

## CURRICULUM VITAE



**Dr. S.K.KANNAN**

**Head and Assistant Professor,**

**Department of Commerce (Professional Accounting)**

**Rajapalayam Rajus' college,**

**Rajapalayam -626117.**

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### CAREER OBJECTIVE:

I would like to work with a highly esteemed institution which gives me a platform to use my knowledge and skills for mutual growth and benefit of institution and myself.

### EMPLOYMENT PROFILE:

S.No	Designation	Institution	From	To
1	Assistant Professor	Rajapalayam Rajus' College ( Commerce S.F)	2003	2007
2	Assistant Professor	Rajapalayam Rajus' College ( Business Administration)	2007	2016
3	Assistant Professor& Head	Rajapalayam Rajus' College ( Business Administration)	Dec.2016	May 2021
4	Assistant Professor& Head	Rajapalayam Rajus' College ( Commerce, Professional accounting)	June 2021	Till Date

### ACADEMIC QUALIFICATIONS:

Course	Institution	University	Duration	Grade Obtained
Ph.D.,	Bharathiar University	Bharathiar University	2012-2017	Commended
M.Phil.,	Madurai Kamaraj University	Madurai Kamaraj University	2002 - 2003	I Class

<b>M.Com.,</b>	V.H.N.S.N.College, Virudhunagar	Madurai Kamaraj University	1997 – 1999	I Class
<b>B.Com.,</b>	V.H.N.S.N.College, Virudhunagar	Madurai Kamaraj University	1994 – 1997	I Class

**PROFESSIONAL QUALIFICATION: (DLP)**

Course	Specialisation	University	Duration	Grade Obtained
M.B.A	Marketing	Madurai Kamaraj University	2000-2003	II Class

**UGC - NATIONAL ELIGIBILITY TEST (NET):**

Roll Number	U.G.C. Reference Number	Conducted by	Year of Passed
37080512	6665	University Grants Commission (Delhi)	December 2010

**RESEARCH EXPERIENCE:**

S.No	Course	Title	University	Year
1	Ph.D.,	“Customers Perception towards Internet Banking Services in Virudhunagar District”	BharathiarUniversity, Coimbatore.	2017
2	M.Phil.,	“Marketing of Eggs in Rajapalayam”.	Madurai Kamaraj University	2004
3	M.B.A.,	“A Study on Customer Satisfaction of Shampoo Products”.	Madurai Kamaraj University	2003

**LIST OF INTERNATIONAL RESEARCH ARTICLES PUBLISHED:-**

S.No	Title of the Article	Name of the Journal	Month of Publication
1.	Evaluation of the Financial Performance of the State Bank of India	A Journal of Radix International Educational and Research Consortium ( Radix International Journal of Banking, Finance and Accounting )	<b>Nov - 2012</b> <b>(ISSN : 2277 – 100X)</b>
2	An Evaluation of Foreign Direct Investment Performance between India and China	International Journal of Functional Management (IJFM)	<b>June – 2013</b> <b>(ISSN 2319– 1406)</b>
3	A study of Customer	International Journal of	<b>Nov – 2013</b>

	Attitude towards Internet Banking Services in public sector banks	Management and Development Studies	(ISSN : 2321 – 1423)
4	Banking Linkage Programme – A study on SHGs	Annamalai Business Review	<b>July-Dec-2013</b> (ISSN : 0974 – 1690)
5	A Study on Women Time Management With Special Reference to Rajapalayam	Emperor International Journal of Finance and Management Research	<b>March 2018</b> (ISSN : 2395 - 5929)
6.	Customer Perception of Internet Banking Service-A Comparative Study of Public and Private Sector Banks	Journal of Emerging Technology and Innovative Research	<b>March 2018</b> (ISSN : 2349 - 5162)
7.	Dexterity of HR in Knowledge Management	MANAS (Multidisciplinary Research Journal)	<b>April 2018</b> (ISSN : 0976 - 8130)
8	Green Banking for Indian banking sector	Alochana Chakra ( UGC Care Group Journal)	<b>August 2020</b> (ISSN : 2231 - 3996)
9	Creativity and Innovation in Management- A fuel for growth	International Journal on Global Business Research	(ISSN : 0976 - 8130)

**LIST OF STATE/ NATIONAL / INTERNATIONAL LEVEL SEMINARS PAPER PRESENTATION:**

**STATE LEVEL SEMINAR:**

S.No	Title of the Paper	Sponsoring Agency	Date of Presentation	Venue
1	Application of Balanced Scorecard in E-Marketing	Department of Commerce	13.03.2010	Arul AnanderCollege, Madurai.
2	Black Money in India	Department of Commerce	13.03.2010	Arul AnanderCollege, Madurai.
3	Environmental pollution and its effects on health	U.G.C	28.09.2010	Madura College, Madurai.
4	Performance of Indian Financial Market and Service	U.G.C	14.02.2014	V.H.N.S.N.College, Virudhunagar
5	Communications in Management	Department of B.B.A.,	10.03.2017	Rajapalayam Rajus' college.

