

## CURRICULUM VITAE

### CAREER OBJECTIVE:

To work in a creative and challenging environment where I can use my potential to the fullest extent as a professional

### ACADEMIC PROFILE

#### PROFILE ON HIGHLIGHTS

Name	Dr. P. Shankar
Department/Section	Management Studies
Present Designation	Assistant Professor
Date of Joining in the Present Organization	02-07-2012
Academic experience	16 Years
Area of Specialization	Marketing
Subjects Handling	<ul style="list-style-type: none"><li>➤ Research Methodology</li><li>➤ Marketing Management</li><li>➤ Retail Management</li><li>➤ Consumer Behaviour</li><li>➤ Product and Brand Management</li><li>➤ Marketing of Services</li><li>➤ Strategic Management</li></ul>
Broader Area of Research in Ph. D	Retail Marketing
Topic of Research in Ph. D	Buyer's Perception Towards Organized Retail Sector In Consumer Durables With Special Reference to Vellore District
Total number of Papers published Refereed International Journals / Refereed National Journals	<b>19</b>
Total number of papers presented in various International conferences / National conferences	<b>19</b>
Total number of Papers published Refereed International Journals / Refereed National Journals & in Conference	<b>38</b>
No of Funded Projects completed (Minor)	00
Total Number of Invited Speeches/ Resource Person	<b>02</b>
Broader areas of publications	Marketing
ONLINE Webinars / Conference / FDP	<b>75</b>
ONLINE Courses	<b>09</b>

#### ACADEMIC PROFILE IN BRIEF

##### I. Details of Professional Qualification ( Highest Qualification First)

Qualification	Board / Institution / University	Subjects	Percentage	Year of Passing
Doctorate in Management Studies (Ph.D.)	SCSVMV University, Enathur, Kanchipuram	Retail Marketing	-	07-01-2020
M. Phil., Management Studies	SCSVMV University, Enathur, Kanchipuram	Management Studies	-	April 2011

## II. Details of Research Degrees

Discipline	Mode	Branch	Degree Awarded by	Title	Name of the Guide	Year
Ph.D., Management Studies	Part Time	Retail Marketing	SCSVMV University, Enathur, Kanchipuram	Buyer's Perception Towards Organised Retail Sector In Consumer Durables With Special Reference to Vellore District	Dr. S. Ramachandran	07-01-2020
M. Phil., Management Studies	Part Time	Services Marketing	SCSVMV University, Enathur, Kanchipuram	A Study on Customer Satisfaction on tourism services provided by SRT in Vellore District	Dr. KPV.Ramanakumar	April 2011

## III. Details of Publications in Journals/Magazines

S. No.	Title of the Paper	Name of the Journal/Magazine	Status (International National)	ISSN / E-ISSN No.	Period of Publication	Details of Vol., Issue, Page No.	Impact Factor / ICV
1	Rural Consumers' Satisfaction towards Payment Banks	International Journal of Social Science and Human Resources <a href="https://journals.indexcopernicus.com/search/article?articleId=3898800">https://journals.indexcopernicus.com/search/article?articleId=3898800</a>	International <a href="https://doi.org/10.47191/ijsshr/v7-i05-30">https://doi.org/10.47191/ijsshr/v7-i05-30</a>	2644-0695	May 2024 <a href="https://www.ijsshr.in/v7i5/30.php">https://www.ijsshr.in/v7i5/30.php</a>	Vol:7, Issue:5, PP:2766-2771	7.876
2	Mobile Banking Services in Technology Era – A study with reference to rural Bank Customers in Tamilnadu	International Journal of Recent Advances in Multidisciplinary Research	International	2350-0743	April 2024 <a href="https://www.ijramr.com/sites/default/files/issuess-5117.pdf">https://www.ijramr.com/sites/default/files/issuess-5117.pdf</a>	Vol:11, Issue:4, PP:9775-9778	6.025
3	Challenges to Eradicate Unemployment and Poverty in India	International Journal of Economics & Management Sciences	<a href="https://www.hilarispublisher.com/open-access/challenges-to-eradicate-unemployment-and-poverty-in-india.pdf">https://www.hilarispublisher.com/open-access/challenges-to-eradicate-unemployment-and-poverty-in-india.pdf</a>	E-ISSN: 2162-6359	Sept 2023	vol.:12 Issue.: 5	Manuscript No. IJEMS-23-96780 DOI: 10.37421/2162-6359.2023.12.708
4	Services Marketing with special reference towards Hotel and Tourism Industry	Madhya Bharti	UGC Care approved Group I peer Reviewed Multi disciplinary Referred Journal	0974-0066	July-Dec 2022	Vol.82, No.06, PP. 280-288	6.28
5	Modern Technology support rural agripreneur to uplift economy of life	Journal of the oriental institute	UGC care approved Group I peer reviewed & referred Journal	0030-5324	Jan-Mar 2022	Vol. 71, Issue. 01, No. 09 PP. 131-135	
6	Impact of Covid 19 on lifestyle and economic conditions with	Journal of Emerging Technologies and Innovative Research (Online)	An International Scholarly Indexed Journal	2349-5162	Oct 2021 UGC Approved No: 63975	Vo1-8, Issue-10, PP. b364-b384	7.95 Google Scholar

