

**Name** : Dr. R. Senthil Kumar  
**Designation** : Assistant Professor  
**Department** : Corporate Secretaryship (CA)  
**Qualification** : M.Com., M.Phil., Ph.D., PGDCA  
**Experience** : Teaching: 18 Years                      Research: 12  
**Area of Specialization(s)** : Marketing Management  
**Email (Official ID)** : rsenthilkumar@drngpasc.ac.in



### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Commerce	Govt. Arts College, Udagamandalam	Sep 2017
M.Phil.	Commerce	Bharathiar University, Coimbatore	April 2005
M.Com	Commerce	CBM College, Kovaipudur	May 2003
BCS	Corporate Secretaryship	Thavathiru Santhalinga Adigalar Tamil College, Perur	May 2001

### Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	-	-
M. Phil.	06	-

### Research Publications (Indexed)

#### International

- Mr. R. Senthil Kumar “**Digital Marketing Mix of Flipkart – An Overview**”, International Journal of Research in Commerce and Management - ISSN 2231-1009, 31-Oct-15.

- Mr. R. Senthil Kumar “**Customer level of satisfaction on performance of pre-owned cars in Coimbatore City**”, ASIA PACIFIC JOURNAL - ISSN-2320-5504, Impact Factor 6.5, Nov-15.
- Mr. R.Senthil Kumar “**Work Life Balance of College Teachers in Mallapuram City, Kerala state – A Descriptive Study**” - International Journal of Advance Research and Innovative Ideas in Education, ISSN 2395- 4396, Vol. 3, Issue 2, 2017.
- Dr. R. Senthil Kumar “**Problems & Challenges Faced by Self –Financing Arts College Teachers in Mallapuram District, Kerala State – A Descriptive Study**” Journal of Management Research and Analysis (JMRA) - UGC Referred No :63796, ISSN 2394 2770/ISSN 2394 – 2762, Issue No.1, Vol. 2, Jan – Mar-19.
- Dr.R.Senthil Kumar “**Impact on factors Influencing Stress level Among Medical Representatives with Special reference to Pallakkad city, Kerala State - A Study.** Aegaeum Journal, UGC Care Approved-Group – II – Journal Volume 8 – Issue 7- July 2020
- Dr,R,Senthil Kumar “**The Customer level of Satisfaction on Multi-Branded Outlets of Pre-owned car at Coimbatore City - An Outlook** , Kala : The Journal of Indian Art History Congress, UGC Care Group -I -ISSN : 0975-7945, Volume No-27- 2020 -2021

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

- **Firefox**, offered by Spoken Tutorial Project, IIT Bombay, Jan-20.
- “**Financial Planning for Educators**” Organised by Department of Commerce (CA) of Dr.N.G.P. Arts and Science College on 11<sup>th</sup> Sep 2021.

### **Invited Speaker / Session Chair- Conference / Seminar / Workshop**

- Speaker on the topic **“GST and Employability Skills – An Outlook”**, at Arulmigu Palani Andavar College of Arts and Culture, Palani on 26-Dec.-2018.
- Speaker on the topic **“Academic Survival – A Bird’s Eye View”** at Shree Venkateshwara Arts and Science (Co-Education) College, Gobi Chettipallayam , Erode District. On 25<sup>th</sup> September, 2021