

Mr.P.SENTHIL KUMAR

Associate Professor,
Department of Commerce,
Bishop Heber College,
Tiruchirappalli - 17.

E-mail : pskr2015@gmail.com

Phone : 9790001525

Web:

Qualification

Degree	Branch	Institution / University	Year of Passing
M.Phil	Commerce	Bharathidasan University	1999
M.com	COMMERCE	Bharathidasan University	1995
B.Com	Commerce	Bharathidasan University	1993

Ph.D. Details

Title of Thesis		Area of Specialization	
A Study on Consumer Preference Towards Amway Products		Marketing Consumer Behaviour	
Research Supervisor	Research Centre	Year of Award	
Dr.G.Gnanaraj	Bishop Heber College,Trichy	Pursuing	

Cleared NET / SET :	Details	Year of Passing
NET	10080765	JUNE 2012

Cleared NET / SET :	Details	Year of Passing
SET	04020936	OCTOBER 2012

Work Experience

Name of Institution	Address of Institution	Designation	From	To
Subramaniam college of Arts and Science	Mohanur, Namakkal Dt.	Lecturer in commerce	1998	2000
Bishop Heber College	Trichy	Associate Professor of commerce	2000	Till Date
Subramaniam College of Arts and Science	Mohanur, Namakkal	Lecturer	25/7/1998	25/7/2000

Teaching / Research Experience

U.G. : 18 years **P.G. :** 8 Years **M.Phil.** 5 years **Ph.D.**

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1.	Conferences / workshops / Seminars Attended	36
2.	Research Papers Presented	10
3.	Publication in Journals	5
4.	Publication in Books	0
5.	Books Published / Edited	0
6.	Conferences / Workshops / Seminars Organised	1
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. College level Workshop on **"FDP ON STUDENT MENTAL HEALTH"** sponsored by IQAC AND DEANERY OF ACADEMICS OF BISHOP HEBER COLLEGE organized by IQAC AND DEANERY OF ACADEMICS OF BISHOP HEBER COLLEGE at TRICHY during 15/07/2022 to 15/07/2022.
2. International level Conference on **"TWO DAY INTERNATIONAL CONFERENCE ON DIGITAL TRANSFORMATION IN BANKING AND FINANCE"** sponsored by DEPT.OF COMMERCE BISHOP HEBER COLLEGE organized by DEPT.OF COMMERCE BISHOP HEBER COLLEGE at TRICHY during 28/05/2022 to 28/05/2022.
3. College level Workshop on **"FDP ON PERSONAL FINANCIAL PLANNING"** sponsored by DEPT.OF COMMERCE BISHOP HEBER COLLEGE organized by DEPT.OF COMMERCE BISHOP HEBER COLLEGE at TRICHY during 13/04/2022 to 13/04/2022.
4. National level Conference on **"TECHNO PRENEURSHIP A NEW BREED OF ENTREPRENEURSHIP FOR NEXT GENERATION"** sponsored by DEPT.OF COMMERCE BISHOP HEBER COLLEGE organized by DEPT.OF COMMERCE BISHOP HEBER COLLEGE at TRICHY during 15/03/2022 to 16/03/2022.
5. International level Conference on **"DIGITAL TRANSFORMATION IN FINANCE BANKING AND CORPORATE SECTOR-A JOURNEY TOWARDS ASSIMILATING INDUSTRY"** sponsored by SHRI SHANKARLAL SUNDARABAI SHASUN JAIN COLLEGE FOR WOMEN organized by SHRI SHANKARLAL SUNDARABAI SHASUN JAIN COLLEGE FOR WOMEN at CHENNAI during 15/03/2022 to 15/03/2022.
6. College level Workshop on **"FDP on Investor Education"** sponsored by Sraddha Academy for Financial Education and Dept.of Commerce Bishop Heber College organized by Sraddha Academy for Financial Education and Dept.of Commerce Bishop Heber College at Online during 02/02/2022 to 09/02/2022.
7. National level Workshop on **"Recent Trends in Research Methodology"** sponsored by Dept.of History Queen Marys College(Autonomous) organized by Dept.of History Queen Marys College(Autonomous) at Online during 29/12/2021 to 30/12/2021.
8. College level Workshop on **"FDP on Investor Education and Awareness"** sponsored by Sraddha Academy for Financial Education and Dept.of Commerce Bishop Heber College organized by Sraddha Academy for Financial Education and Dept.of Commerce Bishop Heber College at Trichy during 26/11/2021 to 26/11/2021.
9. Regional level Workshop on **"FDP ON SIX SIGMA STRATEGY"** sponsored by SYNERGY SCHOOL OF BUSINESS SKILLS organized by SYNERGY SCHOOL OF BUSINESS SKILLS at TRICHY during 07/10/2021 to 07/10/2021.
10. National level Seminar on **"NATIONAL LEVEL WEBINAR ON INVESTOR AWARENESS PROGRAM"** sponsored by BISHOP HEBER COLLEGE AND AMBITION LEARNING SOLUTIONS organized by BISHOP HEBER COLLEGE AND AMBITION LEARNING SOLUTIONS at TRICHY during 08/06/2021 to 08/06/2021.
11. International level Conference on **"Step up Sustainable Development Goals into Actions"** sponsored by Dept.of Commerce Bishop Heber College organized by Dept.of Commerce Bishop Heber College at Trichy during 31/03/2021 to 31/03/2021.
12. College level Workshop on **"A Two Day Workshop on E-Resources-A Boom for the Teaching and Research"** sponsored by PG & Research Dept.of Library and Information Science and The College Library organized by PG & Research Dept.of Library and Information Science and The College Library at Trichy during 26/03/2021 to 27/03/2021.
13. Regional level Seminar on **"PREDATORY JOURNALS-A GROWING THREAT FOR ACADEMICIANS"** sponsored by PG DEPT.OF COMPUTER SCIENCE BISHOP HEBER COLLEGE organized by PG DEPT.OF COMPUTER SCIENCE BISHOP HEBER COLLEGE at TRICHY during 04/07/2020 to 04/07/2020.
14. National level Seminar on **"WEBINAR ON RESEARCH METHODOLOGY"** sponsored by LOYOLA COLLEGE organized by LOYOLA COLLEGE at CHENNAI during 12/06/2020 to 13/06/2020.

