

Dr.KARTHIK SUBRAMANIAN K

Assistant Professor,
Department of Management Studies,
Bishop Heber College,
Tiruchirappalli - 17.

E-mail : karece01@yahoo.co.in

Phone : 9944142707

Web:

Qualification

Degree	Branch	Institution / University	Year of Passing
Ph.D.	MANAGEMENT	Mdu Kamaraj University	2013
MBA	MARKETING	Mdu Kamaraj University	2011
M.Phil.	MANAGEMENT	Salem Vinayaka Mission University	2009
MBA	FINANCE	Anna University	2008
BE	ECE	Anna University	2006

Ph.D. Details

Title of Thesis		Area of Specialization	
SERVICE QUALITY IN E-BANKING: A STUDY IN SELECTED CITIES OF TAMIL NADU		MARKETING MANAGEMENT	
Research Supervisor	Research Centre	Year of Award	
Dr. B. ANBAZHAGAN	MDU KAMARAJ UNIVERSITY	OCT 2013	

Cleared NET / SET :	Details	Year of Passing
NET	TN1403502904	DEC 2018

Work Experience

Name of Institution	Address of Institution	Designation	From	To
BISHOP HEBER COLLEGE		ASST. PROFESSOR	10-06-2019	TILL DATE
SARANATHAN COLLEGE OF ENGINEERING		ASST. PROFESSOR	15-06-2015	06-07-2018
RAJIV GANDHI COLLEGE OF ENGINEERING AND TECHNOLOGY		ASST. PROFESSOR	27-07-2012	10-06-2015
RAJIV GANDHI COLLEGE OF ENGINEERING AND TECHNOLOGY		LECTURER	10-02-2009	26-07-2012

Table of Contents

1.	Conferences / workshops / Seminars Attended	17
2.	Research Papers Presented	11
3.	Publication in Journals	4
4.	Publication in Books	0
5.	Books Published / Edited	0
6.	Conferences / Workshops / Seminars Organised	0
7.	Research Projects	0
8.	Resource Person	0
9.	Consultancy	0
10.	Awards Recieved	0
11.	Patent	0
12.	Extension Activities Undertaken	0
13.	Professional Membership	0
14.	M.Phil. / Ph.D. Produced	0 / 0

1. International level Conference on **"7th International Conference on Social Science Research for sustaining Business and Economy in Global Market"** sponsored by organized by at Sri Sai Ram Institute of Management Studies, Chennai during 20/09/2017 to 21/09/2017.
2. International level Conference on **"International Conference on "Reforms in the globalized era: New Vistas""** sponsored by organized by at Patrician College of Arts and Science, Chennai during 18/02/2017 to 01/01/1900.
3. National level Conference on **"4th National Conference on "Social Entrepreneurship- A global perspective""** sponsored by organized by at Bharata Mata College, Kottayam during 16/02/2017 to 17/02/2017.
4. International level Conference on **"International Conference on Total Quality Management – Advanced and Intelligent applications"** sponsored by organized by at Anna University, BIT Campus Tiruchirapalli – 24 during 26/10/2016 to 01/01/1900.
5. College level Workshop on **"Two day Faculty Development Programme on "Soft skills and Communication skills""** sponsored by organized by at Saranathan College of Engineering, Trichy during 05/01/2016 to 06/01/2016.
6. International level Conference on **"International Conference on "Enhanced changes in Corporate Environment""** sponsored by organized by at Mohamed Sathak College of Arts and Science, Chennai during 29/09/2014 to 29/09/2014.
7. National level Workshop on **"Training of Trainers in Entrepreneurship Development (ToTED)"** sponsored by Ministry of MSME, Govt. of India organized by at National Institute for Micro, Small and Medium Enterprises (NI-MSME), Hyderabad during 05/05/2014 to 09/05/2014.
8. National level Seminar on **"One Day National Seminar on "Emerging Trends in Management""** sponsored by organized by at Sourashtra College, Madurai during 28/03/2014 to 28/03/2014.
9. College level Seminar on **"HIT 2013", One day CME on current concepts in Health Information Technology"** sponsored by organized by at Mahatma Gandhi Medical College and Research Institute, Pondicherry during 06/12/2013 to 06/12/2013.
10. National level Workshop on **"Two day National workshop on "Advanced Research Methodology Techniques""** sponsored by organized by at Rajalakshmi Engg. College, Chennai during 25/07/2013 to 26/07/2013.
11. International level Conference on **"International Conference on Engineering, Technology and Management 2012 (ICETM '12)"** sponsored by organized by at Rajiv Gandhi College of Engineering and Technology, Pondicherry during 29/08/2012 to 29/08/2012.
12. National level Workshop on **"Two Day Workshop on "Data Analysis for Decision Making using SPSS""** sponsored by organized by at VIT Business School, Chennai during 03/05/2012 to 04/05/2012.
13. National level Conference on **"Financing higher education issues and policy analysis"** sponsored by organized by at Pondicherry University, Pondicherry during 03/12/2009 to 03/12/2009.
14. National level Conference on **"One day National conference"** sponsored by organized by at Pondicherry Engineering College, Pondicherry during 30/07/2009 to 30/07/2009.
15. National level Conference on **"First National Conference on Innovations in Communications and Computing (NCICC '06)"** sponsored by organized by at SNS College of Technology, Coimbatore during 17/03/2006 to 01/01/1900.
16. -1 level Conference on **"Two day Regional conference VIGYAN '06"** sponsored by organized by at Mepco Schlenk Engg. College, Sivakasi during 20/02/2006 to 21/02/2006.

