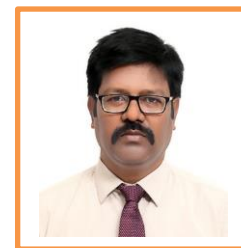


Name : Dr B SENTHIL KUMAR



Designation : ASSOCIATE PROFESSOR

Nature of Employment : FULL-TIME

**Qualification : M.A. Eco., M.B.A., M.Phil., Ph.D.,
NET., (Mgmt.), SLET (Eco.,)**

Phone : 9842287341

Email ID : bsenthilk@hindustanuniv.ac.in

Educational Background:

Degree	Discipline	Year of Passing	University
Ph.D.,	Management	2014	Anna University, Chennai
M.Phil.	Management	2008	Madurai Kamaraj University, Madurai
M.B.A.	Finance and Marketing	2000	Bharathiar University, Coimbatore
M.A.,	Economics	1993	Bharathiar University, Coimbatore
B.A.,	Economics	1991	Bharathiar University, Coimbatore

Qualified - National Eligibility Test for Lectureship in Management – June 2012.

State-Level Eligibility Test, Tamil Nadu for Lectureship in Economics – Feb 2016

Certificate Courses Completed in NPTEL:

COURSE	GRADE	Institution
MARKETING MANAGEMENT II	ELITE	IIT, KANPUR
MANAGEMENT OF FIELD SALES	ELITE	IIT, KANPUR
GLOBAL MARKETING MANAGEMENT	ELITE + SILVER (Top Topper 5%)	IIT, ROORKEE
FOUNDATION COURSE IN MANAGERIAL ECONOMICS	ELITE	IIT, KHARAGPUR
MARKETING MANAGEMENT I	ELITE	IIT, KANPUR
PROJECT MANAGEMENT	ELITE	IIT, KANPUR
MARKETING RESEARCH AND ANALYSIS	ELITE + SILVER	IIT, KANPUR
CONSUMER BEHAVIOUR	ELITE	IIT, KHARAGPUR
PRODUCTION AND OPERATIONS MANAGEMENT	ELITE	IIT, ROORKEE
MARKETING RESEARCH AND ANALYSIS II	ELITE	IIT, ROORKEE
SERVICES MARKETING : A PRACTICAL APPROACH	ELITE	IIT, KHARAGPUR

Certificate Courses Completed in COURSERA:

Completed 76 various courses in Management and Economics Disciplines.

Certificate Courses Completed in EDX:

Completed Marketing Management and Introduction to Data Science

Work Experience (Academic):

Designation	Institution	Duration	No. of Years
Associate Professor, School of Management	Hindustan Institute of Technology and Science, (Deemed to be University), Padur, Chennai	From 03.07.2017	4 Years
Professor, Department of Management Studies (M.B.A.),	CMR College of Engineering and Technology, Hyderabad	2016 to 2017	1 Year
Associate Professor & Assistant HOD, Department of Management Sciences	Prathyusha Engineering College, Chennai	2006-2016	10 Years
Lecturer cum Co- ordinator, Department of Management Studies	Bishop Ambrose College, Coimbatore	2000-2006	6 Years
Total			21 Years

Work Experience (Industry)

Designation	Name of the Organization	Duration	No. of Years
Office Administrative Manager	RVS Educational Trust	1996-2000	4 Years
Field Executive, Marketing Research	ORG-MARG, HLL, BLACKSTONE (On Research Basis)	1993-1996	3 Years
Total			7 Years

Lecture Courses :

Managerial Economics, Economic Analysis for Business, Research Methods in Business, Operations Management, Marketing Management, Consumer Behavior, Services Marketing, Sales and Distribution Management, International Marketing Management, International Business.

Research Areas of Research Interest:

Marketing, Consumer Behaviour, Economics, Econometrics, Finance (Stock Market Analysis)

Research Guidance: Guiding 6 Ph.D., Scholars

Research Publications:

1. "Competitive Advantage of World Class Manufacturing System (WCMS) - A Study of Manufacturing Companies in South India", European Journal of Social Science, ISSN 1450-2267 with Impact Factor, Vol. 29, No.2, pp.295-311, 20. Anna University Annexure II Journal.
2. "Impact of Customer Relationship Marketing Strategy and Customer Loyalty – A Study of Banking Sector in South India", Life Science Journal, ISSN 1097-8135 with Impact factor, Vol.10, No.5s, pp.431-441, 2013. Anna University Annexure I Journal.
3. "The Impact of Customer Loyalty and Customer Relationships Marketing Strategies towards ICICI Prudential Life Insurance – An Empirical Study with reference to Chennai, Tamil Nadu", An International Journal, South Asian Journal of Socio-Political Studies, Vol.X, No.2, Jan-June 2010, pp. 67-70, ISSN 0972-4613.
4. Why Build a Business Strategy?, Published in International E-journal, www.indianmba.com
5. "Comparative study on Public and Private sector Banks in Customer Relationship Marketing Strategies and Customer Loyalty impact with special reference to Hyderabad city", International Journal of Economic Research(IJER), Anna University Annexure II referred Journal with Impact factor, March, 2017.
6. "Impact of Open Source on Functional Test Automation Systems and Scope for further Research", International Journal for Research in Engineering Application & Management, Special Issue - NCSDTM - 2018, ISSN No. 2454-9150, Page No: 17 - 21, DOI : 10.18231/2454-9150.2018.0819.
7. "A Survey of Functional Software Test Automation Tools for Web Testing", International Journal of Management, Technology And Engineering, Volume IX, Issue VI, JUNE/2019, Page No: 2474-2478, ISSN No. 2249-7455, Volume IX, Issue VI, JUNE/2019.
8. "Key factors & features Influencing selection of Open Source functional test Automation", International Journal of Recent Technology and Engineering, ISSN: 2277-3878, Volume-8 Issue-2510, September 2019.

