

Dr.S.P.Sreekala
Associate Professor -II
School of Commerce



Qualification : M. Com, MBA, M.Phil., Ph.D
Experience : **Teaching: 20 Years Industry** : 4 Year
Research Areas: Finance, HR and Marketing

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EXPERIENCE (Full Time)

Name of the College	Designation	Joining Date	Relieving Date	Experience		
				Years	Months	Days
K.P.R. Arts and Science and Research , Coimbatore District.	Associate Professor	02.07.2021	Till date	-	1	
K.S.R. College of Engineering, Tiruchengode, Namakkal District.	Associate Professor	23.05.2012	30.06.2021	9	1	7
Mahendra Engineering College, Mallasamuthram, Namakkal District.	Assistant Professor	06.04.2007	10.05.2012	5	1	5
ICFAI National College, Hyderabad.	Assistant Professor	26.05.2006	05.04.2007		11	11
Amman Arts and Science, Chittode	Lecturer	06.06.2004	30.04.2006	1	10	25
Christhu Jyothi Matriculation Higher Secondary School	Teacher	01/05/1997	30/04/1999	1	11	0
Total				20	0	15
V. Industrial Experience:						
NIIT LTD., Chennai.	Accounts Officer	15.09.1999	24.05.2003	3	8	10

KKSK Leathers Pvt Ltd, Erode	Accounts Officer	25.05.2003	05.06.2004	1	1	10
Total				4	9	20

ACADEMIC QUALIFICATION

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Management studies	PSG College of Technology/Anna University, Chennai.	2016
MBA	Master of Business Administration	Vellalar college for Women (Bharathiyar University)	2010
M.Phil.	Commerce	Alagappa University	2009
M.Com	Master of Commerce	Annamalai University Campus/(Annamalai university)	1996
B.Com	Commerce	Vellalar college for Women (Bharathiyar University)	1992

INTERNATIONAL UNIVERSITY EXPERIENCE (PART TIME)

VINAYAGA MISSION INTERNATIONAL UNIVERSITY COLLEGE, MALAYSIA: PART TIME JULY 2014 TO 2016)

COURSE MODULE DEVELOPER:

- Course Content should meet international standards and provide PPT lectures and Academic Committee member and BOS member.

TEXILA UNIVERSITY, GUYANA: (PART TIME FROM 2016 June to June 2018)

Texila Educational & Management Services (TEMS), Service provider of Texila American university working as a Subject Matter Experts, on a Part Time Basis (Online Faculty), for School of Business Management. The following subjects Module were developed:

- Strategic Management
- Production and Operation management
- Research Methodology
- Principles of Economics
- Marketing Management
- Management Information System

PH.D ADVISORY COMMITTEE (PAC) MEMBER

- PAC Member to ensure that the research topic selected by the student is approved by the local ethical committee.
- It is PAC Member's responsibility to ensure that the ethical issues related to

plagiarism, authorship of the proposal, papers etc., are not violated, that the research proposal / report is not simply copied from Internet and that there is no violation of copyright of the sources used.

The agenda would be:

- Evaluating and approving the half yearly reports of the Scholar
- For the purpose of reviewing the progress of the Scholar

SUBJECT MATTER EXPERT (INTEGRA SOFTWARE SERVICES) (From 01.03.2021 to June 2018)

Content Development Self Learning Material developing for various subject

- Research Methodology
- Human Resource Management (Balance Score Card content)

SUBJECT MATTER EXPERT (MERIT TRAQ) From 01.03.2020 to till date)

Creating MCQ for the subject. The following subjects completed MCQ

- Accounting for managers
- Financial Accounting
- Balance Score card
- Human Resource Management
- Strategic Management

