

S.SENTHIL KUMAR

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TEACHING EXPERIENCE

Since Sep 1995

SRM University
Kattankulathur – TN, India

Associate Professor (Faculty of Management)
Since Apr 2018

Assistant Professor (Faculty of Management)
Jan 2005 – Mar 2018

Senior Lecturer (School of Management)
Jun 2001 – Dec 2004

Lecturer (School of Management)
Sep 1995 – May 2001

Nov 1993 – Aug 1995

Maharaja College for Women,
Perundurai, Erode – TN, India
Lecturer (Department of Management)

CORPORATE EXPERIENCE

Aug 1993 – Sep 1993

Sterling Computer Pvt. Ltd.
Marketing Executive

Sep 1992 – Apr 1993

Karur Vysya Bank Pvt. Ltd.
Probationary Officer

EXTERNAL WORK EXPERIENCE

Handled classes for the MBA programs held at:

- University of Madras Distance Education MBA programme.
- Anna University Distance Education MBA programme.

MBA question paper setter for:

- Satyabhama University
- Karunya University
- Bharat University
- Dr. MGR University

Examiner for MBA paper valuation at:

- Bharathiar University, Coimbatore
- University of Madras(Regular& Distance Education programme)
- Satyabhama University
- Dr. MGR University
- Bharath University
- Anna University

Examiner for the Communication Lab at:

- Satyabhama University, Chennai

PROFILE

Seasoned, competent and highly organized individual, committed to professional development and acquisition of continual knowledge. Key competencies in structuring and implementing innovative teaching/ research methodologies to generate undivided commitment & dedication among the students/ staff. High level of initiative in curriculum related as well as extra-curricular areas, developing student-centered, congenial learning techniques to instill enthusiasm in students with emphasis on value education to foster their development to their utmost potential. Diligent and resourceful professional with excellent analytical and communication skills and active participant of seminars, workshops and staff meetings.

Adroit at guiding students through research by using interactive discussions and 'hands-on' approaches to help students learn and get a better understanding of the concerned subject. Hands on experience in interacting and collaborating with students, parents and community to build a cohesive environment that maximizes student learning, academic performance and social growth. Possess innate research interest in Marketing Research, Consumer Behavior, Social Media Marketing and Soft skills development training Methods.

CAREER HIGHLIGHTS

- Efficiently introduced experiential learning method to teach marketing to the students during 2006.
- Rated as the first in the School of Management to Pass UGC-NET for eligibility for Lectureship in December 2002 in the very first attempt.
- Implemented innovative teaching methods for teaching marketing.
- Successfully introduced two games, namely, Greeting cards game and Beer Game for the marketing students to understand the concepts of Marketing, namely, Identification of consumer needs, and Supply chain Management.
- Proposed new subjects to be offered to the management students including Business History which teaches about the History of Indian Business. Also introduced super specialization subjects in the fourth semester and proposed the introduction of Comprehensive viva and Project based subject teaching for subjects like Business Research methods.
- Efficiently guided several students on Industry oriented projects in their main and summer internship.
- Introduced book reading and review projects to students to improve their reading habits.
- Proactively got the students register to social media sites such as Facebook, LinkedIn to keep them abreast of latest information.

ACADEMIC CREDENTIALS

- 2015: Ph.D. (Marketing) from SRM University
- 1992: MBA (Marketing) from National Institute of Technology (formerly Regional Engineering College) Trichy, affiliated to Bharadidasan University with First Class
- 1990: B.E. (Civil Engineering) from Bharath Engineering College, University of Madras with First Class