	special reference to Vellore				<a href="https://www.jetir.org/view?paper=JETIR2110139">https://www.jetir.org/view?paper=JETIR2110139</a>		
7	Transportation plays a vital role in the development of Indian economy	International Journal of Management (IJM) ID: IJM-12-03-072	Scopus Indexed Journal (Online) <a href="https://sdbindex.com/Document/document_search?title=TRANSPORTATION%20PLAYS%20A%20VITAL%20ROLE%20IN%20THE%20DEVELOPMENT%20OF%20INDIAN%20ECONOMY&amp;type=1">https://sdbindex.com/Document/document_search?title=TRANSPORTATION%20PLAYS%20A%20VITAL%20ROLE%20IN%20THE%20DEVELOPMENT%20OF%20INDIAN%20ECONOMY&amp;type=1</a>	0976-6510	March 2021 <a href="https://iaeme.com/MasterAdmin/Journal_upload/IJM/VOLUME_12_ISSUE_3/IJM_12_03_072.pdf">https://iaeme.com/MasterAdmin/Journal_upload/IJM/VOLUME_12_ISSUE_3/IJM_12_03_072.pdf</a>	Vol-12, Issue-3, PP.744-746 DOI: 10.34218/IJM.12.3.2021.072	10.1471 GISI
8	“Agricultural Entrepreneur” – An need for quality food products in India	Review of Research (International Online Multidisciplinary Journal)	International UGC approved No: (48514)	2249-894X	April 2019	Vol-1, Issue-2, PP.287-290	5.8 Sjifactor
9	Rural consumer perception & buying behavior towards durables goods in Vellore district	International Journal of Research Explorer	International (Biannual)	2250-1940	February 2017	Special Issue- 1 PP.369-375	2.014 IRJIF
10	Consumer perception on durables goods which interlink with lifestyle	International Journal of Consumerism (IJC) Bi-annual referred International Journal	International	2250-1010	September 2016	Vol-5, Issue- 1 PP.27-30	
11	Study on Labour Welfare Measure in Farida Classic Shoes (Private) Limited at Gudiyattam	IGJAMS (Indo Global Journal of Applied Management Science)	International (Quarterly)	2320-7892	April 2015	Vol-3, Issue- 1 PP.224-227	
12	Study on Production Planning Control & process in Vasanth Match Works at Gudiyattam	IGJCE (Indo Global Journal of Commerce & Economics)	International (Quarterly)	2393-9796	March 2015	Vol-2, Issue- 2 PP.164-168	
13	Customer Satisfaction in Co-Operative Urban Bank at Gudiyattam	IJMER (International Journal of Multidisciplinary Educational Research)	International	2277-7881	October 2014	Vol-3, Issue-10(3), PP.79-93	2.972 / 5.16
14	Stress Management	C Abdul Hakeem College Journal of Humanities	National	2320-3102	July – December 2014	Vol-2, Issue-2, PP.54-56	-
15	Retail Management in	International Journal of Business	International	2348-4705	March 2014	Vol-2, Issue-1,	-

