

# **Dr. SATHISHKUMAR A S**

## Curriculum Vitae

VET Institute of Arts and Science | Vellalar Institutions

Thindal, Erode-12 | Tamilnadu

Email:sathiskumaras@vetias.ac.in

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## **APPOINTMENTS**

### **ACADEMICS**

<b>Associate Professor</b> School of Business -MBA VET Institute of Arts and Science (Co-Education) College, Erode	<b>Aug 2023-Present</b>
<b>Associate Professor</b> MBA Department Knowledge Institute of Technology, Salem	<b>Nov 2015-July 2023</b>
<b>Lecturer</b> ECE Department K.S.Rangasamy College of Technology, Tiruchengode	<b>Jan 2014-Oct 2015</b>
<b>Assistant Professor</b> MBA Department K.S.Rangasamy College of Technology, Tiruchengode	<b>June 2011-Dec 2013</b>
<b>Lecturer</b> MBA Department Sona School of Management, Salem	<b>March 2009-May 2011</b>
<b>Lecturer</b> MBA Department Nehru College of Management, Coimbatore	<b>July 2008-Feb 2009</b>
<b>Lecturer</b> ECE Department Kongu Polytechnic College, Perundurai, Erode.	<b>June 2007- June 2008</b>
<b>INDUSTRY</b>	
<b>Production Coordinator</b> Summer India Textile Mills, Tiruchengode	<b>Oct 2005- Apr 2007</b>
<b>Assistant HR</b> Toyama Electrical and Controls System, Bangalore	<b>Aug 2004-Aug 2005</b>

## **EDUCATION**

<b>Ph. D. in Management</b> Bharathiar University, Coimbatore	<b>2019</b>
<b>“UGC – NET –Lectureship specialized in HR”</b>	<b>June 2013</b>
<b>M.Sc. (Applied Psychology)</b> School of Distance Education, Bharathiar University, Coimbatore	<b>2011</b>
<b>MBA (Human Resource Management)</b> Annamalai University, Chidambaram	<b>2004</b>
<b>BE (Electronics and Communication)</b> Tamilnadu College of Engineering, Bharathiar University, Coimbatore	<b>2002</b>

## **INFORMATION TECHNOLOGY SKILLS**

Operating System	: Windows 10
Office Applications	: Ms Office 2019
Languages	: C, C++, JAVA.
Hardware	: Hardware and Networking

## **PUBLICATIONS**

### **BOOKS PUBLISHED**

#### **Total Quality Management Practices and Organizational Performance**

Lambert Academic Publications

ISBN 978-613-9-90702-1

#### **Business Management using Machine Learning and Deep Learning**

International Scientific Research and Publications

ISBN 978-93-95439-00-8

### **JOURNAL PUBLICATIONS**

#### **Green Management and Current Issues in India-An Overview**

EXCEL International Journal of Multi-Disciplinary Research ISSN: 2249-8834 March 2012, Vol. 2, Issue 3, PP 222 – 232

#### **Branding: A Drummer Which Hit India in All Directions**

ZENITH International Journal of Multi-Disciplinary Research ISSN: 2231-5780, April 2012, Vol. 2, Issue 4, PP 194 - 200

#### **A Study on Employee Opinion towards 5S Implementation in PGC Textile Corporation (P) Ltd**

International Journal of Scientific Research ISSN: 2277-8179 Feb 2014, Vol. 3, Issue 2, PP 256 – 258 Impact Factor: 0.3317

#### **Emerging Technology of Smart Class Teaching in School Education: A Literature Review**

International Journal of Scientific Research ISSN No 2277 – 8179 Aug 2014, Vol. 3, Issue 8, PP 446 – 449 Impact Factor: 1.8651

#### **A Study on Service Quality and Customer Preference towards Hero Bikes**

South Asian Journal of Marketing & Management Research ISSN: 2249-877X Sept. 2014, Vol. 4, Issue 9, PP 01 – 09 Impact Factor: 4.748

## **Role of QMP in Employee Engagement and its impact on Organizational Performance**

Journal of Business Management and Social Science Research (JBMSSR) ISSN: 2319-5614  
Oct 2014, Volume 3, Issue:10, PP 01 – 05

## **Total Quality Management Practices and its approach towards Employee Performance: A Literature Review**

International Journal in Management and Social Science, ISSN: 2321-1784 Jan. 2016, Vol. 4, Issue 01, PP 53 – 58 Impact Factor: 4.358

## **A Study on Effective Organizational learning through Knowledge Management Model**

International Journal of Research in Commerce and Management ISSN 0976-2183 Apr. 2017, Vol. 8, Issue 04, PP 34 – 36

