

Dr.M.Sekar

Associate Professor & Head,

Department of B.Com ( CA )

School of Commerce

**Educational Qualification :** M.Com., MBA., M.Phil., Ph.D., Dip on Mktg ( Alison )

**Experience :** Teaching : 14 Years Industry : 05 Years Research : 06 Years

**Research Areas :** Occupational Stress, Service Marketing, HR, CRM & management related issues.

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🌐 <http://kprcas.ac.in/academics/faculty-profile/dr-m-sekar/>

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### Academic Qualifications

| Degree  | Branch                  | Institution / University Name   | Year of Graduation |
|---------|-------------------------|---|--------------------|
| Ph.D.   | Commerce                | Bharathidasan University, Trichy  | 2014               |
| MBA     | Business Administration | Madurai Kamaraj University, Madurai   | 2010               |
| M.Phil. | Commerce                | Ayya Nadar Janaki Ammal College , Sivakasi (Madurai Kamaraj University, Madurai ) | 2001               |
| M.Com   | Commerce                | Ayya Nadar Janaki Ammal College (Madurai Kamaraj University, Madurai )            | 2000               |
| BBA     | Business Administration | Ayya Nadar Janaki Ammal College (Madurai Kamaraj University, Madurai )            | 1998               |

### Additional Qualifications:

| Course Details | Course Name  | Institution / University/Agency Name         | Year |
|----------------|--|--|------|
| Diploma        | Search Engine Optimization ( SEO )                     | European Open University                     | 2021 |
|                | International Marketing                                | European Open University                     | 2021 |
|                | Marketing Management                                   | Alison                                       | 2020 |
| Certificate    | Introduction to Psychology: The Psychology of Learning | Monash University, Australia ( Future Learn) | 2019 |
|                | Digital Skills: Digital Marketing                      | Accenture                                    | 2019 |

| <b>Course Details</b> | <b>Course Name</b>  | <b>Institution / University/Agency Name</b> | <b>Year</b> |
|-----------------------|---|---|-------------|
| Certificate           | Collaborative Working in a Remote Team                                    | University of Leeds and Institute of Coding | 2019        |
|                       | Create a Social Media Marketing Campaign                                  | University of Leeds and Institute of Coding | 2019        |
|                       | E-Commerce - Introduction to Internet Marketing Strategies for Businesses | Alison                                      | 2019        |
|                       | The Fundamentals of Digital Marketing                                     | Google ( Digital Unlocked )                 | 2020        |
|                       | Building an Online Business   | Alison                                      | 2020        |
|                       | How to Create Great Online Content  | University of Leeds and Institute of Coding | 2020        |
|                       | Excel Crash Course – Spreadsheet Formulas for Finance                     | Corporate Finance Course                    | 2020        |
|                       | Business Analytics in Python using STATCRAFT-P                            | Jaipuria Institute of Management            | 2021        |
|                       | YouTube Marketing: The Five Essential Steps                               | Alison                                      | 2021        |
|                       | Excel Crash Course  | Corporate Finance Course                    | 2020        |

#### **Academic Positions @ KPR CAS**

- Associate Professor & Head, Department of B.Com CA
- Coordinator – Research Cell – KPR CAS
- Member of Disciplinary Committee, Website Committee
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#### **Research Publications:**

01. Article Name : Ethics on human resources Management  
Article Link : <http://www.articlesbase.com/human-resources-articles/ethics-on-human-resource-management-2122964.html>
02. Article Name : Role of Women in ICT  
Article Link : <http://www.articlesbase.com/leadership-articles/role-of-women-in-ict-5319101.html>
03. Article Name : Rural Small Business  
Article Link : <http://www.articlesbase.com/myhome/article/edit/5128415>
04. Article Name : HR - Branding  
Article Link : <http://www.articlesbase.com/myhome/article/edit/3645505>