RESEARCH PUBLICATIONS CO-AUTHORED

- Co-authored with S Radhakrishnan and Dr. KG Selvan an article on “The Plight of Construction Workers” in International Journal of Research in Management & Business Studies (IJRMBS 2016) Vol. 3, Issue 4 Oct – Dec 2016 Pages 28 – 32. ISSN: 2348-6503 (on line) and ISSN:2348-893X (Print).
- Co-authored with S Radhakrishnan and Dr. KG Selvan an article on “Collapse of Trust – Moulivakkam Twin Towers” in International Journal of Research in Business Studies and Management (IJRBSM) Volume 4 Issue 1 January 2017, Pages 37 – 46. ISSN 2394-5923 (Print) & ISSN 2394-5931 (On line).
- Co-authored with S Radhakrishnan, and Dr. KG Selvan an article on “Impact of Demonetization on Construction Industry” in SSRG International Journal of Economics and Management Studies (SSRG – IJEMS) Volume 4 Issue 1 January 2017 Pages 24 – 27. ISSN: 2393 – 9125.
- Co-authored with S Radhakrishnan and Dr. KG Selvan an article on “An article on Handling Challenges in Construction Projects” in International Journal of Social Science and Economics Invention (IJSEI). Volume 03 Issue 1 February 2017, pages 115 - 119. ISSN: 2455 – 6289.
- Co-authored with S Radhakrishnan and Dr. KG Selvan an article on “Reasons for Spiraling Costs in Construction Industry” in International Journal of Multidisciplinary Approach and Studies (IJMAS). Vol. 4, No. 2, March – April 2017. Pages 8 – 14. ISSN NO. 2348 – 537X.
- Co-authored with S Radhakrishnan and Dr. KG Selvan an article on “Clay Bricks Vs Fly Ash Bricks in Construction” in International Journal of Innovative Research and Advanced Studies (IJIRAS). Volume 4 Issue 2, February 2017. Page nos. 250 – 253. ISSN: 2394 – 4404.
- Co-authored with S Radhakrishnan and Dr. KG Selvan an article on “Role of Logistics in Construction Sector” in International Journal of Humanities and Social Science Research (IJHSSR). Volume 3; Issue 3 March 2017. Page nos. 29 - 32. ISSN: 2455 – 2070.
- Co-authored with S Radhakrishnan and Dr. KG Selvan an article on “How to reduce costs in Construction Projects” in International Journal of Business Management and Scientific Research (IJBMSR). Vol. 28, April 2017. Pages 8 – 12. ISSN: 2394 – 6636.
- Co-authored with S Radhakrishnan and Dr. KG Selvan an article on “Use of Artificial Sand in Construction” in IRACST - International Journal of Research in Management and Technology (IJRMT). Vol. 7, No.2, Mar – Apr 2017. Pages 10 – 19. ISSN : 2249 – 9563.
- Co-authored with S Radhakrishnan and Dr. KG Selvan an article on “How to save Costs in Construction of Multi Storeyed Buildings” in North Asian International Research Journal of Social Science and Humanities (NAIRJSSH). Vol. 3, Issue 4 April 2017. Pages 130 143. ISSN: 2454 – 9827.
- Co-authored with S Radhakrishnan and Dr. KG Selvan article on “Defiant Labor Costs in Multi Storeyed Building Construction” in International Journal of Latest Engineering Research and Applications (IJLERA). Vol. 02, Issue 05, May 2017 Pages 30 - 35. ISSN: 2455 – 7137.
- Co-authored with S Radhakrishnan, and Dr. KG Selvan an article on “How to save on Labor costs in Multi Storeyed Building Construction” in International Journal of Recent Engineering Research and Development (IJRED). Vol. 02, Issue No. 05, Pages 73 - 8. ISSN: 2455-8761.
- Co-authored with S Radhakrishnan, and Dr. KG Selvan an article on “Necessity of Time Management in Multi Storeyed Building Construction” in International Journal of Latest Engineering and Management Research (IJLEMR). Volume 02 – Issue 06. June 2017. Pages 01 – 07. ISSN: 2455 – 4847.
- Co-authored with S Radhakrishnan, and Dr. KG Selvan an article on “Indispensability of Cost Management in Construction Projects” Accepted for publication in International Journal of Application or Innovation in Engineering & Management (IJAIEM).
- Co-authored with K. Subathra and Dr. T.Ramachandran, an article on “International Tourist’s Typology and Benefits sought from their Wellness Tourism Experience in India” in Journal of Advanced Research in Dynamical and Control Systems, Issue 15, ISSN 1943-023X, October 2017.

