

Name :Dr.D.Suresh Kumar
Designation :Associate Professor
Department : Commerce with Information Technology
Qualification :M.Com.,M.Phil.,Ph.D.
Experience :Teaching:18 Years
Area of Specialization(s) : Marketing Management and General Management
Email (Official ID) :sureshkumard@drngpasc.ac.in



Academic Qualifications

COURSE	SUBJECT	COLLEGE/ SCHOOL	UNIVERSITY/ BOARD	YEAR OF PASSING
Ph.D	Commerce	Karpagam University Coimbatore.	Karpagam University	2012
M.Phil	Commerce	Bharathiar University	Bharathiar University	2007
M.Com	Commerce	T.S.A Arts and Science College,Coimbatore	Bharathiar University	2006
B.Com	Commerce	T.S.A Arts and Science College, Coimbatore	Bharathiar University	2004

Work Experience

S.No	College	Designation	Period of Service
1	Karpagam University,Coimbatore	Assistant Professor	5 Years
2	Mody University of Science and Technology, Rajasthan	Assistant Professor	7Years7months
3.	Dr.N.G.P. Arts and Science College, Coimbatore	Associate Professor	Till Date

ResearchGuidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph.D.	2	-
M.Phil.	3	-

International

1. Dr.D.Suresh Kumar, The Impact of Mobile Banking on Financial Performance of Commercial Banks in India. Published in Finance India, ISSN 0970-3772, Vol. XXXIV No.4, December 2020, pp- 1313-1322
2. Dr. D.Suresh Kumar “The Impact of External and Internal Market Forces on Inflation in India: An Empirical Investigation” Published in The IUP Journal of Applied Economics, (C category) Vol. – XVIII, No 2, pp- 1-19, 2019
3. Dr.D.Suresh Kumar “Performance Evaluation of Bank Sponsored Mutual Funds: An Analytical Study” Published in Paradigm, SAGE Publications, DOI: 10.1177/0971890719859941, Vol 23, Issue – 2, pp 1-22, October 2019.
4. Dr.D.Suresh Kumar “Foreign Tourists Arrival in India: An Analytical Study on Seasonal Variations of Tourist Arrival and its Impact on the Growth of Foreign Exchange Earnings” Published in African Journal of Hospitality, Tourism and Leisure, ISSN: 2223-814X, Vol.7 (2) pp- 1-10, 2018.
5. Dr.D.Suresh Kumar “Impact of Selected Macroeconomic Determinants on Economic Growth in India: An Empirical Study” Published in Vision: The Journal of Business Perspective, SAGE journal, DOI: 10.1177/0972262918803173, 22 (4) , pp- 405-415, November, 2018.
6. Dr.D.Suresh Kumar “Assessing Dynamism of Crude Oil Demand in Middle-Income Countries of South Asia: A Panel Data Investigation” Published in Global Business Review, (C category) SAGE Publications, DOI: 10.1177/0972150918795367, pp- 1-15 September 2018.
7. Dr.D.Suresh Kumar “An Empirical Study On Non-Performing Assets Of Public Sector Banks” Published in “ZENITH International Journal of Business Economics & Management Research”. ISSN 2249- 8826, Vol.6 (5), MAY (2016).
8. Dr.D.Suresh Kumar. “A Study of Consumers’ Perception and Attitude towards green products”. Published in International Journal of Advanced Research in Management and Social Sciences, ISSN – 2278-6236 Vol.4, No.8, August 2015, pp – 285 – 297.
9. Dr.D.Suresh Kumar. Retail Industry: GAP Analysis for Customer Relationship Management". Published in Osmania Journal of International Business Studies, ISSN 00973-5372, pp 27-30, 2014
10. D.Suresh Kumar, The Impact on Television Advertising on Children’s Health Published in “International Journal of Research in Commerce & Management”,

Vol-2, Issue – 9, September 2011.

