

## CURRICULUM VITAE

**Dr. P. Shunmugathangam MBA, M.Phil., M.com., PGDF&T, Ph.D.**

6/134, Main Road,  
Pappankulam – 627 423,  
Ambasamudram Taluk,  
Tirunelveli District, Tamilnadu, India.  
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### **Education**

- BBA Project Title : Financial decision analysis in sun paper mill limited -  
Cheranmahadevi.
- MBA Project Title : Leverage analyses for tharangathara chemical works  
Limited - Tuticorin.
- M.Phil. Project Title : Impact of foreign direct investment in Indian service  
sector in the period of 2002-2012.
- Ph.D. Project Title : Behavioural finance - A study special reference to  
Tirunelveli district.

### **Experience**

Teaching Experience: Five years

### **Marks Obtained**

Exam Passed	Course & Name of Board / University	Class Obtained	Month & Year of Passing	Percentage of Marks
SSLC	Basic Tamil Board of Secondary Education, Tamilnadu.	First Class	April 2005	64%
HSC	Business Maths and Accounts Board of Higher Secondary Education, Tamilnadu.	First Class	March 2007	79%
BBA	Business Administration Manonmaniam Sundaranar University, Tirunelveli.	First Class	April 2010	63%
MBA	Business Administration Specialisation – Finance Manonmaniam Sundaranar University, Tirunelveli.	First Class	April 2012	64%

<b>M.Phil.</b>	Management Manonmaniam Sundaranar University, Tirunelveli.	First Class with Distinction	May 2013	75.60%
<b>M.Com.</b>	Commerce (Banking and Insurance Management) Annamalai University, Chidambaram.	First Class	April 2016	60%
<b>PGDF&amp;T</b>	Finance and Taxation Annamalai University, Chidambaram.	First Class	April 2015	67%
<b>Ph.D.</b>	Management Manonmaniam Sundaranar University, Tirunelveli.	First Class	July 2017	-

Currently Working : Faculty of Business Administration,  
Sri Sarada College for Women,  
Ariyakulam - 627 011,  
Tirunelveli District, Tamilnadu, India.

### **Participated in Workshop**

- ❖ Participated in the one day State Level Workshop on “Entrepreneurship” organized by the Department of Business Administration, Aditanar College of Arts and Science, Tiruchendur on February 16th 2010.
- ❖ Participated in the Workshop on “Management and Good Governance” held on 20.01.2011 at Human Rights & Duties Education, Manonmaniam Sundaranar University, Tirunelveli.
- ❖ Participated in the two day Workshop on “Accounting Standards, Taxation and Company Law” organized by the Department of Commerce, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore – 641 043 during 06th and 07th February, 2014.
- ❖ Participated in the Workshop titled “Model Building and Validation for Research in Management and Social Sciences” organized by the Department of Management Studies, Anna University, Chennai, during March 27-29, 2014.
- ❖ Participated in the five day Short-Term Course on “Data Analysis for Research in Social Sciences & Management” organized by the Department of Humanities, National Institute of Technology, Tiruchirappalli – 15, held during January 27-31, 2015.
- ❖ Participated in the Workshop on “Data Analysis for Business Research (DABUR 2015) from 18<sup>th</sup> February to 19<sup>th</sup> February 2015 in the Department of Management Studies at SCAD College of Engineering and Technology.

### **Participated in National and International Level Seminars & Conferences**

- Participated in the one day National Level Seminar on “Prospects and Challenges in Entrepreneurial Development in the Post-Economic Crisis Scenario” organized by the Department of Business Administration, St. Xavier’s College (Autonomous), Palayamkottai – 627 002, Tamilnadu, India, held on 26<sup>th</sup> February 2010.
- Participated in the International Conference on “Business Strategies for Sustainable Growth – A Global Perspective” held on January 9 & 10, 2013 at Bharathiar School of Management and Entrepreneur Development, Bharathiar University, Coimbatore.
- Participated in the one day State Level Seminar on “Emerging Trends in Banking Industry” on 11<sup>th</sup> March, 2013, held by the Department of Commerce, St. Xavier’s College (Autonomous), Palayamkottai, Tirunelveli.
- Participated in the two Day National Conference on “Creativity and Innovation: A Way to Sustainable Entrepreneurship” organized by Entrepreneurship cum Skill Development Centre, Manonmaniam Sundaranar University, Tirunelveli, on 25 and 26 March 2013.
- Participated in the one day Regional Level Seminar on “Corporate Governance and Corporate Social Responsibility” held at Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli on 18th March 2016.
- Participated in the one day State Level Seminar in “Digital Marketing & Safety Issues in Social Media” organized by the Department of Management Studies, Einstein College of Engineering, Tirunelveli on 23.09.16.

