

# Curriculum vitae

## Dr. S. SUKUMAR

S/O S. Somasundaram

14 & 15, Jeevan Nagar,

Surendran Nagar Extension, Nearby Jeevana School,

Ponmeni, Madurai-10

E-mail id: sukusomu@gmail.com, Skype ID: sukumar.somasundaram1

Contact no: 94437 73032, 9965570009 Passport No: K4028696



### CAREER OBJECTIVE:

To become an eminent person in the field of Teaching and Research with credible performance, this will contribute to the growth of an organization, student community and to serve our society.

### EDUCATIONAL QUALIFICATIONS:

COURSE	INSTITUTION	YEAR OF PASSING	PERCENTAGE OF MARKS
TNSET	Mother Teresa Women's University	Feb 2016	Passed 64.7
Ph. D. (Commerce)	Madurai Kamaraj University	Dec 2010	Awarded
M.PHIL.	Saraswathi Narayanan College	Jan 2003	80.25
PGDIM	Pondicherry University	Nov 2002	67.80
PGDCA	St. Mary's Computer Academy	March 2001	70
M.B.A.	Madurai Kamaraj University	May 2012	58.4
M.COM	Saraswathi Narayanan College	April 2001	67.5
B.COM	Saraswathi Narayanan College	April 1999	61
H.SC	Tamil Nadu Education Board	March 1996	83.83
S.S.L.C	Tamil Nadu Education Board	April 1994	61.20

### ONLINE COURSES

S.No.	Date	Name of the Course	Topic	Organizing Body
1.	16.12.19	Spoken Tutorial	Libra Office Writer	Indian Institute of Technology
2.	13.03.20	IIT Spoken Tutorial	Libra Office Calc	Indian Institute of Technology
3.	09.04.20	COVID 19 Pandemic General	Awareness Quiz	Chandigarh Group of College
4.	11.04.20	COVID 19 Combatant	Awareness Quiz	Vinayaka Mission's research Foundation
5.	20.04.20	IIT Spoken Tutorial	Front Accounting 2.4.1	Indian Institute of technology
6.	29.04.20	COVID Quiz	Awareness Quiz	Government Institute of Forensic Science, Aurangabad

7	07.05.20	Computer Science Awareness Quiz	Quiz	SNMV College of Arts and Science, Coimbatore
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**INDUSTRY EXPERIENCE**

**One year Eight months** served as a Zonal sales manager (South Zone) in Arockiya Dairy milk limited, Madurai from 1st Dec 2001 to 31 July 2003.

**TEACHING EXPERIENCE -- 17 years Both PG and UG Level Classes**

- ✚ At present working as a Principal and Associate Professor of Commerce and Management Studies in Parvathy's Arts and Science College Dindigul since 01.08.2017 and till date.
- ✚ 3 years worked as an Associate Professor of Commerce and Management Studies in Parvathy's Arts and Science College Dindigul since 01.05.2014 and 31.07.2017.
- ✚ One year ten months worked as an Associate Professor of Commerce and Management Studies in PRIST School of Business, PRIST University, and Thiruchirapalli from 01.06.2012 to 31.03.2014.
- ✚ Seven years' experience as an Assistant Professor of Commerce and Business Administration in Parvathy's Arts and Science College, Dindigul since 19.04.2005 to 31.05.2012 for UG and PG Classes.
- ✚ One year seven months worked as a Lecturer in Commerce & Business Administration in Rev. Jacob Memorial Christian College, Ambilikkai, Dindigul District handled classes for UG and PG from 07.08.2003 to 18.04.2005.
- ✚ Visiting Faculty for Distance Education Classes of B.Com, B.B.A, M.B.A, M.Com and M.C.A courses in Madurai Kamaraj University Study Centre at Indira Nagar and HAL Second stage, Bangalore.
- ✚ Visiting Faculty for Distance Education Classes of M.B.A in Bharathiyar University Study Centre, Dindigul.
- ✚ Faculty Guide for MBA, B.B.A., B.Com. (CA) M.Phil. and Ph.D. training and projects.

