

K.S.R. COLLEGE OF ENGINEERING, TIRUCHENGODE – 637 215.**(AUTONOMOUS)****DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION (MBA)****FACULTY PROFILE**

- 01. Name** : Mr.K.Sivasubramani
02. Designation : Assistant Professor
03. Date of Birth : 28.03.1993
04. Date of Joining : 03.08.2016
05. Qualification : B.Sc(IT), MBA, (Ph.D)



S. No.	Name of the Degree	Specialization	Name of the Institution / University	Name of the University	Year of		Class & % of Marks
					Admitted	Completed	
1.	Ph.D.,	Marketing	Kongu arts And Science College	Bharathiar University	2019	Pursing	-
2.	MBA	Finance and Marketing	Nandha Engineering College	Anna University, Chennai	2014	2016	First Class with Distinction & 88%
3.	B.Sc(IT)	Information Technology	Nandha Engineering College	Anna University, Chennai	2011	2014	First & 70%

06. Experience, Promotion & Designation Details (Chronological):**a. Teaching:**

S. No.	Name of the Institution	Designation	Nature of work	Period	
				From	To
1.	Subavalar Industries	HR and Finance Manager	Recruiting and Cash Maintained	01.11.2015	01.08.2016
2.	K.S.R. College of Engineering	Assistant Professor	Teaching	03.08.2016	Till date

07. Publication Details:**a. International:**

S. No.	Name of the author(s)	Title of the Research Paper	Publisher / Journal Name with full Expansion	Month & Year of publication	ISSN No.	IF / SJR / SNIP / H index / K index	Impact Factor
1	Mr.K.Sivasubramani	Artificial Intelligence: A Human Resource Management Perspective	African Journal of Biological Science (Scopus)	July 2024	2663-2187	-	1.08

2	Mr.K.Sivasubramani	360° Degree Performance Of Employees With Special Reference To Christy Friedgram Industry, Tiruchengode	Business, Management and Economics Engineering (Scopus)	July 2024	2669-2481 eISSN: 2669-249X	-	3.2
3	Mr.K.Sivasubramani	A Study On Sales Promotion Tools With Special Reference To IT Industry.	Journal of Survey in Fisheries Sciences (Scopus)	July 2023	2185-2191	-	0.69
4	Mr.K.Sivasubramani	A Literature Review Of Preparation Of Human Resource Auditing And Its Challenges	Bio Gecko - A Journal for New Zealand Herpetology (Scopus)	April 2023	2230-5807	-	1.528
5	Mr.K.Sivasubramani	A study on rotational shiftwork and its impact on employee Performance	Education and Society (शिक्षण आशण समाज) (UGC Care Journal)	October – December 2022	2278-6864	-	6.718
6	Mr.K.Sivasubramani	A Study Of B2B Customer Satisfaction	Madhya Bharti (मध्य भारती) UGC Care Group I Journal	July – December: 2022	0974-0066	-	6.28
7	Mr.K.Sivasubramani	A Study On Employee Attrition And Retention With Special Reference In Aruna Textiles, Erode.	South India Journal Of Social Sciences UGC Care Approved, Group I, Bi-Annual Journal,	July – December 2022,	0972 – 8945	-	6.18
8	Mr.K.Sivasubramani	A Study On Employers Safety And Healthy Measures	South India Journal Of Social Sciences UGC Care Approved, Group I, Bi-Annual Journal,	July – December 2022,	0972 – 8945	-	6.18
9	Mr.K.Sivasubramani	A Study On Organizational Culture And Its Impact On Employee Behavior On Thenpandian Spinning Mill's Nambiyur	South India Journal Of Social Sciences UGC Care Approved, Group I, Bi-Annual Journal,	July – December 2022,	0972 – 8945	-	6.18