11. D. Suresh Kumar, International Marketing Communication in Mobile Phone Industry. Published in “International Journal of Marketing and Communication”, ISSN No. 0973-2330, Vol – 5, Issue – 3, Jan – April 2010, pp -30- 36.
12. D.Suresh Kumar, Self-Help Groups and Micro Credit – An Analytical Study with Special Reference to Coimbatore City. Published in “Osmania Journal of International Business Studies”, ISSN -00973-5372, Vol – 5, No.1&2, January - June 2010 & July – December 2010, pp – 135-144.
13. D. Suresh Kumar, A Study on Export Performance of Garment Industry. Published in “Osmania Journal of International Business studies”. ISSN No. 00973-5372, Vol – 4, No.1, Issue – Jan – June 2009, pp – 26-39.

National Journals Publications:

1. Dr.D.Suresh Kumar, Building A Website and Performing Omnichannel Marketing to Drive Traffic, Published in Journal of Marketing Vistas, ISSN 2249-9067, Institute of Public Enterprise, Vol.14, No.1, Jan-June 2024, pp – 1-6
2. Dr.D.Suresh Kumar, Measurement of Investor’s Satisfaction on Performance of Mutual Funds: An Analytical Study. Published in World Journal of Economics, pp – 216-227. ISSN : 1819 – 8643, 2022
3. Dr.D.Suresh Kumar, The Impact of Mobile Banking on Financial Performance of Commercial Banks In India. Published in “Finance India” Volume XXXIV, No.4, December 2020, pp- 1313-1322.
4. Dr.D.Suresh Kumar, “A study on the effect of banking Ombudsman scheme in India: Complaint Analysis” Published in “Amity Management Review” volume 5, Number 1, January-June, 2016 pp- 11-17.
5. Dr.D.SureshKumar, “Factors Determining the Customer’s Satisfaction for E- Toursim: Factor Analysis Approach” Published in “Journal of Marketing Vistas” Volume 6, No- 2 , July-December 2016 pp- 50-58.
6. Dr.D.Suresh Kumar “An Empirical Study on Impact of NPA with Special Reference to SBI Bank” Published in “Asian Journal of Research in Banking and Finance”, Online ISSN: 2249-7323, Volume : 6, Issue: 5, May (2016) pp-23-30.
7. Dr.D.Suresh Kumar, “Customer Satisfaction and Perception on Pradhan Mantri Jan Dhan Yojana – A National Mission in India.” Published in Pragya Journal of Management ISSN 0975-9603, Volume-6, Issue-I Jan-June 2015.

8. D. Suresh Kumar, Empowerment of Rural Women Self-Help Groups in Northern Tamil Nadu. Published in “SELP Journal of Social science, ISSN No. 0975- 9999, Vol-II, Issue – Oct – Dec 2011, Issue -8, pp 28-31.
9. D. Suresh Kumar, Customers Perception of value from E- CRM Features on Airline E-Ticketing Websites. Published in “SCMS Journal of Indian Management”. ISSN – 0973-3167, Vol – 8, No.2, April – June 2011, pp- 106 – 111.
10. D. Suresh Kumar, Textile and Clothing Exports Published in “Textile Review”, ISSN No. 0974-2530, Vol – 4, Issue – 3, March 2009, pp-29-32,
11. D.Suresh Kumar, “Customer Relationship Management, Architecture and its Frame Work”. Published in “Textile Review”, ISSN No. 0974-2530, Vol – 3, February 2008, pp – 25-31.