- .
- Article Name : A Study on Job satisfaction Among the Employees of State Bank of India in Coimbatore City  
 Journal Name : Sri Krishna International Research & Education Consortium  
 ISSN Details : IJBEMR Volume 3, Issue 6-8 ( June - Aug 2012 ) ISSN 2229-4848  
 Article Link :<http://www.skirec.com/images/download/ijbemr/IJBEMR-AUGUST-2012/Paper%201.pdf>  
 Author : Principle Author
05. Article Name : SSI Entrepreneurs Perception on Performance Of District Industries Centre ( DIC ) – Thoothukudi District  
 Journal Name : Journal of Commerce and Management Research ( JCMR )  
 ISSN Details : Vol – 2, Issue – 4 September – 2012 ISSN : 2249 – 0442  
 Author : Principle Author
06. Article Name : A Study on the Marketing Practices of the Kovilpatti Co-operative Milk Supply Society Ltd.  
 Journal Name : International Journal of Research in Commerce & Management  
 ISSN Details : Vol No. 3 (2012), Issue. 5 (May), ISSN 0976-2183  
 Article Link :[http://ijrcm.org.in/download.php?name=ijrcm-1-vol-3\\_issue-5-art-11.pdf&path=uploaddata/ijrcm-1-vol-3\\_issue-5-art-11.pdf](http://ijrcm.org.in/download.php?name=ijrcm-1-vol-3_issue-5-art-11.pdf&path=uploaddata/ijrcm-1-vol-3_issue-5-art-11.pdf)  
 Author : Principle Author
07. Article Name :A study on Intra organisational relationship for Organisational Effectiveness with Special Reference to Sabari Fashion, Tripur  
 Journal Name :Aditya International Journal of Research In Technology and Management  
 ISSN Details : ISSN : 2248-9665, Vol.1, Issue 10 March – 2012  
 Author : Principle Author
08. Article Name : A Study On SSI And DIC Working Capital And Asset Holding With Special Reference To Thoothukudi District  
 Journal Name : Indian Streams Research Journal  
 ISSN Details : Volume 2, Issue. 9, Oct 2012, ISSN:-2230-7850,  
 Impact Factor : 0.2105.  
 Link : <http://www.isrj.net/UploadedData/1479.pdf>  
 Author : Principle Author
09. Article Name : A Study on SSI Entrepreneurs’ Business Performance and it’s Constrains before and after Registering in DIC – Special Reference to Thoothukudi District,  
 Journal Name : International Journal of Business Management and Economics Research ( IJBMER )  
 ISSN Details : Vol 3 (5), 2012, 614-619, ISSN – 2229-6247.  
 Link : <http://www.ijbmer.com/docs/volumes/vol3issue5/ijbmer2012030502.pdf>  
 Author : Principle Author
10. Article Name : Big Five Personality Traits - A tool for Managing Stress  
 Journal Name : Tactful Management Research Journal  
 ISSN Details : Vol 1 Issue 5, Nov 2012, ISSN – 2319-7943  
 Link : <http://tmgt.lsrj.in/UploadedArticles/6.pdf>  
 Impact Factor :1.53  
 Author : Co Author
- 11 Article Name : Health and Welfare Measures in Tamilnadu Spinning Mills, India  
 Journal Name : Indian Streams Research Journal  
 Impact Factor : 0.2105  
 ISSN Details : Volume 2, Issue. 10, Nov 2012, ISSN:-2230-7850, Impact Factor : 0.2105  
 Link : <http://www.isrj.net/UploadedData/1583.pdf>