POSITIONS HELD

- Held the Post of Head-Marketing in the School of Management, SRM University with various responsibilities. Introduced new methodologies to teach Marketing to MBA students. The other responsibilities include the monitoring and maintenance of quality teaching and learning experience among the MBAs by their respective faculty members. Book purchases under the stream of Marketing, Screening question papers and review of answers, Evaluation of answer scripts, result passing board responsibilities were additional.
- Acted as the Management Representative’s Representative in the Department for several years for the implementation and maintenance of Quality Management system certified by BVQI.
- Implemented ISO quality standards in the department and educated the faculty members on the intent of ISO certification and the quality checks they would be carrying out.
- Served as ISO Internal Quality Auditor at SRM Engineering College.
- Responsible for the welfare of the Non Teaching staff in the department.
- Recommended several changes in curriculum, infrastructure and other departmental activities.
- Designed and developed curriculum for PGPRM programme, PGDM, and Postgraduate programme in Sales.
- Served as resource person for the EDI Cell participants from all over Tamil Nadu.
- Served as resource person for the Workshop for Head masters of High schools in Tamil Nadu.
- Convener of EXESCAN 1996,a two-day student’s event.
- Convener of I-SAGE a management event for Marketing conducted every year.
- Co-Convener of Retailing Renaissance- One day Seminar in the Department of Management Studies, SRM Engineering College, 1999.

PROJECTS DONE

- Undertook a study on “Market survey on Audio Cassettes for Meltrack Cassettes” at Murugappa Electronics Limited, Chennai.
- Undertook a study on “Market Research on Ceiling Fans” for Polar Fans International Limited, Chennai.
- Conducted a “Delay study at Road- Rail Crossing at Tambaram” Chennai.

ARTICLES PUBLISHED

- Published an article “Who becomes a Leader?” in SRM Management Digest.

BOOKS PUBLISHED

- Designed lessons for the Course material of MBA Degree course under the Open learning system of the Tamil Nadu Open University, on the subject Market Research and Consumer behavior in 2005.
- Wrote lessons for the Course material of MBA Degree course under the Distance Education mode of the Institute of Distance Education of University of Madras, on the subject Personnel Management in 2003.
- Wrote lessons for the course material of MBA Degree course under the Distance Education mode of the Institute of Distance Education of University of Madras, on the subject Management principles in 2001.

RESEARCH PUBLICATIONS

- Published a research paper on “A Study on the Impact of Word of Communication in the purchase of Cell phones among college students in Chennai” in the Research Journal at Annamalai University, Chidambaram in 2007.
- Published a research paper on “Social Networking : A via media for consumer socialization” paper published as e-proceeding at Graduate School of Business, University Tun Abdul Razak, Malaysia in Oct 2011.
- Published a research paper on “The Influence of Electronic Word of Mouth over Facebook on Consumer purchase Decisions” in International Journal of Management (IJM), ISSN 0976-6502(Print), ISSN 0976-6510(Online), Volume 4, Issue 3, May-June (2013).
- Published a research paper on “Product Recommendations over Facebook: The roles of Influencing Factors to Induce online Shopping” in Asian Social Science journal, ISSN 1911-2017 (Print) ISSN 1911-2025 (online), Vol. 11 No.2., January 2015.
- Published a research paper on “Assessing Product Recommendations among Facebook users through Technology Acceptance Model” in Journal of Advanced Research in Dynamical and Control Systems, Issue 7, ISSN 1943-023X, July 2017.
- Published a research paper on “ E-WOM: Do brand Advocates “ Good Mouth” on Facebook?” in Journal of Advanced Research in Dynamical and Control Systems, Issue 15, ISSN 1943-023X, October 2017.

MEMBERSHIPS

- Life member of Indian Society for Technical Education, India.

DOCTORAL DISSERTATION

- Topic: Impact of Facebook Driven word of mouth Communication on the online buying behavior
- Details: This study was conducted to test the power of word of mouth communication over Facebook on product related recommendations and its behavioral inducement on online shopping motives. Facebook users who shopped online also tag, post, share, and chat among their contacts their product related experiences and generated lot of conversations on their Facebook page. These conversations act as marketing communication to induce purchase intentions. A survey research was performed to measure the attitudinal response of the sample on several antecedent factors of their online purchase oriented conversations. The role and interaction of several antecedent factors upon the behavioral intention to use Facebook or e-stores for online shopping were well established in this analytical work concluding strongly their role in influencing the online buyer behavior. A newer model for explaining the online buyer behavior of Facebook netizens was proposed for supplementing the knowledge in this field.