Presentations in Conference

National

- **Effective benefits of using bamboo toothbrush for reducing environmental damage and Healthy life style** in National conference on Inducing Green Practicing Strategies for sustainable future Sponsored by ICSSR organised by PSG College of Arts and Science, Coimbatore. Tamil Nadu Held on 18-19 March 2024.
- **A Comparative Study on Entrepreneurship and Economic Growth in BRICS Nation-** in national Conference on “Economic Upsurge through Entrepreneurship”. Organized by Department of Commerce in association with Coimbatore SIDCO Industrial Estate Manufactures Welfare Association, Held on 4th March 2020 at Karpagam Academy of Higher Education, Tamil Nadu
- **Growth of Resource Mobilization in Mutual Fund industry in India: An empirical Study** – In national conference on “New Paradigms in Management, Economics & Commerce” Held on 16-17th Feb 2017 at Mody University of Science and technology, Rajasthan.
- **Customer Satisfaction and Perception on Pradhan Mantri Jandhan Yojana: A National Mission in India**– in national conference on “New Paradigms in Management, Economics & Commerce” *Sponsored by Indian Council of Social Science Research* Held on 11th-12th March 2016 at Mody University of Science and technology, Rajasthan.
- **A study on Effective Communication Strategy in Developing Brand Communication through Social Networking Sites**– in national conference on “New Paradigms in Management, Economics & Commerce” Sponsored by Indian Council of Social Science Research Held on 11th-12th March 2016 at Mody University of Science and

technology, Rajasthan.

- **Impact of Social Media Advertisements on Buying Behaviour of Consumer**
 - An Analytical Study - in national Conference on “Business Innovation”. Held on 16th October 2015 at Apeejay School of Management, New Delhi.
- **E-CRM in Indian Banks** - in National Conference “Contemporary Issues in Global Business Management” Held on 3rd February 2012, at Karpagam University, Coimbatore-641021.
- **Customer’s sensitivity on Practice of Internet Banking-** in National Seminar on “Contemporary Issues in Business Practices”. Held on 29th September 2012, at Kongunadu Arts and Science College, Coimbatore – 641029.
- **Role of Sales and Advertising Promotion in the Purchase Decision of Consumer Durable Products** - in National Conference on “Contemporary Practices for the Success of Indian Business”. Held on 4th February 2011, at
 - R.V.S Faculty of Management, Coimbatore.
- **Enhancing E-CRM in the Insurance Industry by Mobile e- Service** - in National Conference on “Challenges and Issues in Service Marketing”. Held on 17th March 2011, at SNR Institute of management Sciences, Coimbatore-641006.
- **Microfinance and its Significance on Women Empowerment-** in National Seminar on “Women Empowerment through Micro Finance”. Held on January, 2011 at Periyar University, Salem – 636011.
- **Role of Banking Sector in Rural Economic Development in India-** in National Seminar on “Role of Banking Sector in rural Economic Development”, “*Sponsored by Indian Council of Social Science Research*”. Held on 23rd September, 2011, at Dr.N.G.P Arts and Science College, Coimbatore- 641048
- **An – Overview of Credit Risk Management in the Banking Sector** - in National Seminar on “Risk Management” Held on 8th October 2010, at Karpagam University, Coimbatore- 641021.
- **Empowerment of Women through Self-Help Groups in Northern Tamil Nadu** - in 2nd Annual Research Congress, Held on 8th – 11th December 2010 at Karpagam University, Coimbatore- 641021.
- **WTO and Internal Factors - Impact on the Oilseed Economy of India-** in National Seminar on “WTO and its Implications for Indian Economy”. Held on 7th January 2009, at Karpagam University, Coimbatore- 641021.

- **Performance of mutual funds in India** - in National Conference “Reforms in Banking and Financial Sector” Held on 15th February 2008, at Karpagam Arts and Science College, Coimbatore-641021.

- **Indian Tourism Industry – An Overview** -in National Conference on “Perspectives of Indian Tourism Industry” *Sponsored by UGC* Held on 24th and 25th January 2007 at NallamuthuGounderMahalingam College, Pollachi-642001, Tamil Nadu.

- **Sampling and Design Methodologies**- in National Seminar on “Frontiers in Applied Statistics and Computer Applications”, Held on 29th and 30th January 2007, at Bharathiar University, Coimbatore- 641046.

- **Indian railway – IT innovations and Passenger Service**- in National Conference on “The Indian Railways Towards A New Horizon Challenges and Opportunities” Held on 20th January 2007, at Sri Vasavi College, Erode.

- **Water management** - in National Seminar “Domestic Water management: issues and Challenges” Held on 28th February 2007, at Bharathiar University, Coimbatore – 641046, Tamil Nadu

- **Web Marketing** - in National Seminar on “Strategic Management: Opportunities and Challenges in Post LPG Era” Held on 15th and 16th February 2007, at Periyar Institute of Management Studies, Periyar University, Salem – 11, Tamil Nadu.

