4/Management/ Part Time/October - 2012, Bharathidasan University, Title: Technical Knowledge Management In Construction Industry.
10. R.Surianarayanan (11.03.2019), Reference Number: 48755/Ph.D.K4/ Management/ Part Time/April 2013, Bharathidasan University, Title: Retail Marketing In India - A Study On Issues, Challenges And Success Factors With Special Reference To Thanjavur District.
11. A.Manonmani, (23.09.2019), Reference Number: 6524/Ph.D4/Management/Full-Time/ April-2016, Bharathidasan University, Title: A Study on career planning and development of employees with special reference to private sector banks in Thanjavur district.
12. R.Varalakshmi (17.07.2021), Reference Number: 25026/Ph.D., K4/ Management / Full-Time/ January-2018, Bharathidasan University, Title: A study on opportunities, challenges and motivational factors of green marketing with special reference to Tamilnadu.
13. K.Meenalochani (24.09.2021), Reference Number: 07865/Ph.D.K7/Management/Part-Time/ April 2017, Bharathidasan University, Title: A study on the awareness on the implementation of human resource information system (HRIS) among the employees of Information Technology Industry in Chennai.
14. M.Vijay (06.10.2021) Reference Number: 28302/Ph.D.K4/Management/Full-Time/ January 2018, Bharathidasan University, Trichy, Title: An impact of advertising effectiveness on customer satisfaction and customer retention of herbal products with special reference to Thanjavur District.
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36. Murugaraj.G, Reference Number: 08929/Ph.D.K4/Commerce/ Full Time/ July 2015, Bharathidasan University, Name of the Research Supervisor: Dr.M.Mohamed Siddik.
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38. Hemalatha.K, Reference Number: 33838/Ph.D.K4/Management/ Part Time/ October 2015, Bharathidasan University, Name of the Research Supervisor: Dr.V.Nagajothi.
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41. Anitha .S, Reference Number: 6522/Ph.D.K4/Management/ Full Time/ April 2016, Bharathidasan University, Name of the Research Supervisor: Dr.V.Nagajothi.
42. Manimala.A, Reference Number: 7893/Ph.D.K4/Management/ Part Time/ April 2016, Bharathidasan University, Name of the Research Supervisor: Dr.S.Sasikumar.
43. Ramya Bai.A, Reference Number: 37420/Ph.D.K4/Commerce/ Part Time/ January 2017, Bharathidasan University, Name of the Research Supervisor: Dr.R.Rajasekaran.
44. Ezhilarasi .A, Reference Number: 37431/Ph.D.K4/Commerce/ Full Time/ January 2017, Bharathidasan University, Name of the Research Supervisor: Dr.R.Rajasekaran.
45. Venkararaj.K, Reference Number: 39367/Ph.D.K4/Management/ Full Time/ January 2017, Bharathidasan University, Name of the Research Supervisor: Dr.G.Panneerselvam.
46. Sarathy.R, Reference Number: 36549/Ph.D.K4/Management/ Full Time/ January 2017, Bharathidasan University, Name of the Research Supervisor: Dr.S.Sasikumar.
47. Kannan.R, Reference Number: 08906/Ph.D.K4/Commerce/ Full Time/ April 2017, Bharathidasan University, Name of the Research Supervisor: Dr.R.Thangaraj.
48. Raajalakshmi.R, Reference Number: 08853/Ph.D.K4/Management/Part Time/ July 2017, Bharathidasan University, Name of the Research Supervisor: Dr.P.Gnanasekaran.
49. Anitha.R, Reference Number: 16645/Ph.D.K4/Management/ Full Time/ October 2017, Bharathidasan University, Name of the Research Supervisor: Dr.N.Sumathi.
50. Basil Ealias, Reference Number: 16295/Ph.D K4/Management/ Full Time/October 2017, Bharathidasan University, Name of the Research Supervisor: Dr.G.Paneneerselvam.
51. Shalilai.C.H, Reference Number: 16862/Ph.D.K4/Commerce/ Part Time/ October 2017, Bharathidasan University, Name of the Research Supervisor: Dr.N.Santhosh Kumar.
52. Ganesh Kumar.M, Reference Number: 24842/Ph.D.K4/Management/ Full Time/ January 2018, Bharathidasan University, Name of the Research Supervisor: Dr.S.Sasikumar.
53. Agilandeswari.N, Reference Number: 29128/Ph.D.K4/Management/ Full Time/ January 2018, Bharathidasan University, Name of the Research Supervisor: Dr.M.Lakshmi Bala.
54. Satheeshkumar.C, Reference Number: 05040/Ph.D.K6/Commerce/Full Time/ April 2018, Bharathidasan University, Name of the Research Supervisor: Dr.V.Pugazhenthii.
55. Nathiya.K, Reference Number: 06132/Ph.D.K6/Commerce/Part Time/ April 2018, Bharathidasan University, Name of the Research Supervisor: Dr.V.Pugazhenthii.
56. Shamuka Rajan.S.V, Reference Number: 00832/Ph.D K4/Management/ Part Time/April 2018, Bharathidasan University, Name of the Research Supervisor: Dr.D.Suersh.

