

## Dr. P. SYAMSUNDAR

Associate Professor and Dean

School of Management

**Qualification** : B.Com., MBA., M.Com., Ph.D.,

**Experience** : **Teaching** : 13 Years **Industry** : 1 Year **Research** : 7 Years

**Research Areas** : Online Share Trading, Mobile Trading Systems, Servqual,  
Customer Satisfaction, Indian Stock Market, e-service.



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 **<http://kprcas.ac.in/academics/department-of-bba/>**



### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Management	Anna University, Chennai.	2017
M.Com	Master of Commerce	Bharathiar University, Coimbatore.	2015
MBA	Master of Business Administration	Sri Ramakrishna Institute of Technology, Coimbatore.	2008
B.Com	Bachelor of commerce	Government Arts College, Coimbatore.	2005



### Additional Qualifications

Sl.No	Additional Qualifications	Institution / University/ Agency Name	Year
1	Summer School on Empirical Finance and Accounting Research	Indian Institute of Management, Calcutta	2017
2	Summer School on Research and Publication Strategy for Academic Career	Indian Institute of Management, Kozhikode	2019



## Online Certifications

Certification Details	Area of Specialization	Institution / University / Agency Name	Year
Google Analytics for Beginners	Data Analytics	Google Analytics Academy	2020
Advanced Google Analytics	Data Analytics	Google Analytics Academy	2020
FDP on “NAAC Accreditation & Online Teaching Pedagogy”	NAAC	SASTRA University	2020



## Academic Positions @ KPRCAS

- Associate Professor and Dean – School of Management
- NAAC Criteria IV Manager
- Staff Welfare Club President
- University / UGC / AICTE
- Member – Research Committee
- Member – Discipline Committee
- Member – Anti Ragging Committee
- Member – Student Welfare Club
- Member – PTA
- Member – Time Table
- Member – Log Book Audit
- Member - SDG



## Significant Publications

### International Journals

- Impact of E-Service Quality, Design Quality and Self-Efficacy on Satisfaction Use of Mobile Trading System. GIS Business, ISSN:1430-3663, Vol-14-Issue-6-November-December-2019 (Indexed Journal).
- Impact of Relative Advantage, Subjective Norm, and Trading Behaviour and Customer Satisfaction on Use of Mobile Trading System. GIS Business, ISSN:1430-3663, Vol-14-Issue-6-November-December-2019

## National Journals

- A Study on Factors Influencing Satisfaction and Trading Behaviour among Investors using Mobile Trading System: An Indian Perspective" Asian Journal of Research in Social Sciences and Humanities, (Indexed Journal).



## **Presentations in Conference**

### International Conference

- **The History and Evolution of Indian Online Share Trading as a Technological Tool for Sustainable Wealth Creation for Individual Investors-** International Conference on Innovations in Engineering and Technology for Sustainable Development - Bannari Amman Institute of Technology, Sathyamangalam.
- **A Comparative Study on Significant World Development Indicators Among BRICS Countries** – International Conference on International Financial Management - Amrita School of Arts and Sciences, Kochi.
- **“Impact of Demonetization and Goods and Service Tax In Agriculture Sector, Manufacturing Sector and Service Sector with Special Reference to India”** Sixth International Conference on “Contemporary Issues in Agriculture, Engineering, Information Technology, Life Sciences, Social Sciences and Humanities” Australia.
- **“A Study on Growth and Opportunities of Personal Care Products in India”** International Conference on Economics, Business Management and Business Analytics, Christ Institute of Management, Lavasa, Pune.

### National Conference

- **Investigating Stock Brokerage Financial Service Quality using Servqual Model: Special Reference to Hedge Equities, Kochi** - National Conference on Recent Trends in Marketing-Opportunities and Challenges - National Institute of Technology, Tiruchirappalli.
- **An Empirical Study on Share Traders Behaviour Towards Security Analysis and Portfolio Management with Special Reference to Coimbatore City** – National Conference on Matrix Management – Sri Krishna Arts and Science College, Coimbatore.

- **“Demonetization - A Comparative Study” With Special Reference To India** – The Southern Regional Conference on Management Education – A Global Perspective – PSG Institute of Management, Coimbatore



## Conferences, Workshops & Talks

### Participation in National / International Conferences

- International Conference on Innovations in Engineering and Technology for Sustainable Development
- National Conference on Recent Trends in Marketing-Opportunities and Challenges
- International Conference on International Financial Management
- The Southern Regional Conference on Management Education – A Global Perspective.
- International Conference on Economics, Business Management and Business Analytics.