15. National level Seminar on **"NATIONAL WEBINAR ON COVID19 IMPACT ON LEARNING SKILLS"** sponsored by DEPT.OF COMMERCE AND BUSINESS ADMINISTRATION, TBML COLLEGE organized by DEPT.OF COMMERCE AND BUSINESS ADMINISTRATION,TBML COLLEGE at POYAYAR during 30/05/2020 to 30/05/2020.
16. National level Workshop on **"RECENT AMENDMENTS IN COMPANIES ACT 2013"** sponsored by IQAC OF THE NEW COLLEGE(AUTONOMOUS) organized by IQAC OF THE NEW COLLEGE(AUTONOMOUS) at CHENNAI during 27/05/2020 to 27/05/2020.
17. College level Seminar on **"WEBINAR ON ONLINE TEACHING THE NEW NORM"** sponsored by IQAC BISHOP HEBER COLLEGE organized by IQAC BISHOP HEBER COLLEGE at TRICHY during 21/05/2020 to 21/05/2020.
18. National level Seminar on **"ONLINE WEBINAR ON DIGITAL MARKETING"** sponsored by INDIAN INSTITUTE OF DIGITAL EDUCATION organized by INDIAN INSTITUTE OF DIGITAL EDUCATION at ONLINE during 12/05/2020 to 12/05/2020.
19. Regional level Seminar on **"JMC COMQUIZ"** sponsored by JAMAL MOHAMMED COLLEGE,TRICHY organized by JAMAL MOHAMMED COLLEGE,TRICHY at TRICHY,TAMILNADU during 05/05/2020 to 05/05/2020.
20. College level Workshop on **"Management Development Program"** sponsored by PG & Research Department of Management Studies,Bishop Heber College organized by PG & Research Department of Management Studies, Bishop Heber College,Trichy at Bishop Heber College,Trichy during 19/02/2020 to 19/02/2020.
21. State level Workshop on **"Faculty Development Programme"** sponsored by Department of Commerce and Financial studies,Bharathidasan University organized by NISM and Department of Commerce and Financial Studies, Bharathidasan Universities at Bharathidasan University Main Campus,Trichy during 15/02/2020 to 15/02/2020.
22. Regional level Workshop on **"Two Day Inter-Collegiate Faculty Development Programme on R Programming For Statistical Analysis"** sponsored by Department of Commerce, Bishop Heber College, Tiruchirappali. organized by Department of Commerce ,Bishop Heber College, Tiruchirappalli at Trichy during 22/01/2019 to 23/01/2019.
23. International level Conference on **"Emerging Trends in Service Sector in Transformation of Indian Economy"** sponsored by Bishop Heber College,Trichy organized by Department of Commerce, Bishop Heber College,Trichy at Trichy during 01/12/2017 to 01/12/2017.
24. National level Seminar on **"The Dynamics of Crowd funding"** sponsored by UGC organized by Department of Commerce, Sri G.V.G Visalakshi College for Women at Udumalpet during 23/12/2016 to 23/12/2016.
25. International level Conference on **"Recent Trends in Business and Finance"** sponsored by Bishop Heber College,Trichy organized by Department of Commerce,Bishop Heber College,Trichy at Bishop Heber College,Trichy during 05/10/2016 to 05/10/2016.
26. National level Workshop on **"Research Methodology and Quantitative Techniques in Social Science Research"** sponsored by UGC organized by Department of Commerce,AVVM Sri Pushpam College at Thanjavur during 29/01/2015 to 30/01/2015.
27. Regional level Workshop on **"Data Analysis for Strategic Decisions"** sponsored by Gnanam School of Business organized by Gnanam School of Business at Thanjavur during 12/12/2014 to 12/12/2014.
28. College level Workshop on **"Research Techniques and Data Anaysis"** sponsored by Department of Commerce organized by Department of Commerce ,Bishop Heber College at Trichy during 21/10/2013 to 21/10/2013.
29. College level Workshop on **"Examination Reforms and Evaluation"** sponsored by Bishop Heber College organized by Bishop Heber College at Trichy during 11/03/2011 to 12/03/2011.
30. National level Conference on **"New Business Development-Issues,Challenges and Opportunities"** sponsored by UGC organized by Department of Commerce,Bishop Heber College at Trichy during 12/02/2010 to 12/02/2010.

