

CURRICULUM VITAE

**DR. J. SURESH KUMAR, MBA., Ph.D.,
ASST.PROFESSOR ,
SHREE CHANDRAPRABHU JAIN COLLEGE,
Minor,
CHENNAI METRO.**



Affiliations:

Associate Professor (Formerly), Bangalore.
Associate Professor (Formerly), UOG, Ethiopia.

Former Member – Board of Studies, Bangalore North University. Compiled Syllabus for Bangalore North University on CBCS system.

Former Member – Board of Studies, Garden City University (Deemed to be University), Bangalore.

Visiting Professor (Formerly) – Management Studies, Distance Education Mode, Anna University, Chennai.

A BRIEF PROFILE

Worked as Asso.Professor in Army Institute of Hotel Management, Bangalore. Before to that assignment, I worked as Associate Professor in School of Business and Economics, University of Gondar, Gondar, Ethiopia. Before joining UOG, I worked as Associate Professor and Head in the Department of Management Studies, Apollo Engineering College and as Associate Professor in B School in Hindustan University, Chennai, which is rated as one of the top Universities in Tamil Nadu. Previously, I was worked as founder HOD for Management Studies in JNN Institute of Engineering, Chennai. I worked as Lecturer in DB Jain College for 1 year, & worked as Lecturer in Mohammed Sathak College of Arts and Science for about 4 years. I started my teaching career in 2002 with SRM University which is one of the top ranked Universities in India. I had published various articles in Journals and presented papers in National and International Conference.

CAREER OBJECTIVES

- *To be in a challenging profession where I can utilize my skills and put in my best for the personal and institutional / organizational efficiencies.*
- *To strengthen my skills and knowledge in the area of Services Marketing and CRM.*

AREA OF RESEARCH INTEREST

- *Marketing & Service Marketing*

AREA OF TEACHING INTEREST

Marketing Management, Human Resource Management, Digital Marketing, Organizational Behaviour, Business Research Methods, Principles of Management, Entrepreneurship Development, Services Marketing, CRM., Consumer Behaviour, Brand Management, Managerial Behaviour & Effectiveness, EDP., Business Law

<i>Degree/Certificate</i>	<i>Institution</i>	<i>Specialization</i>	<i>Achievement</i>	<i>Year</i>
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ACADEMIC QUALIFICATION

Ph.D., (Management- Commerce) Examiner	University of Madras	Services Marketing	Highly Commendable report from Foreign	2009
M.B.A., (Regular) of Madras	Jaya Engg. College of Madras	Marketing, HR I Class		1999 University
B.Sc., of Madras	Vel's College of Science Management	Hotel	Rank Holder	1997 University
HSC Tamil Nadu	State Board Chemistry, Biology	Maths, Physics,	67%	1994

Ph.D., Thesis: Service Quality in Hospitality Industry – A Study with particular reference to Hotel Industry.

TEACHING EXPERIENCE

SCP Jain College, Chennai,
Asst. Professor

11th July 2019 till date

- ✓ Working as Asst. Professor
- ✓ Handling subjects like Entrepreneurship Development, Marketing Management, Business Communication, HRM, Principles of Management.
- ✓ Ensuring effective teaching-learning process and produced 90% of result in both odd and even semesters.
- ✓ Acted as Organizer for National Seminar on the theme “Media Strategies for Marketing” and as Chief Editor for editing and publishing the research papers in UGC Care list Journal.

Aihm&ct., Associate Professor

2nd January 2016– April 2019

- ✓ Worked in Army Institute, Bangalore. Handled Management Subjects like Services Marketing, HRM., Principles of Management, Organizational Behaviour, BRM and Entrepreneurship Development.
- ✓ Ensured effective Teaching-Learning process, produced 90% of result all the time and prepared study materials.
- ✓ Organized Industrial Visits & Visiting faculties.

- ✓ Students counseling, Mentoring and preparing students for attending campus placements.
- ✓ Published research articles and papers.
- ✓ Worked as ODC Co-ordinator which is one of the important aspect for IndustryInstitution relationship.

Ethiopia, Associate Professor

20th October 2014- August 2015

- ✓ Worked at University of Gondar, Ethiopia. Conducted day-to-day classes.
- ✓ Prepared syllabus for the given subject.
- ✓ Prepared study materials for the given subject. ✓ Conducted University exams.