	India	Intelligence & Innovation (IJBII)				PP.86-89	
16	Water Resource Mismanagement in Tamil Nadu & its impact on Farmers	Indian Journal of Applied Research	National <a href="https://www.worldwidejournals.com/indian-journal-of-applied-research-(IJAR)/fileview/December_2013_1385987047_cc62d_98.pdf">https://www.worldwidejournals.com/indian-journal-of-applied-research-(IJAR)/fileview/December_2013_1385987047_cc62d_98.pdf</a>	2249-555X	December 2013	Vol-3, Issue-12, PP.60-61	-
17	Inclusive Growth of Agricultural Labours in India Article No (20130904)	Indo Global Journal of Applied Management Studies	International	2320-7892	September 2013	Vol-1, Issue-4 PP.16-18	-
18	Women Entrepreneur in India – Opportunities & Challenges	Abhinav International Monthly Journal of Research in Management & Technology	International (Online)	2320-0073	January 2013	Vol-2, Issue-1 PP.14-18	-
19	A Study on Impact of Revenue of General Auto after Share Auto came into Existence in Vellore Town	Arth Praband: A Journal of Economic & Management	APJEM / Pinnacle Research Journals (Online )	2278-0629	November 2012	Vol-1, Issue.8, PP.109-122	-

#### IV. Details of Paper Publication/Presentation in Conference/Seminars (with Proceedings)

S. No.	Title of the Paper	Name of the Institution	Status (International /National)	ISSN/ ISBN No.	Date of Publication/ Presentation	Details of Vol, Issue, Page. No	Status of Edited Book/souvenir/ Compendium
1	Awareness and perception of payment banks among next generation users in tamilnadu	Bharathiar University, Coimbatore	International ICSSR Sponsor		14 to 16 Sept 2023	Vol. 1, PP. 86	Book of Abstract
2	Impact of Artificial Intelligence in Finance Analysis and Investment	K.M.G. College of Arts & Science, Gudiyattam	National	978-81-95240-2-7-2	December 2022	Vol. 2, PP. 7-13	
3	The impact of industrial relations on the level of employees job satisfaction	K.M.G. College of Arts & Science, Gudiyattam	National	978-81-95240-2-7-2	August 2022	Vol. 1, PP. 73-76	
4	Rural consumer perception & buying behavior towards durables goods in Vellore	Sengunthar Arts & Science College, Tiruchengode	International Conference	2250-1940	01-02-2017	Special Issue- 1 PP.369-375	Impact Factor 2.014 IRJIF

	district						
5	Buyer Perception & Behaviour on Consumer Durables in Ambur town at Vellore District	Sri Ganesh School of Business Management, Salem	International Conference		19-02-2016		
6	Buyer Behaviour on Consumer Durables with reference to Vellore Town	Sankara College of Science and Commerce, Coimbatore	International conference	978-93-85477-14-0	16-09-2015	1 – 7 Vol.: 1	Book <a href="http://www.bonfring.org">www.bonfring.org</a>
7	Study on Labour Welfare Measures in Farida Classic Shoes (P) Ltd., at Gudiyattam	Sri Ganesh College of Arts & Science, Salem	International Conference		13-02-2015		
8	Study on Production Planning & Controlling Process in Vasan Match Works at Gudiyattam	Sri Ganesh College of Arts & Science, Salem	International Conference		13-02-2015		
9	Study on factors influencing migration in India	AMET University, Chennai	International Conference	978-81-926045-2-7	11-02-2015	161 – 163	Book
10	Services Marketing in India	Sankara College of Science & Commerce, Coimbatore	International	ISBN No: 978-93-83459-74-2	25-08-2014	147 – 150 ICETIMP33	Book
11	Challenges for FDI Retail in India	GTM College, Gudiyattam	National Sponsored by UGC		21 & 22-08-2014	14	Souvenir
12	Attainment of Higher Education in Rural & Urban areas through Minority Educational Institutions	Islamiah College, Vaniyambadi	National Sponsored by UGC		27 & 28-05-2014		
13	FDI & its Impact on Indian Economy	Sri Ganesh College of Arts & Science, Salem	National		19-02-2014		
14	FDI in Retail – Challenges & Opportunities to India	Ranipettai Engineering College, Ranipet	National Sponsored by ICSSR	ISBN No: 978-81-909199-2-8	18&19-09-2013	318-320	Softcopy
15	FDI in Indian Retail Sector – An Analysis	Shri Krishna College, Kanchi	National	ISBN No: 978-93-81992-78-4	24-02-2013	207-210	Book
16	A Study on Health	SRM Easwari	National	ISBN	02-11-2012	17-19	Book

