

Dr. N.S.Santhi

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Salem – 636 003, Tamil Nadu, India
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EXPERIENCE

01.11.2015 - Till now	Head & Professor, Department of MBA, KSR College of Engineering, Tiruchengode.
01.06.2007 - 31.10.2015	Assistant Professor, Department of MBA, KSR College of Engineering, Tiruchengode.
09.06.2005 - 15.05.2007	Lecturer, AVS College of Arts and Science, Salem.
16.06.2004 - 11.05.2005	Lecturer, Bharathiyar Arts and Science college for Women, Salem.

ACADEMIC QUALIFICATION

2014	Ph.D, Anna University, Chennai
2007	Master of Philosophy in Management. Alagappa University, Karaikudi, Tamil Nadu, India
2004	Master of Business Administration . Indira Gandhi National Open University, India
2000	Bachelor Business Administration. Madras University, Chennai, India

COMPUTER PROFICIENCY

Operating System	MS Windows, DOS, Linux, Unix
Languages	Java, C++, C, Javascript
DBMS/RDBMS	Oracle, SQL Server, MS Access 2000, Foxpro

Development Tools	VB, VC++, Visual Foxpro
Application Software	MS – Office, Autocad, Tally
Statistical Tools	SPSS

VARIOUS POSTIONS HELD IN THE INSTITUTE

- Institutional NAAC Co-ordinator
- Head of the department
- Women's Empowerment cell Coordinator
- Planning and Evaluation Coordinaor
- Project Guide
- Academic Coordinator
- AICTE internal audit Coordinator
- ISO internal audit coordinator
- Anna University internal audit co-ordinator
- Autonomous audit coordinator
- Knowledge Sharing Program coordinator
- News bulletin coordinator
- Class Advisor
- Lab In charge for computer lab
- Other college Event Coordinator

VARIOUS POSTIONS HELD AT THE UNIVERSITY LEVEL

- Chairman of Board of Studies
- Chief Examiner for Paper valuation
- University Representative for end-sem examinations
- Question paper setter for various universities and Autonomous Colleges
- Internal / External Examiner for Practical Exams
- Internal / External Exam Supervisor

NUMBER OF PROJECTS GUIDED

MBA Projects : 120

M.Phil Projects : 02

RECOGNITION

1. Ph.D Supervisor(Supervisor ID : 2880023) recognition by Anna University, Chennai
2. Resource person for the AICTE Sponsored FDP on “Social media marketing strategies” organized by KS Rangasamy college of Technology on 06-09-21.
3. Delivered a lecture on “Cost allocation, Customer profitability analysis & sales variance analysis, Financial statement analysis” on 1-03-2021 organized by the department of Fashion Management Studies, NIFT, Chennai.
4. Guest speaker for the EDI- TSTEDB sponsored National Level Entrepreneurship Awareness Camp organized by KSR College of Engineering, Tiruchengode – 637 215 on 15-10-2018.
5. Board of Studies Member of the Management of Nehru Arts and Science college , Coimbatore during the period 2019-2020
6. Resource person for the International Conference on “Marketing Challenges on the 21st Century”, organized by the NKR Government arts college for women, Namakkal, 28-08-2018
7. Acted as a resource person for the guest lecture on Research Skills for Managers on 07-02-2017 organized by the department of Business Administration, Kamadhenu Arts and Science College, Sathyamangalam.
8. Guest speaker for the EDI- TSTEDB sponsored National Level Entrepreneurship Awareness Camp organized by KSR College of Engineering, Tiruchengode – 637 215 from 04.10.2017 to 06.10.2017.
9. Acted as a resource person for the guest lecture on Business Opportunities in India on 12-08-2016 organized by the department of Business Administration, Kamadhenu Arts and Science college, Sathyamangalam.
10. Guest speaker for the EDI- TSTEDB sponsored National Level Entrepreneurship Awareness Camp organized by KSR College of Engineering, Tiruchengode – 637 215 on 28-07-2016.
11. Acted as a resource person for the Career Awareness Programme organized by the Government College of Engineering, Dharmapuri on 22-July-2016.
12. Acted as Jury for various events organized by the department of English, KSR college of Engineering on 09-02-2016.
13. Board of Studies Subject expert of the MBA department of Muthaymmal Engineering college for 2016-2017.