PAPERS PRESENTED IN CONFERENCES | SEMINARS

- Participated and presented a research paper on “Market Potential for Document Management Solutions at Hospitals in Chennai”, in the National Conference on Business Research held at PSG. College of Technology, Coimbatore in 2005.
- Participated and presented research paper on “A Study on the Impact of Word of Communication in purchase of Cell phones among college students in Chennai” in the National Conference at Annamalai University, Chidambaram in 2007.
- Participated and presented a paper on “The Indian Organized Retail Sector: An Insight” in the International conference on Retail Excellence, held at SRM University, in December, 2009.
- Participated and presented a research paper on “Social Networking: A via media for consumer socialization at Graduate School of Business, University TUN Abdul Razak, Malaysia in Oct 2011.
- Participated and presented a research paper on “E_WOM: Do Brand advocates “Good Mouth” on Facebook at Loyola Institute of Business Administration, Chennai.
- Participated and presented a research paper on “Assessing Product Recommendations among Facebook users through Technology Acceptance Model” in the International Conference held in the year March 2017 at Karunya University, Tamil Nadu.
- Participated and presented a research paper on “International Tourist’s Typology and Benefits sought from their Wellness Tourism Experience in India” in the International Conference held in the year March 2017 at Karunya University, Tamil Nadu.
- Participated in the 7th edition of the International Conference on Social Science Research For Sustaining Business & Economy in Global Market (ICSRBEGM.17) held at Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai. in September, 2017

- Member of Board of Studies, School of Management, SRM University.

QUALITY IMPROVEMENT PROGRAMMES ATTENDED

- Attended a five-day Quality Improvement Programme sponsored by AICTE, held at T.A.Pai Management Institute, Manipal on “Experiential Learning Tools in Marketing Teaching” in September, 2003.

PROGRAMMES ATTENDED

- Participated in the 7th edition of the International Conference on Social Science Research For Sustaining Business & Economy in Global Market (ICSRBEGM.17) held at Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai. in September, 2017.
- Participated in the Third "International conference on Innovative trends in Technology and Management (ICITM - 2017) on March 30th and 31st 2017 in Kalasalingam University, Tamilnadu.
- Attended a 3 day Social Media Marketing Workshop held by SSN School of Management, Chennai in September, 2013.
- Attended FDP on Statistical Software Application, conducted at SRM School of Management, SRM University from 9th to 11th August 2013.
- Attended National Workshop on Planning and preparing the best PhD thesis of an International quality conducted by CSIR - Central Leather Research Institute, Chennai, on 14th to 16th June 2012.
- Attended FDP on Statistical analysis and interpretation using SPSS and AMOS at Prathyusha Institute of Technology and Management on 12th and 13th April 2012.
- Attended International Conference on Business Research held at School of Management, SRM University, Kattankulathur in 2011.
- Attended a two-day Social Media Summit SMS 2011, held at MOP Vaishnav College for Women, Chennai & echoVME Consulting Pvt. Ltd., in September, 2011.
- Attended an International Conference and Postgraduate Research Colloquium on “Contemporary Research Issues and Challenges in Emerging Economies” conducted at Graduate School of Business, Universiti Tun Abdul Razak, Kaulalumpur, Malaysia in October, 2011.
- Attended International Conference on Retail Excellence held at School of Management, SRM University, Kattankulathur in the year 2009.
- Attended a UGC National Seminar on “Marketing Strategies for Competitive Emerging Markets” at Annamalai University, Chidambaram, Tamil Nadu in March 2007.
- Attended workshop on Statistical Research Tools, organized by the Department of Management Studies, Annamalai University, Chidambaram, Tamilnadu in March, 2007.
- Attended a one day workshop on "Concept to Research", organized by SRM University, SRM School of Management on January 27, 2007.
- Attended a National Conference on “Emerging Trends in Business Research” conducted by the Department of Management Studies, Easwari Engineering College, Chennai in the year 2006.
- Attended an International conference on Recent Trends in Business Research conducted by the Department of Management studies, PSG College of Technology, Coimbatore, Tamil Nadu in December, 2005.
- Attended a workshop on “Personal Effectiveness at Work place” at Hotel Quality Inn Sabari, organized by MMA during Feb. 2004.
- Attended a National Seminar on “Management in Transition” at Madras University on 20th & 21st Feb 2003.
- Attended a workshop on “Innovative Teaching Methods in Management” organized by the Vellammal College for Management and Computer Studies, during June, 2001.
- Attended a workshop on “Management Education in Digital Age” organized by the Department of Management Studies, Anna University, Chennai, during November, 2000.
- Attended a workshop on “How to write course material for MBA correspondence course” at University of Madras during November 2000.

