



CURRICULUM VITAE

1. Name : **Dr. B. SENTHIL KUMAR**
2. Father's Name : Mr. N. BALAKRISHNAN
3. Date of Birth : 26-05-1971
4. Social Status/Category : Other Backward Class, Indian, Hindu
5. Native Place : P.N.Pudur (Village), Coimbatore (District),
Tamil Nadu - 641 041
6. Marital Status : Married
7. Languages known : English, Tamil and Telugu
8. Designation : **Professor**
- 9. Service Details/Teaching Experience :**
- a) Date of Appointment : Lecturer in Business Administration 30.05.2000,
at Bishop Ambrose College, Sungam Bye-pass Road,
Coimbatore (District), Tamil Nadu
- b) Date of Appointment : Senior Assistant Professor in Business Studies
01.08.2006 at Prathyusha Engineering College,
Aranvoyaluppam (Village), Tiruvallur (District),
Tamil Nadu
- c) Date of Appointment : Professor in Business Administration 23.08.2016
at CMR College of Engineering and Technology
(Autonomous), Kandalkoya, Medchal Road,
Hyderabad 501 401.
- d) Teaching Experience** : **17** years
11 years **7** Months for **PG** Classes
6 years **5** months for **UG** Classes
10. Place of work : Dept. of Business Administration,
CMR College of Engineering and Technology
(Autonomous), Kandalkoya, Medchal Road,

Hyderabad 501 401.

11. Address for Correspondence : 5/706, Mogappair West,
Chennai – 600 037, Tamil Nadu.
Contact Phone Numbers : 9652433667,
9842287371

12. Academic Qualifications : M.A. Economics, M.B.A., M.Phil., Ph.D.,
NET (Mgmt.), SET (Economics)

Degree	University	Year of Passing	Division/Award
B.A. Economics	Bharathiar	1991	Second
M.A. Economics	Bharathiar	1993	First
M.B.A.,	Bharathiar	2000	First
M.Phil., in Management	Madurai Kamaraj	2004	First
Ph.D., in Management	Anna	2014	‘O’ Grade
NET in Management	UGC, New Delhi	2012	First
SET in Economics	Mother Theresa University, Tamil Nadu	2016	First

13. Subject Specialization : “Marketing and Finance”

14. Subjects Presently Teaching :

M.B.A., II Sem : 1) Marketing Management

M.B.A., IV Sem 1) International Marketing

Subjects Taught

M.B.A., : 1) Principles of Management
2) Economic Analysis for Business
3) Human Resource Management
4) Research Methodology
5) Strategic Management
6) Production and Operations Management
7) Accounting for Management
8) Managerial Economics and Financial Accounting
9) All Marketing and HRM Elective Papers

15. Research Experience

: I have been recognized a Research Supervisor for guiding M.B.A., Scholars.

i) Ph.D. Topic

: “Impact of Customer Relationship Marketing Strategy and Customer Loyalty on Financial Products and Services offered by Financial Institutions with reference to Chennai, Tamil Nadu.

ii) *Academic Award*

: I am awarded ‘O’ Grade in my Doctoral Degree. Certified Internal Quality Auditor for ISO 9001:2000.

16. Research Guidance

: Above 300 M.B.A., scholars are completed their Project work under my Guidance.

17. Publications :

S.No.	Name of Journal	Title	Year of Issue
1.	National Conference on Strategic Management, conducted by RVS Institute of Management Studies and Research, Coimbatore.	“Why build a Business Strategy?”	2009
2.	Challenges of the Changing Business Paradigms in the Globalisation Era, National Level AICTE sponsored Seminar, organized by PITAM.	“Customer expectations and service level in E-Banking Era”	2009
3.	A Changing Scenario, National Level Conference Proceedings, organized by department of Business Management, Panimalar Engineering College, Chennai. pp. 432-434, ISBN 978-81-904760-3-4.	“The Impact of Customer Loyalty and Customer Relationships Marketing Strategies in Indian Banking Sector – An Empirical Study with reference to Chennai, Tamil Nadu”	2010
4.	An International Journal, South Asian Journal of Socio-Political Studies, Vol.X, No.2, pp. 67-70, ISSN 0972-4613.	“The Impact of Customer Loyalty and Customer Relationships Marketing Strategies towards ICICI Prudential Life Insurance – An Empirical Study with reference to Chennai, Tamil Nadu”	2010
5.	Emerging Trends in Retailing Industry, National Level Conference Proceedings, organized by SNR Institute of Management Sciences, SNR Sons College, Coimbatore. Pp. 222-226, ISBN 978-81-7273-537-1.	“CRM Activities in Retail Banking Sector”	2011
6.	Challenges and Issues in Services Marketing, National Level Conference Proceedings, organized by SNR Institute of Management	“The Impact of Service Quality and Features of Reliance Retail Outlet on Customer Satisfaction and Loyalty”	2012