**SUPERVISOR DETAILS**

BBA	B.Com.	MBA	M.Phil.
15	45	18	11

**SUBJECT TAUGHT (BOTH UG AND PG LEVEL)**

Financial Accounting,	Marketing,
Economic Development of India,	Principles of Management,
Banking Theory and Law Practice,	Elements of Company Law,
Cost Accounting,	Management Accounting,
Services Marketing,	Auditing,
International Trade and Practice,	Entrepreneurship

Export Import Procedures,  
MS. Office,  
Customer Relationship Management,  
Retail Marketing.

Financial Management,  
Business Law,  
Corporate Accounting,  
Research Methodology

## **ADMINISTRATIVE EXPERIENCE:**

- ✚ I have taken steps and completed the NIRF, ATAL ranking, AISHE and NAAC accreditation with B++ Grade for my college. In Atal Ranking we got a star and I took action to get autonomous status for the institution.
- ✚ Now I am act as Principal and Associate Professor in Parvathy's Arts and Science College from 01.07.17 to till date
- ✚ I am acting as a NAAC-IQAC Co-Ordinator in Parvathy's Arts and Science College from 2017 onwards.
- ✚ Now I am serving as an Academic council member and administrative officer in Parvathy's Arts and Science College, Dindigul.
- ✚ I act as a Principal in Parvathy's Arts and Science College, Dindigul from 01.08.2017.
- ✚ I was experienced as a coordinator of Student affairs and Committee for Development of Teaching and Learning at PRIST University.
- ✚ I am a Programme coordinator for MBA and B.Com. I have organised various activities to students such as MOC Interview, environment observation, aptitude, Group discussion, debate and industrial visit.
- ✚ Served as a NSS Programme Officer at Parvathy's Arts and Science College, Dindigul for 6 years.
- ✚ I dealt all the university affairs such as course affiliation, approval, examinations for Parvathy's Arts and Science College, Dindigul.
- ✚ Coordinator for External Semester Examinations at Parvathy's Arts and Science College, Dindigul for 7 years.
- ✚ Additional Examiner for Madurai Kamaraj University Semester Valuations for 7 years.
- ✚ Served as a Student Counsellor at Rev. Jacob Memorial Christian College, Ambilikkai for one year.
- ✚ Member of Board of Studies for B.Com. and B. Com (CA) in Saraswathi Narayanan College (Autonomous), Perungudi, Madurai from 2009 and till date.

✚ Member of an Academic Council in Madurai Kamaraj University from 2008 to 2011.

✚ Served as a Transport In charge at Parvathy's Arts and Science College, Dindigul for 7 years.

**SOFTWARE EXPOSURE:** MS-Office, Tally,  
Type Writing (English) Lower Grade, Second Class

### RESEARCH PROFILE

1. **Ph.D.** A Study on Marketing of Telecommunication Services by Cellular Companies in Tamil Nadu.
2. **M.Phil.** A Study on After Sales Services for Television Sets in Madurai City (with special reference to Attitude of Customers and Service Providers)
3. **M.B.A.** A Study of Consumer Attitude towards Samsung Mobile Instruments in Dindigul District.

### ARTICLES PUBLISHED

S.No.	Month and Year	Title of the Paper Published	Name of the Journal	ISSN / ISBN Number	Issue & Page No	Impact Factor
1.	April 2003	Self-Medication practices (Avinasilingam university Journal)	The Indian Journal of Nutrition and Dietetics (20824)	ISSN 0022-3174	Volume – 40 Issue 4	4.342
2.	May 2004	Consumer Behaviour towards the fast food	Indian Journal of Marketing (20802)	ISSN 0973 – 8703	Volume – 34 Issue 5	1.103
3.	December 2004	Consumer attitude towards ATM Usage (Avinasilingam university Journal)	The Indian Journal of Nutrition and Dietetics (20824)	ISSN 0022-3174	Volume – 41 Issue 12	4.342
4.	Jan 2013	Health care personalities attitude towards welfare schemes offered in hospital Trichy	Indian Journal of commerce & management studies	ISSN 2249 – 0310	Vol – IV Issue I (1) Page 48 – 53	0.475
5.	May 2013	Consumer attitude towards Samsung Mobile instruments in Dindigul District	International Journal of Commerce, Business and Management studies	ISSN 2319 – 2828	Vol 2 No.2 Page No. 86 – 94	0.326
6.	October 2013	Stress Management of Nurses in Trichy	Researcher's World, Journal of Arts, Commerce and Science	ISSN 2232 – 4172	Vol – IV Issue 4 (2) Page 22 – 30	0.479
7.	Jan 2014	Attitude towards Laundry service Providers in Trichy Hospital	International Science and Research Publications	ISSN 2250 – 3153	Vol – IV Issue – 7 Page No 341 – 350	1.47
8.	July 2014	A Study on Diagnostic services of Health care industry in Trichy	International journal of Marketing and Technology	ISSN 2249 – 1058	Vol – IV Issue – 7 Page No. 144 – 163	4.077