PROJECTS GUIDED & EVALUATED

- Guided and evaluated several main projects, summer projects and Mini projects for the last 24 years at Faculty of Management, SRM University, Maharaja College for Women and University of Madras.

SEMINARS | WORKSHOPS | STTPs | PDPs CONDUCTED

- Coordinator for panel discussion- Marketing in the “International Conference on Business Research” conducted by School of Management, SRM University in January 2011.
- Convener for the “International Conference on Retail Excellence 2009, conducted during December 2009.
- Convener for the “ISTE sponsored Short term Training Programme on Quality Improvement Programme for Management Teachers conducted during the year 2007.
- Coordinator for the “Management Development Programme for Working Professionals of Manufacturing Industries in Chennai in the topic “Competing through Manufacturing” in association with resource person from Indian Institute of Management, Ahmedabad in 2007.
- Advisor for the “International Conference on Global Entrepreneurship” held in the year 2007.
- Organized a one day workshop on "Concept to Research", in the year January 27, 2007.
- Advisor for the workshop on “Recent Techniques in teaching methodologies” held in the Department during 2006.
- Jointly convened a 3-day seminar on “Retailing Renaissance” for the MBA students in the Department during 2003-04.
- Organized a workshop on “Personality Development programme” for faculty members of SRM Engineering College, during 2003.
- Organized a workshop on Personality Development Programme for Working Executives during the year 1997-98.

REFERENCES

Dr. T. Ramachandran, Professor, Faculty of Management, SRM University, Kattankulathur, Kancheepuram District, Tamilnadu, India.
Email : tr_mba2004@yahoo.com,

Dr. Maran, Director, Sairam Institute of Management Studies, Sai Ram Engineering College, Tambaram, Chennai, Tamilnadu, India. Email :
Email : maran.mba64@gmail.com

Dr. Ravindran, Professor, Graduate School of Business, University Tun Abdul Razak, Kaulalumpur, Malaysia,
Email: ravindran@unirazak.edu.my

TEACHING DOSSIER

Biographical Background

I come with an overall experience of 24+ years. I have been associated with SRM University in Kattankulathur, Tamil Nadu, India as Associate Professor since April 2018. Earlier, I worked as Assistant Professor (Selection Grade) Since January 2005 (Approx. 12 years and 8 months). Prior to which I worked as a Senior Lecturer from 1995 to 2004 and as Lecturer from September 1995 to May 2001 at Department of Management studies, SRM Engineering College & from November 1993 to August 1995 at Department of Management, Maharaja College for Women, Perundurai, Erode, Periyar District, Tamilnadu.

My Teaching Philosophy

As a teacher, my first priority is to develop a bond – an environment of respect, care, and frankness – among all the participants. During the first session, I offer some icebreaking fun activities, and present myself as a facilitator of learning among my students. I give signals that convey to the students that I care about their success, and would be providing them with a stress-free learning environment throughout the semester. They need to focus on learning, and with better learning, they should expect good grades. Though the course syllabus provides details about the minimum requirements for a successful completion, I give them the opportunity to clarify any misunderstandings during the first class.

When I am teaching, my primary objective is to invoke students' suspense and quest for learning, so I ask questions and have them ask questions as well. Most of the formal work in economics evolves around modeling preferences of households and firms under certain assumptions and constraints. Since the world has numerous complexities, incorporating them into models may lead to misunderstanding among students. It is my responsibility, as a teacher/facilitator, to clarify any confusion students might have. I do so by discussing real-world examples.

Having a professional background, I can disentangle the complexities by discussion real-world examples. Nevertheless, the real-world examples must be in the reach of students' domain of understanding. For the course syllabus updates, I keep abreast with the latest book editions and the latest Economic / Financial stories. We are living in a world where access to information is just a click away.

I, therefore, spend my free time surfing the Internet for Management, Economic, Financial and Political news around the globe. Thanks to technological advances, today's students are more knowledgeable and daring, perhaps due to the instantaneous access to information. As opposed to the hierarchical settings between students and teachers in the past, I believe that my role as a teacher is like a discussant or a facilitator. Hence, I do expect to be questioned, corrected, or even criticized by the students. When this happens, I take it positively as a sign of students' engagement and better understanding. During my teaching assignment, I constantly analyze myself, and seek the feedback from my students and colleagues on how to improve my practice. Above all, I consider teaching as the best opportunity for my own learning!

