



Dr.S.Prasanth

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B.COM, MBA ,Ph.D

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SUMMARY

Highly motivated quick learner, team player and success oriented professional seeking a challenging position to contribute my skills and knowledge in Financial modeling, and investment in a dynamic & performance-oriented organization.

EDUCATION

- **Doctor of Philosophy- PhD--- 2018-2021-----** Alagappa Institute of Management
- **Post Graduate Degree- MBA(Finance)--- 2015-2017** Sri Krishna College Of Engineering and Technology Aggregate of 68.5%
- **Under Graduate Degree – B.COM--- 2011-2014** Jamal Mohamed College Aggregate of 58%
- **HSC--- 2010-2011** State Board of Tamil Nadu Aggregate of 66%
- **SSLC--- 2008-2009** Matriculation Board of Tamil Nadu Aggregate of 62%

RESEARCH DETAIL

Completed my PhD Full time, under the guidance of Dr.S.SUDHAMATHI, Assistant Professor Alagappa Institute of Management, Alagappa University Karaikudi. My research is titled on “Interaction Analysis Of Spread Ratio And Non- Performing Assets In Indian Bank”

ACADEMIC ACIEVEMENT

- International Conferences - 10
- National Conference - 4
- Publication (ISSN & ISBN) - 13
- Seminar - 4
- Workshop - 6
- Google Scholar Citation -20

FELLOWSHIP

RUSA Fellowship from Alagappa University for the period of Two year from September 2018 to March 2020

Publication Detail

PAPER PUBLISHED IN JOURNALS

1. Published paper in journal titled “Challenges Faced by Banking Sector on Digital Innovation” “Journal of Emerging Technologies and Innovative Research (JETIR)”on October 2018
2. Published paper in journal titled “Growth and Infrastructure Development of Foreign Direct Investment in India” “International Journal of Recent Technology and Engineering (IJRTE) (SCOPUS)” on October 2019
3. Published paper in journal titled “Emotional Leadership in Banks-an Empirical Study with Reference to Selected Banks of Sivaganga District” “International Journal of Advanced Science and Technology(SCOPUS)”on December2019
4. Published paper in journal titled “The Role Of Emotional Intelligence In Hrm And Organizational culture Of Women Entrepreneurial” “International Journal Of Scientific & Technology Research (SCOPUS)” on December2019
5. Published paper in journal titled “Retail E-Commerce Sales Performance of Asian-Pacific Countries” “IUJ Journal of Management” on Dec 2019
6. Published paper in journal titled “Factors Affecting Non-Performing Loan in India ”International Journal of Scientific & Technology Research (SCOPUS) on January 2020
7. Published paper in journal titled “Finance and Trade: A Cross-Country Analysis on the Effect of Finance System on Export” “International Journal of Recent Technology and

- Engineering (IJRTE)(SCOPUS)” on January 2020
8. Published paper in journal titled “The Impact of Corona Virus on NPA And GDP of Indian Economy” “Alochana Chakra Journal(UGC CARE)” on April 2020
 9. Published paper in journal titled “Non-Performing Assets in Indian Banks: Before And After Corona Pandemic Disease” “Juni Khyat (UGC CARE) on May 2020
 10. Published paper in journal titled” CUSTOMER PERCEPTION ON PAYMENT OF LOANS DURING COVID-19: EMPIRICAL STUDY ON INDIAN BANK” International Journal of Disaster Recovery and Business Continuity(**Web of Science**) on January 2021
 11. Published paper in journal titled” Bankers’ opinion on the determinants of credit risk in Indian commercial bank during covid-19” International journal of multidisciplinary educational research on January 2021
 12. Published paper in journal titled” Priority Sector Lending by Indian Bank “Empirical Economics Letters on August 2021
 13. Published paper in journal titled” analyzing non-performing assets in educational loans: a case study of India “Journal of Contemporary Issues in Business and Government Vol. 27, No.5,2021
 14. Published Paper in journal titled “Higher Education Remote Assessment After COVID-19 Pandemic in India” “Research and Reflections on Education”Vol.21,No.1A, March 2023
 15. Published Paper in journal titled “Maximizing business intelligence: a framework for effective data management and analytics” “Dogo Rangsang Research Journal”Vol.13, Issue-4,No.2, April 2023
 16. Published Paper in journal titled “Effective Management Strategies for Women Employer in Today’s Dynamic Workplace ” “Shanlax international journal of management”Vol.10, Issue-4, April 2023
 17. Published Paper in journal titled “Development of Entrepreneurial Opportunies in Online Communities in India” “METSZET”, July 2023
 18. Published Paper in journal titled “Bank Customers’ Perception Towards Debit Cards in Sholinganallur, Chennai” “Journal of Informatics Education and Research”, March 2024

