

Name : Dr. R. Ashok Kumar
Designation : Assistant Professor
Department : Management
Qualification : MBA., M. Phil., PGDCA., Ph. D.
Experience : Teaching: 10.3 Years Industry: 2 Years
Area of Specialization(s) : Marketing and Finance
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Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Management	G. R. Damodaran Academy of Management Coimbatore.	2021
M. Phil.	Management	Hindustan College of Arts & Science, Coimbatore.	2011
MBA	Management	Maharaja Arts & Science college, Coimbatore.	2008
BBM	Management	Shri Nehru Maha Vidyalaya Arts & science college, Coimbatore.	2005

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
P.G.D.C.A	Computer Application	Bharathiar university	2012
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Other Publications: International / National Journals

- R. Ashok Kumar and D. Suganya, **Consumer outlook towards ready to eat food products with reference to Coimbatore city**, Akshaya international journal of management, Vol-1, pp23-28, April 2014, ISSN No: 0975-9271,
- Dr. S. Akilandeswari and R. Ashok Kumar, **Assessment about the Level of Awareness of Customer Relationship Management amongst the Retailer of Health and Fitness Equipment in Coimbatore City**, Indo Global journal of Applied Management Science, Vol- 4,

Issue- 3, pp 34-37, August 2016, Issn No: 2320-7892.

- Dr. S. Akilandeswari and R. Ashok Kumar, **Assessment about the Level of Awareness of Customer Relationship Management amongst the Customer of Health and Fitness Equipment in Coimbatore City**, International journal of applied services marketing perspectives, Vol 6, Issue 2, pp 13-19 January 2017, ISSN: 2279-0977.
- Dr. S. Akilandeswari and R. Ashok Kumar, **A study on impact of customer relationship management on customer satisfaction in the health and fitness equipment industry with reference to Coimbatore city**, JETIR, Vol 5, Issue 7, pp 230-236, July 2018, ISSN- 2349- 5162.
- Mr.R.Ashok Kumar published an article on “**A Study on Consumer Attitude towards Green Marketing at Ooty**” in International Journal of Advance and Innovative Research, Volume 7, Issue 2(1), April-June 2020 pp.10-15, ISSN 2394-7780 with impact factor 3.25.

Book Publications

- Publish a book on the topic “**Advertising and Sales Promotion**”, R. Ashok Kumar, Thakur Publishers, Chennai, 2016, ISBN No 978-93-5163-832-2.

Presentations in Conference

- Presented a paper on the topic “**Role of Corporate Governance to Manage the Crisis**”, National level Conference The Global Financial Crisis and Its Impact On India, Maharaja Arts and Science College, 25th September 2009.
- Presented a paper on the topic “**Impact of Advertisement in Today’s Business World**”, National level Conference on innovative Strategies for Global Competitiveness conducted, RVS institute of management studies and research, Coimbatore, 11th February 2012.
- Presented a paper on the topic “**A Study on Consumer’s Attitude towards Soft Drink Products With Reference To Coimbatore**”, National Conference on “Management Practices at Cross roads: Challenges and Opportunities, Kongu Engineering College, Perundurai, 4th April 2012.
- Presented a paper on the topic “**Foreign Direct Investment and Its Impact on Indian Business**”, International Level Conference on contemporary issues and challenges before Indian managers and entrepreneurs – a global perspective, G. R. Damodaran Academy of Management Coimbatore, 6th February 2013

- Presented a paper on the topic **“Employee Engagement”**, National level Conference on business sustainability in globalized environment, Adithya Institute of Technology Coimbatore, 15th February 2013.
- Presented a paper on the topic **“Global Supply Chain Management”**, Postgraduate Department of International Business International Conference on Navigating the Perspectives of Global Business Opportunities - Imperative and Initiative [ICNPGBO] held at SNR Sons College, Coimbatore, 8th April 2013.
- Presented a paper on the topic **“A Study on Attrition Management”**, national level conference on “Emerging Trends in Human Resource Practices in India, SNR Institute of Management Sciences, Coimbatore, 10th April 2013.
- Presented a paper on the topic **“A Study on Consumer Attitude about Green Marketing”**, National Conference on “HRand Marketing Strategies in the Post- Recession Milieu, G. R. Damodaran Academy of Management, Coimbatore 5th & 6th March 2014.
- Presented a paper on the topic **“Online shopping awareness among college students”**, National Conference on Digital Marketing, G. R. Damodaran Academy of Management, Coimbatore 25th February 2015.
- Presented a paper on the topic **“Healthy Work Environment”** in a Virtual National Conference on “Metamorphosis of Modern Management and Research” organized by School of Management Studies, Bannari Amman Institute of Technology, Sathyamangalam on 12.03.2021.

Participation in Conference

National

- **Emerging Trends in consumer Behaviour**, G. R. Damodaran Academy of Management, Coimbatore, 25th February 2016.

Participation in Seminars

- Value of human being, Indian Red Cross Society, Coimbatore, 5th & 6th February 2013.

Participation in Workshop

- Medical textile training programme, Centre of Excellence for Medical Textiles, Coimbatore, 13.9.2013.
- Derivatives Trading Strategies and Risk Management, PSG Institute of Management, PSG College of Technology, Coimbatore, 6th October 2017.

Participation in Faculty Development Programme

- Participated a FDP on the topic “Behavioural finance” GRD institute of Management, Coimbatore, 10-01-2014. Entrepreneurship, innovation & Entrepreneurship development center, PSGR Krishnammal College for Women, Coimbatore, October 30th to November 11th 2017.
- Participated a FDP on the topic “Outcome Based Education in Management Education” organized by Saintgits Institute of Management, Kottayam from 16.11.2020 to 28.11.2020.
- Participated a FDP on the topic “Research Methodology and Pedagogy for Tertiary Education” Seven Day Online Faculty Development Programme Organized by IQAC & Center for Faculty Development, Dr.N.G.P. Arts and Science College (Autonomous) Coimbatore.

Invited Speaker / Session Chair- Conference / Seminar / Workshop

- Act as a Resource person on Topic **“Use Marketing Mix to Sell Your Self Brand”** at Coimbatore Institute of Engineering and Technology, Coimbatore.
- Act as a Resource person on Topic **“Use Marketing Mix to Sell Your Self Brand”** at AJK College of Arts and Science, Coimbatore.
- Act as a Resource person on Topic **“Research Methodology and report writing”** at A.V.P. College of Arts and Science, Tirupur.