Course Contribution to Program Learning Goals

Course Contribution to Program Learning Goals The course is designed and built around the analyses of real management cases in the new economy. Students are required to analyze these cases, discuss them in groups, make necessary decisions to address the managerial issues, and present their findings for an open discussion in front of their class fellows. This way, the course acts as a propagation mechanism for the application and integration of quality management concepts and ideas (learned through the case studies, as well as gained from the previous courses) in to real-life scenarios. The case analyses also enhance critical thinking and decision-making. In addition, students are encouraged, and expected, to apply high standards of integrity and ethics when assessing the input of their peers.

Course Learning Objectives

The course main objective is to equip students with the concepts and tools that are necessary for effective decision-making in the fast-paced business environment of the new economy. After the successful completion of this course, the students are expected to be able to:

- Understand and explain the components of the new economy.
- Analyze traditional business models and identify the necessary innovations for their compatibility.
- Develop and present a critique of traditional strategic models in favor of a transition towards.
- Demonstrate the skills necessary for effective management.
- Demonstrate strategy implementation at different organization levels.
- Present a summary of an encompassing framework for management.

Methods used to Evaluate Performance

Course Attendance and Participation (15%)

Course attendance is mandatory. Students with 100% class attendance will be awarded 5% marks towards their final grade. A sign sheet will be circulated and required to be signed by every attendee at the beginning and at the end of each class. The professor reserves the right to call upon some names randomly to confirm the attendance. Any missed class without a legitimate reason will result in the loss of attendance and participation marks for that day.

Since a successful management requires active participation, the course is designed to be very interactive leading to opportunities for class participation for every student. In addition, countless opportunities for contribution will also be available during the case-study discussions, following individual presentations and during group exercises throughout the semester. Participation will be assessed, and awarded, by the professor (5%) and self-assessment by students themselves, (5%) each week starting week 2. The evaluation will consist of three key elements: Preparation, class participation and qualitative assessment of your classroom interventions. To help students evaluate the quality of their class participation, a grid is proposed below. I reserve the right to change your score if your self-assessment does not match his assessment of your contribution.

Individual Written Report of a Business Model (15%)

The topics will be discussed during the second week, and the selected topics must be presented to the professor by week 3 or 4 in the form of a brief, one-page, point-form printed proposal submission. This proposal is worth 3% of the final grade: a very brief report highlighting the company and its product/service, the recommended research sources and some of the current challenges the business faces in the new economy. The final report is worth 12%, and should NOT exceed 10 pages (excluding appendices), 12 pt, double spaced 1" margins. A signed academic integrity statement must be included with the printed version submitted at the time of the presentation, confirming this is student's own work.

Individual Presentation of a Business Model (15%)

Students will present individually their business report in class. The maximum time allowed for a presentation is 8 minutes plus 20 minutes for questions. There is a penalty of negative 1 mark for every minute exceeded. PowerPoint slides of the presentation must be emailed to the professor 24 hours ahead. Proposals submitted in Week 3 present in Week 10 or 11, proposals submitted in Week 4 present in Week 11 or 12 (precise order of presentation to be advised by the professor)

In-Class Group Application Exercises (4x7.5%=30%) These exercises will be done in class by each group. The objective is to present on the assigned questions for the case study in each of sessions 3, 4, 5, 6, 7 and 8. These questions will be posted on BBL by the end of week 2. Presentation content must always consider strategies related to the new economy. These exercises also give students the opportunity to practice strategic factors, recognize emerging strategies and analyze online business management. After working in groups, students will present their findings to the class. Typically 8 groups will present in each class. Each group presents in 4 of these 6 classes, and groups will be randomly assigned their presentation dates by the professor in class 2. Groups: Groups will be formed of 5-6 students during the first week. Each group must designate a person to coordinate the delivery of projects via Blackboard Learn. Students are responsible for managing their group, including highlighting opportunities for the group to improve and to continuously offer recommendations for the group to work effectively and efficiently. If groups have serious differences, then it is required to show the professor a detailed record of performance problems (i.e. emails, a file describing the problem, detailed challenges, and detailed missed meetings). This is also in line with the human resources management of a modern company/organization in the new economy.