EDITORIAL MEMBER FOR VARIOUS JOURNALS

- Editorial Member of International Journal of Multidisciplinary Research and Modern Education/ISSN (Print)2454-6119.
- Editorial Member of International Journal of Engineering Research and Modern Education /ISSN (Print)2455-4200
- Editorial Member of International Journal of Scientific Research and Modern Education /ISSN (Print)2455-5630
- Editorial Member of International Journal of Current and Modern Education Research/ISSN (Print)2455-5428
- Editorial Member of International Journal of Applied and Advanced Scientific Research /ISSN (Print)2455-3080
- Editorial Member of International Journal of Computational Research and Development /ISSN (Print) 2456-3137
- Editorial Member of International Journal of Interdisciplinary Research in Arts and Humanities /ISSN (Print) 2456-3145
- Editorial Member of International Journal of Advanced Trends in Engineering and Technology /ISSN (Print) 2456-4664
- Editorial Member of International Journal of Recent Research and Applied Studies /ISSN (Print) 2456-4891
- Editorial Member of International Journal of Multidisciplinary Research and Review /ISSN (Print) 2581-6292
- Review member of International Journal of Advanced Research Trends in Engineering and Technology, ISSN(online):2394-3785, ISSN(Print):2394-3777

FUND RECEIVED FROM GOVERNMENT

- Received Fund (Rs 60000) from NHRC , New Delhi. F.No. 23011/45/018-19 Organized One day Training Programme on Women and Human Rights on 31st October 2018
- Received Fund (Rs 28500) from NCW, New Delhi. Organized National wide competition on 23rd November 2018.
- Received Fund (Rs 60000) from NHRC , New Delhi. (F.No. 23011/46/019-20) Organized One day Training Programme on Women and Human Rights on 09th Jan 2020.
- Received Fund (Rs 60000) from RBI, New Delhi ,(F.No 010/19-20-E-mail dated Nov 29,2019) organized one day National Conference on Cryptocurrency and Block chain in India on 24th Jan 2020.
- Received Fund (Rs. 2,68,530) from ICSSR ((F.No. 02/64/2019-20/MN/RP) mini Project Effectiveness of Information, Communication Technology for upliftment of Tribes in yercaud hill, salem from 18th Nov 2019 to 30th Oct 2020.
- Received Fund (Rs.7,39,833) from AICTE –STTP- SC-ST Skill and personality development 9th March 2020

BOOK PUBLICATION

- Book published in Marketing Management, Thakur Publication Pvt Ltd, Chennai, ISBN 978-93-87483-33-0

RESEARCH PUBLICATIONS

- “Job stress of Employees with special reference to Tamilnadu “Journal of Infokara Research- Volume 8, ISSN 1021-9056, issue 11, pgno 2131-2140 (**Scopus Journal**)
- “Customer Satisfaction towards the services quality of Karur vysya bank” Journal of composition theory “Volume xii, issue xi, Nov 2019, pgno 1100- 1109 (**Scopus Journal**)
- “Effectiveness of Time management in employees with special reference to cooperative milk producers in Tamil nadu” Journal of Information and compositional science Vol 9, ISSN 1548-7741, Nov 2019 pg.No 1702-1709 (**Scopus Journal**)
- “Dimensionality of factors considered by tax saving mutual fund investors” Shanlax International Journal of Commerce” Vol 6 , special issue 3, ISSN 2320-4368 , March 2018,pp no 11-15.(**UGC Approved**)
- A Study on service quality of select commercial banks with special reference to namakkal District “Shanlax International Journal of Commerce“**Volume 6** Jan 2018 ,ISSN 2320-4368 , pp no 30-36. (**UGC Care**)
- “Evaluating the financial health of selected commercial banks in Indian banking sector“ Asian journal of research in social science and humanities“ vol. 6, no. 3, pp. 121-127. March 2016 ISSN: 2249-7315 (**UGC Care**)
- An Empirical Study on Productivity of Commercial Banks in India”Asian journal of research in social science and humanities“ vol. 6, no. 5, May 2016. pp. 1300-1323, ISSN: 2249-7315. (**UGC Care**)
- The Impact of Capital Structure on Profitability of Manufacturing Companies: using multiple regression model”, Asian Journal of Research in Social Sciences and Humanities, May 2016, ISSN: 2249-7315(ONLINE) 2250-1665(PRINT) (**UGC Care**)
- An Empirical study of productivity of public sector banks with special reference to CNX listed banks published in ZENITH International Journal of Business economics and