10	Mr.K.Sivasubramani	A Study On Marketing Strategy	South India Journal Of Social Sciences UGC Care Approved, Group I, Bi-Annual Journal,	July – December 2022,	0972 – 8945	-	6.18
11	Mr.K.Sivasubramani	A Study on Investment Patterns and Investment Preference of Retail Investors Post Covid 19	Shodhsamhita: Journal of Fundamental & Comparative Research	Dec 2021	2277-7067	-	5.023
12	Mr.K.Sivasubramani	A study on customer preference towards purchase of Sedan types of cars with special reference to erode city	Shodhsamhita: Journal of Fundamental & Comparative Research	Dec 2021	2277-7067	-	5.023
13	Mr.K.Sivasubramani	A Study On Financial Analysis With Special Reference To Sundaram Claytons	Journal of the Asiatic Society of Mumbai	June 2022	0972-0766	-	-
14	Mr.K.Sivasubramani	Digital Marketing (A theoretical Approach)	Shanlax International Journal	Aug 2019	2320-4168	-	4.118
15	Mr.K.Sivasubramani	Emotional Intelligence	International Journal of Scientific Research and Review	Oct 2018	2279-543X	-	6.1
16	Mr.K.Sivasubramani	Human Migration and labour Migration	Journal of management Research and Analysis	12-13 March 2019	2394-2762	-	6.303
17	Mr.K.Sivasubramani	Impact of Demonetisation on Indian economy-Issues and Challenges	SHANLAX international Journal	5 th Jan 2018	2320-4168	-	4.118
18	Mr.K.Sivasubramani	Foreign Direct investment and economic growth	SHANLAX International Journal	Jan 2018	2320-4168	-	4.118
19	Mr.K.Sivasubramani	E-governance: past, present and future in India	International Journal of Intellectual	March 2018	2348-2079	-	2.0

			Advancements and Research In Engineering Computations				
20	Mr.K.Sivasubramani	A Study On Preference To Wards Online Shopping Among College Students With Reference To Erode Region	International Journal of Intellectual Advancements and Research In Engineering Computations	March 2018	2348-2079	-	2.0
21	Mr.K.Sivasubramani	A study on problems faced by farmers with special reference to erode district	International Journal of Intellectual Advancements and Research In Engineering Computations	March 2018	2348-2079	-	2.0
22	Mr.K.Sivasubramani	A Study On Preference Towards Online Shopping Among College Students With Reference To Perundurai Region	International Journal Of Emerging Technology in Engineering Research(IJETE R)	Dec-2016	2454-6410	-	4.2
23	Mr.K.Sivasubramani	A study on impact of diabaties with special reference to Erode District	International Journal Intellectual Advancements And Research In Engineering Computations	April 2017	2348-2079	-	2.0

Summary:

National Level		International Level	
Journal(s)	Conference(s)	Journal(s)	Conference(s)
-	-	23	-

08. Details of Winter/Summer Schools Attended (all faculty enrichment programme): (FDP)

S. No.	Name of the programme	Organized by	Date & Duration
1.	Five days online FDP on innovative Entrepreneurship and Startup Ecosystem	Department of Management Studies, Paavai Engineering College, Namakkal.	06-10 May 2024.
2.	Five-Day Short Term Training Program on “Scientific Writing & Publishing”	Sarala Birla University, Ranchi - Jharkhand	31 st July to 4 th August, 2023.