57. Bhuvana.J, Reference Number: 06337/Ph.D.K4/Management/ Part Time/ April 2018, Bharathidasan University, Name of the Research Supervisor: Dr.S.Sasikumar.
58. Kalaivani.V, Reference Number: 06339/Ph.D.K6/Commerce/ Part Time/ April 2018, Bharathidasan University, Name of the Research Supervisor: Dr.L.Leo Frankline.
59. Janaki.L, Reference Number: 9042/Ph.D.K7/Management/Part Time/ November 2018, Bharathidasan University, Name of the Research Supervisor: Dr.S.A.Sirajudeen.
60. Vanthana.T, Reference Number: 10038/Ph.D.K7/Management/ Part Time/ January 2019, Bharathidasan University, Name of the Research Supervisor: Dr.B.Anitharani.
61. Vidya Balasubramanian, Reference Number: 3459/Ph.D.K7/Management/ Part Time/ April 2019, Bharathidasan University, Name of the Research Supervisor: Dr.B.Anitharani.
62. Rosanth.I, Reference Number: BDU1910640168/ January 2020, Bharathidasan University, Name of the Research Supervisor: Dr.V.Ramesh Kumar.
63. Deepalakshmi.K, Reference Number: BDU1910640262 / January 2020, Bharathidasan University, Name of the Research Supervisor: Dr.S.Venkatesan.
64. Manju Bharathi.S, Reference Number: BDU2020642778496/July 2020, Bharathidasan University, Name of the Research Supervisor: Dr.V.Ramesh Kumar.
65. Fathima Rizwan.K, Reference Number: BDU2010640488/July 2020, Bharathidasan University, Name of the Research Supervisor: Dr.A.M.A. Jenita.
66. Kalumuthu.M, Reference Number: BDU2010642778619/December 2020, Bharathidasan University, Name of the Research Supervisor: Dr.S.Sasikumar.
67. Sujatha.S, Reference Number: BDU2020122778483/ April 2021, Bharathidasan University, Name of the Research Supervisor: Dr.R.P.Ramesh.
68. Shoukathaly C M, Reference Number: BDU2120122779468/December 2021, Bharathidasan University, Name of the Research Supervisor: Dr.R.Kavitha.
69. Bhavithra S S, Reference Number: BDU2120122779467 /December 2021, Bharathidasan University, Name of the Research Supervisor: Dr.M.Meyyammai.

INSPECTION COMMISSION FOR THE GRANT OF AFFILIATION TO COURSE

1. Appointed as Subject Expert to Grant of provisional affiliation for establishing a new Arts and Science college in the Name of Bon Secours Arts and Science College, Mannargudi – November 2018 – 26972/D2/2018; November 2018.
2. Appointed as Subject Expert of inspection commission for the grant of permanent affiliation to BBA (Additional Section 1) in E.G.S Pillai Arts and Science College, Nagapattinam. (Reference Number: 37312/D4/2020 Dated:05.06.2020) by Bharathidasan University, Trichy.
3. Appointed as Subject Expert of inspection commission for the grant of permanent affiliation to BBA (Additional Section 1) in Annai Women's College, Karur. (Reference Number: 48366/D4/2020 Dated: 24.12.2020) by Bharathidasan University, Trichy.