Management Research ISSN 2249-8826, ZIJBEMR, Vol.4(12), December (2014) Pg no 96-106.(UGC Approved)

- Women Empowerment Need for the hour published in International journal of Business and Intelligence and Innovation, ISSN 2348 4705, Glow plus publisher, Volume 2 March 2014, pg no 108-115.
- A study on Investment viability of Risk and Return of select portfolio with special reference to regliare securities ltd, Calicut- Competitive strategies globalized economy, publication 2013 Feb.ISBN
- A Study on Arbitrariness of Investment Return of Select Sectors in Indian Capital Market –European Journal of Social Sciences,ISSN 1450-2267 Vol. 33 No 3 September, 2012, pp. 381-392
- A Comparative Study On Customer Perception About Banking Services Of Public And Private Sector Banks In Erode -Sankhya International Journal of Management and Technology, ISSN 0975-3915 Volume-3, Special Issue-2, September 2012. PP.311-315. □
- A Study On Asset And Liability Management In Salem Co -Operative Bank-NameX International Journal of Management Review, ISSN 2277-2049, Volume no 1, Issue no 1, June-December 2011. PP. 1-10
- A Comparative Study on Customer Relationship Management in ICICI BANK AND SBI BANK – International Journal of Applied Management Research, ISSN 0974 8709 Volume3, Special Issue, Number 1, June 2011. PP- 327-331
- Innovations in Financial Management with Special Focus on e-finance- Voice of Manager , ISSN 9788-8488. Volume 4, PP 477-479. Himalayan Publication,2011.
- Self help Group-Impact of Micro finance on the empowerment of Rural. ISBN – 97881-7446-836-9 , Excel Book, Sep 2011.
- Is Corporate Governance Existing on Indian Banking Industry, NCRC Publishers & 2010 ISBN -978-81-909150-3-8
- Innovation in Financial Management With Special Focus On E-Finance, ISBN -978-81-8488-942-0

APPRECIATION / AWARDS

- Received **Dr.Abdul Kalam award for the Teaching excellence** from Marina Lab foundation on 24/11/2019.
- Received **Best Senior Faculty Award** from DKIRF International Research Foundation on 30/12/2018.
- Got **Best paper award** for international conference
- Got **Best paper award** for international conference in NKR Arts and Science College of women, Namakkal District (28th August 2018)2018-19
- Got certification of Merit for highest SJ journals publications (Department Level) in academic 2016-17.
- Got certification of Merit for highest number of conference / FDP organized during the academic year 2015-16.
- Got certification of Merit for submission of More project proposals for funding agencies during the academic year 2015-16.
- Got certification of Merit for submission of more number of proposals for seminar grant

to organized conference / FDP during the academic year 2015-16.

- Got certification of Merit for achieving The highest Total Fund Received to organize Conference / Faculty Development Program during the academic year 2012-15
- Got certification of Merit for submission of More Research paper in the academic year 2014-2019
- Received certification of Merit / Appreciation for producing 100% results in various subjects.

RECOGNITION

- Acted as **International Judge** for 5th World conference on Transformation: The creative Potential of Interdisciplinary and Multidisciplinary knowledge Exchange
- **DC Member** in Bharathiyar University
- Acted as a resource person for the Workshop conducted by Periyammal Maniammai Engineering College from 15-09-2020 to 15-10-2020.
- **PALS Co-ordinator** MBA department of KSR College of Engineering for the year 2016-till date.
- **Board of Studies member** in MBA department of KSR college of Engineering for the year 2014-2017.
- Acted as a **Chair person** in National seminar of “Demonetarization- A march onwards digital India” Organized by NKR Arts and Science College 3rd Feb 2017
- Acted as a **resource person** for the Career Awareness Programme organized by the Government College of Engineering, Dharmapuri on 22-July-2016.
- **Guest speaker** for the EDI- TSTEDB sponsored National Level Entrepreneurship Awareness Camp organized by KSR College of Engineering, Tiruchengode – 637 215 on 28-07-2016.
- Acted as a **resource person** for the guest lecture on Business Opportunities in India on 08-2016 organized by the department of Business Administration, Kamadhenu Arts and Science college, Sathyamangalam.
- Worked as MD (Module Developer) in Vinayaga Mission International University, Malasiya
- Worked as Subject Matter Expert in Texilla American University, GUYANA