### Participation in Workshops

- National Workshop on Data Analysis for Social Sciences Organised by Kristu Jayanti College, Bangalore from 31.01.2013 to 02.02.2013
- Workshop on Application of Research Methods in Business and Engineering Organised by Bannari Amman Institute of Technology from 12.07.2013 to 13.07.2013.
- Workshop on Financial Modelling using Spreadsheet Organised by PSG Institute of Management on 29.07.2016.
- National Workshop on “Multivariate Analysis using SPSS & AMOS” Organised by Kongu Engineering College, Erode from 19.09.2018 to 23.09.2018.
- Management Development Program on Business Analytics Organised by PSG Institute of Management from 29.08.2019 to 30.08.2019.
- Regional Orientation Session on IIC 2.0 and ARIIA 2020 Organised by MHRD’s Innovation Cell (Government of India) on 29.07.2019.

### Participation in Faculty Development Programmes

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- FDP on Train the Trainer Program Organised by Sutherland Global Services on 16.02.2009
- FDP on Financial Derivatives & Security Analysis and Portfolio Management Organised by Alpha Institute of Management 17.07.2010

- FDP on Research Methods for Business Research Scholars Organised by Erode Builders Educational Trust's Group of Institutions 4&5.01.2013
- The Boardroom – Simulation Games Organised by SREC Business School, Coimbatore on 24.03.2017.
- The Management Simulation Games Organised by Fire Bird Institute of Research in Management on 02.12.2017.
- FDP on “Case Writing and Analysis” Organised by JAIN CMS Business School, Bengaluru from 27.11.2018 to 28.11.2018.
- FDP on “Structural Equation Modelling, Mediation and Moderation Analysis” Organised by Vellore Institute of Technology, Vellore from 13.08.2018 to 19.08.2018
- FDP on Imparting Soft Skills for Success & Life Skills for Survival at the Workplace Organised by National institute of Technology, Trichy from 24.11.2014 to 28.11.2014



### Conference / Seminar / Workshop Organized

Sl. No	Title of the Programme	Date
1	Workshop on “Strategies & Challenges in New Product Development”	03.03.2009
2	Workshop on “Intellectual Property Rights”	27.03.2009
3	Workshop on “Men, Machine, Money & Management”	07.10.2009
4	Workshop on “Case Analysis & Report Writing’	20.11.2009
5	Value Added Course Seminar on “ Intellectual Property Rights”	16.12.2009
6	Guest Lecture on “ Event Management”	25.01.2010
7	Workshop on “ Mind Mapping”	02.12.2010
8	Lecture Series on “ Emerging Trends in Financial Management”	10.12.2010 to 16.12.2010
9	Workshop on Research Methodology	20.01.2011
10	Workshop on Research Methodology for faculty members	17.02.2011
11	Fifth Corporate Meet @ Tuticorin	29.04.2011
12	Presentations on Techniques & Tools for Research	18.08.2011
13	Pre-Placement Talk	19.08.2011

14	Business Plan Presentation	17.02.2012
15	Presentation on Regression Analysis using IBM SPSS AMOS 20	24.02.2012
16	Presentation on Confirmatory Factor Analysis and Exploratory Factor Analysis using IBM SPSS AMOS 20	25.02.2012
17	Research Skill Development Workshop on Theoretical Model Building	30.11.2013
18	Research Skill Development Workshop on Research Paper Writing and Style Guides	01.02.2014
19	Guest Lecture on "Changing Face of Indian Business Environment"	18.10.2014
20	Guest Lecture on "Personality Development"	18.10.2014
21	Sixth Corporate Meet @ Pondicherry	31.10.2014
22	Presentation on "Famous Personalities in Business World"	12.12.2014
23	Overview of Capital Market Opportunities and Investment Planning	11.03.2015
24	Guest Lecture on "Managerial Career in Banking Industry"	05.11.2015
25	Presentation on "Career Opportunities and Logistics"	14.03.2016
26	Brilliance'16	21.03.2016
27	Seventh Corporate Meet @ Hyderabad	14.04.2016
28	Workshop on Summer Internship	27.07.2016
29	One day Managerial Skills Development Program for Final Year Students of Arts and Science Colleges from all disciplines	25.01.2017
30	Workshop on Investment Planning for Young Investors	10.03.2017
31	Workshop on Opportunities for Global Business and Managing International Financial Operations	21.03.2017
32	Start-Up Conclave	09.08.2017
33	Finance Lab Inaugurated at SOM, SKCT	12.08.2017
34	Signed MoU with NSE	14.09.2017
35	Workshop on GST	27.10.2017
36	Workshop on "How to Write a Research Paper"	08.01.2018
37	Workshop on "How to Write a case study"	22.03.2018