9	September 2015	A Study on Customer satisfaction towards the services of Green Trends in Trichy	International Journal of research in Management & Social Science	ISSN 2321 – 1784	Vol – 3 Issue 9	4.358
10	Feb 2017	A Study of student's attitude about bicycle usage in Dindigul city	International Journal of Marketing Financial services and Management research	ISSN 2277 – 3622	Vol – 6 (2) PP 15 – 34	3.454
11	April 2017	"A study of atm users' attitude about atm receipt in Dindigul city (with special reference to thermal paper (BPA))"	Journal of Commerce and Trade (48687)	ISSN – 0973-4503	Volume 12 No. 1 (the 24 <sup>th</sup> issue)	4.310
12	January 2020	Account Holders attitude towards Bank Charges in Dindigul City	International Journal of Multidisciplinary Educational Research (41602)	ISSN: 2277-7881	Volume: 9, Issue: 1, January 2020	6.514
13	24 Jan 2020	A study on software tools for entrepreneurship (with special reference to Slack)	Parishodh Journal (UGC Care List Group – I)	ISSN 2347-6648	Volume: 9, Issue: 3, March 2020	6.3
14	10 Apr 2020	A Study on mobile users' attitude towards mobile repair services	International Journal of Research and analytical reviews (43602)	ISSN 2348-1269	Volume 7, Issue – 2, Apr 20 PP 658 – 666	5.75
15	25 Apr 2020	A Study on college students' attitude towards mobile banking services in Dindigul city	International Journal for research in Engineering application and Management (64077)	ISSN 2454-9150	Volume 6 Issue – 01 Apr 25 Pag 44 – 49	6.466
16	20 Apr 2020	A Study on Consumer's Attitude towards FASTag in Dindigul City	International Research Journal of Commerce, Arts and Science (44854)	ISSN 2319 – 9202	Volume 11, Issue 4 Pag 36 – 47	6.281
17	26 Apr 2020	A Study on Kids' attitude towards consuming habits of snacks in Dindigul City	International Journal of Emerging Technologies and Innovative research (63975)	ISSN 2349 – 5162	Volume No 7, Issue 4 Pag 1526 – 1535	5.87
18	29 Feb 21	A Study of Customers attitude towards mobile instrument in Madurai (with special reference to Nokia)	International Journal of Creative Research Thought (49023)	ISSN 2320 – 2882	Volume 9, Issue 2 February 2021	7.97

19	March 2022	Policy holders' attitude towards medi claim insurance in Dindigul with reference to star health and allied insurance company limited	Journal of Positive School Psychology - Scopus	E- ISSN:2717-7564	Vol. 6 No. 2 (2022) Pg: 2759 - 2773	7.79
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### PAPER PRESENTATIONS

