

Mr. LOGESH KUMAR S

Curriculum Vitae

VET Institute of Arts and Science | Vellalar Institutions

Thindal, Erode-12 | Tamilnadu

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APPOINTMENTS

ACADEMICS

Administrative Officer Cum Asst. Professor

VET Institute of Arts & Science (Co-education) College, Erode.

April 2019-Present

Assistant Professor (Sl. Gr)

Velalar College of Engineering & Technology, Erode.

August 2013-March 2019

Assistant Professor

Surya Engineering College, Erode.

December 2009- August 2013

INDUSTRY

Spice Village (a cgh earth experience hotels, Kerala)

Guest Service Personnel Foreign Guest Dealing

July 2005 - July 2006

The New Indian Express

Business Executive – Space Marketing

June 2008- December 2009

EDUCATION

FDPM., Indian Institute of Management, Ahmedabad

September,2017

MBA., Guruvayurappan Institute of Management

May,2008

Specializations: Marketing Management

Human Resources Management

BSc (Hotel Management)., PSG College of Arts & Science

May,2005

RESEARCH INTERESTS

Marketing Management

Business strategies for the Bottom of the Pyramid

Neuroscience and Consumer Behaviour

Entrepreneurship

TEACHING EXPERIENCE

Taking Lectures of subject in

- Marketing Management
- Services Marketing
- Entrepreneurship Development
- Principles of Management

PUBLICATIONS

The Issue with Green marketing: Is Green a Good idea? 19.08.2016

Published in IOSR Journals, Special Issue/ presented at the International Conference on Service Marketing – Talking the Show Abroad. (IOSR-JBM) e-ISSN: 2278-487x, p-ISSN: 2319-7668 PP 23- 25.

The digital transformation of health care services 10.02.2017

Published in Journal of Management and Science ISSN: 2249-1260 | e-ISSN: 2250-1819 | Impact Factor: 0.654 | Quality Factor: 1:30 | Vol.1 | Feb 2017 | PP 20-22 at an International Conference on Digital India: New perspectives in Management of Technology and Innovation.

Role of E-Marketing in today's business scenario Issue- 20, Oct-Dec 2017

Published research paper in International Journal of Business and Administration Research Review (IJBARR) Print ISSN: 2348-0653 peer reviewed Journal, Volume-1, PP 64-66.

Role of IT in Banking Sector Special Issue -02, Feb2018

Published research paper in Emperor International Journal of Finance and Management Research (EIJFMR) ISSN: 2395-5929 at the International Conference on "Finance & Banking (FIBA-2018), Volume-I, PP 271-273.

An Empirical study on Customers' opinion towards mobile banking in the city of

Erode at Tamilnadu, India Issue-02, Feb-2018

Published research paper in Research Review International Journal of Multidisciplinary e-ISSN: 2455-3085, Volume-3, International Peer Reviewed ISSN Indexed Research Journal.

Impact of GST among the customers with special reference to

Restaurants in Erode March 2018

Published research paper in International Journal of Management and Social Sciences Research (IJMSSR) ISSN: 2319-4421, Volume-7, No.3, PP 12-15.

CONFERENCES & PRESENTATIONS

"Recent Trends in Human Resource Development"

Attended and Presented paper in a National Conference on Trends in Engineering Applications and Management held on March 14, 2015 at Velalar College of Engineering and Technology, Erode.

“Tourism and Hospitality: Emerging Frontiers of Economic Growth”

Participated in UGC funded two days National Symposium at Vellalar College for Women (Autonomous), Erode on 11 & 12th September, 2014.

“Long term source of Finance with emphasis on owned funds”

Attended and Presented Paper at National conference on Innovations in Engineering Sciences and Management on 24th March 2016 at Shree Venkateshwara Hi-Tech Engineering College, Erode.

“Cross Border Mergers and Acquisitions”

Attended and Presented Paper at National Conference on “Trends in Engineering Applications and Management” held on March 26,2016 at Velalar College of Engineering and Technology, Erode.

“The Future of India’s growth process lies in its cities”

Attended and Presented Paper National Conference on “Trends in Engineering Applications and Management” held on March 26,2016 at Velalar College of Engineering and Technology, Erode.

“Demonetisation: A transition to cashless Economy”

Participated in the National Symposium organised by Department of Commerce at Vellalar College for Women (Autonomous), Erode on 07th February, 2017.

“Motivation in the workplace to improve the employee performance”

Attended and Presented paper during 9th National Conference on Trends in Engineering Applications and Management held on March 10, 2017 at Velalar College of Engineering and Technology, Erode.

“Agripreneurs and their Challenges in India”

Attended and Presented paper during NABARD Sponsored National Conference on “Rural Banking and Agri-Business for Economic Transformation” held at Department of Management, Karpagam Academy of Higher Education, Coimbatore on Wednesday, 24th January 2018.

WORKSHOPS & FDP

“Virtual Learning”

Participated in the Faculty Enrichment Program held at Velalar College of Engineering and Technology, Erode on 18th December, 2014.

“Intellectual Property Rights & Innovations”

Attended the workshop held on 6th November, 2015 at Centre for Intellectual Property Rights, Anna University, Chennai.

“Disaster Management and First Aid workshop”

Participated in one day workshop organised by the National Disaster Management Authority, South range, Tamilnadu on 3rd March, 2017.

FDP ON ENTREPRENEURSHIP

National Faculty Development Programme in Entrepreneurship **18.01.2016-30.01.2016**

Attended 12 days Faculty Development Programme held at Bengaluru Entrepreneurship Development Institute of India, Ahmedabad.

