

## Faculty Profile Template For Website

### Basic Details:

- Name: Dr.J.Sathish Kumar**
- Designation:** Assistant Professor (Senior Grade)
- Phone Number:-** 9940631748
- Email Id:**  Satishkj@Srmist.Edu.In
- Area of Specialization: Marketing, Human Resource, Finance And Entrepreneurship**
- Affiliation:** Srm University

### Educational Details:

- Degree – BBA**
- Area Or Subject – Business Administration**
- University – Madras University**
- Awarded Year – 2010**
- Degree – M.Com**
- Area Or Subject – Commerce**
- University – Madras University**
- Awarded Year – 2013**
- Degree – M.Phil**
- Area Or Subject – Commerce**
- University – Madras University**
- Awarded Year – 2015**
- Degree – Ph.D**
- Area Or Subject – Commerce**
- University – Madras University**
- Awarded Year - 2023**

Other Details:

**Courses:**

- Ten Days Online Short Term Course On Social Media Marketing
- Short Term Online Course On “Spss Package” With A+ Grade Certification In Exam.
- Formal Financial Accounting
- Digital Product Management: Modern Fundamentals
- Business Transformation With Google Cloud
- Investment Risk Management
- Google Ads For Beginners
- Change Leadership: Developing Strategic Gap Analysis In Micro
- Analyzing Market Attractiveness Using Creatively
- Business Analysis & Process Management
- New Product Development For Small Business And Start-Ups
- Vuca Leadership
- Content Marketing Basics
- Introduction To Digital Marketing
- Human Resource Development

**Research Interests: Marketing &HRM**

**Selected Publications:**

- **Book Publication:** Stock Market Operations- Charulatha Publication - 978-81-943813-7-2
- Emerging Trends In Finance, Marketing And Human Resource Management - Academic Province Publication - 978-81-948555-2-1
- "Influence On The Level Of Stress Among Part Time Lecturers In Government Polytechnic Colleges In Chennai City," International Journal Of Research And Analytical Reviews, 2019.
- "A Study On Business Opportunities In Exim Bank," National Conference On Emerging Trends In Commerce And Management, Tamilnadu, India, 2019.
- "Consumer Behoviour On Aavin Milk Products In Chennai City," National Conference On Emerging Trends In Commerce And Management, Tamilnadu, India, 2019.
- "A Study On Impact Of Gst On Media And Entertainment Industry In Chennai City" National Conference On Emerging Trends In Commerce And Management, Tamilnadu, India, 2019. .
- "A Study On Digital Marketing" National Conference On Emerging Trends In Commerce And Management, Tamilnadu, India, 2019.

- "The Study On Financial Instrument" National Conference On Emerging Trends In Commerce And Management, Tamilnadu, India, 2019.
- A Study On Consumer Perception Towards AmmaUnavagam In Chennai City In 2020, Vol.11, Issue No.01- International Journal Of Disaster Recovery And Business Continuity.
- Conceptualization Framework On Management Of Customer Experience In The Hotel Industry. Whjj Journal, Volume Xvi, Issue X, October-2020.
- Consumer Attitude Towards Online Shopping In Mayiladudurai District Journal Of Asiatic Society Of Mumbai, Issn No: 0972-0766, Vol. Xciv, No.10, 2021.
- A Study On The Role Of Micro Finance For Promoting Women Entrepreneur In Chennai District International Journal Of Humanities, Law And Social Sciences. Issn No: 2348 -8301, Vol.08, Issue.06 2021.
- A Study On Human Resource Management Practices In Private Sector Undertakings In Chennai – Journal Of Contemporary Issues In Business And Government. Vol.27, Issue No: 01, Issn: 1323-6903, 2021.
- An Investigation And The Formation Of A Periodic Scheme In A Confined Portfolio (Mutual Fund) With Special Reference To Chennai – Madhya Bharathi, Vol.82, Issue.01,2022.
- E-Banking- “A Study On Customer Views On Loyalty”, Madhya Bharathi, Vol.82, Issue.01, 2022.
- “Analytical Study On Diabetes Prediction – Using Random Forest Classifier” International Journal Of Health Sciences, Issn: 2550-696x 2022.
- Published a paper in UGC Care Listed journal – An Investigation on the Formation of a Periodic Scheme in a Confined Portfolio(Mutual Funds) with special reference to Chennai – Madhya Bharti, ISSN: 0974-0066.
- Analytical study on diabetes prediction using random forest classifier – International Journal of Health Sciences, 6(S4), 6404-6413. <https://doi.org/10/53730/ijhs.v6nS4.9617>, EISSN: 2550-696X@ 2022.