## **Optimizing Quality, Productivity and Safety through Quality Improvement Techniques in Indian**

### **SME's: A Conceptual Framework**

International Journal of Recent Engineering Research and Development (IJRERD) ISSN: 2455-8761 May 2017, Vol. 02, Issue 05, PP 79 – 83

## **A Systematic Approach of Total Quality Management Practices towards Operational Excellence**

International Journal of Research in Business Studies and Management ISSN 2394-5923  
Sep 2019, Vol. 6, Issue 9, PP 9-14

## **A Structural Relationship between TQM Practices and Organizational Performance**

International Journal of Management (IJM) ISSN 0976-6510 Oct 2019, Vol. 10, Issue 5, PP 99 – 108 DOI: 10.34218/IJM.10.5.2019/009

## **Critical Factors of Emotional Intelligence and Its Effect on Leadership Qualities at Workplace: A Success Mantra for Effective Leaders**

International Journal of Social Science and Management (IJSSM) ISSN: 2091-2986 Jan 2020, Vol. 7, Issue-1, PP 12-16 DOI: 10.3126/ IJSSM.V7i1.27404

## **A Study on Orientation Training and its Effectiveness on Employee Satisfaction in ITES Companies**

International Journal of Management and Social Sciences (IJMSS) ISSN 2249 0191 Jan 2020, Vol. 9, Issue 2, PP 43 – 48 UGC ID: 63251

## **An Analysis of India's Trade Performance with SAARC Nations and Their Relationship**

Purakala ISSN: 0971-2143 June 2020, Vol-31, Issue 60, PP 134 – 146 UGC CARE - Group I.

## **Investors Satisfaction Level on Unit Linked Insurance Plan Products of Selected Private Life Insurance Companies in Tamilnadu**

International Journal of Advanced Research in Engineering and Technology (IJARET), ISSN 0976-6480 July 2020, Volume 11, Issue 7, PP 658 – 668 DOI: 10.34218/IJARET.11.7.2020.066. Scopus Indexed

## **An Empirical Study on Uganda's Education System**

PENSEE - International Journal ISSN / eISSN: 0031-4773 Volume 51, Issue 3 PP:138-153, March 2021 Scopus Indexed UGC - Group II Approved

## **Mobile Banking – Technological Advances and Challenges**

PENSEE - International Journal ISSN/eISSN: 0031-4773 Volume 51, Issue 3 PP:154-166, March 2021 Scopus Indexed UGC - Group II Approved

## **Investors Insights of Unit Linked Insurance Plan Products on Selected Private Life Insurance Companies in Tamiladu**

PENSEE - International Journal ISSN/eISSN: 0031-4773 Volume 51, Issue 3 PP 167-185, March 2021 Scopus Indexed UGC - Group II Approved

## **Management accounting and the concepts of exploratory data analysis and unsupervised machine learning**

Neuroquantology eISSN 1303-515 Volume 20, Issue 12 PP 619 – 633, Oct 2022 Scopus Indexed

## **Technology Adaptation and Its Effectiveness in Supply Chain Management**

International Journal of humanities, Law and Social Sciences ISSN 2348-8301 Volume-9, Issue-2, No. 8, Dec 2022, UGC CARE – Group I.

## **PAPERS PRESENTED**

### **Innovative business strategies for the Indian industry**

– Future outlook

**Sep 27, 2008**

National Conference held at Guruvayurappan Institute of Management Studies, Coimbatore

### **Innovative HR Practices of Indian Companies**

**Aug 12 & 13 2011**

National Conference held at Periyar Maniammai University, Thanjavur

### **Current Trends in Brand Equity**

**Aug 26, 2011**

International Conference held at Surya Group of Institutions, Villupuram

### **Green Management**

**Sep 10, 2011**

National Conference held at RVS Institute of Management, Coimbatore

### **An Overview of Prof. Kumar - Is MBA Boon or Curse**

**Nov 03 – 05, 2011**

International Case Conference held at Institute of Management Technology, Nagpur

### **Role of Six Sigma in HRM**

**Jan 28, 2012**

International Conference held at Adaikalamadha Institute of Management Studies, Thanjavur

### **Challenges in Retail Operations for Rural Market**

**Feb 24, 2012**

International Conference held at Sir Ganesh Institute of Management Studies, Salem