### **Presented a Paper in National and International Level Conferences**

- Presented a paper in the one day “National Conference on Recent Trends in Marketing-Opportunities and Challenges” organized by the Department of Management Studies, National Institute of Technology, Tiruchirappalli – 620 015, held on 20th February 2013.
- Presented a paper in the one day 2nd International Conference on “Competency Building Strategies in Business and Technology for Sustainable Development” organized by Sri Ganesh School of Business Management, Salem - 636 111, Tamilnadu, held on 22<sup>nd</sup> February 2013 (Friday).
- Presented a paper in the two day National Seminar on “Service Excellence in Retail, Hospital, Banking and Insurance” organized by Department of Business Administration, Mannar Thirumalai Naicker College, Madurai, held on 19-20th March, 2013.

- Presented a paper in the one day “National Conference on Modern Management Practices” (NCMMP) organized by Department of Management Studies, Erode Sengunthar Engineering College, Thudupathi, Erode – 638 057, held on 10<sup>th</sup> April 2013.
- Presented a manuscript entitled “Service Innovation in Banks for Sustainability” published in IOSR Journals, Special Issue / presented in the National Conference ‘NCIBPTE’ organized by Department of Management Studies, Erode Sengunthar Engineering College, Thudupathi, Erode – 57, on 25<sup>th</sup> October 2013.
- Presented a paper in the two day International Conference on “Foreign Direct Investment and Retail Sector” held at Department of Commerce, Manonmaniam Sundaranar University on 11<sup>th</sup> & 12<sup>th</sup> September 2014.
- Presented a paper in the International Conference on “Banking Schemes to Promote Business” organized by Post Graduate Department of Commerce, Women’s Christian College, Nagercoil, held on 6<sup>th</sup> January 2015.
- Presented a paper in the two day UGC sponsored National Level Seminar on “E-Banking and the Indian Financial System’ organized by Department of Commerce, Pope’s College, Sawyerpuram – 628 251, Tuticorin District held on 17<sup>th</sup> and 18<sup>th</sup> March 2015.
- Presented a paper in the international Conference on “Corporate Social Responsibility and Sustainable Development” held at Rani Anna Government College for Women, Tirunelveli, Tamilnadu on 29<sup>th</sup> January 2016.
- Presented a paper in Financial Conclave organized by Department of Management Studies, Nehru Institute of Technology, Coimbatore – 641 105, Tamilnadu, on June 25<sup>th</sup> & 26<sup>th</sup>, 2016.
- Presented a paper in the National Level Symposium “Talk-Ex” held on 7<sup>th</sup> October 2016, at Dr. Sivanthi Aditanar College of Engineering, Tiruchendur – 628 215, Tuticorin District organized by Department of Management Studies.
- Presented a paper in the one day National conference on “Business Opportunities and Challenges in the Cashless Era” organized by the Department of Commerce (Finance), Sadakathullah Appa College on 23.02.2017.

#### **Publication in Journals, Books and Online**

- **P. Shunmugathangam** (2013) “A study on consumer buying behaviour towards online shopping in Chennai”, Aruna publication (ISBN - 978 93 81790 93 9), Vol. 1, No. 1, pp. 57-60.
- **P. Shunmugathangam** (2013) “FDI in India Telecommunication sector - overview”, Indo Global Journal of Applied Management Science (P – ISSN - 2320 - 7892, E -

ISSN - 2278 - 487X), Vol.1, Issue - 1, pp.20 - 23.