**NATIONAL LEVEL SEMINAR:**

S.No	Title of the Paper	Sponsoring Agency	Date of Presentation	Venue
1	Value Added Tax- Introduction	U.G.C	23.03.2007	RajapalayamRajus' College, Rajapalayam
2	The Role of Corruption in India	U.G.C	19.08.2011	Gobi Arts and Science College, Gobichettipalayam.

3	Business process outsourcing in service sector evolution in India	Dept. of Business Administration	18.11.2011	St. Xavier's College, Palayamkottai
4	Agriculture crisis in India	Dept. of Economies	06.01.2012	M.T.N College, Madurai
5	Overview of Telecom Services in India	U.G.C	06.03.2012	A.J. College, Sivakasi
6	Tourism Industry in India	U.G.C	28.03.2012	Fatima College, Madurai
7.	Net Banking in India	Dept. of Commerce	28.12.2012	S.V.N.College, Madurai
8	A Discernment of Indian Financial Inclusion and Mobile Banking	U.G.C	15.03.2013	A.J. College, Sivakasi
9	E-Commerce Industry in India	Dept. of Business Administration	15.07.2019	Kalasalingam University
10	E- Banking in India an Overview	Dept. of Business Administration	16.02.2018	RajapalayamRajus' College, Rajapalayam
11	Impact on Demonitization of Indian Economy	Dept. of Business Administration	16.02.2018	RajapalayamRajus' College, Rajapalayam
12	Indian Business Ethics	Dept. of Business Administration	27.07.2018	S.R.N.M. College, Sattur.
13	Below as ICT on Broader and Sustainable Development in India	Dept. of Commerce	25.07.2019	Sri Kaliswari College, Sivakasi.

#### **INTERNATIONAL LEVEL SEMINAR:**

S.No	Title of the Paper	Sponsoring Agency	Date of Presentation	Venue
1	Agriculture in India	Dept.of Commerce	25.05.2010	Sri Kaliswari College, Sivakasi
2	CRM in life Insurance Corporation of India	U.G.C	21.01.2011	ManonmaniamSundaranar University, Thirunelveli
3	An Evaluation of Foreign Direct Investment Performance between India and China	Dept. of Management of Studies	22.02.2013	Sri Ganesh School of Business Management, Salem.
4	Internet Banking Services	Dept.of Commerce	13.08.2013	P.K.R. Arts College for women, Gobichettipalayam
5	Customer Attitude towards Internet Banking Services in public sector banks	Dept. of Management of Studies	19.10.2013	Brahma School of Business, Namakkal
6	Banking Linkage Programme – A study an SHG <sub>s</sub>	Dept. of Management of	20.10.2013	Sri Sai Ram Institute of Management Studies, Chennai

		Studies		
7	Urban Co-operative banks in India-Issues and prospects	Dept. of Management of Studies	15.07.2015	Sri Ganesh School of Business Management, Salem.
8	Digital economy in Banking Sector	Dept.of Commerce	20.2.2020	Rajapalayam Rajus' College
9	Green Banking for Indian banking sector	Dept.of Commerce	26.03.2021	Government Arts and Science College, sivakasi.

**PARTICIPATION OF FACULTY INDUCTION PROGRAMME:**

S.NO	Name of the programme	Date of participation	Venue
<u>1</u>	“Six Days faculty induction programme (FIP)for Teaching staff” organized by IQAC.	07.02.2022 to 12.02.2022	RajapalayamRajus' College, Rajapalayam

**PARTICIPATION OF SEMINAR AND WORKSHOP:**

S.No	Topic of the Seminar	Date of Participation	Venue
1	Impact of the Economic Reforms in India	06.02.1998	V.H.N.S.N College, Virudhunagar
2	Inter-disciplinary Research design	21.10.2005	ICFAI National College, Rajapalayam
3	Value Added Tax	04.04.2005	RajapalayamRajus' College, Rajapalayam
4	Role of Management Games in personality Development	08.03.2013	Ranganathan Engineering College, Coimbatore.