- **Community Health Insurance in India an overview**- National Conference on “Impact of Globalization on Insurance Sector *Sponsored by UGC*, Held on 30th and 31st March 2007, at NallamuthuGounderMahalingam College, Pollachi – 642001, TamilNadu.

- **Role of Mutual Funds in Tax-Savings**- in National Conference on “Recent Trends in Financial Sector Reforms and Information Technology” Held on 13th&14th march 2007, at Bharathiar University, Coimbatore-641046.

- **Entrepreneurship and Economic Development in India** - National Seminar on “Promoting Entrepreneurship at the Grass Root Level in the Liberalized ERA: Challenges and Dimensions”. Held on 29th and 30th March 2007, at Pondicherry University, Pondicherry.

- **Human Rights in Education**- in National Conference on “Human Rights and Values in Education”, Held on 28th& 29th June 2007 at Emerald Heights College for Women, Udhagamandalam – 643006.

- **Insurance Sector to Drive Indian Customer Relationship Management Market** - in National Seminar on “Retail investor in India – Emerging Trends” Held on 10th August 2007, Osmania University, Hyderabad – 500001, Andhra Pradesh.
- **Role of Mutual Funds in Tax Savings with Special Reference to Equity Linked Savings Scheme** -in National Seminar on “Insurance Sector Reforms in India: Challenges and Opportunities” *Sponsored by UGC*, Held on 8th August 2007, at Nizam College, Hyderabad – 500001 Andhra Pradesh,
- **Export Performance and Its Applications** - National Conference on “Liberalization and its Impact on Export Performance” Held on 7th October 2006, at Karpagam Arts and Science College, Coimbatore- 641021.

International

- **UmagineTN Global Conference**, Organised by Department of IT and DS Held on 23& 24, Februry 2024 at Chennai Trade Centre.
- **US Individual Taxation**, Organized by ICT Academy on 30 Oct 2023 to 03 Nov 2023
- at Dr.N.G.P. Arts and Science College, Coimbatore.
- **A study on effect on digital Transformation in Higher Education** - Presented a paper on NAAC Sponsored Two day international conference on Designing New Pedagogies in Higher Education. The paper entitled Organised by PSGR Krishnamal College for Women, Coimbatore, Tamil Nadu. Held on 27th – 28th January 2023.
- **Financial Modeling: Develop a strategic Business plan to drive revenue and growth** - in International Conference on 5th International conference on Green, Growth, Globalization and Governance: Challenges and Opportunities in association with Cambridge Central Asia Forum”. Held on 3-5, February 2017 at JK Lakshmipat University, Jaipur.
- **A study on the effect of banking Ombudsman scheme in India: Complaint Analysis** – in International conference on “Transforming Business Practices for Innovation, Development and Governance”. Held on 1 &2nd September 2016 at Amity University, Jaipur, Rajasthan.
- **Retail Industry: Gap Analysis for Customer Relationship Management** - in International Conference on “Innovation and Implementation of Information Technology in Global Business”. Held on 3rd February 2014 at Kongu Nadu Arts and Science College, Coimbatore, Tamil Nadu.
- **Export Performance of Textile Industries in India** - in International Conference on “International Trade and Commerce”. *Sponsored by ICSSR*, Held on 5th -7th March 2010 at

Osmania University, Hyderabad, Andhra Pradesh.