3.	One Day Faculty Development Programme on Data Analysis using SPSS	Department of MBA, IIMS, Bengaluru	08.02.2023
4.	Faculty Development Program on Creation of start ups in campus adopting experiential pedagogical teaching methods	KS Rangasamy College of Technology	18.07.2022-23. 07.2022
5.	Faculty Development Program on Next Gen teaching par excellence	Sree Saraswathi Thyagaraja college	June 2- 8 , 2021
6.	Faculty Development Program on research and application Perspectives of Artificial Intelligence	KPR Institute of Engineering and Technology and Sree Saraswathi Thyagaraja College	16.06.2021 to 21.06.2021
7.	Faculty Development Program on Revival Strategies For Turnaround of Indian Economy from Management Perspectives	Department of MBA, K.S.Rangasamy College of technology	September 06-19, 2021
8.	Faculty Development Program on Five Day Business Connect Series	School of Management & Social Science , Nehru Arts and Science College	26.07.2021-30.07.2021
9.	Faculty Development Program on International Webinar Series	Firebird Institute of Research in Management	05.12.2020
10.	Summer Virtual FDP on Next Gen Teaching Par Excellence	School of Management & School of Commerce of Sree Saraswathi Thyagaraja College	02.06.2021- 08.06.2021
11.	Faculty Development Program on Success Mantra to Promote Higher Education in Digital Era; Teach to learn and Learn to Teach	Sponsored by AICTE, Department of MBA, KSR College of Technology	8.7.19 to 21.7.19
12.	Faculty Development Program on Fostering Ethics, moral Value and Character Building in Technical Education	Sponsored by AICTE, Department of MBA, Nandha engineering College	24.6.2019 to 07.07.2019
13.	Faculty Development Program on Faculty Refresher Program	Department of MBA, Nandha engineering College	01th July 2017
14.	Faculty Development Program on Economic Development through Digital Transformation	KSR Schools of Management	11.09.17-24.09.17

09. Details of Workshops/ Seminars Attended:

S. No	Name of the programme	Organized by	Date & Duration
1.	AI In Management	SRM University, AP	25.04.2024
2.	Workshop on Intellectual Property Rights and IP Management for Startup	Rajiv Gandhi College of Management Studies, Navi Mumbai.	24.04.2024

3.	Workshop on Intellectual Property Rights	KSR College of Technology	04.11.2023
4.	“2nd IEEE International Interdisciplinary Humanitarian Conference for Sustainability (IIHC-2023)” 356 Enhancing Financial Market Reg-Ulation For Unified Payments Interface (Upi) In India Using A Time-Series Deep Learning Approach	Sri Venkateshwara College of Engineering (SVCE), Bangalore.	3rd & 4th Nov, 2023
5.	Two week national level virtual workshop on advanced research methodology	SRM Institute of Science and Technology , Ramapuram Campus	3.07.2023 – 18.07.2023
6.	Challenges of Ethical Issues in Digital Era	International Conference on Innovations in science, Engineering and Technology for Sustainable development – Muthayammal Engineering College	30.01.2023-31.01.2023
7.	Commodity Derivatives Market	National Commodity & Derivative Exchange Limited (NCDEX).	16.11.2022
8.	Conclave on Management Education “ Academic Leadership”	Periyar University , Salem	14.11.2022
9.	Commodity Derivatives Market	National Commodity & Derivative Exchange Limited (NCDEX)	16.11.2022
10.	Conclave on management Education “ Academic Leadership”	Department of MBA, Periyar University, Salem	14.11.2022
11.	Wealth Creation Through Management of Personal Finance	Department of Economics and Management Studies, St. Joseph University, Dimapur, Nagaland	01.09.2021
12.	International webinar on Critical Management Studies	Firebird Institute of Management, Coimbatore	05.12.2020
13.	Channel Marketing in Digital Era	K.S.R. College of Arts & Science for women, P.G.Dept of Commerce (CA)	19.9.2019
14.	Emotional Intelligence	KSRCASW	24.08.2018
15.	Writing Successful Proposal to Funding Agencies	KSR Institute of Engineering and Technology	31.08.2018
16.	Marketing Challenges in 21st century	N.K.R.Government arts College for Women	28.08.2018
17.	Exchange Rate Policy	P.M.P.Arts and Science College	07.02.19