### **Environmental issues, Greening the Supply Chain and Sustainability**

**July 9 – 11, 2012**

Research Symposium held at Indian Institute of Management, Bangalore

### **Reaching the Destiny- Challenges in Textile Companies**

**Nov, 29 2012 – Dec 01, 2012**

International Case Conference held at Institute of Management Technology, Nagpur

### **Strategies and Best Practices to Overcome the Global Crisis**

**Feb 22, 2013**

International Conference held at Sir Ganesh School of Business Management, Salem

### **A Study on Effective Organizational Learning through Knowledge management Model**

**April 12 - 13, 2013**

International Conference held at Vivekananda Institute of Information and Management Studies, Tiruchengode

### **Role of Quality Management Practices in Employee Engagement and its Impact on Organizational Performance**

**Feb 27 - 28, 2014**

International Conference held at Vivekananda Institute of Information and Management Studies, Tiruchengode

<b>A Conceptual Study on Quality of Worklife in Engineering Colleges wry to Tier II cities</b>	<b>Mar 5, 2014</b>
National Conference held at School of Management Studies Kong Engineering College, Erode	
<b>Optimizing Quality, Productivity, Safety through Quality Improvement techniques in Indian SME's</b>	<b>Feb 26 - 27, 2016</b>
International Conference held at School of Management Studies Kong Engineering College, Erode	
<b>Globalization and its influence in International Business Strategies: A Multifunctional Approach</b>	<b>Mar 30 – 31, 2017</b>
International Conference held at School of Management Studies Kong Engineering College, Erode	
<b>Emotional Intelligence and its Stability of Employees</b>	<b>Jan 24 – 25, 2020</b>
International Conference held at GITAM School of Business, Bengaluru	
<b>Technology Adoption and Effectiveness in Supply Chain Management</b>	<b>Dec 29, 2021</b>
National Conference held at Bannari Amman Institute of Technology	
<b><u>WORKSHOPS/FTP ATTENDED</u></b>	
<b>Case Teaching and Case Writing</b>	<b>June 08 – 13, 2009</b>
One Week FDP held at Indian Institute of Management, Kozhikode	
<b>A Journey Towards Organizational Excellence</b>	<b>Sep 04, 2010</b>
One day MDP held at Kongu Engineering College, Erode	
<b>Psychometrics in HR Practices</b>	<b>Dec 15 &amp; 16, 2010</b>
Two-day Workshop held at PSG Institute of Management, Coimbatore	
<b>Production Management</b>	<b>Jan 03 – 09, 2011</b>
One Week FDP held at KPR School of Business, Coimbatore	
<b>Managerial Economics</b>	<b>July 4 – 10, 2011</b>
One Week FDP held at KSR School of Management, Tiruchengode	
<b>SPSS</b>	<b>Oct 21 &amp; 22, 2011</b>
Two-day Workshop held at KSR Arts and Science College, Tiruchengode	
<b>Qualitative Research Methods</b>	<b>May 11, 2012</b>
One day FDP held at KSR School of Management, Tiruchengode	
<b>Effective Teaching and Learning of Management in Technical Institutions</b>	<b>Aug 07 &amp; 08, 2012</b>
Two-day Seminar held at Selvam College of Technology Namakkal	
<b>Application of Games and Case Method of Teaching in Management Education</b>	<b>May 13 – 26, 2013</b>
Two Week FDP held at KSR School of Management, Tiruchengode	
<b>Electronic devices and Laboratory</b>	<b>Dec 02 – 06, 2014</b>
Five-day Workshop held at EQIP Foundation, Coimbatore	
<b>Entrepreneurship</b>	<b>Nov 23, 2015 – Dec 05, 2015</b>
Two-week FDP held at Kongu Engineering college, Erode	