**PUBLICATION OF PAPERS:**

S.No	Title of the Article	Journal / Souvenir	Date
1	Agriculture in India	Seminar on “Global Business: Challenges and Opportunities in the present scenario” Sri Kaliswari College, Sivakasi.	25.05.2010
2	BPO in service sector Evolution in India	National Level Conference SouvenirConducted by St. Xavier's college, Palayamkottai	18.11.2011

**WORKSHOPS/CONFERENCES/SEMINARS/ORGANISED (AS A CONVENOR/CO-CONVENOR/ORGANISING SECRETARY)**

S.No	Title	Level of Event	Date	Role	Venue
1	Innovative Strategy in Commerce And Management	State	10.3.2017	Co-Convenor	RajapalayamRajus' College, Rajapalayam
2	Innovative Strategy in Knowledge Management	National	16.2.2018	Convenor	RajapalayamRajus' College, Rajapalayam
3	Stress Mangement For Academicians ( Webinar)	International	13.6.2020	Convenor	RajapalayamRajus' College, Rajapalayam
4	Global Emotions During Covid-19 ( Webinar)	International	14.6.2020	Convenor	RajapalayamRajus' College, Rajapalayam
5	Enhancing Classroom With Gamification	National	25.6.2020	HOD	RajapalayamRajus' College, Rajapalayam
6	The future of the accounting	National	23.07.2021	Convenor	RajapalayamRajus' College, Rajapalayam

**LIST OF WEBINAR ATTENDED:**

INTERNATIONAL	NATIONAL	QUIZ	FDP
16	33	42	12

**AWARD AND RECOGNITION:**

**RESOURCE PERSON:**

S.No.	Topic	Organised by	Date
1.	Lecture on "Marketing Techniques"	Department of Library Thiruvalluvar College, Papanasam, Thirunelveli District and MTMSME-PPDC, AGRA.	18.02.2020

## **CHIEF GUEST/ MOTIVATIONAL SPEECH:**

<b>S.No.</b>	<b>College Name</b>	<b>Title of the Speech</b>	<b>Date</b>
1.	A.K.D.Dharama Raja Women's College, Rajapalayam.	Failure is a Stepping Stone to Success	15.03.2022
2.	The Standard Fireworks Rajaratnam College for Women, Sivakasi.	Rejection is an Injection to Success	09.04.2022
3.	Ayya Nadar Janaki Ammal College, Sivakasi.	Avenues of Human Resource Management	27.05.2022

## **EDITORIAL BOARD MEMBER**

1. International Journal of Management, Sciences, Innovation and Technology – IJMSIT
2. Indian Association of Social Sciences Research(IASSR)

## **BOOK REVIEWER**

Book Name: Principles of Management

Year of Issue: May 2018

ISBN Number: 978-93-86532-76-3

Publisher: Charulatha Publications, Chennai.

## **ACADEMIC AND ADMINISTRATIVE RESPONSIBILITIES :**

- I have attended the board of studies meeting in SRNM College, Sattur in the year 2017-2018
- I have attended the board of studies meeting in Madurai Kamaraj University held on 02.02.2018 to 08.02.2018 to finalise the revision of curriculum and syllabus.
- I have attended the board of studies meeting in Madurai Kamaraj University held on 16.09.2019.
- I have been nominated as the university nominee in the board of studies of GTN college(Autonomous), Dindugul. The term of nomination shall be from 25.11.2021 to 24.11.2024.
- I have attended the board of studies meeting in GTN college(Autonomous), Dindugul held on 28.04.2022.
- I have been nominated as a member of board of studies in Madurai Kamaraj University (Commerce UG). The term of nomination period up to 30.06.2024.
- I have attended the board of studies meeting in Madurai Kamaraj University held on 20.06.2022 to frame the syllabus for B.A, (co-operation).
- I have attended the board of studies meeting in Madurai Kamaraj University held on 27.06.2022 to translate the syllabus B.Com Tamil Medium.
- External Examiner and Question paper setter- Madurai Kamaraj University and various autonomous Colleges.
- Member- Mahatma Gandhi National Council for E.D.P.
- I have been acted as a staff club secretary of Rajapalayam Rajus' College, Rajapalayam for the period of 2020-2022.
- Member- Interview panel committee of Rajapalayam Rajus' College, Rajapalayam.

**BOOK- CHAPTER PUBLISHED:**

S.No.	Book Name	Title Of The Chapter	Publisher	ISBN
1.	Prospects and Challenges of Management Education	Management Education in 2020: Time to Revolutionize.	Lambert Academic Publishing, Mauritius.	978-620-3-04152-1.
2.	Soft Skill for Career Success	Time Management	Lambert Academic Publishing, Europe.	978-620-4-20632-5.

**COMPUTER KNOWLEDGE:**

S.No	Course	Institution studied	Year of Passed
1	Basic computer Programming	V.H.N.S.V.College, Virudhunagar	1994
2	Desktop Management Skills	Aptech Computer Education, Rajapalayam	2001
3	Diploma in Computer Application	Apollo Computer Education, Rajapalayam	2011

**PERSONAL DETAILS:**

Name : Dr. **S.K.KANNAN**  
Father's Name : Mr.S.KOTTAIMALAI  
Age & Date of Birth : 45 Years, 24.06.1977  
Marital Status : Married  
Languages Known : Tamil and English  
Religion : Hindu  
Nationality : Indian

**DECLARATION:**

I certify that the aforementioned information is correct and complete to the best of my knowledge and belief.

Place: Rajapalayam

Yours Faithfully,

Date:

**(Dr.S.K.KANNAN)**