Apollo Engineering College, 25th August 2011- April 2014
Associate Professor & Head

- ✓ Worked as Head, Dept. of Management Studies, Apollo Engineering College.
- ✓ Lead the team and allocated subjects to the various faculties.
- ✓ Conducted regular meetings and mentored the faculties with respect to teaching aspects.
- ✓ Organized and co-ordinated various events like Visiting Faculties, Industrial visits.
- ✓ Conducted Students seminar and various events through students Forum.
- ✓ Prepared course material for the respective subjects.
- ✓ Organized soft skill and placement training for the students.
- ✓ Student's guidance with respect to final projects.
- ✓ Ensured effective Teaching-Learning process to acquire optimum results.
- ✓ Coordinated with other Engg., Departments in handling various Management subject.
- ✓ Indulge in research activities like publishing research articles in various Journals with Issn. No. and International conferences.

Hindustan University, 21st June 2010- April 2011
Associate Professor & Research Co-ordinator.

- ✓ Worked as Associate Professor, Department of Management Studies, Hindustan University.
- ✓ Conducted day to day classes.
- ✓ Subjects like Services Marketing, Consumer Behaviour, CRM, TQM, BRM, were handled and prepared course material.
- ✓ Students mentoring and counseling.
- ✓ Exam Coordinator for conducting departmental internal exams.
- ✓ Organized guest lecture and Industrial Visits.
- ✓ Discharged following duties as Research coordinator.

- Conducted exam for the research scholars those want to pursue Ph.D., and submit the detailed report with recommendation.
- Guided research scholars
- Allocated research supervisors and constitute Doctoral Committee. -
Constantly pursue research activities.

JNN Institute of Engineering, September 2009- May 2010
Asst.Professor & Founder HOD.,

- ✓ Worked as Head, Department of Management Studies, JNN Institute of Engineering.
- ✓ Lead the team and allocated subjects to the various faculties.
- ✓ Conducted regular meetings and mentored the faculties with respect to teaching aspects.
- ✓ Organized and co-ordinate various events like Visiting Faculties, Industrial visits, Conducted Students seminar and various events through students Forum.
- ✓ Organized soft skill and placement training for the students.

DB Jain College, Lecturer

August 2008 – August 2009

- ✓ Worked as Lecturer in DB Jain College.
- ✓ Conducted day-to-day classes and prepared course material.

Mohd. Sathak College of Arts & Science, Lecturer

July 2004 – July 2008

- ✓ Worked as Lecturer in Department of Hotel Management, Mohd. Sathak College of Arts & Science.
- ✓ Conducted day-to-day classes and prepared course material.
- ✓ Organized Industrial Visit and Guest Lecture.

SRM University, Lecturer

August 2002 – August 2004

- ✓ Worked as Lecturer in department of Hotel Management, SRM Arts & Science College.
- ✓ Conducted day-to-day classes and prepared course material.

MEMBERSHIP

Associate Member in Madras Management Association since 2010.

EDUCATIONAL/PROFESSIONAL PROGRAMMES/COURSES

1. Attended FDP (Train the Trainer), Organized by SRM University for 3 days in 2003.
2. Attended UGC Sponsored Orientation Course, Organized by University of Madras, 27 days May 2005.
3. Attended Faculty Enrichment Programme organized by Hindustan University for 3 days during July 2010.
4. Attended Various programmes organized by MMA(Madras Management Association)
5. Participated Workshop (FDP) on the topic “Guidance & Counseling Skills for Teaching Faculties” organized by Army Institute of Hotel Management, Bangalore.1 day 5th September 2014,
6. Organized a NATIONAL COLLOQUIUM 2017 ‘Creating Experience using Technology for Millennial Guests’ at “Army Institute of Hotel Management, Bangalore.
7. Participated in FDP on the topic “Innovation Methods in Class Room Teaching Using Emotional Intelligence & Technology”IQA Cell, Army Institute of Hotel Management.
8. Attended online FDP on the title “Learning Through Gamification” organized by PSNA College of Engineering & Technology, Dindigul.
9. Attended Webinar on “Leadership Development Programme” on Covid-19 Pandemic: Transformation through Heartful Leadership” organized by RV Institute of Management, Bangalore.
10. Attended two days hands on Training on “Technology Assisted Teaching Tools”, conducted by Teaching Learning Centre, Coimbatore Institute of Technology, under PMMMMNMTT, Department of Higher Education, MHRD.
11. Participated in Edspire webinar series 2019-2020, on the topic “Managing Stress & Emotional & Mental Well-Being during the COVID-19, crisis for Educators”.
12. Successfully completed “The Fundamentals of Digital Marketing” Certification programme conducted by Google Digital Garage, Google.
13. Participated National Webinar on “Use of Elsevier tools in Research Workflow” organized by Department of Commerce, University of Madras in association with Elsevier.
14. Participated online webinar series “Hospitality & Tourism post COVID -19: Opportunities & Challenges” organized by Institute of Hotel & Tourism Management, Maharishi Dayanand University, Haryana.