- Author : Principle Author
12. Article Name : Role of Emotional Intelligence In Managing Academic Stress  
 Journal Name : Indian Streams Research Journal  
 ISSN Details : Golden Research Thoughts, Volume 2, Issue. 5, Nov. 2012, ISSN:-2231-5063  
 Impact Factor : 0.2105  
 Link : <http://www.aygrt.isrj.net/UploadedData/1772.pdf>  
 Author : Co Author
13. Article Name : E-Filing of Income Tax: Awareness and Satisfaction level of individual Tax payers In Coimbatore city, India  
 Journal Name : Research Journal of Management Sciences  
 ISSN Details : Vol. 1(4), 6-11, November (2012), ISSN 2319–1171  
 Article Link : <http://www.isca.in/IJMS/Archive/v1i4/2.ISCA-RJMS-2012-031.pdf>  
 Author : Co Author
14. Article Name : Impact of Job Satisfaction and Personal Characteristics on Employee Absenteeism  
 Journal Name : Indian Streams Research Journal  
 ISSN Details : Volume 2, Issue.10,Nov. 2012, ISSN:-2230-7850  
 Impact Factor : 0.2105  
 Link : <http://www.isrj.net/UploadedData/1673.pdf>
15. Article Name : A Study on Business Growth of MSMEs' In Thoothukudi District – Before and After Registering DIC  
 Journal Name : International Journal of Business Management & Research ( IJBMR )  
 ISSN Details : ISSN 2249-6920 Vol. 3, Issue 1, Mar 2013, 21-30  
 Impact Factor(JCC) : 2.5306  
 Link : <http://www.ijbmer.com/docs/volumes/vol3issue5/IJBMER2012030502.pdf>  
 Author : Principle Author
16. Article Name : Problems of Women Entrepreneur in India  
 Journal Name : Women's Role in Achieving a sustainable Future  
 ISBN Details : 978 93 80800 19 6  
 Journal Name : Facets of Commerce (ISBN 978-81-909246-8-9)  
 Article Name : Mobile Banking & it's Services  
 Publishers : SNGC, Coimbatore
17. Journal Name : Asia Pacific Journal of Management and Entrepreneurship  
 Article Name : A Study on Inventory Management with special reference to Suraj Foods, Kaniyampuram  
 ISSN Details : ISSN 2277-8098, Volume 2, Issue 4 September 2013  
 Article Link : <http://www.lebanonfoundation.org.in/html/apjmer/mgt111.pdf>  
 Author : Principle Author
18. Journal Name : Asian Journal of Research in Business Economics and Management  
 Article Name : An Analysis of Relationship between Occupational Stress and Demographics in Cement Industries.  
 ISSN Details : ISSN 2249 – 7307 Vol.3, No.1, November 2013, pp. 231-238  
 Article Link : <http://aijsh.org/setup/business/paper569.pdf>  
 Impact Factor : Impact Factor (Global ) = 0.376  
 Author : Principle Author
19. Journal Name : International Journal of scientific research and management (IJSRM)  
 Article Name : Challenges and Opportunities of E-Marketing.  
 ISSN Details : Special Issue On e-Marketing Road Ahead Of India, Pages 157-162,2013, ISSN (e): 2321-3418

- Article Link : <http://ijsrm.in/special%20Issue%201/27%20ijsrm.Pdf>  
 Author : Principle Author
20. Journal Name : International Journal of Business Management & Economics Research ( IJBMER)  
 Article Name : Policing the Most Stressful Occupation: A Study on Tamilnadu Head Constables  
 ISSN Details : ISSN : 2229 - 6247  
 Article Link : <http://www.ijbmer.com/docs/volumes/vol4issue5/ijbmer2013040506.pdf>  
 Author : Principle Author
21. Journal Name : International Journal of Business Management & Economics Research ( IJBMER)  
 Article Name : Occupational Stress Coping on Policing Reference to Grade III Police Constables  
 ISSN Details : ISSN (E) : 2229 - 8036  
 Article Link : <http://tjprc.org/download.php?fname=--1388149962-Business.full.pdf>  
 Impact Factor : 4.99 (JCC)  
 Author : Co Author
22. Article Name : Globalisation, Consumerism and unsustainable Consumption  
 Journal Name : Challenges of Consumer Protection – An Indian Perspectives  
 ISBN Details : 978-81-92476-41-4
23. Journal Name : International Journal in Management and Social Science ( IJMSS)  
 Article Name : Women Empowerment: Role of Education  
 ISSN Details : ISSN: 2321-1784  
 Article Link : <http://ijmr.net.in/currentijmss.php?p=Vol.%2002,Issue%2012,December2014>  
 Impact Factor : 3.259  
 Author : Co Author
24. Journal Name : International Journal of Applied Engineering Research ( IJAER)  
 Article Name : A Study on Sources of Occupational Stress among Police Constables  
 ISSN Details : ISSN: 0973 - 4562  
 Article Link : [http://www.ripublication.com/ijaer10/ijaerv10n6\\_36.pdf](http://www.ripublication.com/ijaer10/ijaerv10n6_36.pdf)  
 Author : Co Author
25. Journal Name : Paradigm Drift in Business Theory and Practices  
 Article Name : PARADIGM SHIFT IN MANAGEMENT EDUCATION-Literature Review  
 ISBN Details : 978-81-931500-2-3  
 Author : Principle Author
26. Journal Name : International Journal of Pure and Applied Mathematics  
 Article Name : Study on Job related stress among the police personnel  
 ISSN Details : ISSN: 1314-3395 (on-line version)  
 Article Link : <https://acadpubl.eu/hub/2018-119-18/3/255.pdf>  
 Author : Co Author
27. Journal Name : Purakala ( UGC Care Journal )  
 Article Name : Role of District Industries Centre (DIC) in the Promotion of SMEs – An Opinion Survey (Based On Socio-Economic Profile)  
 ISSN Details : ISSN: 0971-2143  
 Article Link : <https://www.purakala.com/index.php/0971-2143/article/view/1238>  
 Author : Principle Author

