

# PROFILE



## PERSONAL DETAILS

**Name** : **Lt. Dr. S. Siva Sankar**  
Date of Birth : 03/06/1987  
Qualification : MBA, M.Com, PGDHRM, Ph.D  
Designation : Assistant Professor & Head  
Department : Business Administration  
Community : OC  
Nationality : Indian  
Email ID : gvnsivasankar@gmail.com

## ACADEMIC QUALIFICATIONS

Degree	Specialization	College	University	Year of Passing
Ph.D	Marketing	GVN College,,Kovilpatti	MS University	2024
SET /NET				
M.Phil				
MBA	Marketing & HR		MS University	2009
M.com	General		Tamilnadu Open University	2018
B.Sc	Electronics	GVN College,,Kovilpatti	MS University	2007
H.Sec.	Maths Biology	Government Higher Secondary School, Vilathikulam	-	2004
SSLC	State board	Government Higher Secondary School, Vilathikulam		2002

## ACADEMIC IDENTITY

*VIDWANID	480270
*ORCIDID	-
*SCOPUS ID	--

*RESEARCHER ID/PUBLON SID	-
GOOGLE SCHOLARLINK	-

### TEACHING EXPERIENCE

<b>Date of Appointment</b>	09/07/2009
<b>Date of Retirement</b>	09/07/2047
<b>Teaching Experience</b>	16 years
<b>UG</b>	16 years
<b>PG</b>	-
<b>Research</b>	-

COURSES/CLASSES TAUGHT	NAME OF THE INSTITUTIONS	DURATION		
		From	To	Years
BBA	Sri Kalishwari College, Sivakasi	2009	2010	1
BBA	GVN College,,Kovilpatti	2010	Till the date	15 years

### AREAS OF RESEARCH

Advertising

<b>PUBLICATIONS:SCOPUSINDEXEDJOURNALS&amp;WEB OF SCIENCE</b>			
<b>S. No</b>	<b>Title of the Paper</b>	<b>Name of the Journal</b>	<b>ISSN No., Volume, Issue, Impactfactor &amp; Pg. No</b>
1.			
2.			
3.			

<b>PUBLICATIONS :UGC LISTED JOURNALS</b>			
<b>S. No</b>	<b>Titleof thePaper</b>	<b>Nameofthe Journal</b>	<b>ISSN No., Volume, Issue,Impactfactor &amp; Pg. No</b>
1.	Advertising and its influence on Teen age girl's buying behaviour towards Talcum powder,	In Peer Reviewed Referred and UGC Listed Journal, an International Multidisciplinary Quarterly Research Journal, AJANTA	ISSN 2277-5730,Volume –VIII, Issue- II, April-June 2019.
2.	Published a article named A study on Work Life Balance of Married Working Women in Teaching Profession at Kovilpatti,	In Peer Reviewed Referred and UGC Listed Journal, an International Multidisciplinary Quarterly Research Journal AJANTA	ISSN 2277-5730,Volume –VIII, Issue- II, April-June 2019.
3.	Impact of TV Advertisements on the purchasing behaviour of the College girls – A study with special Reference to Fairness Creams products in Kovilpatti Taluk, Thoothukudi District	International Journal of Research And Analytical reviews IJRAR	Impact factor of 5.75.

<b>PUBLICATIONS:OTHERINDEXEDJOURNALS</b>			
<b>S. No</b>	<b>Titleof thePaper</b>	<b>Nameofthe Journal</b>	<b>ISSNNo., Volume, Issue, Impact factor&amp;Pg.No</b>
1.	Emergence of malls in India	Global business Challenges & opportunities	ISBN -Number-978-93-80530-14-7

2.	Recent Trends in Teaching of Management	Emerging trends in Global trade and management, International Edition	ISBN number of 978-93-80530-42-0
3	Electronic HRM Strategies,	Book of Emerging trends in E-Commerce, International Edition	ISBN number of 978-93-81723-10-4
4	Role of Teachers in the prevention of obesity.	Book of “on Responsibilities of teachers in creating awareness among today’s youngsters about obesity and its related problems	ISBN number of 978-81-923842-0-7
5	HRD Practice in Indian Banking sector need for effective Administration	Global Trade Vision - 2020, International Edition	. ISBN number of 978-93-80530-54-3
6.	TQM in HRM	International journal of Functional management	ISSN number of 2319-1406
7.	E-CRM	Book of Innovative Facades in E-Commerce	ISBN number of 978-93-81723-26-5