#### **Papers Presented:**

- Influence On The Level Of Stress Among Part Time Lecturers In Government Polytechnic Colleges In Chennai City," International Journal Of Research And Analytical Reviews, 2019.
- A Study On Business Opportunities In Exim Bank," National Conference On Emerging Trends In Commerce And Management, Tamilnadu, India, 2019.
- Consumer Behavior On Aavin Milk Products In Chennai City," National Conference On Emerging Trends In Commerce And Management, Tamilnadu, India, 2019.
- A Study On Impact Of Gst On Media And Entertainment Industry In Chennai City" National Conference On Emerging Trends In Commerce And Management, Tamilnadu, India, 2019. .
- A Study On Digital Marketing" National Conference On Emerging Trends In Commerce And Management, Tamilnadu, India, 2019.
- The Study On Financial Instrument" National Conference On Emerging Trends In Commerce And Management, Tamilnadu, India, 2019.
- Presented A Paper Entitled “A Study On Descriptive Analysis Of Indian Financial Market” In The Ugc Funded One-Day National Conference On “Turbulence And Triumph In Business Environment” Organized By The Post Graduate &Department Of Commerce, Government Arts College, Salem.
- Presented A Paper Entitled “E-Finance: Evolution, Trend, Impact, Risk And Challenges A Conceptual Paper” In The International Conference On “Innovations And Challenges In Business” Organized By The Post Graduate &Department Of Commerce, The New College Chennai.

#### **Working Papers:**

**A STUDY ON THE ATTITUDE OF CONSUMERS TOWARDS ART & CRAFT PRODUCTS IN CHENNAI**

**Academic Experience: 6 Years 7months**

**Other Professional Experience: 4 Years**

**Achievements:**

- Silver Medalist In M.Phil Degree.
- Proficiency Prize In Post Graduate.
- Proficiency Prize In Under Graduate.

**Workshops /Seminars/Conferences****Workshop**

- Participated In Attended The National Level Workshop On “The Journey Of Gst” Conducted By Department Of Commerce, Srmlst, Ramapuram.
- Participated In Two Days’ Workshop On Spss, Department Of Commerce, Presidency College, Chennai.
- Participated In The Ugc Funded One-Day National Workshop On “ Data Analysis Using Spss In Social Science Research” Organized By The Post Graduate & Department Of Commerce, Government Arts College, Salem.
- Participated In the State Level Workshop On Goods And Services Tax” Organised By Pg& Research Department Of Commerce And Department Of Economics, The QuaideMilleth College For Men, Medavakkam, Chennai.
- Participated In Economic Challenges And Business Opportunities-Covid-19 Era
- Participated In Recovery Strategies On Business Sustainability Post Covid-19
- Participated In National Level Workshop on “Awakening The Entrepreneur Within You” 31st Aug 2019.
- Participated In One Day National Workshop on “Export Documentation And Procedure” 30th Sep 2019.
- Participated In Four Days National Workshop On Skill Building: Creating & Empowering Leaders Of Tomorrow Held On 28<sup>th</sup>, 29<sup>th</sup> August And 3<sup>rd</sup>, 4<sup>th</sup> September 2020.
- Participated In Three Days Online Research Methodology Workshop between 12<sup>th</sup> to 14<sup>th</sup> April 2020.
- Participated In Three Days Online Workshop on “Statistical Analysis & Interpretation Using Spss” Held Between 4<sup>th</sup> To 6<sup>th</sup> January 2021.
- Participated In Two Days Workshop on “Business Case Writing” 5<sup>th</sup> & 6<sup>th</sup> August 2021.
- One Week Workshop On Emerging Trends Data Analysis In Ms Excel Between 10<sup>th</sup> To 14<sup>th</sup> January 2022.