**Regional / State / National & International Level Seminar Details:**

| S.No | Particulars                    | Numbers |
|------|--------------------------------|---------|
| 1    | International Level Seminar    | 28      |
| 2    | State & National Level Seminar | 32      |
| 3    | Faculty Development Programme  | 16      |
| 4    | Online FDP                     | 424     |

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

- Acted as resource person for four days FDP on “**Pedagogical Innovations and Experimentations in Enhancing Learning Effectiveness for GEN Alpha**” on 04/02/2021 in Hindusthan College of Arts and Science, Coimbatore.
- Delivered a webinar on “**Who Am I**” at Department of Business Administration in Kongu nadu College of Arts & Science, Coimbatore on 30<sup>th</sup> May 2020.
- Acted as a resource person for Guest Lecture on “**Being a Winner**” organized by National Service Scheme held on 30<sup>th</sup> June 2021 in Sri Ramakrishna College of Arts & Science for Women, Coimbatore.
- Delivered a Department Inaugural address to Tiruppur Kumaran College for Women, Tiruppur on 19<sup>th</sup> July 2021.

**Member of Editorial Board :**

- **Editor** in International Journal of Multidisciplinary Research and Development
- **Member of Advisory Editorial Board** in International Journal of Commerce and Management Studies
- **Member of Editorial Board** in International Journal of Advanced Research in Business Management and Administration
- **Member of Editorial Board** in International Journal of Advanced Research in Economics and Commerce

**Funded Projects :-**

| S.No | Title of the Project  | Funding Agency                       | Amount Sanctioned  |
|------|---|--------------------------------------|--|
| 1    | A Study on Occupational Stress in Police Organisations and Its effects on Organisational Performance with Special Reference to Kanyakumari District | University Grants Commission ( UGC ) | Rs. <b>5,87,000/-</b> From Sep 2015 to Sep 2017 ( Two Years) |

## Research IDs:

- **Microsoft Academic Search Id** <https://academic.microsoft.com/#/detail/2107283787>
- **Google Scholar Id** : <http://scholar.google.co.in/citations?user=BQZckmQAAAAJ>
- **Researcher Id** : <http://www.researcherid.com/rid/https://publons.com/researcher/4143275/drmsekar-mu>
- **Scopus Id** : <http://www.scopus.com/authid/detail.url?authorId=57209124372>
- **Orcid Id** : <http://www.orcid.org/0000-0003-3881-4440>
- **Publons** : <https://publons.com/researcher/4143275/drmsekar-murugan/>
- **Vidwan Id** : <https://vidwan.inflibnet.ac.in/profile/193684>
- **ResearchGate** : [https://www.researchgate.net/profile/Sekar\\_M2](https://www.researchgate.net/profile/Sekar_M2)

## Awards and Honors:

| Awards / Honors | Agency / Institute    | Year of Award |
|-----------------|-----------------------|---------------|
| Best HOD Award  | RVS Educational Trust | 2018-2019     |
| Best HOD Award  | RVS Educational Trust | 2017-2018     |
| Best HOD Award  | RVS Educational Trust | 2014-2015     |
| Best HOD Award  | RVS Educational Trust | 2013-2014     |
| Best HOD Award  | RVS Educational Trust | 2012-2013     |