	Sciences, SNR Sons College, Coimbatore.		
S.No.	Name of Journal	Title	Year of Issue
7.	Sudharsanam International Journal of Management Review, ISSN 2277-5803.	“A study on Benchmarking in Higher Education: Adapting Best Practices to Improve Quality”	2012
8.	European Journal of Social Science, Anna Univ. Annexure II, ISSN 1450-2267 with Impact Factor, Vol. 29, No.2, pp.295-311.	“Competitive Advantage of World Class Manufacturing System (WCMS) - A Study of Manufacturing Companies in South India”	2013
9.	Life Science Journal, ISSN 1097-8135 with Impact factor, Vol.10, No.5s, pp.431-441, Anna University Annexure I Journal.	“Impact of Customer Relationship Marketing Strategy and Customer Loyalty – A Study of Banking Sector in South India”	2013
10.	2 nd IEEE International Conference, Organised by Prathyusha Engineering College, Chennai, Tamil Nadu.	“An Empirical Study on the Impact of E-learning Tool developed for Dyslexic Children with special reference to selective schools in Tamil Nadu, South India”	2016
11.	Corporate Social Responsibility – Public Sectors, Private Sectors and MNCs, pp. 438-442, ISBN 978-93-85518-08-9, Vrinda Publishing House.	Proactive CSR: Role of Economic, Social and Environmental Dimensions with special reference to TCS, India.	2017

18. Seminars, Conferences, Symposia and Workshops Attended :

S.No.	Name of Organiser	Title	Year
1.	University Grants Commission - Bharathiar University, Coimbatore	“One month UGC sponsored 57 th orientation course” Awarded GRADE ‘A’	2004
2.	Jaya Engineering College, Chennai and ISTE Chapter	“One Week Short term Course on Application of Optimization Techniques in Engineering and Management – OPTEM '06”	2006
3.	SRM University, Chennai, Tamil Nadu.	“Two days 3 tier Faculty Development Programme (All Current Finance Topics)”	2007
4.	United States Educational Foundation in India and Department of Management Studies, IIT, Madras, Tamil Nadu	“Two days workshop on Building Entrepreneurial competencies (Covered all Functional Areas and current trends in Management)”	2007
5.	PITAM and LUCAS TVS, Chennai, Tamil Nadu	“Two days Industry Institutional Interaction Programme”	2007
6.	Department of Management Studies, Valliammai Engineering College, Chennai, Tamil Nadu	“Two days FDP on the future of Management Education: Prospects and Challenges”	2009
7.	Department of Business Admn., SSN School of Management &	“Two days workshop on SPSS”	2010

	Computer Applications and SPSS South Asia Pvt Ltd., Bangalore.		
S.No.	Name of Organiser	Title	Year
8.	Department of Management Sciences, PITAM, Chennai	“Two days FDP on Statistical Analysis and Interpretation using SPSS & AMOS”	2012
9.	IE(I) and PITAM, Chennai	“One day seminar on Electrical Safety and Conservation”	2014
10.	Vardhaman College of Engineering, Hyderabad	“Three days International Conference on Transformations in Engineering Education – ICTIEE 2017”	2017

19. Research and Consultancy :

- a) *Articles* : Published (11) Eleven Articles in recognized Journals (as mentioned above).
- b) *Course Materials* : Involved in the Revision of M.B.A., Course material at Anna University Centre for Distance Education, Anna University, Chennai, Tamil Nadu.
- c) *Extension Lecturer* : Delivered guest/extension lectures at various constituent University Distance Education Programs, Bharathiar University, Annamalai University, Manonmaniam Sundaranar University and Anna University, Chennai, Tamil Nadu.

d) *Organization of Seminars/Workshops/Conferences :*

- i) **Co-ordinator** - “14 Days FDP on Advertisement and Sales Promotion”, sponsored by Anna University, organized by PITAM, Chennai.
- ii) **Co-ordinator**, One Day National Level HR Meet – “What Next in HR?” – Venue: Hotel Savera, Chennai, 2007.
- iii) **Assistant Co-ordinator** - Challenges of the Changing Business Paradigms in the Globalisation Era, National Level AICTE sponsored Seminar, organized by PITAM, 6th October, 2009.
- iv) **Assistant Co-ordinator** - “Two days FDP on Statistical Analysis and Interpretation using SPSS & AMOS”, organized by Department of Management Sciences, PITAM, 11th -12th April, 2012.
- v) **Co-ordinator** – “Win-win fest” One day Management Meet, PITAM, 2008, 2009, 2010.

20. CONTRIBUTION TO UNIVERSITY & COLLEGE POSTS HELD :

- a) Department Co-ordinator for National Board of Accreditation (NBA) from 2008 at Prathyusha Institute of Technology and Management (PITAM), Chennai.
- b) Department Co-ordinator for ISO 9001:2000 from 2012 at Prathyusha Institute of Technology and Management (PITAM), Chennai.

- c) Project Co-ordinator, M.B.A., Students from 2012 to till now.
- d) Co-ordinator, Students Seminars & Guest Lectures Programmes.
- e) Anna University Representative, Semester examination to M.B.A., students in 2008, 2009 & 2010.
To visit and check different affiliated colleges at the time of semester examination to conduct in the smooth manner.
- f) Assistant Chairman, Central valuation, Anna University 2012, 2013 & 2014.
- g) In-charge for arranging students Industrial Visits and Educational tour.
- h) Department and College level Co-ordinator role in Sports and Cultural Programmes.
- i) Assistant HOD, Department of Management Sciences, PEC, 2015-16.

Date : 09-04-2017

(Dr. B. SENTHIL KUMAR)