



Name : **SARAVANA KUMARAN A**

Designation : **ASSISTANT PROFESSOR**

Education

- UG : BBA from Madurai Kamaraj University, 1995, Second Rank
- PG : M.Com from Madurai Kamaraj University, 1997, Gold Medalist
- M.Phil (Commerce) from Madurai Kamaraj University, 1998, Gold Medalist
- Ph.D (Commerce) – Pursuing
- Professional Accreditation in Management Studies [Finance

specialisation] from AIMA

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Highlights

- *Best Paper
- Awards for two research papers
- *Professional Accreditation in Management Studies, AIMA, New Delhi

Brief Bio data :

- a. Courses being taught by the faculty :
 - i. Business Mathematics and Statistics
 - ii. Operations Research
 - iii. Accountancy
 - iv. Merchandising Management
 - v. E Commerce
 - vi. Retail Marketing and Advertisement
 - vii. Soft Skills and Personality Development
- b. Research Projects / Publication (Recent ones) : Publication in Journals :
 - i. “Technological transmission of ROBOT banking on 9S model – A research in Chennai”, published in UGC A listed International journal. This was presented in University of Madras conference conducted at WCC on 10th oct 2019
 - ii. “Technological transmission of ROBOT Banking on FLOWERS model” – A research in Chennai, published in Adilya International Journal, UGC approved “A” listed journal.
 - iii. “Financial Engineering”, International Journal of Contemporary Commerce, Madras Christian College, Chennai, Volume 4, Issue 1, September 2015. ISSN : 2319 – 95BX
 - iv. “Opportunities For Indian Banks Due To The Implementation Of International Financial Reporting Standards (IFRS)”, International Journal of Contemporary Commerce, Madras Christian College, Chennai, Volume 5, Issue 2, February 2017. ISSN : 2319 – 95BX
 - v. “Video Banking, a new dimension in Mobile banking – a Research on Digital Banking in Chennai”, Journal of Emerging Technologies and Innovative Research, November 2018, Volume 5, Issue 11, ISSN – 2349 – 5162
 - vi. “Smart Banking – A new paradigm due to Demonetisation”, Shanlax International Journal of Commerce, March 2017, Volume 5, Special issue 1, ISSN : 2320 – 4100
- c. Ph.D / M.Phil Guideship : NA

C V Link

CURRICULUM VITAE

1. Name : SARAVANA KUMARAN A

2. Education :

S. No.	Examination Passed	Month & year of passing	Percentage of marks / Grade	Regular / Distance / Private Study	Institution / University	Achievements
1	BBA	April 1995	75.37% - First Class with Distinction	REGULAR	Madurai Kamaraj University	SECOND RANK
2	M.Com	April 1997	78.1% - First Class with Distinction	REGULAR	Madurai Kamaraj University	GOLD MEDAL - FIRST RANK
3	M.Phil (Commerce) Inter Disciplinary Research – Commerce with Plant Biology	April 1998	81.6% - First Class with Distinction	REGULAR – FULL TIME	Madurai Kamaraj University, Madurai	GOLD MEDAL - FIRST RANK
4	Accredited Management Teaching Professional	June 2011			All India Management Association, New Delhi	

ADDITIONAL QUALIFICATIONS :

S. No.	Examination Passed	Month & year of passing	Percentage of marks / Grade	Regular / Distance / Private Study	Institution / University
1	PGDCA (Computer Application)	May 1999	59.75% - Second Class	REGULAR – PART TIME	MK University
2	Diploma in Electronic Commerce	May 2003	Distinction	REGULAR – PART TIME	Arasan Ganesan Polytechnic, Sivakasi

3. Publications :

a. M.Phil Thesis title :

“PRODUCTION AND MARKETING OF NEEM PRODUCTS IN VIRUDHUNAGAR DISTRICT”

This research is an inter disciplinary research, having the combination of Plant Biology and Commerce, together. Various neem products namely, Neem medicines, Neem soap, Neem cake were taken for the research, after having guidance from Plant Biology Department Faculty members. Commercialisation of such neem products was researched under this topic. Highest marks were awarded for this Research thesis by Viva Voce Examiner, Dr. Thanulingam, HOD of Commerce, M.K. University who published various research methodology books and stood as role model for various commerce researches.