APPRECIATION / AWARDS

- Received Distinguished Professor Award by Ransom Educational and Social Trust on 27-12-2022.
- Received Best Women Faculty on 30th December 2018 by DK International Foundation.
- Best paper award for the paper presentation on International conference on Marketing challenges in the 21st century organized by N.K.R. Government Arts College for women.
- Received certification of Merit / Appreciation for producing 100% results in various subjects.
- Got certification of Merit for submission of More Research paper in the academic year 2011-15.
- Got certification of Merit for achieving The highest Total Fund Received to organize Conference / Faculty Development Program during the academic year 2011-15.
- Got certification of Merit for submission of more number of proposals for seminar grant to organized conference / FDP during the academic year 2015-16.
- Got certification of Merit for submission of More project proposals for funding agencies during the academic year 2015-16.
- Got certification of Merit for highest number of conference / FDP organized during the academic year 2015-16.
- Got certification of Merit for submission of More proposals for funding agencies during the academic year 2016-07.
- Got certification of Merit for submission of highest papers published during the academic year 2015-16.
- Got certification of Merit for submission of More project proposals for funding agencies during the academic year 2015-16.

REVIEWER

- International Journal of Advanced Research Trends in Engineering and Technology, ISSN(Online):2394-3785, ISSN(Print):2394-3777

- International Journal of Management, Information Technology and Engineering (BEST : IJMITE) ISSN(Print): 2348-0513;ISSN(Online): 2454-471X; Impact Factor (JCC):1.5429
- Journal of Business Management and Research, ISSN(Print) : 22502343;

PROGRAMS ORGANIZED IN THE INSTITUTION

- RBI sponsored National Seminar on "Initiatives and challenges on cryptocurrencies in India" on 15-Feb-2022 at KSR College of Engineering, Tiruchengode.
- NHRC Sponsored one day basic training programme on Human rights on 18-Feb-2022.
- RBI sponsored National Seminar on "Growth and impact of cryptocurrencies and block chain in India" on 24-Jan-2020 at KSR College of Engineering, Tiruchengode.
- National seminar on Emerging Management Paradigm in global business on 5th October 2018 at KSR College of Engineering
- National Level management meet "Fachmann 18" on 02/02/2018 at KSR College of Engineering
- National Level management meet "Fachmann 17" on 24/02/2017 at KSR College of Engineering.
- National level seminar on "Advanced Management and Engineering –Prospects and challenges in global era" on 21/10/2016 at KSR college of Engineering.
- National Level management meet "Fachmann Junior" on 16/02/2016 at KSR College of Engineering.
- National Level conference on "Managerial Innovations and Challenges in Globalised Economy" on 26.09.2014 at KSR College of Engineering
- Faculty Development Programme on "Writing Research Papers on Social sciences by adopting Advanced tools" on 23.08.2014 at KSR College of Engineering.
- State Level Management meet for under graduates "Fachmann Junior" on 07.03.2014 at KSR College of Engineering.
- National Level Management meet "Fachmann" on 29.10.2013 at KSR College of Engineering.
- National level seminar on New Paradigm in Corporate Management on 19.10.2012 at KSR College of Engineering.

- National Symposium on clusters of Kongu Region looking back and a road a head – Interface between Academia and Industry on 10th & 11th October 2011.
- State Level Faculty Development Programme on Demystifying derivatives on 21.01.2011.
- National Level seminar Recent Trends In Banking & Financial Institutions on 7th October 2010
- State Level seminar on Dynamics of Indian Capital Market for Development of Indian Economy on 22.02.2010.
- National Level seminar on Emerging Trends in Management during 18th & 19th September 2009.

TRAINING ATTENDED

- Attended 15 days SAP Sales Module from 27.07.2015 to 18.07.2015 conducted in KSR college of Technology
- Undergone RJ training for 15 days from 1st August 2014 to 16th August 2014 at KSR Community Radio, KSR Campus, Tiruchengode – 637 215.

FUNDEDS RECEIVED FROM AGENCIES

- Received Rs. 25,000 from **Reserve Bank of India(RBI)** to organize one day seminar titled “Initiatives and challenges on cryptocurrencies in India” on 15-Feb-2022 at KSR College of Engineering, Tiruchengode.
- Received Rs. 75,000 from **National Human Rights Commission (NHRC)** to organized “One day training programme on human rights” on 18-Feb-2022.
- Received Rs. 25,000 from **Reserve Bank of India(RBI)** to organize one day seminar titled Growth and impact of cryptocurrencies and block chain in India"
- Received Rs. 2,68, 530 from **Indian Council of Social Science Research (ICSSR)** for Mini project titled "Effectiveness of Information, Communication Technology for upliftment of Tribes in Yercaud Hill, Salem" during the year 2019-20.
- Received Rs. 50,000 from **National Human Rights Commission (NHRC)** to organized “One day training programme on human rights” during 31 October 2018.
- Received Rs. 20,000 from **National Commission for Women (NCW)** to conduct examination to the students on Legal rights for Women on 12 November 2018.