VARIOUS EXPERIENCE

- Training and Placement Coordinator
- R& D Coordinator
- Value added course Co-ordinator
- Project Guide
- Academic Coordinator
- AICTE internal audit Coordinator
- ISO internal audit coordinator
- Anna University internal audit co-ordinator
- Autonomous audit coordinator
- News bulletin coordinator
- Board Of Studies Member
- Class Advisor
- Other college Event Coordinator □ Chairperson for National seminar.

- Fees Revision Co-ordinator

TRAINING ATTENDED

- Attended short term training programme through ICT mode on Problem based Learning from 11.02.2019 to 15.02.2019.
- Undergone SAP (HR) for 200 Hours from 15th July 2015 to 18th August 2015 □ ISO Awareness & Internal auditors training on 27th Jan 2012.

RESEARCH AND PROGRAMS ORGANIZED IN THE INSTITUTION

- Organized AICTE sponsored one week Training programme for final year placement from 01/10/2020 to 07/10/2020
- Organized One day Training Programme on Women and Human Rights sponsored by NHRC on 31st October 2018
- Organized National wide competition sponsored by NCW on 23rd November 2018.
- Programme co-ordinator for the National Management Meet on 02.02.2018 at KSR College of Engineering
- Programme co-ordinator for the National Level conference on “Managerial Innovations and Challenges in Globalised Economy” on 26.09.2014 at KSR College of Engineering
- Organized Faculty Development Programme on “Writing Research Papers on Social sciences by adopting Advanced tools” on 23.08.2014 at KSR College of Engineering
- Programme co-ordinator for the National level seminar on New Paradigm in Corporate Management on 19.10.2012 at KSR College of Engineering
- Programme co-ordinator for the International Conference on Ever growing never Ending managerial challenges on 28/10/2011 to 30/10/2011 at Mahendra Engineering College.
- Programme co-ordinator for the National level seminar on Recovery strategy for global economic recession on 6/10/2010 at Mahendra Engineering college global economic recession on 6/10/2010 at Mahendra Engineering college.
- Programme co-ordinator for the International Conference on growing never Ending managerial challenges on 28/10/2011 at Mahendra Engineering college.

PAPERS PRESENTED IN CONFERENCES/SEMINARS

- **International Conference:** International Conference on Recent trends in arts and science, engineering and Technology” Presented paper on Recent trends in E-Banking Service in India Organized by Dhanalakshmi Srinivasan Hotel, Perambalur, TamilNadu on 30th December 2018.
- **International Conference :** International Conference on “Marketing Challenges in 21st Century” Presented paper on Challenges in New Product Marketing Organized by NKR Arts and Science College 28th August,2018.
- **National Seminar :** National Conference on “Contemporary issues in commerce and Management” Presented paper on Dimensionality of factors considered by tax saving mutual fund investors Organized by NKR Arts and Science College 2nd Feb 2018.