BOARD OF STUDIES

S.No	Name of the College/University	Period	Designation
1	Bharathidasan University, Trichy (Ref.No.: 43488/C1/CCCD-BOS 2011)	01.04.2012 to 01.04.2015	Member
2	JJ College of Arts and Science (Autonomous), Pudukkottai. (Ref.No. 45890/R/CCCD/L/2014)	05.12.2014 to 05.12.2016	University Nominee
3	H.H.Rajah's College (Autonomous), Pudukkottai. (Ref. No. 36766/CCCD/L/ 2015)	12.03.2015 to 12.03.2017	University Nominee
4	A.V.V.M Sri Pushpam College (Autonomous), Poondi, Thanjavur.	2016 to 2018	Member
5	K.N. Government Arts College for Women, Thanjavur.	28.02.2018	Member
6	Bharathidasan University, Trichy (Ref. No.: 20712/C3/BOS/2017)	01.07.2018 to 01.07.2021	Member

EDITORIAL BOARD MEMBER FOR JOURNAL

1. Editorial Board Member in Journal of Emerging Technologies and Innovative Research from August 2018. <https://www.jetir.org/reviewer-board>.
2. Editorial Board Member in International Journal of Marketing And Human Resource Management (IJMHRM) from 2022. https://iaeme.com/Home/editorial_board/IJMHRM
3. Editorial Board Member in International Journal of Advanced Research In Management (IJARM) from 2022. https://iaeme.com/Home/editorial_board/IJMHRM
4. Editorial Board Member in International Journal Of Management (IJM) from 2022. https://iaeme.com/Home/editorial_board/IJM
5. Editorial Board Member in Journal Of Management (JOM) from 2022. https://iaeme.com/Home/editorial_board/JOM

SERVICE RENDERED IN ACADEMIC / EXTRA CURRICULAR/ EXTENSION ACTIVITIES WITHIN THE COLLEGE OTHER THAN TEACHING

1. *Planning Board Member (Governor Nominee) – Mother Teresa University, Kodaikanal.*
2. *Co-ordinator – Tamilnadu Open University Learning Centre in Rajah Serfoji Govt. College, Thanjavur.*
3. *UGC Committee - Member in Rajah Serfoji Govt. College, Thanjavur.*
4. *Chairman for Board of Studies in Department of B.B.A in Rajah Serfoji Govt. College (Autonomous), Thanjavur.*
5. *Member – RUSA in Rajah Serfoji Govt. College, Thanjavur.*
6. *Member – IQAC in Rajah Serfoji Govt. College, Thanjavur.*
7. *Co-ordinator – Computer Literacy Programming in Rajah Serfoji Govt. College, Thanjavur.*
8. *Practical Co-ordinator for Centre for Distance Education, Bharathidasan University, Trichy for Rajah Serfoji Govt. College, Thanjavur PCP Centre.*
9. *Chairman for Departmental Research Committee in Rajah Serfoji Govt. College, Thanjavur for Business Administration Department.*
10. *Member in Finance Committee (UGC Nominee in Rajah Serfoji Govt. College, Thanjavur.*
11. *Member in Academic Council in Rajah Serfoji Govt. College, Thanjavur.*
12. *Member in Board of Studies – Bharathidasan University, Trichy*
13. *Member in Board of Studies – Department of Business Administration, Govt. Arts College, Kumbakonam.*
14. *Member in Board of Studies (University Nominee) – Department of Business Administration, H.H.Rajah's College, Pudukkottai.*
15. *Member in Board of Studies (University Nominee) – Department of Business Administration, JJ College of Arts and Science College, Pudukkottai.*
16. *Member in Board of Studies – Department of Business Administration, Kunthavai Naacchiyaar Govt. College for Women, Thanjavur.*
17. *Chairman of Board of Studies – Department of Business Administration, Rajah Serfoji Govt. College, Thanjavur.*
18. *Member in Board of Studies – Department of Business Administration, A.V.V.M Sri Pushpam College, Poondi.*
19. *Recognized Research Supervisor in Bharathidasan University for Management Subject.*