PUBLICATIONS

- A Study on Rotational Shiftwork and its Impact on Employee Performance, Education and Society, ISSN 2278-6864, Vol. 46, Issue 04, No. 11, October-December : 2022
- A study on customer awareness towards selection of organic food product with special reference in Dharmapuri, shodhsamhita : journal of fundamental & comparative research, 7 (12(iv)), 13-18, 2021
- A study on customer satisfaction on flipkart online shopping, shodhsamhita : journal of fundamental & comparative research 7 (12(iv)), 9-12, 2021
- Health profile model for human resource development patent app. 202141044045, 2021
- A study on customer awareness towards selection of organic food product with special reference in Dharmapuri, Journal of fundamental & comparative research 7 (12(4)), 13-18, 2021
- A study on customer satisfaction on flipkart online shopping, Journal of fundamental & comparative research, 7 (12(4)), 9-12, 2020
- Effectiveness of Time management in employees with special reference to cooperative milk producers in Tamil nadu Journal of Information and compositional science Vol 9, ISSN 1548-7741, Pg. No 1702-1709(UGC Listed Journal), Nov 2019.
- Customer Satisfaction towards the services quality of Karur vysya bank Journal of composition theory Volume xii, issue xi, Pg.No 1100- 1109(UGC Listed Journal), Nov 2019.
- Job stress of Employees with special reference to Tamil Nadu Journal of Infokara Research- Volume 8, ISSN 1021-9056, issue 11, Pg.No 2131-2140 (UGC Listed Journal), Nov 2019.
- A study of non-performing assets and its impact on banking sector, International Journal of Intellectual Advancements and Research in Engineering Computations, ISSN:2348-2079, Volume-6 Issue-2, 2018.
- A study on consumer satisfaction of reliance fresh in Tamilnadu (with special reference to Salem district), International Journal of Intellectual Advancements and Research in Engineering Computations, ISSN:2348-2079, Volume-6 Issue-2, 2018.
- Dimensionality of factors considered by the tax saving mutual fund investors, Shanlax International Journal of Commerce, ISSN No : 2320 – 4168, Volume 6, Special Issue 3, February 2018.
- A Study on Preference towards Online Shopping Among College Students with Reference to Perundurai Region, International Journal of Emerging Technologies in Engineering Research (IJETER), Volume 4, Issue 12, December (2016).

- Estimation of Volatility in the Indian Mutual Fund Market, Asian Journal of Research in Social Sciences and Humanities Vol. 6, No. 7, ISSN 2249-7315, pp. 1655-1669, July 2016
- An Empirical Study on Productivity of Commercial Banks in India, Asian Journal of Research in Social Sciences and Humanities , Vol. 6, No. 5, ISSN 2249-7315 , pp.1300- 1323, 2016.
- Empirical Study of Productivity of Public Sector Bank With Special Reference To CNX Listed Banks, ZENITH International Journal of Business Economics & Management Research, Vol.4 (12), ISSN 2249- 8826, 96-105, 2014.
- Fama-French Three Factors Model in Indian Tax saving Mutual Fund Market, Prerana, Vol. 6, No. 2,ISSN: 0974-908X, 59-67, 2014.
- Fama-French Three Factors Model in Indian Mutual Fund Market , Asian Journal of Economics and Empirical Research, Vol. 1, No. 1, 1-5, June 2014, URL: www.asianonlinejournals.com.
- The Growth of Mutual Funds And Regulatory Challenges, Indian Journal of Applied Research, Volume : 3 Issue : 5, ISSN - 2249-555X, 451-453, 2013.
- Legal framework for investors protection in India, Elixir, Arts 44 (2012), ISSN:2229-712X, 7496-7503, 2012.
- Risk and Return Analysis of Equity Linked Savings Schemes of Mutual Funds in India, Indian Development Review, Vol 10, No. 2, ISSN:0972-9437, 203-214, 2012.
- An Analysis of Risk-Adjusted Return on Tax-Saving Mutual Fund Schemes in India, IUP, Vol. IX, No. 3, ISSN 0972-916X, 54-71, 2012.
- Tax – Saving Mutual Funds: A Thriving Business, Facts for you, Issue Vol. 33 No. 1, Monthly Magazine, 7-9, 2012.
- An Analysis of Investors' Attitude towards Tax Saving Mutual Funds in India, European Journal of Economics, Finance and Administrative Sciences, Issue 41, ISSN NO: 1450-2275, 54-64, 2011.
- Investors Perception on Tax Saving Mutual Funds in India, mbainfoline.com, 2011.
- Effective Return on Tax Saving Mutual Fund Schemes, Prerana, Vol. 2. Issue 2, ISSN NO: 0974 908X, 35-44, 2010.