- **Consumer's Perceptions and Experiences with Automated Health Related Information Services** - in International Conference "Innovations in Business Horizons" Held on 24th & 25th September 2009, at Karpagam University, Coimbatore – 641021, Tamil Nadu.
- **Conceptual Design for a Strategic Human Resource Quality Management System** - in International Conference on "Recent Trends in Capital Markets and Financial Innovations". Held on 10th & 11th January 2009, at Bharathidasan University, Tiruchirappalli.
- **Innovations – Enhancing the Quality of Life-** in International Conference, Held on 12th & 13th January 2009 at Loyola College, Chennai.
- **Role of Mutual Funds in Tax Saving** - in International Conference on "Emerging Paradigm in Financial Services" Held on 7th & 8th April 2007, at Cauvery College for Women, Tiruchirappalli.
- **Analysis of Cases** - in International Conference on "Case Study Methods of Teaching, in Commerce/Management Education" *Sponsored by UGC* the paper entitled". Held on 20th & 21st January 2007, at Bharathidasan University Tiruchirappalli – 620024, Tamil Nadu.
- **Customer Relationship Management – Architecture and its Frame Work** – in International Symposium on "Global Business Opportunities and Challenges". Held on 15th & 16th February 2007, at Loyola College, Chennai.

Participation in Conference

International

1. **Innovations – Enhancing the Quality of Life**, Loyola College, Chennai, on 12th & 13th January 2009

Participation in Seminars

1. **Best Practices in Higher Education** Organized by Centre for Education Beyond Curriculum and Eduplus initiative of Christ (Deemed to be University) Nodal office, Thiruvananthapuram, Kerala held on 21-22 March 2024.
2. **The Role of Entrepreneurs in 21st Century**, Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore- 641006, on 24th February 2006.

3. **Global Warming May Harm Human Health** State Level Seminar on “Global Warming: Issues and Challenges”. “Sponsored by UGC”, Held on 7th March, 2011, at Government Arts College, Salem -636 007.

Participation in Faculty Development Programme

- Malaviya Mission Teacher Training Programme on NEP 2020 Orientation & Sensitization Programme, Held on 4th-14th October, 2025. Organized by Mahatma Hansraj Malaviya Mission Teacher Training Centre (MH-MMTTC), Hansraj College, University of Delhi in collaboration with Mody University of Science and Technology, Lakshmangarh, Dist. Sikar (Rajasthan)
- Faculty Development Program in Behavioural Finance and Wealth Management, Organized by Dr.N.G.P. Arts and Science College, Coimbatore, Sponsored by AICTE Training and Learning (ATAL) Academy from 4.11.2024 to 11.11.2024
- Faculty Development Program Best Practices in Higher Education. Organized by center for Curriculum beyond education and Eduplus An initiative of CHRIST (Deemed to be University) Nodal office, Thiruvananthapuram, Kerala Held on 21-24 March 2024
- Faculty Development Program Empowering Education for Innovation – A NEP Perspective from 30th June to 04th July, 2023. Organised by Center for Professional Development, Dr.N.G.P. Arts and Science College, Coimbatore.
- Faculty Development Programme on “**Personality Development for Teachers in HEI’s**” Organised by IOT Academy MSME Reg.No: UDYAM-TN-03-01015425, Coimbatore Tamil Nadu, From 28th November to 2nd December, 2022
- Faculty Development Programme for “**Digital Marketing**” Conducted by Infosys BPM Ltd. At Mysore from 13th July to 15th July, 2022.
- National Level Faculty Refresher Programme on “**Teaching Strategies and Technologies and Methodologies in HEIs**” Organised by IoT Academy, Regt. No. FR/CBE/709/2021 from 19th to 30th September 2022.
- Faculty development program on **Recent Advancement in Business Studies – 2020** organized by Karpagam Academy of Higher Education in Association with the Coimbatore branch of the Institute of Chartered Accountants of India. From 7 to 13 August, 2020.
- **E-learning resource & Teaching methodology in Education & Research Development**, MHRD sponsored refresher course for management and commerce faculty, Organised by Sri Sai Ram Institute of Management Studies, Chennai, Tamil Nadu. On 27th April to 9th May 2020.
- **360° Classroom Management – Teaching Methodology**, MHRD sponsored, Organised by

Sri Sai Ram Institute of Management Studies, Chennai, Tamil Nadu. Held on 16-21 May, 2020.