### AS A RESOURCE PERSON

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1.	Organized and acted as trainer in one week soft skill training programme in the name of skill development Yatra for all the UG and PG Final year Students	GVN College, Kovilpatti	From 15/03/2021-22/03/2021
2.	Workshop on Design thinking	PSR Engineering College, Sivakasi	24/02/2022
3.	Workshop on innovation. A road map to success	Sri kaliswari College Autonomous, Sivakasi	26/03/2022
4	Faculty development programme on team development	Visvakarma High School ,Kovilpatti	17/7/2022
5	One day Entrepreneurial development workshop on Business plan preparation	DON BOSCO college of Arts and Science Keela Eral	28/01/2023
6.	One day Entrepreneurial development workshop on Marketing Strategies	Thiruvalluvar College Papanasam	30/01/2023
7	workshop on Intellectual Property rights – Creation of trade mark	Sri kaliswari College Autonomous, Sivakasi	12/08/2023

**WEBMINARS/SEMINARS/CONFERENCES/SYMPOSIA/WORKSHOP  
PAPERPRESENTED:National - International-**

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1.	A perfect Webinar of Future Scenario-2020 : "Digital Marketing"	Dr.SNS Rajalakshmi College of Arts And Science ,Coimbatore	03/06/2020
2.	Online quiz on Outcome based Education (67%)	Hindusthan College of Arts And Science ,Coimbatore	03/06/2020
3.	International HR Webinar on "Emotional connection with Employees : During A Crisis"	Nehru Institute of Management Studies, Coimbatore, A standalone B - School	03/06/2020
4.	Webinar on "Believe in the power of mentoring"	Department of Management Studies, P.S.R Engineering College,Sivakasi	05/06/2020
5.	Online skill development certification test on Sitrilakkiyam-Passed at special grade)	Department of Tamil, Thiru moorthi Ravo Bagdoor kalavala Kannan Chetti Hindu College (Shift I), Chennai.	05/06/2020
6.	Three day National Level Webinar on "Innovative Business Strategies Amid COVID-19 Crisis"	Department Of Commerce, Sri Kaliswari College, Sivakasi	01/06/2020 To 03/06/2020
7.	One day Webinar On "OBE"	IQAC, G.Venkataswamy Naidu College, Kovilpatti	05/06/2020
8.	Personality Development Programme on "Never Stop Improving Yourself : Invest in yourself"	Nehru Institute of Management Studies, Coimbatore, A standalone B - School	07/06/2020

S.No.	Name of the staff	Date	Nature of Event	Institution
1.		03/06/2020	A perfect Webinar of Future Scenario-2020 : "Digital Marketing"	Dr.SNS Rajalakshmi College of Arts And Science ,Coimbatore
2.		03/06/2020	Online quiz on Outcome based Education (67%)	Hindusthan College of Arts And Science ,Coimbatore
3.		03/06/2020	International HR	Nehru Institute of

	<b>Mr.S.Sivasankar</b>		Webinar on “Emotional connection with Employees : During A Crisis”	Management Studies, Coimbatore, A standalone B - School
4.		05/06/2020	Webinar on “Believe in the power of mentoring”	Department of Management Studies, P.S.R Engineering College, Sivakasi
5.		05/06/2020	Online skill development certification test on Sitrilakkiyam-Passed at special grade)	Department of Tamil, Thiru moorthi Ravo Bagdoor kalavala Kannan Chetti Hindu College (Shift I), Chennai.
6.		01/06/2020 To 03/06/2020	Three day National Level Webinar on “Innovative Business Strategies Amid COVID-19 Crisis”	Department Of Commerce, Sri Kaliswari College, Sivakasi
7.		05/06/2020	One day Webinar On “OBE”	IQAC, G.Venkataswamy Naidu College, Kovilpatti
8.		07/06/2020	Personality Development Programme on “Never Stop Improving Yourself : Invest in yourself”	Nehru Institute of Management Studies, Coimbatore, A standalone B – School
9.		01/06/2020	National Level Quiz Programme on “Higher education system In India”	Learning Management System (LMS), HAJEE Karutha Rowther Howdia College, Uthamapalayam.
10.		08/06/2020	National Level Live Faculty Development Programme (Webinar) on :Future of Examinations : Bloom’s Taxonomy and Multiple Assessment Tools”	G.T.N Arts College, Dindigul.
11.		09/06/2020	Outstanding Performance in E-Kids International Jargon Olympiad Challenge – 039(100 % Scoring)	E-Kids International, Chennai.
12.		05/06/2020	National Level Faculty Development Programme on “Innovation, Incubation & Entrepreneurship”	PG Department & Research Centre in Commerce, Rajapalayam Raju’s College, Rajapalayam
13.	11/06/2020	Two Day Virtual	Department of	