PAPER PUBLISHED IN CONFERENCE

1. Presented and Participated a paper entitled” Challenges faced by banking sector on digital innovation” in the international conference on “Paradism Shift towards cloud banking” by Department of Commerce, Sankara college of science and commerce, Coimbatore, on 12th October 2018
2. Presented and Participated a paper entitled” Institutional Support System For Entrepreneurship Development” in the international conference on “Role Of Management Education In Promoting Entrepreneurship In The Globalised Business Environment” by Periyar Institute Of Management, Periyar University, Salem on 28th & 29th January 2019
3. Presented and Participated a paper entitled”E-Commerce Business Plan & Strategy” in the international conference on “Strategies For Global Business Finance And Management For sustainable Societal Development” by Department Of Corporate Secretaryship & Commerce, Alagappa University, Karaikudi on 19th & 20th February 2019
4. Presented and Participated a paper entitled ”B2B Digital Marketing Practices & Strategies” in the national conference on “Facets Of Digital Marketing Spree (FDMS 2019)” by Alagappa Institute Of Management, Alagappa University, Karaikudi on 21st & 22nd February 2019
5. Presented and Participated in-absentia a paper entitled” Emerging Trends In Business and Finance” in the national conference on “Innovation Set To Influence Cloud Accounting” by Centre For Management Studies, Jain University, Bangalore on 8th March 2019
6. Presented and Participated a paper entitled” Advance Technique for Online payment security in E-commerce: Double Verification” in the national conference on “Depth And Expanse Of Online Marketing Mettle (OMM-2019)” Alagappa Institute Of Management, Alagappa University, Karaikudi on 1st & 2nd August 2019

7. Participated in the national conference on “Institution –Industry Linkage” Department of Commerce, Alagappa University & Chamber of Commerce and Industries Karaikudi on 30th August 2019 Department of Commerce, Alagappa University & Chamber of Commerce and Industries
8. Presented and Participated a paper entitled “Emotional Intelligence in Digital Banking Sector” in the international conference on “Digital Banking For Sustainable Development(DBSD-2K19)” Department Of Banking Management Alagappa University, Karaikudi on 24th & 25th September 2019
9. Presented and Participated a paper entitled “Entrepreneurial Process Among Women Entrepreneurs” in the international conference on “Emerging Trends In Entrepreneurship For Sustainable Development” Alagappa Institute Of Management Alagappa University, Karaikudi on 26th & 27th September 2019
10. Presented and Participated a paper entitled “Priority Sector Lending By Indian Bank” in the international conference on “Global Perspective on Business and Society-For Sustainability in the New Normal” ISBR Business School on 5th and 6th August 2021.
11. Presented and Participated a paper entitled “Strategies and Benefits of Green Banking that are Long-Term and Sustainable in SBI” in the international conference on “Sustainable Environment Management (ICSEM-2022) Alagappa Institute Of Management Alagappa University, Karaikudi on 25th and 26th March 2022
12. Presented a paper on “Effect of Realizing Warehouse Management and Efficiency in the Background of Supply Chain Management” in international conference on “Strategic Operational Challenges in emerging markets” St.Claret College, Bangalore on Dec15th 2022
13. Presented a paper on “Influence of digital finance on financial inclusion and stability” in international conference on “Contemporary management Practice” SRM College, Chennai on Jan06th 2023
14. Presented a paper on “Higher Education Remote Assessment After COVID-19 Pandemic in India” in international conference on “emerging Trends in online teaching, assessment and learning” RUSA, Chennai on February 24 & 25 2023
15. Presented a paper on “Embedding Sustainability in Global Business: A Framework For Managing Corporate Social Responsibility in Multinational Enterprises” in International Conference on Multidisciplinary Academic Research and Global Innovations 2023 KG College of Arts and Science on April 12th & 13th 2023.