Sl. No	Date of Presentation	Title of the Paper presented	Name of the Seminar	Organizing Body	ISSN / ISBN Number	Issue & Page No
1.	7 <sup>th</sup> February 2008	Recent Trends in Services Marketing in India	LUCO FEST 2008	Rev. Jacob Memorial Christian College,		
2.	21 <sup>st</sup> January, 2011	Modern Technology Banking in India	International Conference – Emerging Dimensions of Banking Sector	Department of Commerce, Manonmaniam University		
3	24 <sup>th</sup> January 2012	Insurance Market	National Level seminar on Banking and Insurance vision 2020	Department of Commerce, R.L. Institute of Arts and Science, Madurai		
4.	4 <sup>th</sup> February 2012	Indian Tourism Market	National level Seminar on India - An Emerging Economic Power	PG Department of Commerce, Jamal Mohamed college Trichy		
5	25 <sup>th</sup> November 2012	Logistics Management	National Conference	Department of Management studies, Raja Serafoji College, Thanjavur	ISSN 2250 – 1940	Vol –II Issue –I Page 529
6	12 <sup>th</sup> August 2013	ICT in Indian Tourism	National Level seminar on Tourism Industry in India	PG Department of Commerce, MTN College, Madurai	ISBN 978-93-80686-81-3	Page 46
7	16 & 17 August 2013	Power Sector in India	International Seminar On Global Challenges and Opportunities	PG Department of Commerce, Jamal Mohamed College, Trichy	ISSN 2250 – 1940	Vol – II Page 136
8	17 <sup>th</sup> September 2013	Brand preference towards two wheelers	National Conference on Entrepreneurship in age of conglomerates	Kodaikannal Christian College, Dept of commerce, management		
9	18 <sup>th</sup> November 2013	Teaching Methods	Conference on Teaching and Learning	PRIST University, Vallam		
10	16 & 17 August 2014	Infrastructure Management	International Seminar On	PG Department of Commerce,	ISSN 0973-	Page 86

			Global Economic Revival: A Changing Scenario	Jamal Mohamed College, Trichy.	0303	
11	19.09.14	E – Banking	National Conference on “E – Dealings”	Sankara Arts and Science College, Coimbatore	ISBN 978-93-83459-84-1	Page 158
12	29 <sup>th</sup> and 30 July 2019	A Study on Customer Attitude towards Ban Charges in Dindigul city	National Seminar	Periyar University		
13	24 Jan 2020	A study on software tools for entrepreneurship	National Seminar	Mannar Thiru Malai Naicker College, Madurai	ISSN 2347-6648	
14	28 Jan 2020	A Study on college students' attitude towards Banking	National Seminar	St. Antony's College of Arts and Science for women		
15	24 Jan 2020	A Review on Mudra Yojana Scheme	National Conference	VET Institute of Arts and Science		
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### WORKSHOPS/SEMINARS ATTENDED

Sl. No.	Date	Name of the Seminar	Organizing Body
1.	10 <sup>th</sup> January 1993	State Level Science Exhibition	The Directorate of School Education, Tamil Nadu
2.	2 <sup>nd</sup> September, 2001	Transfusion Medicine	Apollo Specialty Hospitals, Madurai
3.	10 <sup>th</sup> March 2004	Application of Statistical Tools in Business Research	Research Centre in Commerce, Saraswathi Narayanan College, Madurai.
4.	1 <sup>st</sup> October 2004	Intercollegiate Seminar on Emerging Trends in Banking in the Millennium	Vivekananda College, Madurai
5.	22 <sup>nd</sup> November, 2004 to 25 <sup>th</sup> November 2004	Selling Skills	Divisional Training Centre, LIC, Madurai
6.	3 <sup>rd</sup> December, 2004	Mathematical Methods for Management Sciences	Madurai Kamaraj University
7.	4 <sup>th</sup> December 2004	State Level Workshop on “The Procedure of NAAC Accreditation”	Rev. Jacob Memorial Christian College, Ambilikkai.

8.	30 <sup>th</sup> September 2005	Building Life Skills	Rajiv Gandhi National Institute of Youth Development. Ministry of Youth Affairs and Sports, Government of India
9.	20 <sup>th</sup> March 2006	Statistical Packages and Interpretation of Research Data	Research Centre in Commerce, Saraswathi Narayanan College, Madurai.
10	4 <sup>th</sup> March 2007	State level Seminar on Dynamics of Commerce Education in the Globalized Era	Forum of Commerce Teachers, Madurai
11	21 <sup>st</sup> and 22 <sup>nd</sup> June 2012	Faculty Development Program, Modern Methods of Management Teaching	PRIST University, Vallam.
12	5 <sup>th</sup> October 2012	National Conference on Innovations in Management, Technology and Science	PRIST University, Vallam.
13	1 <sup>st</sup> March, 2013	International Conference The Role of Management in Global Business	Department of Management Studies and FIESTA Students Association, PABCET
14	3 <sup>RD</sup> May 2019	Master Soft ERP Solutions Private Limited	Master Soft
15	02.12.19 to 06.12.19	Faculty Development Programme "Build the Capacity of the Teachers in Research and Extension Activities	Parvathy's Arts and Science College, Dindigul
16	24.04.2020	Impact on Indian Economy and Roles Awaited	Webinar Conducted by Amity University, Mumbai
17	24.02.2020	Corporate Meet	Webinar Conducted by ICT Academy
18	25.02.2020	Teaching in Digital Era. How New-age Pedagogies are transforming higher education	Webinar Conducted by TCSion
19	28.04.20	Webinar on Entrepreneurial Awareness & Identifying Opportunities	Arasu College of arts and science for Women, Karur
20	29.04.20	Webinar on Role of Development Agencies & Professionals	IHMR University
21	29.04.20	Webinar on Intellectual Property Rights	
22	27.04.20 to 01.05.20	Webinar on The Future is here	ICT Academy
23	04.05.20 to 08.05.20	The Future Education	ICT Academy
24	06.05.20 to 12.05.20	Online FDP	ICT Academy