15. Participated in “Moodle Learning Management System” organized by SRM Institute of Science & Technology, Chennai, Training offered by Spoken Tutorial Project, IIT Bombay.
16. Participated National Webinar on “An Insight into NAAC-RAF” organized by IQAC, V.O. Chidambaram College.
17. Successfully completed 2 weeks FDP Programme on “Managing Online Classes & CoCreating MOOCS” from 20th April -06th May 2020, organized by Teaching-Learning Centre, Ramanujan College, Delhi, Sponsored by MHRD. Under PMMMNMTT.
18. Successfully completed 2 weeks online Workshop on “Comprehensive E-Learning to ETraining guide for Administrative Work” from 25th May – 05th June 2020 Organized by Teaching-Learning Centre, Ramanujan College, Delhi, Sponsored by MHRD. Under PMMMNMTT.
19. Successfully completed 4 week Induction/Orientation programme for Faculty in Universities/Colleges/Institutes of Higher Education from 04th June – 01st July 2020 Teaching-Learning Centre, Ramanujan College, Delhi, Sponsored by MHRD. Under PMMMNMTT.
20. Successfully completed FDP programme on “Digital Education Tools for Teachers” held by Department of Management Studies, University of Madras from 18th to 20th June 2020.
21. Successfully attended the series of workshop organized by the “Sabargamuwa University” of Srilanka in association with Emerald Publishing and Gulf Medical University, on “Writing Impactful Research”
22. Successfully participated in One day National Level Webinar on “The Future of Accounting(Cloud Based Accounting) organized by Department of Commerce(Professional Accounting), Rajapalayam Raju’s College, Rajapalayam, Tamil Nadu.

RESEARCH EXPERIENCE

a. Ph.D., Thesis Evaluation

Evaluated a Ph.D., Thesis as Foreign Examiner Titled “Service Quality of Life Insurance Corporation of India” which has been submitted to University of Madras. Based on my report, the research scholar has been awarded Doctorate Degree.

b. Research Supervision and Coordination

Research Coordinator in B-School, Hindustan University since 2010 to 2011. My responsibility was to conduct Entrance test for research scholars those wants to pursue Ph.D., in Hindustan University and recommended the Dean-Research whether he/she can be admitted for registration, followed by Research Supervisor allocation and forming Doctoral Committees with the help of external supervisors those who work in various other Universities.

Research Supervisor(MBA Projects) supervised many MBA 1projects in the area of Marketing and Human Resources since 2010.

Research Supervisor(BBA Projects) supervised many UG projects in the area of Business and Management.

c. Research Paper in Refereed Journal

. Research article titled “Competitive challenges of Indian Tourism and Hospitality Industry – An Analysis” has been published in e-journal called International Journal of Business Economics and Management Research (ISSN (online) 2229-4848) by Sri Krishna International Research and Educational Consortium.

2. An Article titled “Service Quality in Hospitality Industry” has been published in the Journal called GNJMDR with ISSN Number 2277-1409. Issue 1. Vol.1.

3. An Article titled “Influence of children in family purchase Decision-making in India: A diagnostic study” has been published in the Journal called GNJMDR with ISSN Number 22771409 . Issue 2. Vol. 1. Pp.50-55.

4. An Article titled “Factors affecting knowledge management adoption and practice in an organization: A Diagnostic Study” has been published in the journal called International Journal of Contemporary Management Studies with ISSN 2321-9084, Issue 1, Vol.1, Pp.30-35.

5. An Article titled “Relationship of customer satisfaction, service quality and customer value in Hospitality Industry – An empirical study” has been published in the Journal called GNJMDR with ISSN Number 2227-1409 in issue 3, Vol.1. Pp.66-71.

6. Published an article titled “Strategies & impact of on-line Marketing – A Study with specific reference to social media marketing” in Emperor International Journal of Finance Management Research (EIJFMR), impact factor: 1.14, and ISSN.2395-5929, UGC Jr. No.45308. published in 5th November 2017, Pp.48-54.