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

- Delivered a Guest Lecture on Importance of Goal Setting Organised by PKR Arts and Science for Women, Gobichettipalayam on 28.07.2016.
- Delivered a Guest Lecture on Business Opportunity Identification & Planning for Small Business Organised by Sankara Arts and Science College, Coimbatore on 09.08.2016
- Delivered a Guest Lecture on Special Address in Management Conclave Organised by Lady Doak College on 02.09.2016
- Delivered a Guest Lecture on Special Address on Demonetization Organised by Nirmala College, Coimbatore on 08.02.2018
- Conference Chair at Amrita Institution, Kochi on 28.03.2018
- Delivered a Guest Lecture on Third Eye on Career Planning Madurai Organised by Amrita Vishwa Vidyapeetham University, Kochi Campus 02.08.2019.
- Delivered a Guest Lecture on Third Eye on Education Post Covid-19 Nirmala College, Coimbatore on 27.05.2020



## Awards / Honours

Awards / Honours	Agency / Institute	Year of Award
SRIT Alumni Meet 2012 Event Organizing Secretary	Sri Ramakrishna Institute of Technology	2012
SRIT Alumni Association Secretary	Sri Ramakrishna Institute of Technology	2012 - 2016
Certificate of Membership	MHRD's Innovation Cell	2018 -19



## Membership in Professional Bodies

Name of the Professional Body	Nature of Membership	Duration
Indian Finance Association (IFA)	Annual	2020 - 2021
Coimbatore Management Association	Lifetime	-
Indian Accounting Association	Lifetime	-



## Project Contribution / Funded Projects

Name of the Project	Agency / Institute	Year / Status
Awareness of the Investment Avenues among the Rural People	TNSCST - 10,000	2017-2018
Tourism Development in India	PMKVY - 2,50,000	2017-2018



## Recognition National / International

Nature of Recognition	Organization / Institution	Year
Received Special Alumni Award	SRIT, Coimbatore	2016



## Teaching: Subjects Taught

<ul style="list-style-type: none"> <li>• Security Analysis and Portfolio Management</li> <li>• Services Marketing</li> <li>• Organizational Behavior</li> <li>• Research Methods</li> <li>• Marketing Management</li> </ul>
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## Academic Networks

PERSONAL WEBSITE / BLOG (EDUCATION - SUPPORTED)	



## **Achievements as a HoD (01.06.2018 – 31.03.2021)**

1. Signed MoU with Indian Institute of Management, Bangalore
2. Signed MoU with National Stock Exchange, Mumbai
3. Signed MoU with Ekarup Financial Services, Coimbatore
4. Organized National Level Industrial Visit to Mumbai – BSE, NSE, RBI and SEBI
5. Organized a Student Exchange Programme with University of Hyderabad, Hyderabad
6. Organized a Student Exchange Programme with Asia Pacific University of Technology and Innovation, Malaysia
7. Network with IIMB, IIMK & IIMT
8. Visited Asia School of Business, Putra Business School, University of Malaya and Nottingham University Business School Malaysia
9. Created a Network with TIIC, DIC, MSME, ECGE, NABARD and Lead Bank
10. Invited reputed persons from Industry and Academics
11. Lot of Press Releases in English and Tamil
12. Newsletter and Magazine released for the year 2018-19, 2019-20
13. Created a Strong Mentor-Mentee System
14. Prepared Placement Brochure with Response Sheet
15. Career Planning and Career Guidance for the Students
16. Published Papers in Scopus and applied research grants
17. Created a brand name for MKCE MBA
18. Organized 40 Programmes for the Year 2018-19
19. Organized 56 Programmes for the Year 2019-20
20. Organized 58 Programmes for the Year 2020-21