	<b>Mr.S.Sivasankar</b>		Workshop on “Pedagogical SWOT up using Web”	Commerce Sri Parasakthi College For Women, Courtallam.
14		08/06/2020 To 10/06/2020	Three Day National Level Webinar entitled “IPR & E- Content Development”	IQAC,College (under the support of Government of Maharashtra), Kolhapur.
15.		26/05/2020 To 11/06/2020	16 days On line Course On Women’s Rights	Department of Commerce, Thavathiru Santhalinga Adigalar Arts and Science College, Perur, Coimbatore
16.		08/06/2020	Online QUIZ on “Stress Management	Department of Commerce & commerce (CA),Sri Krishnasamy Arts & Science College, Sattur
17.		17/06/2020	Personality Development Programme on “Mastering the Mind for Conquering the world”	Nehru Institute of Management Studies, Coimbatore, A standalone B – School

18.		14/06/2020	One Day National Level Webinar on “Change your Mindset : Change your lifestyle	Department of Commerce, Rajapalayam Raju’s College, Rajapalayam
19.		18/06/2020	National Level Webinar on “Success in Life – You can Design your life”	Women Development Cell, Rajapalayam Raju’s College, Rajapalayam
20.		19/06/2020	Webinar on “Practice Ur Business grade (PUBG) Digipreneur”	Department of Management Studies & Entrepreneurship development cell & Training and placement Cell, P.S.R engineering College, Sivakasi
21.		19/06/2020	Webinar on “outcome Based through Bloom’s taxonomy : Stepping up the Learning	IQAC & Department Of commerce,Rathinam College of Arts & Science,Chennai.

			Domain”	
22.	<b>Mr.S.Sivasankar</b>	19/06/2020	Webinar Entitled “Overcoming Stress through Personality development”	Department Of commerce, Annai Veilankanni’s College for women, Chennai.
23.		20/06/2020	Online E-QUIZ on “Business Management”	Department of Business Administration, Sri Krishnasamy Arts & Science College, Sattur
24.		20/06/2020	Passed Online Quiz on “Mathamatics” with 55% Score	Department of Mathamatics, Thavathiru Santhalinga Adigalar Arts and Science College, Perur, Coimbatore
25.		20/06/2020	Completed The Awareness QUIZ on international Yoga Day	Department of applied science & Humanities, Rajikiya Engineering College, Ambedkar Nagar Uttar Pradesh.
26.		12/06/2020	Faculty Development Programme (webinar) on “Appraisal of Learning Outcomes in OBE”	IQAC,G.T.N Arts College, Dindigul

27.	<b>Mr.S.Sivasankar</b>	17/06/2020	Webinar on “Power of Positivity”	Department of Commerce, Sri Parasakthi College For Women, Courtallam.
28.		13/06/2020	International Webinar on “HR Challenges and Responses – under Global Pandemic”	IQAC, in Association with Department of Commerce & Department of Business Administration, Tolani College of Commerce, Andheri East Mumbai.
29.		10/06/2020	International Webinar On “Outcome Based Education & its impact in Teaching, Assessment and evaluation”	Department of commerce (CA), Mannar Thirumalai Naicker College, Madurai.
30.		10/07/2020	Passed in the Online Assessment on “Principles of Management” with	Department of commerce, KG College of Arts & Science, Coimbatore.