- **National Seminar:** National seminar of “Demonetarization- A march towards digital India” presented paper on A study of Demonetarization and impact on Tamilnadu” Organized by NKR Arts and Science College 3rd Feb 2017.
- **International Symposium:** International Symposium on “Contemporary issues on Modern Research” organized by Nandha Arts and Science college 7th Sep 2016.
- **International Conference:** International Conference on “Creating competent managers” presented paper on Comparative Analysis of service quality of select commercial banks organized by the kavery engineering college 9th Feb 2015.
- **International Conference:** International Conference on “Business Intelligence and Innovations for emerging markets” presented paper on an empirical study on operational efficiency of select commercial bank in India- Comparative study, organized by Glow plus training academy 8th Mar 2014.
- **International Conference:** International Conference on “Impact of global crisis in Indian Business” presented paper on an empirical study of select public and private commercial banks in India- Comparative study, organized by Vivekandha college of Arts and science for women on 04th Jan 2014.
- **International Conference:** International Conference “Impact of business on social trends and movements” presented paper on An explanatory study of Customer perception of service quality in select commercial banks in India , organized Bons secours college for women on 07th Feb 2014 to 08th Feb 2014
- **International Conference:** International Conference “Impact of business on social trends and movements” presented paper on An explanatory study of Customer perception of service quality in select commercial banks in India , organized Bons secours college for women on 07th Feb 2014 to 08th Feb 2014
- **International Conference:** International Conference “New vista of Indian business of global scenario” presented paper on A study on operational efficiency of select commercial banks in India, organized Brama school of business on 19TH Oct 2013
- **International Conference:** International Conference “Competency Building strategies in Business and Technology for sustainable development” presented paper on Empirical study on impact of productivity on the profitability of selected commercial banks in India, organized Sri Ganesh school of business management on 22nd Feb 2013
- **International Conference:** International Conference “Business innovations in the globalisation ERA” presented paper on, A study on customer perception about retail banking services of public and private sector banks in Erode, organized by A.V.V.M Sri puspham college, Thanjavur on 22nd sep 2012
- **International Conference:** International Conference “Impact of global crisis in Indian Business” presented paper on, A study on Financial viability of select commercial bank in Tamil Nadu organized by Annai Mathammal Sheela Enginnering College on 14th sep 2012
- **International Conference:** International Conference on “Synchronizing management theories and Business practices challenges ahead” presented paper on, A study on Investment viability of risk and return of select portfolio With special reference to

Religare security ltd, Calicut, organized by Annamalai University on 27th July 2012 to 29th July 2012

- **Regional level seminar:** Regional level southern Regional Research paper contest presented paper on A study on Asst and liability management in Salem co-operative banks organized by Navaraj Academy for managerial excellence on , 12th Nov 2011
- **International Conference:** International Conference “Ever growing never Ending managerial challenges” presented paper on, financial viability in public and private sector banks in erode district organized by Mahendra Engineering College on 28th Oct 2011 to 30th Oct 2011.
- **International Conference:** International Conference “Challenges of Indian Business in Global Economy” presented paper on, A Study on Investor's attitude towards mutual funds organized by Annai Mathammal Sheela Enginnering College on 23rd Sep 2011
□ **National seminar :** National seminar on “Advanced data Analysis business analysis and economic intelligence” presented paper on A comparative study on CRM in ICICI and SBI bank organized by Rajah Serfoji government college on 28th May 2011 to 29th May 2011
- **National seminar:** National seminar on “ Economic Impact on post T sunami in Bengal” presented paper on A study on customer perception and behaviour with special reference to car owners in namakkal district organized by Rajah Serfoji government college on 20th May 2011 to 21st May 2011.
- **National Conference:** National Conference on “ Think global Go rural” presented Is micro finance helps for the empowerment organized by KSR Arts and Science College on 18th March 2010
- **National Conference:** National Conference on “ Ethical Transformation of Contemporary Business” presented paper on Is corporate governance existing in Indian Banking industry organized Sree Narayan Guru Institute of Management studies on 12th Feb 2010.
- **International Conference:** International Conference “Management challenges in the Era of global recession” presented paper on , Threat to global financial management organized by Sengunthar institute of management studies on 10th Feb 2009
- **National seminar:** National seminar on “, Strategic management, opportunities and challenges in post LPG Era” presented paper on Recent trends in insurance sector organized by Periyar institute of management studies, on 15th Feb 2007 to 16th Feb 2007.
- **State level seminar:** State level seminar on “Banking sector” presented paper on Mutual funds in banking sector and E-mail frauds and secure online banking organized by Trinity college for women on 9th Feb 2007.