	Services in India	Engineering College, Chennai		No: 978-93-81568-67-5			
17	Current Prospects & Challenges in Banking Sector in India	Sri Sankar College, Kanchipuram	International	ISBN No: 978-81-907152-7-3	12-10-2012	61-66	Book
18	Micro Finance & Its Potential for Empowerment of Women	Annamalai University, DDE, Chidambaram	National		10&11-05-2012		
19	Ethics of Marketing	Abdul Hakeem College, Visharam	National		13-12-2011	34	Souvenir

#### V. Details of Seminar, Conference/Workshop/FDP/SDP Participations

S. No.	Title	Name of the Institution	Status	Period
1	Research Methodology – “Writing Content for Thesis”	St. Joseph’s College (Arts & Science), Chennai	National Online	19 to 23– August 24
2	Research Craftsmanship Mastering the Art of Scholarly Inquiry	Patrician Research Center, Adyar Chennai	International Online	16 to 23- August 24
3	Research Structuring & Publication Process	Centre for Research & Training and NFED, Coimbatore	National Online	23 to 27- July 2024
4	National Intellectual Property Awareness Mission	NIPAM	Online	23-04-2024
5	FDP on “Effective Teaching Pedagogy: Strategies for Engaging and Empowering Learners”	CT University Punjab	Online	11 to 17 – March 2024
6	Capacity Building Program on “Advanced Research Methodology”	ICSSR WRC & BES Mumbai	Online	20-02-2024 to 01-03-2024
7	Environment Management and Future Pathways	OP Jindal University, Raigarh	National	27 to 31-03-2023
8	Team Building and Managing	Sri Akilandeswari Women’s College, Vandavasi & ICT Academy	State	8 to 10-09-2022
9	Corporate Social Responsibility: Opportunities and Challenges	Islamiah College, Vaniyambadi	National	30-03-2022
10	NAAC sponsored “Enhancing and sustaining quality in higher educational institution through new accreditation framework of NAAC”	Islamiah College, Vaniyambadi	State	21-10-2021
11	Drafting extensional pedagogy for achieving corporate and academic excellence	Marudhar Kesari Jain College, Vaniyambadi	International	22-08-2019
12	Entrepreneurship in a globalised economy	Islamiah College, Vaniyambadi	International	25-02-2019
13	Placement Methodology & Maintaining Quality Assurance in Academic System	KMG College, Gudiyattam		24-03-2018
14	Intellectual Property Rights &	Sacred Heart College, Tirupattur	National	22-03-2018

	Plagiarism			
15	Multivariate Analysis & Model Construction (using SPSS & AMOS)	SCSVMV University, Kanchipuram	Two days Workshop	4 & 5 <sup>th</sup> -03-2017
16	Innovations in Functional Management	Sacred Heart College, Tirupattur	International	24-09-2014
17	Management Studies – Opportunities & Challenges	KMG College, Gudiyattam	State	15-09-2014
18	Recent Trends in Management	KMG College, Gudiyattam	State	02-09-2013
19	Research Scholar Refresher Meet	Sri Sankara College, Kanchipuram		03-03-2013
20	Entrepreneurial Development in Globalized Environment – Obstacles & Confrontations	Arakkonam Arts College, Arakkonam	State	29-10-2012
21	HR Practices in Globalization Era	APCAS, Kalavai	National	23-02-2011
22	Entrepreneurial Development	KMG College, Gudiyattam	State	17-02-2011
23	EDP – 2003	VIT, Vellore	State	27 & 28-02-2003

## VI. ONLINE COURSE

S. No	Title	Name of the Institution	Mode linked by	Duration
1	Entrepreneurship: from Business idea to Action	King's College, London	Future Learn	4 Weeks
2	Successful Negotiation: Essential strategies and skills	University of Michigan	Coursera	7 Weeks
3	Fundamentals of Management	University of California, Irvine	Coursera	4 Weeks
4	Market Research and Consumer Behavior	IE Business School	Coursera	4 Weeks
5	Foundations of Marketing Analytics	ESSEC Business School	Coursera	5 Weeks
6	Personal & Family Financial Planning	University of Florida	Coursera	9 Weeks
7	Entrepreneurship 1: Developing the Opportunity	University of Pennsylvania	Coursera	4 Weeks
8	Essential of Entrepreneurship: Thinking & Action	University of California, Irvine	Coursera	4 Weeks
9	Leadership Through Social Influence	Northwestern University	Coursera	4 Weeks