31. National level Conference on **"Indian Banking: Challenges in the Post Liberalisation Era"** sponsored by Department of Commerce organized by Loyola College at Chennai during 18/01/2007 to 19/01/2007.
32. National level Conference on **"IT for Banking Financial Services, Insurances & ITES"** sponsored by Department of Commerce organized by Madras Christian College at Chennai during 19/09/2006 to 20/09/2006.
33. College level Workshop on **"Curriculum Development and Evaluation"** sponsored by TANSCH, UGC AND Bishop Heber College organized by Academic Staff College, Bharathidasan University at Bishop Heber College, Trichy during 09/03/2006 to 11/03/2006.
34. State level Seminar on **"Contemporary Business Issues"** sponsored by P.G. Department of Commerce organized by R.V.S College of Arts & Science at Sulur, Coimbatore. during 26/02/2005 to 26/02/2005.
35. National level Seminar on **"Emerging Trends in Advertising & Salesmanship in the Global Era"** sponsored by Department of Commerce organized by Department of Commerce, The American College at Madurai during 01/02/2004 to 02/02/2004.
36. State level Orientation on **"General Orientation"** sponsored by Madras School of Social Work organized by Madras School of Social Work, Chennai at Chennai during 12/07/2000 to 21/07/2000.



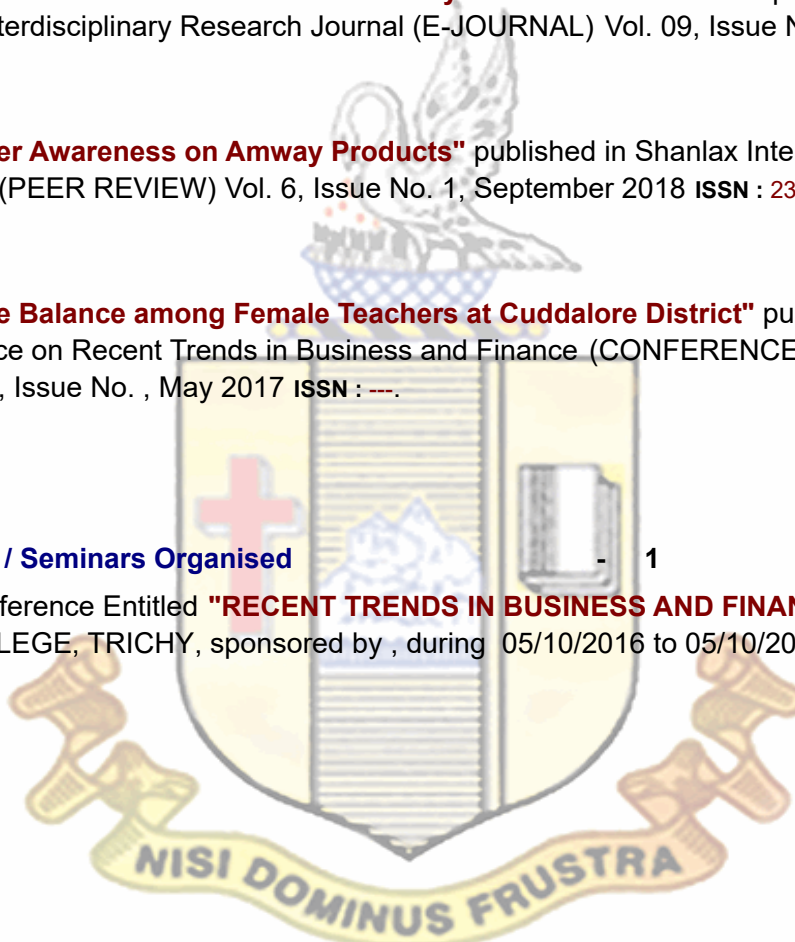
1. **"A STUDY ON STUDENTS TALENT MANAGEMENT-THEIR SELF ESTIMATION AND IMPROVEMENT"** in the National conference on *TALENT MANAGEMENT* sponsored by DEPT OF COMMERCE, organized by DEPT OF COMMERCE at BISHOP HEBER COLLEGE,TRICHY during 05/10/2012 to 05/10/2012.
2. **"A Study on Students Talent Management : Their self estimation and Improvement"** in the National conference on *Talent Management- A Potential Strategy to Empower an Enterprise* sponsored by Department of Commerce, organized by Department of Commerce,Bishop Heber College at Trichy during 05/10/2012 to 05/10/2012.
3. **"A STUDY ON LEADERSHIP STYLES AND TALENT MANAGEMENT IN AN INTERNATIONAL PERSPECTIVE"** in the International conference on *PERSONAL DYNAMISM IN ORGANISATIONAL DEVELOPMENT* sponsored by DEPT OF COMMERCE, organized by DEPT OF COMMERCE at BISHOP HEBER COLLEGE,TRICHY during 12/03/2012 to 12/03/2012.
4. **"A STUDY ON LEADERSHIP STYLES AND TALENT MANAGEMENT IN AN INTERNATIONAL PERSPECTIVE"** in the International conference on *PERSONAL DYNAMISM IN ORGANISATIONAL DEVELOPMENT* sponsored by DEPT OF COMMERCE, organized by DEPT OF COMMERCE at BISHOP HEBER COLLEGE,TRICHY during 12/03/2012 to 12/03/2012.