**Seminar**

- National Seminar On Leadership Performance & Entrepreneurial Development, Department Of Business Administration, MargGregorios College, Chennai.
- Attended One Day National Seminar On “Research, Soft Skills And Career Planning For Commerce Graduates” In The Government Arts College For Men, Nandhanam, Chennai.
- Participated In The “International Seminar On Recent Innovative Trends And Challenges In Career Management” Organized By Thanthai Hans Rover College, Perambalur.
- Participated In The Seminar On Artificial Intelligence In Transforming Business Conducted By Pg& Research Department Of Commerce, Loyola College, And Chennai.
- One Day Seminar On “Commercial Bank Merger – Issues And Challenges” On 13<sup>th</sup> September 2017.
- One Day National Seminar, “Leadership Performance & Entrepreneurial Development” On 25<sup>th</sup> Sep 2019.
- International Seminar On Recent Innovative Trends And Challenges In Career Management” On 3<sup>rd</sup> Oct 2019.

## **Conference**

- Presented A Paper Entitled “A Study On Descriptive Analysis Of Indian Financial Market” In The Ugc Funded One-Day National Conference On “Turbulence And Triumph In Business Environment” Organized By The Post Graduate & Department Of Commerce, Government Arts College, And Salem.
- Presented A Paper Entitled “E-Finance: Evolution, Trend, Impact, Risk And Challenges A Conceptual Paper” In The International Conference On “Innovations And Challenges In Business” Organized By The Post Graduate & Department Of Commerce, The New College Chennai.
- Participated And Presented Paper In International Conference On “Innovations And Challenges In Global Business” Under The Title “A Study On The Concepts Of Green Marketing With Special Reference To Chennai City” On 2020.
- Four Days International Conference On Examination – Idea 2021 – International Debate On Examination & Assessment – 2021 Held Between 8<sup>th</sup> To 11<sup>th</sup> July 2021.
- Participated In One Day National E-Conference On “Intellectual Property Rights” Held On 8<sup>th</sup> August 2021.
- Participated And Presented Paper In, “A Career – Family Balance Among Women Employees In Financial Sector And General Reviews”.
- Participated And Presented Paper In, “A Study On E-Recruitment In Talent Epicenter” 2022.
- Participated And Presented Paper “A Critical Review Of Digital Marketing” In International Conference On 2021.

## **Symposium**

- One Day National Level Online Symposium On Mahatma Phule & Dr. B. R. Ambedkar Contribution For Women Empowerment Held On 3<sup>rd</sup> January 2021.
- One Day National Symposium on The “Empowerment Of Women In The Globalized Era-Road Ahead” Held On 8<sup>th</sup> March 2021.

## **Achievements and Awards:**

- Para National Award 2020 – Best Faculty Award
- Para National Award 2020 Young Researcher Award
- I20R NATIONAL EMINENT RESEARCHER AWARD 2021 received From International Institute of Organized Research (I20r) 2020 registered under MSME.
- BEST RESEARCH PAPER AWARD received in International E-Conference by the Quaide millet college for men in 2020.
- I20R NATIONAL ELITE TEACHER AWARD 2021 received From International Institute of Organized Research (I20r) 2021.
- BEST FACULTY AWARD – EDUCATION ICON AWARD 2022-23 received from Salem V. Jayaprakash & Associates Chartered Accountant.

## **Academic / Professional Membership:**

- Life Member At I20r Research Foundation.
- Life Time Member In Commerce Division By Rest Society For Research International Board Of Council.
- Member In Asian Exercise And Sport Science Association.

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