## VII. ONLINE Webinars / Conference / FDP Participations

S. No	Title	Name of the Institution	Status	Period
1	Reading as an Art	Life Changers Academy	On day	14-04-2023
2	Environment Management and Future Pathways	OP Jindal University	Five Days	27 to 31-03-2023
3	Bridging the generation gap at work	Society for Health & Psychology Enabled Services, New Delhi	National	23-03-2021
4	Gender Sensitization & human rights	Sathyabama Institute of Science & Technology, Chennai	Five Days FDP	18 to 22-05-2020
5	Online teaching via google LMS during covid 19 pandemic	C Abdul hakeem college, Melvisharam	Three Days FDP	28 to 30-05-2020
6	Beyond academic excellence – A reality show	Nallamuthu gounder mahalingam college, Coimbatore	Seven Days FDP	25 to 31-05-2020
7	Writing quality research paper & proposal	International school of	FDP	22-05-2020

		management, Patna		
8	Teaching pedagogy after covid 19	Bharath University, Chennai	FDP	15-05-2020
9	Challenges building collaborations in research & innovation	Dr. MGR University, Chennai	FDP	9-5-2020
10	Post covid 19 challenges & opportunities – A global prespective	SIIMS, Coimbatore	Seven Days FDP	6 to 12-06-2020
11	Epitome of tax saving tips	SIVET College, Chennai	FDP	16-06-2020
12	E-Pathshala: A platform for online learning	Prince shri venkateshwara arts & science college, Chennai	FDP	22-06-2020
13	Introduction to E learning & its challenges	Patrician college of arts & science, Chennai	FDP	28-06-2020
14	Emotions management	Nallamuthu gounder mahalingam college, Coimbatore	FDP	29 & 30-06-2020
15	Research methodology – A roadmap for application of statistical tools & techniques for social science research	G. venkateswamy naidu college, Kovilpatti & SWAYAM (NPETL)	One Week FDP	25-06-2020 To 01-07-2020
16	Being a super teacher	Bannari amman institute of technology, Bannari	One Week FDP	06 to 12-07-2020
17	Research capacity building – UGC scheme	VOC college, Thoothukudi	Three Days FDP	15 to 17-06-2020
18	FDP on multivariate analysis using SPSS	Karpaga vinayaga college of engineering & Tecnology, padalam	Three Days FDP	27 to 29-07-2020
19	Future prespective	Nehru institute of information technology & Management, Kovai	Three Days International	10 to 12-06-2020
20	Global trends in mental health	Madras christian college & commonwealth organization for social work, Geneva	Three Days International	27 to 29-07-2020
21	Impact of covid 19 on India economy	Erode arts & science college, Erode	National	15-06-2020
22	Upcoming economic & marketing challenge for India post covid 19 lockdown	St. john college, Agra	Two Days National	19 & 20 – 05 – 2020
23	Taking research forward during the pandemic	Loyola institute of frontier energy, Chennai	National	20-05-2020
24	Impact of lockdown on the economy	St. Xaviers college for women, Ernakulam, Kerala	National	5-5-2020
25	Future of public sector banking in India & Bankers perspective on responding covid19	Mar gregorious college, Chennai	National	06-06-2020
26	Future of public sector banking in India & Bankers perspective on responding covid19	Mar gregorious college, Chennai	National	13-06-2020
27	Emotional competencies for crisis management	Dr. MGR Janaki college, Chennai	National	20-06-2020
28	Enrichment & empowerment during & after covid 19	Govt. arts college, Salem	National	26-06-2020
29	Census 2021 questions	DRBCCC hindu college, Chennai	National	26-06-2020
30	Changing facets of trade & commerce n the post covid 19 era	D.G.Vaishnav College, Chennai	National	27-06-2020
31	Adapting to online teaching opportunities & challenges faced by teachers	Institute of advanced study in education, Chennai	National	02-07-2020
32	Issues & implications of covid 19 on the banking & financial sector	Sacred heart college, Tirupattur	National	04-07-2020
33	Stress management & suicide prevention during corona virus pandemic	GTM college, Gudiyattam	National	08-07-2020
34	Gender sensitization & empowerment of women	Guru nanak college, Chennai	National	03-07-2020