- Faculty Development Programme on **Research Methodology** organized by College of Business Management, Economics and Commerce, Mody University, Sikar, Rakasthan. 7th to 11th December, 2020.
- Faculty Development Programme on **Research Methodology** organized by College of Business Management, Economics and Commerce, Mody University, Sikar, Rakasthan. 11th to 15th November, 2019.
- Faculty Development Programme on **Research Methodology** organized by College of Business Management, Economics and Commerce, Mody University, Sikar, Rakasthan. 20th to 24th August, 2018.
- Faculty Development Programme on **Research Methodology** organized by College of Business Management, Economics and Commerce, Mody University, Sikar, Rakasthan. 11th to 15th September, 2017.
- Faculty Development Programme on **Research Methodology** organized by College of Business Management, Economics and Commerce, Mody University, Sikar, Rakasthan. 4th to 8th July, 2016.
- **Innovative practices**, orientation program, Organized by Academic Staff College, Karpagam University, Coimbatore, From 2nd – 7th February 2009.

Participation in Workshops

- **NEP- 2020 : Opportunities and Challenges of HEIs in Achieving Gross Enrolment Ratio (GER) in Cerating Human Resources to the Paradigm Industry Requirements**, Sponsored by ICSSR, New Delhi. Organised by Faculty of Commerce, Management & Humanities, Dr.N.G.P Arts and Science College, Coimbatore on 16.02.2024.
- Workshop on **Data Analysis Using – JAMOVI** organized by Meerashpa Learning Solutions, Prestige Institute of Management, Gwalior, From 7th -11th April, 2021.
- Integrated Course on **Information Technology and Soft Skills (ICITSS)** - Information Technology organized by the Southern Regional Office of the Institute of Chartered Accountants of India (ICAI), New Delhi from 07/06/2021 to 23/06/2021 has attended 11 days and 4 days from 14/07/2021 to 02/08/2021 (90 hours) organized by The Institute of Chartered Accountants of India, New Delhi.
- **National workshop on “Tools and Techniques for Online Teaching and Training Program”** Organized by My Academy Skills (Registered Training Partner with NSDC and MSME, Govt. of India), held on 29-30 April, 2020.
- **How to Start Technology Business Incubator**. Organized by School of Engineering and Technology, Mody University of Science and Technology, Jaipur, Rajasthan. On 18th&19th June, 2018.

- **9th National case writing workshop.** Organised by JK Lakshmipat University, Jaipur, Rajasthan. From 4th to 6th June 2015.
- **Seven days short term training program on SPSS.** Organized by ORSI and Mody University, Rajasthan. From 7th June to 14th June 2013.
- **Research Methodology and SPSS** Held at Karpagam University, Coimbatore- 641021, Tamil Nadu, on 27th & 28th February 2009.

Online Courses Completed

- **Digital Marketing** course offered by Udemy, April 2023
- Successfully completed Infosys Springboard certificate course entitled **Interactive skills** on Thursday 24th, 2022.

Book Published

- Dr.D.Suresh Kumar Published a Book entitled “Digital Marketing Strategy”, Scientific International Publishing House, ISBN No : 978-93-6132-571-7, year of publication 2024.

Conference / Seminar / Workshop Organized

- Faculty Development Programme on Research Methodology and Pedagogy for Tertiary Education, June 15-21, 2021 Organised by Internal Quality Assurance Cell & Center for Faculty Development, Dr.N.G.P.Arts and Science College, Coimbatore, Tamil Nadu.
- Workshop on SPSS. Organized by ORSI and Mody University, Rajasthan. From 7th June to 14th June 2013

Invited Speaker / Session Chair- Conference / Seminar / Workshop

Resource Person : International Conference on Integrating Tradition and Technology: Indian Business Ethics in AI Decision Making. Organized by PG Department of Commerce Computer Applications, held on 9th and 10th of September 2025, organized by ST. Joseph's College, Tiruchirapalli, Tamil Nadu.

Session Chair- Conference, New Paradigms in Management, Economics & Commerce, Sponsored by Indian Council of Social Science Research Held on 11th-12th March 2016 at Mody University of Science and Technology, Rajasthan

Member in BoS

Board of Studies, School of Business, Mody University of Science and Technology, Rajasthan