

**Name** : Dr. B. SANTHOSH KUMAR  
**Designation** : Assistant Professor  
**Department** : Commerce (Banking and Insurance)  
**Qualification** : M.Com., PGDHRM. M.Phil., Ph.D.  
**Experience** : Teaching – 6.5 years  
**Area of Specialization(s)** : Finance  
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### Academic Qualifications

COURSE	SUBJECT	COLLEGE/SCHOOL	UNIVERSITY /BOARD	YEAR OF PASSING
Ph.D	Finance	Sankara College of Science and Commerce, Coimbatore.	Bharathiar University	2019
M.Phil	Finance	School of Distance Education, Coimbatore.	Bharathiar University	2008
PGDHRM	Human Resource Management	Directorate of Distance Education, Pondicherry.	Pondicherry University	2007
M.Com	Finance & Computer Applications	SNR Sons College, Coimbatore	Bharathiar University	2006
B. Com	Computer Applications	Computer Applications Karpagam Arts & Science College, Coimbatore	Bharathiar University	2004

### Work Experience

S.No	College	Designation	Period of Service
1	Rathinam College of Arts and Science	Assistant Professor and Head	2.8 Years
2	Hindusthan College of Arts and Science	Assistant Professor	3.7 Years

## Research Publications (Indexed)

- ✓ Study on The Financial Performance Using Ratio Analysis of Kumbakonam Central Co-Operative Bank, International Journal of Research and Analytical Reviews (IJRAR), ISSN 2348-1269 Volume: 9, Issue 4, November 2022 Page 578-584
- ✓ Impact of Premium Price mediates the consumer awareness and green purchase intention about Organic Food in Coimbatore, International Journal of Creative Research Thoughts, ISSN: 2320-2882 Volume: 10, Issue 1 January 2022 Page: 494-503
- ✓ Financial Growth Analysis of Select Manufacturing Industries in India, International Journal of Enhanced Research in Management & Computer Applications, ISSN: 2319-7471, Volume 10 Issue 12, December, 2021 Page:12-19
- ✓ A study on economic behavior of rural women: Coimbatore district, Tamilnadu, International Journal for Research in Engineering Application & Management (IJREAM), ISSN: 2454-9150 Volume - 04, Issue – 11, February 2019.
- ✓ Preference of Education Loan - A Study with Special Reference to Canara Bank in Coimbatore, International Journal for Research in Engineering Application & Management (IJREAM), ISSN :2454-9150 Vol-04, Issue-03, June 2018, Page: 80-89
- ✓ A Study on Female Customer Satisfaction on Hair Oil and Beauty Cream with Special Reference to Himalaya Products in Coimbatore District, International Journal of Management Studies, ISSN: 2231-2528 Volume V, August 2018, Page: 23-36
- ✓ A study on motivation factors of employees with reference to Dodabetta tea factory, Coonoor, Tamil Nadu, International Journal of Management, Technology And engineering, ISSN: 2249-7455 Volume 8, Issue IX, September 2018
- ✓ Analyzing the status of Dalit girl students in collegiate education - Coimbatore city, The International Journal Research Publications, ISSN: 2251-1547 Volume: 06, Issue 12, December 2017

## Presentations in Conference

### International

- ✓ Innovative Practices & Strategies in Global Business and Enterprises, Kongunadu College of Arts & Science, 04<sup>th</sup> Dec to 06<sup>th</sup> Dec 2020
- ✓ Paradigm Shift in Consumer Culture- An – E- Revolution in India, Hindusthan College of Arts and Science, 1<sup>st</sup> March 2019
- ✓ The Impact of GST in Indian Economy, Rathinam College of Arts and Science, 03<sup>rd</sup> February 2017.
- ✓ Impact of Demonetisation on Alternate Payment Mechanism, SNMV College of Arts and Science, 27<sup>th</sup> January 2017.

- ✓ Process & Goal Orientation in Worldwide Business, Re-Engineering Business Concepts and Rapid Changes in Worldwide Business Patterns, Rathinam College of Arts and Science, 18<sup>th</sup> August 2016.

### **National**

- ✓ Growth Rate Strategies to Review Indian Agriculture and Economy : Post Covid-19, National Seminar, 14<sup>th</sup> & 15<sup>th</sup> March 2022, Y.A. Government College for Women, Chirala, Andhra Pradesh,
- ✓ Application of Artificial Intelligence in Accounting and Finance, National seminar, Dextrasys Technologies (P) Ltd. Tiruchirappalli, 16th February 2019, Sri Ramakrishna College of Arts & Science.
- ✓ Risk Management with Insurance, National Conference, Insurance Institute of India, Mumbai on 07<sup>th</sup> February 2019, Sankara College of Science and Commerce.

### **Participation in Faculty Development Programme**

- ✓ FDP – Teaching Learning Practices in 2020, Hindusthan College of Arts and Science, 16<sup>th</sup> November to 21<sup>st</sup> November 2020.
- ✓ FDP – Entrepreneurship, Rathinam Technical, 04<sup>th</sup> June 2018 to 09<sup>th</sup> June 2018.
- ✓ FDP - Managing Business Process Services-II, VLB Janakiammal college of Arts and Science, Coimbatore, Sponsored by- TCS- Chennai, 13Dec 2017 to 15Dec 2017.
- ✓ FDP – Entrepreneurship, St. Peters Engineering College, Chennai, Sponsored by-DST, Govt. of India, 13Nov 2017 to 17Nov2017.
- ✓ FDP - Managing Business Process Services-2, Sri Krishna Arts and Science College, Coimbatore, Sponsored by- TCS- Chennai, 27 Dec 2016 to 29 Dec 2016.

### **Participation in Workshop**

- ✓ Enhancing Research Competency through SEM-Application of AMOS software, National level Workshop, 02<sup>nd</sup> February 2018, Rathinam College of Arts and Science – Coimbatore.

### **Editorial/Review Board Member**

- ✓ Editorial Board Member, International Journal of Formal Sciences: Current and Future Research Trends (IJFSCFRT)