PAPERS PRESENTED

NATIONAL CONFERENCE/SEMINAR

- “Impact of Demonitization in Small Scale Industries in Tamil Nadu”, in National Conference on Demonitization A March towards Digital India and its impact on Indian Economy, Organized by Department of Commerce, NKR Govt. Arts College for Women on 3rd February 2017.
- “Problems & Prospects of Women Entrepreneurs in India” presented in the National Conference on Women Entrepreneurship Through Science and Technology organized by Kongu Engineering College on 08th March 2013
- “Paradigm Shift in Mutual Fund Management” presented in the National Conference on New Paradigms in Corporate Management organized by KSR College of Engineering, Tiruchengode on 19st October 2012.
- “Transformation of mutual funds in India” presented in the National Conference on Changing Scenario of Corporate Management organized by JKK Nattraja college of arts & science, Department of commerce on 31st September 2012.
- “Return and Risk analysis of Tax Saving Mutual Funds in India” presented in the National Doctoral Conference organized by Vishwakarma Institute of Management, Pune, from 4th to 6th March 2011.
- “Role of Kongu Region in Education of Investment” presented in the National symposium on clusters of Kongu Region looking back and a road a head – Interface between Academia and Industry organized by KSR College of Engineering, Tiruchengode on 10th & 11th October 2011.
- “A Snap shot of Guaranteed NAV in ULIPS” presented in the ISTE Annual Convention on Emerging Trends in Engineering Education – Indian Perspective on 29th to 30th October 2010.
- “Mutual Funds in India – an Overview” presented in the National Seminar on Emerging Trends in Management organized by K.S.R. College of Engineering, Tiruchengode, 18, 19 September 2009.
- “Micro Finance in India” presented in the National Seminar on Emerging Trends in Management organized by K.S.R. College of Engineering, Tiruchengode, 18, 19 September 2009.

- “Impact of Global Financial Crisis” presented in the National Conference on “Impact of Recession in the Global Scenario’ organized by Department of Management Studies, Selvam College of Technology on 24 October 2009.
- “Retail Investors in Mutual Fund” presented in the National level seminar on Recent Innovations in Corporate Management organized by Annai Mathammal Sheela Engineering College on 15th October 2008.
- “Credit Crunch in India” presented in the National conference on emerging financial market organized by PSG Institute of Management, Coimbatore on 17 November 2008.
- A CASE STUDY ON SELF-CONCEPT OF THE STUDENTS PURSUING HIGHER EDUCATION presented in the Two Day Virtual National Conference on Integrating Human Values & Ethics in Higher Education organized by PSG College of Technology, Coimbatore on 09th and 10th December 2022.

INTERNATIONAL CONFERENCE/SEMINAR

- “A study on consumer satisfaction on Reliance fresh in Tamil Nadu (With special reference to Salem District)”, in International conference on Recent Innovations in Engineering, Technology and Management, organized by Nandha Engineering College on 23 March 2018.
- “A study of Non-performing Assets and its impact on Banking Sector”, in International conference on Recent Innovations in Engineering, Technology and Management, organized by Nandha Engineering College on 23 March 2018.
- “Challenges in new product marketing”, in international conference on Marketing Challenges in the 21st century, organized by N.K.R. Government Arts College for women, Namakkal on 28th August 2018.
- “Role of Self Monitoring on Emotional Intelligence of the Workers in Sakthi Sugars Ltd, Appakudal” in 8th International Conference On Applied Research in Engineering and Management Sciences, Kuala Lumpur, Malaysia on August 12-17th, 2016 in absentia.
- “The Growth of Mutual Funds in the World” presented in the International seminar on Impact of Global Crisis on Indian Business Scenario organized by Vivekanandha College of Arts & Sciences for Women (Autonomous) on 04 January 2014.
- “Overview of Indian businesses to the world” presented in the International Conference on New Vistas of Indian Business in Global Scenario, organized by Brahma School of Business on 19th October 2013.