5. **"EMERGING TRENDS IN RETAIL MANAGEMENT"** in the National conference on *RETAIL MANAGEMENT* sponsored by DEPT OF COMMERCE, organized by BISHOP HEBER COLLEGE at TRICHY during 30/03/2007 to 30/03/2007.
6. **"A Study on Emerging Trends in Retail Management"** in the National conference on *Emerging Trends in Retail Management* sponsored by UGC, organized by Department of Commerce,Bishop Heber College at Trichy during 30/03/2007 to 30/03/2007.
7. **"INDIAN BANKING CHALLENGES IN THE POST LIBERALISATION ERA"** in the Select conference on sponsored by DEPT OF COMMERCE, organized by LOYOLA COLLEGE at CHENNAI during 18/01/2007 to 20/01/2007.
8. **"IT FOR BANKING ,FINANCIAL SERVICES,INSURANCES AND ITES"** in the National conference on *NATIONAL LEVEL SEMINAR* sponsored by DEPT OF COMMERCE, organized by MADRAS CHRISTIAN COLLEGE at CHENNAI during 19/09/2006 to 20/09/2006.
9. **"EMERGING TRENDS IN CUSTOMER SERVICES OF BANKS"** in the National conference on sponsored by UGC, organized by KHADIR MOHIDEEN COLLEGE at ADIRAM PATTINAM during 19/08/2006 to 20/08/2006.
10. **"EMERGING TRENDS IN CUSTOMER SERVICES OF BANKS"** in the National conference on *International Trade & Marketing-Emerging issues & Challenges after Liberalisation and Globalisation* sponsored by Planning Commission, organized by KHADIR MOHIDEEN COLLEGE at ADIRAM PATTINAM during 19/08/2006 to 20/08/2006.

1. **"A Study on Consumer Preference Towards Home care Products of Amway"** published in International Journal of Analytical and Experimental Modal Analysis (PEER REVIEW) Vol. XI, Issue No. IX, September 2019 ISSN : 0886-9367.
2. **"A Study on Consumer Preference Towards Amway Personal Care Products"** published in JAC:A Journal of Composition Theory (PEER REVIEW) Vol. XII, Issue No. IX, September 2019 ISSN : 0731-6755.
3. **"A Study on Satisfaction of Consumers towards Amway Health Care Products"** published in Online International Interdisciplinary Research Journal (E-JOURNAL) Vol. 09, Issue No. 3, February 2019 ISSN : 22499598.
4. **"A Study on Consumer Awareness on Amway Products"** published in Shanlax International Journal of Commerce (PEER REVIEW) Vol. 6, Issue No. 1, September 2018 ISSN : 23204168.
5. **"A Study on Work Life Balance among Female Teachers at Cuddalore District"** published in International conference on Recent Trends in Business and Finance (CONFERENCE PROCEEDING) Vol. 7, Issue No. , May 2017 ISSN : ---.

Conferences / Workshops / Seminars Organised

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1. International level Conference Entitled **"RECENT TRENDS IN BUSINESS AND FINANCE"** at BISHOP HEBER COLLEGE, TRICHY, sponsored by , during 05/10/2016 to 05/10/2016.



Signature of Staff
(P.SENTHIL KUMAR)