			87% of score.	
31.		15/07/2020	Webinar on “ Legal and Academic Awareness Programme”	St Alphonsa College of Arts and Science, Soosaipuram in Association with District legal services Authority.
32.		09/08/2020	National level webinar on “National Education Policy (NEP)-2020	Higher education Cell of Kaamadhenu Arts and Science college, Sathyamangalam

33.	<b>Mr.S.Sivasankar</b>	02/05/2020	Participated in the National Level online QUIZ competition on the topic of “research Methodology” with 60 % of score.	Department of Commerce (PA),SFR College Srivilliputhur
34.		15-05/2020	Passed National level online QUIZ on “Human Resource Management” with 80% of score	PG & Research Department of Commerce, St.Jerome’s College, Anandhanadarkudy.
35.		14/05/2020	Webinar on “Personal Effectiveness –Need of the hour	Sakthi Institute of Information and Management Studies,Coimbatore
36.		15/05/2020	Webinar On “Digital Marketing”	Kovai Kalaimagal College of Arts And Science, Coimbatore.
37.		13/05/2020 To 15.05.2020	Webinar on “Future of Entrepreneurship and Employment opportunities”	Department of Management Studies, Nehru institute of Technology, Coimbatore.
38.		06/05/2020	Power seminar webinar on “Employability to Deployability.	ICT Academy,Tamilnadu
39.		09/05/2020	International Webinar on “The Indian Economy – Post COVID Strategies.	Department of Commerce,Bhavan’s Vivekananda CollegeSainikpuri, Secunderabad
40.		11/05/2020	Passed in E-QUIZ on “Entrepreneurial Development”	Department of Commerce (CA),Mahendra Arts & Science College Namakkal.
41.		08/05/2020	Faculty Development Programme on “ Faculty to Administrator”	Department of Business Administration, Cauvery College for Women, Trichy.
42.		17/05/2020	National Level Faculty Development Programme on “Where Technology Meets Business : Industry 4.O”	Nehru Institute of Management Studies, Coimbatore.
43.		14/05/2020	Webinar On Good	ICT Academy,Tamilnadu

			Teacher to Great Teacher”		
44.		16/05/2020	EDSPIRE Webinar Series 2019-2020-Faculty Development Programme on “The Covid -19 Footprint On International Market	VET Institute of Arts and Science College,Erode.	
45.	<b>Mr.S.Sivasankar</b>	20/05/2020	Webinar on “How to overpower COVID -19 Challenges”	Department of Management Studies, P.S.R Engineering College, Sivakasi	
46.		17/05//2020	Webinar on “Corona virus pandemic Vs. Stock Market Volatility : Identifying meaningful Investment Avenues”	PG & research Department of Commerce, Vivekananda College of Arts and Science For Women, Namakkal.	
47.		23/05/2020	National Webinar On “Gamification in Education”	Department of Management Studies (PG),Kongu Arts and Science College,Erode.	
48.		13/05/2020 To 19/05/2020	One Week Faculty Development Programme on “Innovative Teaching and Learning practices’ (Framework Methodology, Course Outcomes and Assessment Setting.)	Center for Research Consultancy and Publications, VIMs – B-School,Coimbatore	
49.		23/05/2020	National Webinar on “Stress Management – New Direction, New Hope	Department of Human Resource Management, DR.M.G.R Educational and research Institute (Deemed to be University) Chennai.	
50.		18/05/2020	Six Days Faculty Development Programme on “Challenges in Higher Education During Post COVID-19”	IQAC, Kovai Kalaimagal College of Arts and Science, Coimbatore	
51.		25/05/2020	Personality Development Programme on “Innovative Thoughts for Future Leaders”	Nehru Institute of Management Studies, Coimbatore.	
52.		16.05/2020	Webinar on “Business Opportunities and Challenges in the past COVID -19 Scenario”.	Department of Management Studies.Bhavan’s Vivekananda College Sainikpuri, Secunderabad.	
53.			27/05/2020	Webinar on “ A Paradigm shift in the Teaching-Learning Process post COVID -19”	Department of Management Studies, P.S.R Engineering College, Sivakasi
54.			28/05/2020	International	Nehru Institute of