“Faculty Development Programme” **10.11.2016-12.11.2016**

Organised by the PMO-IEDP (Programme Monitoring Office – Innovation & Entrepreneurship Development Program)
Kumaraguru College of Technology, Coimbatore.

“Support for Entrepreneurial & Managerial Development of SME’s through Incubators” **23.08.2016**

Attended One Day Awareness Programme organised by Branch MSME Development Institute, Coimbatore in association with TBI@KEC at Kongu Engineering College, Erode

Incubation Centres Visited

NSRCEL Indian Institute of Management, Bangalore - Interacted with the Incubates about recent trends in innovation and their areas of innovation.

Centre for Innovation Incubation and Entrepreneurship (*CIIE*), Indian Institute of Management, Ahmedabad
Innovations for competitiveness of MSMEs.

AS A RESOURCE PERSON

One-day Workshop on “Business Case Analysis” **05.01.2018**

For first year MBA Students
Periyar University Post Graduate Extension Centre, Dharmapuri.

Academic curriculum design **15.05.18 & 16.05.18**

Special guest
DC School of Management, Vagamon, Idukki, Kerala

“Business Ethics – Crescendo 2018” **26.06.2018**

Acted as a guest speaker
CS Academy, Erode

“Marketing Strategies” **08.09.2018**

Acted as a resource person and handled a session for the commerce students
Sagar International School, Perundurai

“Entrepreneurship”

As a resource person and handled a session on for Management students
Nandha Engineering College, Perundurai

“Neuro Science and Consumer behaviour”

As a resource person and handled a session on for Management students
PKR Arts College for Women, Gobi, Erode.

“Entrepreneurship”

As a resource person and handled a session on for Higher secondary students
Sagar International School, Perundurai

“Entrepreneurship for Engineers”

As a resource person and handled a session for First year Engineering students
Vellalar College of Engineering and Technology (Autonomous), Thindal, Erode.

“Consumer Behaviour”

As a resource person and handled a session on for B. Com (PA) and BBA students
Vellalar College for Women (Autonomous), Thindal, Erode.

“Entrepreneurship a key to success”

As a resource person and handled a session for B. Com (CA) students
PSG College of Arts and Science (Autonomous), Coimbatore.

“Orientation on Career Enhancement”

26.06.2020

As a resource person for the one-day Online for MBA students in the Department of Management
PKR Arts College for Women (Autonomous), Gobichettipalayam

“Entrepreneurship – A Journey towards Success”

15.07.2020

As a resource person and handled session for the national level online webinar
Nandha Arts and Science College, Erode

“Family Owned Business and Entrepreneurship Sensitization Program”

17.08.2020

As a resource person and handled session for the online webinar for BBA students
IMS GHAZIABAD (University Course Campus), Ghaziabad, New Delhi

“Innovation Strategy and Business Model”

23.09.2020

As a resource person for the one-day Online guest lecture on for the students of Department of Catering
Science and Hotel Management
Sri Ramakrishna College of Arts and Science (Autonomous), Coimbatore

“Innovative Entrepreneurs”

21.10.2020

As a resource person for the one-day Online guest lecture in the Department of Information Technology
Vellalar College of Engineering and Technology (Autonomous), Erode

“From a good student to a great student”

05.11.2020

As a resource person for an International Webinar organised by the Department of Science and Humanities
Surya Engineering College, Erode

ADDITIONAL RESPONSIBILITIES

Entrepreneurship Development Cell (Institution Head)

Department deputy Coordinator for NAAC, NBA & AUTONOMOUS.

Association Coordinator

PROFESSIONAL ACHIEVEMENTS & ACCOMPLISHMENTS

“Data Analysis and Business Modelling”

08.01.2015

Organised One day - Faculty Development Programme
Velalar College of Engineering and Technology, Erode.

“Contemporary Issues on Effective Teaching in Management Sciences”

28.11.2017 to 11.12.2017

Coordinated and Organised a Two-week AICTE Sponsored Faculty Development Programme

“Innovations in Nanotechnology”

07.11.2016– 9.11.2016

Organised free outreach camp to school students (11th & 12th studying students)
for on to enhance the career upliftment among schools in and around erode district
In association with Institute of Nano Science and Technology, Mohali, Punjab

ACCOMPLISHMENTS

Achieved in signing MOU between Velalar and Entrepreneurship Development Institute of India, Ahmedabad
through my active role.

Actively motivating Technology students to bring up innovation in engineering field.

Conducted motivation classes for Engineering & Management students through NEN-Wadhvani
Foundation’s “Learnwise mobile application”.

FACULTY MENTOR

**“LEARNWISE” - A GLOBAL DIGITAL LEARNING PLATFORM FOR ASPIRING
ENTREPRENEURS AND JOB SEEKERS**

Faculty Mentor and Trainer for NEN – **Wadhvani Foundation** since November 2016.

Conducted classes to the Management and Final Year Engineering students through Learn wise
Application.

Conducted Quiz through Learnwise App for Management Students.

ACHIEVEMENTS IN MASTERS

Business Plan Contest

Secured 1st PLACE

Amrita School of Business, Coimbatore

HR Game

Secured 1st PLACE at the Intra-Collegiate level

Case Analysis

Secured 2nd PLACE in

Sona School of Management, Salem.

GRANTS RECEIVED

EAC- Entrepreneurship Awareness Camp

2017-2018

Rs.20,000 by DST-NIMAT

Contemporary issues on Effective Teaching in Management Sciences

2017-2018

Rs.6,14,225 by AICTE, New Delhi

EAC- Entrepreneurship Awareness Camp

2018-2019

Rs.20,000 by DST-NIMAT