PAPER PUBLISHED IN SEMINAR

1. Participated in a Seminar “Life skill Development For Youth Social Inclusion And Employabilty Conducted by Department of Business Administration And Commerce on 20th August,2018
2. Participated in a Seminar ”Bio Diversity Conservation And Management Strategies” Conducted by Department Of Zoology, Seethalakshmi Achi College For Women,Pallathur, Sivaganga on 4th & 5th October,2018
3. Presented and Participated a paper entitled” Challenges faced by banking sector on digital innovation” in the National Seminar "Digitalization in Business" by Department of Business Administration, Syed Hameedha Arts & Science College,Kilakarai.17th October 2018
4. Presented and Participated a paper entitled” Demonetisation and its impact on economy” in the National Seminar "Paradigm Shifts in commerce and management", by Central University Of Tamilnadu,Triruvurur October 29th &30th,2018.

WORKSHOP ATTENDED

1. Participated in the Five Day Workshop on Mediation ,Moderation and conditional Process Analysis organised by school of Management Studies, University of Hyderabad, on 21st to 25th November, 2018
2. Participated in the Seven day National workshop on econometrics tools for business research at School of management, Pondicherry University,on 3rd to 9th January 2019
3. Participated in the Two day National workshop on Research Writing and Publication in Business Studies at Department Of Commerce and Business Management, Central University Of Tamilnadu on 8th & 9th February 2019
4. Participated in the Seven day National workshop on Advanced Data Analysis at Bharathiar School Of Management And Entrepreneur Development (BSMED),

Bharathiar University 13th to 19th May 2019

5. Participated in the Five day National workshop on Research Methodology and Data analysis under RUSA 2.0 at Faculty of Management , Alagappa University, on 10th to 14th June 2019
6. Participated in the Two day National workshop on Basics of Forecasting And Demand Planning at Department Of Logistics Management , Alagappa University, on 10th to 14th September 2019
7. Participated in the “Two day online National workshop on data analysis using amos, pls-sem & e-views”at Department Of Management , Alagappa University, on 19th to 20th December 2022

FDP ATTENDED

1. Participated in the Three-day Faculty Development Program on Research Methodology at PSG Institute of Management , on 19th to 21th September 2019.
2. Participated in Two days FDP On “Master Class for Research Paper Publication”Conducted from 28th and 29th January 2023
3. Participated in One Week Short term FDP On “Ethics in Academic Research Writing”Conducted from 30th January 2023 to 4th February 2023
4. Participated in A Five-Day Faculty Development Programme organized by Internal Quality Assurance Cell of our college from 05.06.2023 to 09.06.2023.
5. One Week Online Faculty Development Programme on Relevance of Ancient Indian Knowledge in the Contemporary Higher Education Scenario jointly organized by the Internal Quality Assurance Cell of V.V.Vanniaperumal College for Women, Virudhunagar and Jamal Mohamed College, Tiruchirapalli from 16.11.2023 to 22.11.2023.
6. Participated in the FIVE DAY NATIONAL LEVEL FACULTY DEVELOPMENT PROGRAMME using VOSviewer & NVIVO SOFTWARE organized by Department of Management Science, Sri Krishna Arts & Science College from 09 -13 January 2024

PAPER VALUATION

1. Done Paper valuation for Distance Education Examination for MBA Human Resource Management
2. Done Paper valuation for External Examiner MBA Disaster Management at Alagappa University.

WORK EXPERIENCE

1. Worked as Assistant Professor Department of Business Administration in Sudharsan College of Arts and Science from 20th July 2022-31st May 2023.
2. Working as Assistant Professor in Jamal Institute of Management at Jamal Mohamed College from 1st June 2023 to Till date

PERSONAL PROFILE

Name	: Dr.S Prasanth
Father's Name	: Selvam
Date of Birth	: 03-02-1994
Gender	: Male
Marital Status	: Single
Nationality	: Indian
PermanentAddress	: H-14 Parktown, Rajagopalapuram, Pudukkottai -622003.

Declaration

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

Date :

Place :

(S.PRASANTH)