18.	Future prospects and challenges of rural banking in india	N.K.R.Government arts and Science College	28.08.2018
19.	Role of Women in Upliftment of Textile Industry	Sardar Vallabhbhai Patel International School of Management, Coimbatore.	22.03.19
20.	Problem Based Learning	National Institute of Technical Teachers Training and Research, Kolkata	11.02.2019 to 15.02.2019
21.	Business Analytics in the Era of Industry 4.0	Firebird Institute of Research in Management, Coimbatore.	08.02.2019
22.	Impact of Demonetisation on Indian economy-Issues and Challenges	KSR College of Arts and Science For Women	5 th January 2018
23.	Foreign Direct investment and economic growth	Vivekanandha College of arts and Science for Women, Tiruchengode.	24 th and 25 th January 2018
24.	Contemporary Issues and Banking	Sengunthar Arts and Science College.	01 th February 2018
25.	Paradigm Shift in ethics, values and corporate governance	Pondicherry university, Pondicherry.	9 th and 10 th March 2018
26.	E-governance: past, present and future in India	Nandha Engineering College, Perundurai.	23 rd March 2018
27.	A study on problems faced by farmers with special reference to Erode district	Nandha Engineering College, Perundurai.	23 rd March 2018
28.	Contemporary Issues of Modern Research	Nandha Arts and Science College, Perundurai.	7 th Sep 2016
29.	Data Analytics Using R-Studio	Department of MBA Kongu Engineering College, Perundurai.	17 th and 18 th Nov 2016
30.	Consumerism & its Effect's on Globalization	Kamadhenu arts and Science College.	10 th Feb 2017
31.	A Study on Demonetisation impact in Tamilnadu	N.K.R Govt.Arts College For Women.	3 rd Feb 2017
32.	A study on impact of diabetics with special reference to Erode District	Nandha Engineering College, Erode.	25 th March 2017

10. Details of Guest Lecturer / Resource Person / Session Chair inside and outside the college: (FDP / Training / Workshop / Seminar / Conference)

Sl. No	Name of the programme	Organized by	Date & Duration
1	Workshop on Problem Solving and Ideation	KSR College of Arts and Science For Women	07.12.2023
2	Guest lecture on Investment management	Department of Management Studies (MBA), Nandha Engineering College, Perundurai.	14.10.2023

3	Innovation and Technological Entrepreneurship	KSR College of Arts and Science College	08.02.2023
4	Current Trends in Operations Management	Department of Management Studies (MBA), Nandha Engineering College, Perundurai.	14.02.2023

11. Area of Interest :

Research (Ph.D)	Degree (PG)	Degree (UG)
Marketing	Marketing and Finance	Information Technology

12. Professional Membership : ISTE

13. Patent Details:

Patent Details	Patent Number	Published Date
Title: Customer Feedback Analysis To Improve Products And Services Field of Invention: Management	202441030169	19.04.2024
Title: A Customer Segment Analysis Tool for Cosmetics Products. Field of Invention: Management	202041017339	05.06.2020

14. Faculty Internship :

Name of the Company	Duration
Podaran Foods India Private Limited, Kangayam	14.09.2023- 23.09.2023
SSN Dairy Farm , Namakkal	19.10.2021 - 01.11.2021

15. Funding Details :

Name of The Organization	Sanction Year	Amount Received
National Human Rights Commission, New Delhi	2022	Rs.78,000

16. Book Publication :

Name of The Book	Publisher	Year of Publishing
The Rise of AI In Management: Enhancing Efficiency And Innovation	Innovation Online Training Academy	Feb 2024
Banking and Financial Services	Prime International Publication	Jan 2024

17. National / International Level Faculty Award :

S.No	AWARD DETAILS	AGENCY NAME
1.	Research Excellence Award 2023	Association of Global Academician and Researchers (AGAR)
2.	Academic Excellence Award 2022	Association of Global Academician and Researchers (AGAR)

18. Certification Course :

S.No	NAME OF THE COURSE	CERTIFICATION DETAILS
1	Strategic Management	Coursera – Copenhagen Business School
2	Introduction to digital transformational Part -2	Coursera – UNA Darden (Darden School Foundation)
3	Global Impact : Business Ethics	Coursera – ILLINOIS
4	Research Methodologies	Coursera – Queen Marry (University London)

19. Self-Appraisal

Major Strengths: Commitment to the work and Adjustable with others and Finish the work on time.

20. ORCID ID

0009-0000-6049-344X



(Mr.K.Sivasubramani)