35	Paradigm shift in consumer behavior: reorientation of marketing & supply chain strategies	University of Madras & Stella maries college, Chennai Virtual summit - I	Three Days National	7 to 09-07-2020
36	Win-win HRM with the challenging business landscape	University of Madras & Stella maries college, Chennai Virtual summit - I	National	14-07-2020
37	Career prospects in interior design	MKJC, Vaniyambadi	Two Days National	10 & 11-07-2020
38	Transition to a new normal & dynamic of work	CBM College, Coimbatore	National	17-07-2020
39	Women in pandemic perception & reality	PSG college, Coimbatore	National	15-07-2020
40	Down of a new era online degree/ diploma/ certificate course or programmes as per UGC regulations 2018	RV govt. arts college, chengalpattu	National	17-07-2020
41	Data management in social science research	Sacred heart college, Tirupattur	National	20-07-2020
42	Career opportunities in financial sector	RV govt. arts college, chengalpattu	National	22-07-2020
43	Mobile banking – caution & safety	Kongu arts & science college, Erode	National	23-07-2020
44	Self management program – SWAYAM	AP SSDC, TES Ventures	National	20-07-2020
45	Logistics intermediaries in global trade challenges & opportunities	Alagappa University, Karaikudi	National	17-07-2020
46	Upskilling the teachers pedagogy in the post pandemic teaching environment	SRMIST, Chennai	National	22-07-2020
47	Environment & climate change mitigation	Annaivelankannai college, Chennai	National	28-07-2020
48	Social entrepreneurship opportunities & Challenges	Dr. MGR University, Chennai	National	28-07-2020
49	Qualities of successful entrepreneur	MKJC Vaniyambadi	National	30-07-2020
50	Finding a female tradition women writing & research	Pachiyappas women college, Kanchipuram	National	29-07-2020
51	Enhance learning & teaching skill using digital tools	MIT, Muradabad, UP	National	31-07-2020
52	Covidnomic	Pachiyappas (W) college, Kanchi	National	01-08-2020
53	Copyright concerns & challenges for online education	Vels college, Mumbai & ICT, Mumbai	National	15-07-2020
54	Micro and Small Entrepreneurs	NIRDPR	National	12 & 13-12- 2020

### VIII. Acted as Resource Person / Invited Speeches / Key Note Address

S. No	Acted as	Purpose	Title	Name of the Institution	Date
1	Guest Lecture	Staff Linkage Program under MOU	Overview of Financial Management	Marudhar Kesari Jain College for Women (Autonomous), Vaniyambadi	09-08-2024
2	Invited Speech	Staff Linkage Program under MOU	Stress Management	Mazharul Uloom College, Ambur	04-10-2023

### IX. Details of External Expert( Theory/Practical) / Paper Valuation / Question Setting / Question Paper Scrutiny

Type	Name of the Institution	Date
Question Paper Setter & Scrutiny	Muthurangam Govt. Arts College (Autonomous), Otteri, Vellore.	2024
Question Paper Setter & Scrutiny	Adhiparasakthi College of Arts and Science, G. B. Nagar, Kalavai	2024

Question Paper Setter	Sri Vidya Mandir Arts & Science College (Autonomous) Katteri – 636 902, Uthangarai, Krishnagiri District, Tamil Nadu	2024
Question Paper Setter	DKM college of Arts & Science for Women, Sainathapuram, Vellore – 632002.	2024
Question Paper Setter	Sri Sankara Arts & Science, College, Kanchipuram	2023
Question Paper Setter & Scrutiny	Adhiparasakthi College of Arts and Science, G. B. Nagar, Kalavai	2023
Question Paper Setter	Sri Vidya Mandir Arts & Science College (Autonomous) Katteri – 636 902, Uthangarai, Krishnagiri District, Tamil Nadu	2022 & 2023
Question Paper Setter	DKM college of Arts & Science for Women, Sainathapuram, Vellore – 632002.	2022 & 2023
External Paper Valuator	Adhiparasakthi College of Arts and Science, G. B. Nagar, Kalavai	2022 & 2023
External Paper Valuator	Sri Sankara College or Arts & Science, Kanchipuram	2017 – 2023
Question Paper Setter	Department of Business Administration, Annamalai University, Institute of Distance Education, Chidambaram	May – 2016
External Expert for Viva-Voce	Department of Business Administration, Dr. MGR Chockalingam Arts College, Arni.	07-05-2014
External Paper Valuator	Thiruvalluvar University, Vellore	2008 to 2016
External Paper Valuator	Annamalai University – IDE, Chidambaram	May – 2015, 2016