EXPERIENCE ON ORGANISING OTHER PROGRAMMS

- Event Co-ordinator for National Level Meet 24.02.2018 at KSR College of Engineering
- **□II** College co-ordinator to attend the Higher Education Conclave in Dec 2and 3rd 2017.
- Event Co-ordinator for National conference on Managerial Innovations and Challenges in Globalised Economy 26.09.2014 at KSR College of Engineering
- Event Co-ordinator for Faculty Development programme on SPSS Software 23.08.2014 at KSR College of Engineering

- Event Co-ordinator for State Level Management meet for under graduates “Fachmann Junior” on 07.03.2014 at KSR College of Engineering.
- Event Co-ordinator for National Level Management meet “Fachmann” on 29.10.2013 at KSR College of Engineering
- Event Co-ordinator for National Level Seminar on Paradiam shift on Technology management at Mahendra Engineering College on 15th Feb 2012
- Event Co-ordinator National level workshop on Recovery strategy for global economic recession at Mahendra Engineering College on 6th Oct 2010.

PARTICIPATION IN FACULTY DEVELOPMENT PROGRAMMES

- Tamil Nadu open university Conducted Ten days International workshop on Effective Research Methodology” from 03-06-2020 to 12-06-2020
- SNDT Womens University Teaching Learning centre MHRD sponsored National workshop on ICT Tools for Online Learning” April 20-April 28, 2020) .
- National Institute of Technical Teachers Training and Research Kolkata Conducted short term training Programme through ICT Mode on Problem based Learning from 11.02.2019 to 15.02.2019.
- ICT Academy Sponsored Faculty development programme on Introduction to R Programming on 29.01.2019 and 30.01.2019
- Teaching Learning Centre Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) National Workshop on eAssessment: Process and Tools (Online Mode) June 19 - 25, 2018 .
 - MHRD Sponsored Faculty Development Programme on “Research Methodology and Statistical tools” from 23rd May to 29th May 2018 in Ministry of Human Resource Development Pandit Madan Mohan Malaviya National Mission on Teachers and teaching teaching learning centre, Ramanujan college,(university of delhi) New Delhi.
 - FDP in Vellalar College of Technology. AICTE Sponsored programme Contemporary issues in teaching methodology – from 29.11.2017 to 11.12.2017
- FDP in Selvam College of Technology. AICTE Sponsored programme in pedagogy of management research up liftment towards global standard – from 15.04.2013-28.01.2013
- FacultyDevelopment Programme “Out of the box pedagogies for signature Teaching” in Sree Narayana guru Institute of Management Studies, Coimbatore on 23rd Oct 2010.
- AICTE Sponsored Staff Development programme in Muthayammal Engineering College from 10th May to 22nd May 2010.
- AICTE Sponsored Staff Development Programme on “Sustaining Academic excellence in Management Skills” in Sengunthar Engineering College from 3rd May to 9th May 2010.
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PARTICIPATION IN SEMINAR /WORKSHOP

- Attended NHRC sponsored one day training programme on Human Rights Organized by NKR Government Arts College for women on 06.02.2019.
- Attended International Workshop on “Challenges and opportunities for Young Entrepreneurs at global level” Organized by NKR Government Arts college for women on 22.01.2019.
- Attended CII “Erode HR Conclave” Organized by CII Erode Zone on 21.12.2018
- Attended one day seminar on “How to Write a Successful Project Proposal to Funding Agencies“ Organized by KSR College of Technology on 21.07.2018
- Attended CII work shop in Higher education in Lee Meridian Hotel on 01.12.2017 and 02.12.2017.
- National Level Workshop on UGC Sponsored “GST in India Organized by Erode arts and Science College on 1st Aug to 2nd Aug 2017.
- National Level Workshop on “The Road Map to Empirical Exactness of Doing Research organized by Periyar university on 04th May 2016
- National Level Seminar on Security Analysis and Portfolio management organized by Mahendra Institute of Technology on 29th Oct 2010
- National Level Seminar on Managerial skill development organized by Sri Ganesh school of business management on 13th Oct 2010.
- National Level Seminar on New paradigm in management research organized by Muthayammal engineering college on 1st April 2010.
- National Level Seminar on Management for Economic Development organized by Sengunthar Arts and Science college on 5th march 2010.
- National Level Seminar on Strategies to succeed in the global business uncertainties organized by Sengunthar Engineering College on 2nd Feb 2010.

MEMBERSHIP DETAILS

- Life time member in ISTE.
- Member in CMA
- Member of CII