25	04.05.20	The Power of a Teacher	ICT Academy
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### GUEST LECTURES

Sl. No.	Date	Name of the Seminar	Topic	Organizing Body
1.	24 <sup>th</sup> January 2018	National Level Intercollegiate	Recent Trends in Computer – Tech Know Fest '18	PSNA College of Engineering and Technology, Dindigul
2.	9 <sup>th</sup> February, 2018	LUCO Fest – State Level Conference	Recent Economic Status	Rev. Jacob Memorial Christian College, Oddanchatram

### CONFERENCE and EVENTS CONDUCTED

Sl. No.	Date	Name of the Seminar	Topic	Organizing Body
1.	22 <sup>nd</sup> August 2018	International Conference	Recent Trends in Technology, Maths and Science –	Parvathy's Arts and Science College, Dindigul
2.	Sep 2018	District level Cultural Meet	Traditional Cultural meet for school students	Parvathy's Arts and Science College Dindigul
3.	Oct 2018	Dindigul Marathon	State level Marathon	Parvathy's Arts and Science College Dindigul
4.	Dec 2018	International Workshop	Computer is the key for development of Tamil Language	Parvathy's Arts and Science College Dindigul
5.	Dec 2018	Rally	Awareness Rally for stoppage of using plastic	Parvathy's Arts and Science College Dindigul
6.	Dec 2018	Intramural Events		Parvathy's Arts and Science College Dindigul
7.	Dec 2018	Consumer Day celebration	Consumer Day	Parvathy's Arts and Science College Dindigul
8.	Jan 2019	State Level Workshop	Azure in Machine Language	Parvathy's Arts and Science College Dindigul
9.	Jan 2019	State Level Interschool Football	Football Tournament	Parvathy's Arts and Science College Dindigul
10.	Feb 2019	Intercollegiate Meet	Banco 19	Parvathy's Arts and Science College Dindigul
11.	Feb 2019	Entrepreneurship Training Programme	Collaboration with GRI for 3 Days	Parvathy's Arts and Science College Dindigul

### REFERENCE

- 1) **Dr. K. Ramasamy**, Rtd. Vice Principal  
Saraswathi Narayanan College  
Principal, SSM Arts and Science College  
Komarapalayam, Erode District  
Cell: 9865152488, 9790012550
- 2) **Dr. S.S. SRINIVASAN**, Principal  
Parvathy's Arts and Science College,  
Begampur post  
Dindigul 624 001  
Cell: 9842047473

**3) Dr. R. Srinivasan, Rtd., Principal**

Saraswathi Narayanan College,  
Perungudi, Madurai. **Cell: 9487570134**

**4) Dr. S. Jeya Kumar**

Managing Director  
Vaigai Foods, Madurai

**PERSONAL DETAILS**

Father's Name

S. Somasundaram

Sex

Male

Date of Birth

07-05-1978, 45 years

Marital Status

Married

Nationality, Religion & Caste

Indian, Hindu, Reddy Ganjam

**Category**

**BC / GT**

Languages known

English, Tamil, Hindi, Telugu

I hereby declare that above mentioned particulars are true to the best of my knowledge

Place: Madurai

Date:

**[Dr. S. SUKUMAR]**