- **P. Shunmugathangam** (2013) “FDI in India Telecommunication sector”, Journal of Applied Management Science (P - ISSN – 2249 – 1260, E – ISSN - 2250 - 1819), Vol.1, Issue - 12, pp.64 - 70.
- **P. Shunmugathangam** (2013) “Work life balance of women employees in Tirunelveli district”, Journal of Applied Management Science (P - ISSN – 2249 – 1260, E – ISSN - 2250 - 1819), Vol.1, Issue - 12, pp.135 - 139.
- **P. Shunmugathangam** (2014) “Foreign Direct Investment in retail sector in India: some issues, opportunities, and challenges”, Aruna publication (ISBN – 978 – 81 – 929581 – 2- 5), Vol.1, No.1, pp.138 - 147.
- Published as eBook by **P. Shunmugathangam** (2015) “An analytical study on the problem and complaint behaviour of Indian bank customer with special reference to MS University Branch, Tirunelveli district”, SCITECH publication (ISBN – 978 – 81 – 8371 – 696 - 3), Vol.1, No.1, pp. 299 - 303.
- Published as Roots by **P. Shunmugathangam** (Feb 2016) “Corporate Social Responsibility: issues challenges and strategies for Indian firms”, International Journal of Multidisciplinary Researches, Vol. 2, No. 6, pp.104 - 108.
- Published as NJMR by **P. Shunmugathangam** (Mar 2016), “Behavioural Finance, Nehru Journal of Management and Research, Vol.1, No.12, pp. 42 - 56.

### **Research Articles Publication in Impact Factor Journals**

- ❖ **P. Shunmugathangam** (2017), “Behavioural Finance - A Study with reference to Small Individual Investors in Tirunelveli District”, International Journal of Advanced Research in Computer Science and Management Studies, Vol. 05, Issue No. 08, pp.42-48 (**SJIF Impact Factor 6.047**).
- ❖ **P. Shunmugathangam** (2017), “Behavioural Factors Influencing in Small Individual Investors in Tirunelveli District”, International Journal of Recent Scientific Research, Vol.08, Issue No.09, pp.20062 - 20067 (**SJIF Impact Factor 6.86**).
- ❖ **P. Shunmugathangam** (2017), “Preferred more than one investment avenues for small individual investor in Tirunelveli district”, International Journal of Development Research, Vol. 07, Issue No. 11, pp.16565 - 16571 (**SJIF Impact Factor 6.68**).
- ❖ **P. Shunmugathangam** (2017), “Investment decision making for small individual investors - a study with reference to small individual investors in Tirunelveli district”,

International Research Journal of Engineering and Technology, Vol. 04, Issue No. 11, pp.1257- 1261 (**SJIF Impact Factor 6.171**).

- ❖ **P. Shunmugathangam** (2017), “Demographic profile and preferred investment avenues for small individual investor in Tirunelveli district”, EPRA International Journal of Economic and Business Review, Vol. 05, Issue No. 12, pp. 2347 - 2352 (**SJIF impact Factor 7.144**).
- ❖ **P. Shunmugathangam** (2017), “Behavioural influence of the small individual investors in Tirunelveli district”, International Journal of Recent Research and Applied Studies, Vol. 05, Issue No. 02, pp.01- 07 (**SJIF Impact Factor 4.665**).
- ❖ **P. Shunmugathangam** (2019), “Marketing management performance analysis for chit fund companies in selected districts of Tamilnadu”, Malaysian E Commerce Journal, Vol. 03, Issue No. 03, pp. 05 - 10.

#### **Award Received**

- **P. Shunmugathangam** (2018), IJRULA title awards winner 2018 for best researcher’ 18 awarded by International Journal for Research Under Literal Access in recognition to her technical paper on “Behavioural influence of the small individual investors in Tirunelveli district”.
- **P. Shunmugathangam** (2018), received membership award with membership number RULD 004 awarded by International Journal for Research under Literal Access.

#### **Editorial & Advisory Board Member**

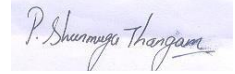
- Worked as an editorial board member in the journal of International Research Journal of Engineering and Technology, India.
- Worked as an editorial board member in the journal of Arabian Journal of Business and Management Review, Belgium.
- Worked as an editorial board member in the journal of International journal of Social Science & Economic Research, India.
- Worked as an editorial panel in the journal of EC Business Management, United Kingdom.
- Worked as an advisory board member in the journal of Malaysian E Commerce Journal, Malaysia.
- Worked as an advisory board member in the journal of Education, Sustainability & Society, Malaysia.

- Worked as an Editorial Board member in Journal business, Management, and Economic Research, Pakistan.
- Worked as an advisory board member in the journal of Social Values & Society, Malaysia.

**Declaration**

The above mentioned details are true and best of my knowledge.

Yours Sincerely,



**P. Shunmugathangam**