International Journals and Book Chapters indexed by Scopus / Web of Science:

1. "Competitive Advantage of World Class Manufacturing System (WCMS) - A Study of Manufacturing Companies in South India", European Journal of Social Science, ISSN 1450-2267 with Impact Factor, Vol. 29, No.2, pp.295-311, 20. Anna University Annexure II Journal.
2. "Impact of Customer Relationship Marketing Strategy and Customer Loyalty – A Study of Banking Sector in South India", Life Science Journal, ISSN 1097-8135 with Impact factor, Vol.10, No.5s, pp.431-441, 2013. Anna University Annexure I Journal.
3. "The Impact of Customer Loyalty and Customer Relationships Marketing Strategies towards ICICI Prudential Life Insurance – An Empirical Study with reference to Chennai, Tamil Nadu", An International Journal, South Asian Journal of Socio-Political Studies, Vol.X, No.2, Jan-June 2010, pp. 67-70, ISSN 0972-4613.
4. "Comparative study on Public and Private sector Banks in Customer Relationship Marketing Strategies and Customer Loyalty impact with special reference to Hyderabad city", International Journal of Economic Research(IJER), Anna University Annexure II referred Journal with Impact factor, March, 2017.

5. "Key factors & features Influencing selection of Open Source functional test Automation", International Journal of Recent Technology and Engineering, ISSN: 2277-3878, Volume-8 Issue-2510, September 2019.

International Conferences indexed by Scopus:

1. "An Empirical Study on the Impact of E-learning Tool developed for Dyslexic Children with special reference to selective schools in Tamil Nadu, South India", 2nd IEEE International Conference, Organised by Prathyusha Engineering College, 27th & 28th February 2016.
2. "Comparative study on Public and Private sector Banks in Customer Relationship Marketing Strategies and Customer Loyalty impact with special reference to Hyderabad city", International Journal of Economic Research(IJER), Anna University Annexure II referred Journal with Impact factor, March, 2017.
3. "Impact of Open Source on Functional Test Automation Systems and Scope for further Research", International Journal for Research in Engineering Application & Management, Special Issue - NCSDTM - 2018, ISSN No. 2454-9150, Page No: 17 - 21, DOI : 10.18231/2454-9150.2018.0819.
4. "A Survey of Functional Software Test Automation Tools for Web Testing", International Journal of Management, Technology And Engineering, Volume IX, Issue VI, JUNE/2019, Page No: 2474-2478, ISSN No. 2249-7455, Volume IX, Issue VI, JUNE/2019.
5. "Key factors & features Influencing selection of Open Source functional test Automation", International Journal of Recent Technology and Engineering, ISSN: 2277-3878, Volume-8 Issue-2510, September 2019.

Patent Obtained:

Certifications Obtained:

1. "One month UGC sponsored 57th orientation course" conducted by University Grants Commission - Bharathiar University, Coimbatore – Awarded GRADE 'A'. – 14.10.2004 to 10.11.2004.
2. "One Week Short term Course on Application of Optimization Techniques in Engineering and Management – OPTEM '06", Organized by Jaya Engineering College, Chennai and ISTE Chapter. 4th -8th December, 2006.
3. "Two days 3 tier Faculty Development Programme (All Current Finance Topics)", conducted by School of Management, SRM University, Chennai, 22nd to 24th January, 2007.
4. "Two days workshop on Building Entrepreneurial competencies (Covered all Functional Areas and current trends in Management)" conducted by United States Educational Foundation in India and Department of Management Studies, IIT, Madras, 9-10th March, 2007.
5. "Two days Industry Institutional Interaction Programme", conducted by PITAM and LUCAS TVS, Chennai, 23rd & 24th July 2007.
6. "Two days FDP on the future of Management Education: Prospects and Challenges", organized by Department of Management Studies, Valliammai Engineering College, Chennai, 10th - 11th December 2009.
7. "Two days workshop on SPSS", organized by Department of Business Administration, SSN School of Management & Computer Applications and SPSS South Asia Pvt Ltd., 22nd -23rd January, 2010.
8. "Two days FDP on Statistical Analysis and Interpretation using SPSS & AMOS", organized by Department of Management Sciences, PITAM, 11th -12th April, 2012.

9. “One day National Conference on Emerging Trends in Contemporary Management Research”, ANCOR '10 conducted by School of Management Studies & Centre for Research, Anna University of Technology, Coimbatore.
10. “One day seminar on Electrical Safety and Conservation”, organized by IE(I) and PITAM, Chennai, 17th June 2014.
11. “Three days International Conference on Transformations in Engineering Education – ICTIEE 2017”, conducted by Vardhaman College of Engineering, Hyderabad, 6th to 8th Jan. 2017.

Travel Grant Obtained:

Attended “10th India Management Conclave 2019”, Theme: Effective MBA Faculty for 21st Century Management Education, India International Centre, New Delhi. August 2nd & 3rd, 2019.

Awards and Accolades:

1. Certified Internal Quality Auditor for ISO 9001:2000.
2. Top 5% ELITE + SILVER - GLOBAL MARKETING MANAGEMENT, NPTEL Exam
3. ELITE + SILVER - MARKETING RESEARCH, NPTEL Exam
4. DISCIPLINE STAR WINNER 2019, NPTEL Exam
5. MARKETING DOMAIN STAR WINNER 2020, NPTEL Exam
6. NET Exam Trainer : UGC sponsored NET Coaching classes in Madras University, Chennai.