1. **"Role of Media in influencing consumer behaviour"** in the International conference on *7th International Conference on Social Science Research for sustaining Business and Economy in Global Market (ICSRSBEGM-17)* sponsored by , organized by at Sri Sai Ram Institute of Management Studies, Chennai during 20/09/2017 to 21/09/2017.
2. **"Manager vs. Smart Manager"** in the International conference on *International Conference on "Reforms in the globalized era: New Vistas"* sponsored by , organized by at Patrician College of Arts and Science, Chennai during 18/02/2017 to 18/02/2017.
3. **"Technological support for Business Growth"** in the National conference on *4th National Conference on "Social Entrepreneurship- A global perspective"* sponsored by , organized by at Bharata Mata College, Kottayam during 16/02/2017 to 17/02/2017.
4. **"E-Banking service quality in HDFC Bank, Madurai Branch"** in the International conference on *International Conference on Total Quality Management – Advanced and Intelligent applications* sponsored by , organized by at Anna University, BIT Campus Tiruchirapalli – 24 during 26/10/2016 to 26/10/2016.
5. **"Ethical issues of Sensory marketing with special reference to teenage lifestyle"** in the International conference on *International Conference on "Enhanced changes in Corporate Environment"* sponsored by , organized by at Mohamed Sathak College of Arts and Science, Chennai during 29/09/2014 to 01/01/1900.
6. **"A study on the factors influencing employee retention in Pudhucherry"** in the National conference on *One Day National Seminar on "Emerging Trends in Management"* sponsored by , organized by at Sourashtra College, Madurai during 28/03/2014 to 01/01/1900.
7. **"E-banking service quality in ICICI bank, Madurai branch"** in the International conference on *International Conference on Engineering, Technology and Management 2012 (ICETM '12)* sponsored by , organized by at Rajiv Gandhi College of Engineering and Technology, Pondicherry during 29/08/2012 to 29/08/2012.
8. **"Financing higher education issues and policy analysis"** in the National conference on *Financing higher education issues and policy analysis* sponsored by , organized by at Pondicherry University, Pondicherry during 03/12/2009 to 03/12/2009.
9. **"Private Public Participation in technical education"** in the National conference on *Private Public Participation in technical education* sponsored by , organized by at Pondicherry Engineering College, Pondicherry during 30/07/2009 to 30/07/2009.
10. **"Design analysis & FPGA implementation of ECC crypto algorithm using extension Montgomery modular multiplication methods"** in the National conference on *First National Conference on Innovations in Communications and Computing (NCICC '06)* sponsored by , organized by at SNS College of Technology, Coimbatore during 17/03/2006 to 17/03/2006.
11. **"Design and Analysis of ECC based crypto algorithm for smart card applications"** in the Regional conference on *Two day Regional conference VIGYAN '06* sponsored by , organized by at Mepco Schlenk Engg. College, Sivakasi during 20/02/2006 to 21/02/2006.

1. **"Role of Media in influencing consumer behaviour"** published in Annamalai International Journal of Business Studies and Research (AIJBSR) (PEER REVIEW) Vol. 8, Issue No. 3, September 2017 ISSN : 0975-749X.
2. **"Technological support for business growth"** published in Bharata Mata Journal of Multidisciplinary Studies (PEER REVIEW) Vol. 4, Issue No. 2, July 2017 ISSN : 2348-3571.
3. **"Manager vs. Smart Manager"** published in International Research Journal of Management and Humanities (IRJMH) (PEER REVIEW) Vol. 4, Issue No. 1, February 2017 ISSN : 2347-3274.
4. **"Ethical issues of Sensory marketing with special reference to teenage lifestyle"** published in International Research Journal of Management and Humanities (IRJMH) (PEER REVIEW) Vol. 2, Issue No. 2, September 2014 ISSN : 2347-3274.



Signature of Staff
(KARTHIK SUBRAMANIAN K)