<b>Fundamentals of Qualitative and Quantitative Research methods</b>	<b>Aug 6, 2016</b>
One-day Workshop held at Sona School of Management, Salem	
<b>Digital Marketing</b>	<b>Aug 29,2016– Sep 01, 2016</b>
Four-day Workshop held at Knowledge Institute of Technology, Salem	
<b>Introduction to Big Data Analytics</b>	<b>Oct 19,2016- 20, 2016</b>
Two-day FDP held at Kongu Engineering College, Erode	
<b>Work-Life Integration</b>	<b>Dec 15 &amp;16, 2016</b>
Two-day FDP held at Jansons School of Business, Coimbatore	
<b>Mastering Data Analysis using Advanced MS Excel</b>	<b>May 5 &amp; 6, 2017</b>
Two-day Workshop held at Confederation of Indian Industries, Salem	
<b>Foundation Program in ICT for Education</b>	<b>Sep 13 -Oct 18, 2018</b>
Four Week FDP held at Indian Institute of Technology, Bombay	
<b>Pedagogy for Online and Blender Teaching – Learning Process</b>	<b>30 Oct-13 Dec 2018</b>
Six Week FDP held at Indian Institute of Technology, Bombay	
<b>Revised NAAC Accreditation Framework: Issues and Challenges</b>	<b>Jul 27, 2019</b>
One day FDP held at IQAC, Sri Saradha College for Women, Salem	
<b>Successful NAAC Accreditation with (A/A+/A++ Grade) &amp; NBA for Academic Excellence and Autonomy</b>	<b>Feb 01, 2020</b>
One-day Workshop held at Aasaan Educare Foundation	
<b>Virtual Teaching</b>	<b>April 20 - 21, 2020</b>
Two-day Workshop held at TLC, Coimbatore Institute of Technology	
<b>Exploring OBE and NBA Process</b>	<b>May 07 - 13, 2020</b>
One Week FDP held at Knowledge Institute of Technology, Salem	
<b>Quantitative Dimensions of Data Processing and Analysis</b>	<b>July 06 - 08, 2020</b>
Three-day Workshop held at PSG College of Arts and Science, Coimbatore	
<b>Being a Super Teacher</b>	<b>July 06 - 12, 2020</b>
One Week FDP held at Bannari Amman Institute of Technology	
<b>Payroll Compliance</b>	<b>July 22 - 26, 2020</b>
Five-day Workshop held at Learn 2 Earn Technologies, Chennai	
<b>Online Teaching and Learning Practices</b>	<b>Sep 01 - 15, 2020</b>
Two Week FDP held at Virtual lab, IIT – Delhi	
<b>Technology Management</b>	<b>Sep 21- 25, 2020</b>
One Week ATAL FDP held at Patna Women's College	
<b>Insulating Universal Human Values in Technical Education</b>	<b>Sep 21- 25, 2020</b>
One Week Workshop held at AICTE	
<b>Social Network Analysis – Emerging Trends and Challenges</b>	<b>Nov 02 - 07, 2020</b>
One Week STTP held at Knowledge Institute of Technology, Salem	

<b>Outcome-Based Education in Management Education</b> Two Week FDP held at Saint Gits College of Engineering, Kottayam	<b>Dec 07 - 19, 2020</b>
<b>Business Intelligence</b> One Week STTP held at DKTE, Lchalkaranji	<b>Dec 14 -19, 2020</b>
<b>Public Financial Management System</b> Two-day Workshop held at Sona College of Technology, Salem	<b>Jan 18 -19, 2021</b>
<b>Big Data Analytics</b> One Week ATAL FDP held at Siddhartha Institute of Engineering & Technology	<b>Jan 25 - 29, 2021</b>
<b>Achieving Operational Excellence by Digital Transformation of Supply Chain</b> One Week ATAL FDP held at RV College of Engineering	<b>June 21 - 25, 2021</b>
<b>Be Future ready with Business Analytics</b> One Week ATAL FDP held at Jaipuria Institute of Management, Jaipur.	<b>July 5 - 9, 2021</b>
<b>Data Analytics: Tools &amp; Techniques</b> One Week ATAL FDP held at University of Hyderabad	<b>Sep 20 - 24, 2021</b>
<b>Data Science</b> One Week ATAL FDP held at School of Computer Science and Information Technology, Maulana Azad National Urdu University	<b>Nov 22 - 26, 2021</b>
<b>Trends &amp; Challenges in the Development of E-Vehicles &amp; Hybrid E-Vehicles (Series – I)</b> One Week InternationalFDP held at Lendi Institute of Engineering andTechnology	<b>Sep 26 - 30, 2022</b>
<b>Trends &amp; Challenges in the development of E-Vehicles &amp; Hybrid E-Vehicles (Series – II)</b> One Week InternationalFDP held at Lendi Institute ofEngineering and Technology	<b>Nov 14 - 18, 2022</b>
<b>Microsoft Power BI Data AnalystAssociate</b> One Week FDP held at KSR Institute for Engineering & Technology ICT Academy	<b>Dec 26 - 30, 2022</b>

### **NPTEL - COURSE COMPLETED**

<b>Project Planning and Control</b> Indian Institute of Technology, Madras	<b>89 %</b>
<b>Six Sigma</b> Indian Institute of Technology, Kharagpur	<b>63 %</b>
<b>Manufacturing Strategy</b> Indian Institute of Technology, Roorkee	<b>75 %</b>
<b>Training of Trainers</b> Indian Institute of Technology, Roorkee	<b>75 %</b>
<b>Project Management for Managers</b> Indian Institute of Technology, Roorkee	<b>79 %</b>
<b>Safety and Risk Analytics</b> Indian Institute of Technology, Kharagpur	<b>75 %</b>
<b>Production and Operations Management</b> Indian Institute of Technology, Kharagpur	<b>80 %</b>