			Level Faculty Development Programme on "Mental wellbeing in Personal and Professional Life"	Management Studies, Coimbatore	
55.	<b>Mr.S.Sivasankar</b>	30/05/2020	National Level Webinar on "Manage Stress Effectively with Meditation"	Department of Commerce in Association with IQAC,Dnyan Ganga College of Arts, Commerce and Science	
56.		25/05/2020	Online Session on "Change is the Essence of Life"	ICT Academy,Tamilnadu	
57.		29/05/2020 To 31/05/2020	Three Day online Faculty Development Programme on "Moodle – Learning Management System "	Amity School of Engineering and Technology, Amity University.Maharashtra.	
58.		27/05/2020 To 30/05/2020	Four Day online Faculty Development Programme on "New Paradigms in Behavioural Management"	Department of Business Administration, Ayya Nadar Janaki Ammal College (Autonomous),Sivakasi.	
59.		18/05/2020	Webinar on "Work Life Balance in Phase of Pandemic"	TATA X Employee Services Company,Chennai.	
60.		30/05/2020	One Day National Webinar on "Do's & Don'ts in Social Science Research"	PG & Research Department of Commerce & Business Administration, Padmavani Arts & Science College for Women, Salem.	
61		30/05/2020	International Webinar on "Challenges experienced by young entrepreneurs : Strategies to way forward"	Department of Business Administration, St.Mary's College, Tuticorin.	
62		29/05/2020 To 30/05/2020	Two Day International Webinar On "Promoting Academic Research Through Web Resources	Central Library ,MEPCO SCHLENK Engineering College, sivakasi	
63.			18/05/2020	Five Day Online	Department of Commerce

	<b>Mr.S.Sivasankar</b>	To 22/05/2020	Workshop on “Effective Online Teaching Methodologies”	Secretaryship, Kamaraj, College, Tuticorin.
64.		10/09/2020	Webinar On “Entrepreneurial Skills”	Department of Commerce,Rathinam College of Arts and Science, Coimbatore

## SEMINAR & CONFERENCE ATTENDED

### NATIONAL LEVEL:

- HR issues in Banks, at Tamilnadu College of Engineering, Coimbatore
- Tourism Industry in India, at Kalasalingam University,Krishnankoil.
- Work life balance, at ICFAI at Trichy
- Downsizing practices in India , at kongu Arts and science college, Erode
- Applications of information technology in Retailing at, S.V.C college,Puliangudi
- Challenges for Indian Tourism to meet out in global market at K.S.G College of Arts and science at Coimbatore.
- An Effect of TV advertisement on children’s buying behavior at kovilpatti town at Kaamadhenu College of Arts and science, Sathyamangalam.
- Family influences and decision making at Kaamadhenu College of Arts and science, Sathyamangalam.
- Role of teacher in the prevention of obesity at Annammal College of education for women ,Thoothukudi.(UGC Sponsored)
- Social Responsibilities of Higher educational Institutions at Ayya nadir Janaki Ammal College,Sivakasi(NAAC Sponsored)
- Management Practices from Mahabaratha for the Business World at St. Xavier’s College Palayamkottai.

### INTERNATIONAL LEVEL:

- HR best practices in Indian Banks, at Karpagam College of Engineering, Coimbatore
- Total quality Management in Education at Scott Christian College , at Nagercoil
- Business Tactics for sustainable Growth with the reference of Porter’s Tool of competitive advantages, at at Scott Christian College , at Nagercoil
- A study of Challenges and Impact of Globalization on Indian Economy, at Scott Christian College, Nagercoil.
- Can we teach Ethics in B schools?,at K.S.R School of Management,Tiruchengode
- Technologies for Knowledge management at, kavery Engineering college, Salem
- 3 G-Mobile communication at, kavery Engineering college, Salem

- Emergence of malls in India at,Sri Kaliswari college sivakasi
- Consumerism in India at Kalasalingam University, krisnankoil.
- Recent trends in Teaching of Management at Sri Kaliswari College Sivakasi.
- TQM in HRM at Sri Ganesh school of Management,Salem
- HRD Practice in Indian Banking sector need for effective Administration at Sri kaliswri college,Sivakasi
- Electronic HRM Strategies atV.H.N.Senthikumara Nadar College, Virudhunagar.
- E-CRM at V.H.N.Senthikumara Nadar College, Virudhunagar

<b>MEMBERS IN PROFESSIONAL BODY</b>			
<b>S. No</b>	<b>Nameof theBody</b>	<b>Member ID</b>	<b>Location of the BOdy</b>
1	Member in JCI	-	Kovilpatti

Date :10/03/202

Signature