- “Risk And Return Analysis of ELSS of Mutual Fund In India” presented in the International Conference on Competency Building Strategies in Business and Technology for Sustainable Development” organized by Sri Ganesh School of Business Management, Salem on 24 February 2012.
- “Global Market Place For Mutual Funds – An Overview” presented in the International Conference on Emerging Financial Markets organized by PSG Institute of Management on 27th & 28th December 2012
- “ Effective return on investment in tax saving mutual fund schemes” presented in the International conference-Innovative Practices in Management organized by Paavai Engineering College. Department of Management Studies on 31 December 2009.
- “Mutual funds in Global Scenario” presented in the International Conference on Recent Trends in Global Business Order – Impact in ASIA organized by Vivekanandha Institute of Information& Management Studies, Tiruchengode on 30-31 January 2009.
- “Growth of Mutual Fund Industries in India” presented in the International conference on “doing business in India” organized by IFIM, Bangalore on 18 November 2008.

BOOKS/MONOGRAPHS

- Published a Monograph titled “Risk Adjusted Return on Tax Saving Mutual Funds in India”, Lambert Academic Publishing Germany, 2013, ISBN: 978-3-659-31671-5.

PARTICIPATION IN CONFERENCES / WORKSHOPS/FDP

- FDP on Digital Marketing organized by ICTACADEMY from 30-May-2022 to 3-Jun-2022
- R Programming on 29.01.2019 to 30.01.2019 at AVS College of Technology in association with ICT Academy.
- CII Regional HR conclave on 21.12.2018 at Hotel Club Melange, Erode
- One week MHRD sponsored FDP on Research methodology in statistical tools from 23.05.2018 to 29.05.2018 organized by Teaching Learning centre Ramanujan College, New Delhi.
- Two week AICTE sponsored FDP on Contemporary Issues on Effective Teaching in Management Sciences for two weeks from 28.11.2017 to 11.12.2017 organized by

Vellalar College of Engineering and Technology, Erode.

- Professional Skill Development cell programme on Role of DST in promoting S& T eco system in India Avenues and Opportunities organized by KSR College of Engineering on 18.11.17.
- Professional Skill Development cell programme on Accreditation Board of Engineering and Technology organized by KSR College of Engineering on 13.10.17.
- One day workshop on Road map to Empirical Exactness of Doing Research organized by Periyar Constituent College of Arts and Science, Pennagaram, Dharmapuri on 04th May 2016.
- Blooms Taxonomy and Its Assessments organized by KSR College of Engineering, Tiruchengode on 20th March 2015.
- “How to Make MBA student Employable” organized by The Kavery Engineering college from 22nd to 28th December 2014.
- “Strategic Financial Decisions” organized by K.S.Rangasamy college of Technology on 14 September 2012.
- “Emerging Trends in Finance” organized by K.S.Rangasamy college of Technology on 15 December 2011.
- “Financial Planning for Investors” organized by K.S.Rangasamy college of Technology on 18 September 2010.
- “Writing up for thesis and publication” organized by PSG college of Technology on 4th & 5th September 2010.
- Financial Derivatives and Security Analysis and Portfolio Management organized by Alpha Institute of Management on 17 July 2010.
- “Application of Research Techniques In Management” organized by Alpha Institute of Management. Tiruchengode on 01 August 2009.
- “Insurance and Risk Management” organized by K.S.R. College of Technology, Tiruchengode on 14 February 2009.
- “Research Methods In Business” organized by Sri Venkateswara College of Computer Applications & Management from 19th to 20th July 2008.
- IPR awareness Programme, organized by Centre for IPR on 23rd & 24th May 2008.
- “Financial Planning in Turbulent Times” organized by K.S.R. College of Technology, Tiruchengode on 2 August 2008.

- International Conference on Management Education : Country perspective in a Globalizing world organized by XIME, Bangalore on 24th & 25th January 2008.


MEMBERSHIP DETAILS

Life Member in ISTE, Member Ship Number: 74487.

PAPERS HANDLED

- Operations Management
- Security Analysis and Portfolio Management
- Financial Management
- Commercial Bank and Insurance Management
- Management of Financial Institutions and services
- Research Methodology
- Intergrated marketing communication
- Principles of Management
- Total Quality Management
- Management Information System

Yours truly,

A handwritten signature in blue ink, appearing to read 'N.S.Santhi', with a long horizontal stroke extending to the right.

Dr. N.S.Santhi