(A) Research Project undertaken:

Year	Title	Name of the University / College / Institution
2010	Academic Quality Excellence In Higher Education, Presented In Asia Pacific Quality Network International Conference	Indian Academy School Of Management Studies, Bangalore

(B)Publications:

Publications	Published
Articles – International Journals & Edited Volumes	“Financial Engineering”, International Journal of Contemporary Commerce, Madras Christian College, Chennai, Volume 4, Issue 1, September 2015. ISSN : 2319 – 95BX
Articles – International Journals & Edited Volumes	“Opportunities For Indian Banks Due to the implementation of International Financial Reporting Standards (IFRS)”, International Journal of Contemporary Commerce, Madras Christian College, Chennai, Volume 5, Issue 2, February 2017. ISSN : 2319 – 95BX
Articles – International Journals & Edited volumes	“Video Banking, a new dimension in Mobile banking – a Research on Digital Banking in Chennai”, Journal of Emerging Technologies and Innovative Research, November 2018, Volume 5, Issue 11, ISSN – 2349 - 5162
Articles – International Journals & Edited volumes	“Smart Banking – A new paradigm due to Demonetisation”, Shanlax International Journal of Commerce, March 2017, Volume 5, Special issue 1, ISSSN : 2320 – 4100
Articles – International Journals	Technological transmission of ROBOT Banking on FLOWERS model – A research in Chennai, published in Adilya International Journal, UGC approved “A” listed journal.
Articles – International Journals – Best paper Award	Technological transmission of ROBOT banking on 9S model – A research in Chennai, published in UGC A listed International journal, namely Inforkara Research Journal, Volume 8, Issue 11, November 2019, ISSN Number : 1021 – 9056. This was presented in University of Madras conference conducted at WCC on 10 th oct 2019.

4. Research Interests (Specialisations) :

- a. Banking, Finance, Marketing, Human Resource Management, Recent technologies in Commerce and Management Studies, such as Robot Banking, Video Banking, Augmented Reality, Artificial Intelligence, Beacon Technology in Marketing
- b. Inter disciplinary researches, namely commercialisation of neem products (M.Phil thesis), commercialisation of any modern technology

5. Courses taught (UG & PG for the past 5 years) :

- i. Business Mathematics and Statistics
- ii. Operations Research
- iii. Accountancy
- iv. Merchandising Management
- v. E Commerce
- vi. Retail Marketing and Advertisement
- vii. Soft Skills and Personality Development

6. Awards :

- a. Won Best Paper Award for the research paper, “Technological transmission of ROBOT banking on 9S model – A research in Chennai”. This paper was presented in an International Conference held at WCC on 10th October 2019.
- b. Bagged up Best paper Award for the research paper, “Bank Account Number Portability is the need of the hour in the era of Demonetisation”. This paper was presented in a National Conference at GSS Jain College on 15th December 2016.

7. Paper Presentations : (International / National / State level Conferences)

S.No.	Research Paper/Title	International /National/State	Date	Venue
1	Curriculum Development for Management Studies in Globalisation Era	National	12 th & 13 th January 2011	AIMA, New Delhi
2	Global Meltdown and Its Impact on Stock Market	State	9 th October 2010	Nadar Saraswathi College of Arts & Science, Theni
3	Interdisciplinary Research on Quality	National	7 th August	Indian Academy

	Management in Higher Education		2010	Degree College, Bangalore
4	Affiliated Marketing: A Boon to All (Merchants, Buyers, Prospective Buyers & People)	National	6 th October 2010	Sambhram Academy of Management Studies, Bangalore
5	Financial Engineering in Banks – A New Way for Financial Prosperity and Economic Development	National	20 th & 21 st April 2011	M.S.Ramaiah Institute of Technology, Bangalore
6	Bank Account Number Portability Is The Need Of The Hour In The Era Of Demonetisation	International – Awarded as Best Paper	15 th December 2016	GSS Jain College, Chennai
7	Smart Banking – A new paradigm due to Demonetisation”, Shanlax International Journal of Commerce, March 2017, Volume 5, Special issue 1, ISSSN : 2320 – 4100	International	October 2018	Sankara College, Coimbatore
8	Technological transmission of ROBOT banking on 9S model – A research in Chennai	International – Awarded as Best Paper Award	Oct 2019	WCC and University of Madras
9	Technological transmission of ROBOT banking on FLOWERS model – A research in Chennai	International	Oct 2019	Vels University

8. Resource Persons :

- a. Resource Person for Holistic Development workshop in Mother Teresa Women’s University for two days training programme for M.Com students
- b. Resource Person for Educational Excellence workshop in B.Ed College of Mother Teresa Women’s University for two days training programme for B.Ed and M.Ed students

9. Administrative Positions :

- a. NSS Programme Officer in N.S College, Theni for one year in 1999 – 2000
- b. NSS Programme Officer in T.N.College, Chennai for one year in 2000 – 2001
- c. Co-ordinator of Competitive Exam Coaching & DHRM courses in SCE of Madras Christian College, since 2016