7. An article titled “The psychology of colour influences consumers buying behavior – A diagnostic Study” is published in Ushus-Journal of Business Management 2017, Vol. 16, No. 4, 1-13 ISSN 0975-3311|<https://doi: 10.12725/ujbm.41.1>, Google Scholar, H-index=1, I-index =1.
8. An article titled “A conceptual framework of successful CRM and its significance to effective Marketing in Financial Sector - An Empirical Study with special reference to Chennai.It has been published in Journal “Business Plus” with ISSN No.0975-9336.
9. Published an article titled “An Empirical Study on Email Marketing - Its Recompenses, Detriments & Challenges in Chennai City” in UGC Care listed Group I Journal, ISSN Number: 2347-6648 , Pp. 2071-2079.
10. Submitted an abstract/proposal for contributing a book chapter in edited volume of book. Awaiting for the acceptance of proposal.
11. Currently working on an article titled “Neuro Marketing and Its Various Tools Equally a Tool of Marketing - A Diagnostic Study”.
12. Currently working on an article titled “Content Marketing in B2B marketing – A diagnostic study”.

d. Participation/Papers presented in International/National Conference

1. Participated in UGC sponsored National Seminar on “WOMEN EMPOWERMENT THROUGH SELF HELP GROUPS” on 11.12.2010 AT DB JAIN COLLEGE, THURAIPAKKAM, CHENNAI 600 097.
2. Presented a paper on the title “Managing Work Force Diversity in present scenario” in National Conference on the theme “Human Resource Practices – Current trends and Challenges” in Apollo Engineering College.
3. Presented an Paper titled “Green Marketing – Its Importance and Conceptual framework” in International Conference on “Innovative Management Strategies for Emerging Business Paradigms” on 28th January 2012, organized by “Adaikalamatha Institute of Management(AIM), Adaikalamatha College, Vallam, Thanjavur 613 403. It’s been published in the edited volume of book with ISBN 978-81-909038-1-3, Pp.84-85.
4. Participated in One Day Workshop (FDP) “Guidance & Counseling Skills for Teaching Faculties “on 5th September 2014, Organized by Army Institute of Hotel Management, Bangalore.
5. Presented a paper titled “Job Competencies in the Hospitality Industry to have a successful career – A Descriptive Study, in UGC Sponsored Seminar at Mount

Carmel College, Bangalore, It has been published in edited volume of Seminar proceedings with ISBN No.978-93-85777-27-1.

6. Participated in a Forum on “Hospitality Challenges – The ARM Paradigm” at Army Institute of Hotel Management, Bangalore on 25th February 2016.
7. Organized a **NATIONAL HOSPITALITY COLLOQUIUM - 2017** ‘Creating Experience using Technology for Millennial Guests’ at “Army Institute of Hotel Management, Bangalore.
8. Convenor for International Webinar on the title “An Overview of Drafting & Publishing Research Articles in Indexed Journal” organized by SCP Jain College.
9. Participated in International Webinar on the topic ‘Transforming Hospitality & Tourism Learning through Easy E-Solutions’ Organized by Dr. D.Y. Patil Institute of Hotel Management & Catering Technology.

PERSONAL INFORMATION

NAME	:	Dr. J. Suresh Kumar
FATHER’S NAME	:	A. Janakiraman,
DATE OF BIRTH	:	28.11.1976
AGE	:	45 YEARS
SEX	:	MALE
NATIONALITY	:	INDIAN
MARITAL STATUS	:	MARRIED
LANGUAGE SKILLS	:	<u>SPEAK</u> <u>READ</u> <u>WRITE</u> ENGLISH ENGLISH ENGLISH TAMIL TAMIL TAMIL HINDI HINDI HINDI

REFERENCES

1. Dr. V. Nagajothi, MBA., M.Phil., Ph.D.,
Principal,

Shree ChandraPrabhu Jain College,
Minjur, 601 203.
Ph. No.9444483871

2. Dr. Nambi Raja Sudalai, M.Com., MBA., Ph.D.,
HOD., Corporate &SecretaryShip,
Mohamed Sathak College of Arts & Science,
Sholinganallur, Chennai. Ph.No. 7418247615.

DECLARATION

I hereby declare that all the information furnished by me in this application and the documents I have submitted in support of my application are true, complete, and correct to the best of my knowledge and belief.

Place: Chennai. DR. J. SURESH KUMAR.