MANAGEMENT EVALUATION



FACULTY OF MANAGEMENT

SRM Nagar, Kattankulathur, Kancheepuram Dist., 603 203

Phone: 044 - 27417777

SUBJECT WISE FEED BACK REPORT -END SEMESTER 2017-2018

PROGRAM :- M.B.A. - 2017 regulation [PG - FT - ACADEMIC] - 1 semester-D

STAFF NAME :- Dr.S.Senthilkumar

SUBJECT :-MB17104-MARKETING-Theroy

STRENGTH:- 60 **GIVEN :-** 21 **RATING :-** 8.07

No	Question Description	Excellent	Very Good	Good	Average	Poor
1	Subject Knowledge.	52.38	9.52	33.33	4.76	0.00
2	Sincerity	38.10	19.05	38.10	4.76	0.00
3	Communication & Presentation Skills.	47.62	23.81	23.81	4.76	0.00
4	Lecture Preparation.	42.86	28.57	23.81	4.76	0.00
5	Coverage of Syllabus.	38.10	23.81	33.33	4.76	0.00
6	Control of the class.	38.10	23.81	33.33	4.76	0.00
7	Quality of Quiz/Surprise tests/Cycle tests.	47.62	19.05	28.57	4.76	0.00
8	Fairness in Evaluation.	38.10	23.81	33.33	0.00	4.76
9	Helpfulness in Clarifying doubts.	42.86	23.81	33.33	0.00	0.00
10	Approachability.	38.10	28.57	28.57	4.76	0.00
11	Knowledge gained at the end of the	42.86	19.05	38.10	0.00	0.00
12	Overall rating of the teacher.	52.38	14.29	28.57	4.76	0.00

MANAGEMENT EVALUATION



FACULTY OF MANAGEMENT

SRM Nagar, Kattankulathur, Kancheepuram Dist., 603 203

Phone: 044 - 27417777

SUBJECT WISE FEED BACK REPORT -END SEMESTER 2016-2017

PROGRAM :- M.B.A. - Business Administration - 1 semester-A

STAFF NAME :- Dr.S.Senthilkumar

SUBJECT :-MB16104-MARKETING-Theroy

STRENGTH:- 62 **GIVEN :-** 2 **RATING :-** 10.00

No	Question Description	Excellent	Very Good	Good	Average	Poor
1	Subject Knowledge.	100.00	0.00	0.00	0.00	0.00
2	Sincerity	100.00	0.00	0.00	0.00	0.00
3	Communication & Presentation Skills.	100.00	0.00	0.00	0.00	0.00
4	Lecture Preparation.	100.00	0.00	0.00	0.00	0.00
5	Coverage of Syllabus.	100.00	0.00	0.00	0.00	0.00
6	Control of the class.	100.00	0.00	0.00	0.00	0.00
7	Quality of Quiz/Surprise tests/Cycle tests.	100.00	0.00	0.00	0.00	0.00
8	Fairness in Evaluation.	100.00	0.00	0.00	0.00	0.00
9	Helpfulness in Clarifying doubts.	100.00	0.00	0.00	0.00	0.00
10	Approachability.	100.00	0.00	0.00	0.00	0.00
11	Knowledge gained at the end of the	100.00	0.00	0.00	0.00	0.00
12	Overall rating of the teacher.	100.00	0.00	0.00	0.00	0.00

MANAGEMENT EVALUATION



FACULTY OF MANAGEMENT

SRM Nagar, Kattankulathur, Kancheepuram Dist., 603 203

Phone: 044 - 27417777

SUBJECT WISE FEED BACK REPORT -END SEMESTER 2014-2015

PROGRAM :- M.B.A. - Business Administration - 2 semester-A

STAFF NAME :- Dr.S.Senthilkumar

SUBJECT :-MB13203-MARKETING-Theroy

STRENGTH:- 70 **GIVEN :-** 40 **RATING :-** 8.54

No	Question Description	Excellent	Very Good	Good	Average	Poor
1	Subject Knowledge.	65.00	22.50	12.50	0.00	0.00
2	Sincerity	47.50	40.00	12.50	0.00	0.00
3	Communication & Presentation Skills.	52.50	32.50	15.00	0.00	0.00
4	Lecture Preparation.	50.00	40.00	10.00	0.00	0.00
5	Coverage of Syllabus.	45.00	35.00	17.50	2.50	0.00
6	Control of the class.	42.50	40.00	17.50	0.00	0.00
7	Quality of Quiz/Surprise tests/Cycle tests.	37.50	32.50	30.00	0.00	0.00
8	Fairness in Evaluation.	35.00	42.50	22.50	0.00	0.00
9	Helpfulness in Clarifying doubts.	42.50	40.00	15.00	2.50	0.00
10	Approachability.	47.50	35.00	17.50	0.00	0.00
11	Knowledge gained at the end of the	37.50	37.50	25.00	0.00	0.00
12	Overall rating of the teacher.	47.50	35.00	15.00	2.50	0.00