#### X. Other Academic Events/Achievements/Prizes/Rewards

Name of the Institution	Nature of Achievement	Date
KMG College of Arts & Science (Autonomous), Gudiyattam	Co-ordinator for One Day awareness Programme on Agricultural Entrepreneur	02-09-2024
KMG College of Arts & Science, Gudiyattam	Member Entrepreneur Cell organized KMG Bazaar 2024	23-02-2024
KMG College of Arts & Science, Gudiyattam	Organizing Committee member in Technical support and Invitation Committee for the One day International Conference on “Modern Management Equipped with Technologies – MMET2K23”	24-08-2023
KMG College of Arts & Science, Gudiyattam	Act as Editor Book Chapter on “Artificial Intelligence in Management & Commerce”	Dec 2022
KMG College of Arts & Science, Gudiyattam	Act as Convenor “One Day National Conference on Indigenous Management Practices – NCIMP – 2022”	Aug 2022
KMG College of Arts & Science, Gudiyattam	Organizing Committee member in Registration & Food for the one day Conference on "HR Challenges & Opportunities 2020"	01-10-2019
KMG College of Arts & Science, Gudiyattam	Produced 100% result in University Examination in the paper Financial Accounting-II during the academic year 2017-2018.	01-02-2019
KMG College of Arts & Science, Gudiyattam	Produced 100% result in University Examination in the papers Creativity and Innovation Management & ILR during the academic year 2016-2017.	24-2-2018
KMG College of Arts & Science, Gudiyattam	Produced 100% result in University Examination in the papers Materials Management, Financial Accounting-II & Creativity and Innovation Management during the academic year 2014-2015.	12-03-2016
KMG College of Arts & Science, Gudiyattam	Organizing Committee member in Registration for the one day Conference on "Make in India"	08-09-2015
KMG College of Arts & Science, Gudiyattam	Produced 100% result in University Examination in the	21-02-2015

Science, Gudiyattam	paper Computer Application in Business during the academic year 2013-2014.	
KMG College of Arts & Science, Gudiyattam	Organizing Committee member in Food & Transportation for the one day State Level Seminar on "Management Studies – Opportunities & Challenges"	15-09-2014
KMG College of Arts & Science, Gudiyattam	Produced 100% result in University Examination in the papers Production Management & Materials Management during the academic year 2012-2013.	22-03-2014
KMG College of Arts & Science, Gudiyattam	Coordinator for the one day State Level Seminar on "Recent Trends in Management"	02-09-2013

**XI. PARTICIPATION IN ACADEMIC AND ADMINISTRATIVE COMMITTEES AND RESPONSIBILITIES** [such as Syndicate / Academic Council / Senate / Finance Committee / Board of Studies / Warden / Dy. Warden / Director / Dean / Co-Ordinator/ Programme Officer/ Organizing Refresher Course / Teaching Programme / Other Academic Activities / Responsibilities]

Type of Activity	Organization	Year	Contribution / Brief Description
<b>IQAC Committee – Member</b>	K.M.G. College of Arts & Science, Gudiyattam	2018 – 2024 (till date)	Collection and comply the Criteria I – VII for NAAC accreditation
<b>BOS – UG – Business Administration – Member</b>	Thiruvalluvar University, Serkkadu, Vellore	15.6.2023 – 14.6.2026	Scrutiny the syllabus as per job market and framing syllabus for future managers and administrators
<b>Autonomous Committee – Member</b>	K.M.G. College of Arts & Science, Gudiyattam	05.07.2023 – (till date)	Autonomous work related to department documentation and framing of syllabus

**XII. Details of Experience ( Academic/ Industrial)**

Sl. No.	Name of the Employer	Nature of Job	Designation	Permanent/ Temporary	Period		Total Years of Experience
					From	To	
1	KMG College of Arts & Science, Gudiyattam.	Teaching	Assistant Professor of Business Administration	Permanent	02-07-2012	Still	12 Years & 3 Months
2	MGA College, Vellore	Teaching	Guest Lecturer in Management Studies	Temporary	04-08-2008	15-04-2012	3 Years 9 months

**XIII. Total Experiences**

Sl. No.	Name of the Employer	Designation	Years	Months
1	KMG College of Arts & Science, Gudiyattam.	Assistant Professor	12	3
2	MGA College, Vellore	Guest Lecturer	3	9
<b>Total</b>			<b>16</b>	<b>12</b>

(Dr. P. SHANKAR)