MANAGEMENT EVALUATION



FACULTY OF MANAGEMENT

SRM Nagar, Kattankulathur, Kancheepuram Dist., 603 203

Phone: 044 - 27417777

SUBJECT WISE FEED BACK REPORT -END SEMESTER 2013-2014

PROGRAM :- M.B.A. - Business Administration - 2 semester-E

STAFF NAME :- Dr.S.Senthilkumar

SUBJECT :- MB13203-MARKETING-Theroy

STRENGTH:- 59 **GIVEN :-** 43 **RATING :-** 9.25

No	Question Description	Excellent	Very Good	Good	Average	Poor
1	Subject Knowledge.	69.77	18.60	9.30	2.33	0.00
2	Sincerity	76.74	13.95	9.30	0.00	0.00
3	Communication & Presentation Skills.	74.42	18.60	6.98	0.00	0.00
4	Lecture Preparation.	69.77	20.93	9.30	0.00	0.00
5	Coverage of Syllabus.	67.44	20.93	11.63	0.00	0.00
6	Control of the class.	67.44	20.93	11.63	0.00	0.00
7	Quality of Quiz/Surprise tests/Cycle tests.	74.42	16.28	9.30	0.00	0.00
8	Fairness in Evaluation.	74.42	16.28	9.30	0.00	0.00
9	Helpfulness in Clarifying doubts.	76.74	11.63	11.63	0.00	0.00
10	Approachability.	76.74	9.30	13.95	0.00	0.00
11	Knowledge gained at the end of the	74.42	16.28	6.98	2.33	0.00
12	Overall rating of the teacher.	81.40	6.98	11.63	0.00	0.00

SCOPE OF WORK AS A EDUCATOR

To draw on extensive academic excellence to underpin and carry out research or scholarship, teaching, leadership and management in the field of Marketing & Consumer Behavior and within the school and faculty.

Main duties and responsibilities:

General:

- To contribute to the development and achievement of University, faculty and school strategy within the context of an international, research-led university.
- To be recognized as an authority in the field, developing and maintaining an external profile as appropriate to the discipline.
- To maintain scholarly activity and keep up to date with developments in the field as necessary to carry out the duties of the post.
- To carry out the duties of the post in accordance with the University values and standards, including the Leadership and Management Standard, and in line with University policies and procedures and local faculty/school benchmarks as appropriate, upholding high professional standards and leading by example.
- To work with students as members of a learning community to provide world class education and an excellent student experience.

Research, Innovation and Impact:

- To pursue, develop and lead research, innovation and impact at an appropriately benchmarked level.
- To develop the strategic direction within own research area.
- To promote the integration of own research area with other research interests within and, as appropriate, outside the school and faculty.
- To maintain a high quality record of regular and original research publications of external standing as appropriate to the field or discipline.
- To attract research income on an individual and collaborative basis, as appropriate to the field or discipline, to underpin high quality research activity.
- To provide high quality postgraduate supervision and attract research students to the University.

Scholarship:

- To develop and lead pedagogic developments relating to learning and teaching to a level recognized externally for excellence.
- To produce scholarly pedagogic publications, disseminating findings across the University and externally.
- To promote theoretically informed and innovative approaches to learning and teaching related activities across the University and externally.
- To have a significant role in the strategic development of the curriculum and learning and teaching / student support policies.

Teaching:

- To undertake research-led teaching at different levels on undergraduate and/or postgraduate taught courses, regularly collecting, and responding to, student feedback.
- To contribute at an appropriate level to school and faculty policy and practice in teaching.
- To play a significant role in the design, development and planning of modules and programs within the subject area as required.
- To play a significant role in the review of modules and programs and in quality assurance and enhancement as required.
- To develop innovative approaches to learning and teaching as appropriate.
- To provide timely feedback and assessment of coursework and examinations.
- To provide general support and guidance to students, resolving issues and/or referring to specialist parties, where appropriate.
- To act as a personal tutor, including pastoral care and supporting students in maximizing the benefit of their time.
- To supervise students undertaking research projects as appropriate.