

## CURRICULUMVITAE

Dr.M.Baskar,M.B.A., M. Phil., Ph.D.,  
4/2, Weavers colony,  
Tiruchengode,  
Namakkal District  
Pincode: 637211



Mobile

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### OBJECTIVE:

To work in a challenging and creative environment thereby effectively contribute towards the goal of organization.

### EDUCATIONAL QUALIFICATION:

- Doctor of Philosophy (Ph.D- Management)**  
Periyar University, Salem (March 2021)
- Master of Philosophy (M.phil)**  
Alagappa University, Karaikudi (December 2010)
- Master of Business Administration (MBA)**  
Periyar University, Salem. May (2003)

### WORKING EXPERIENCE:

- ❖ College Name : K.S.R College of Arts and Science (Autonomous)- (Tiruchengode)  
Designation: Assistant Professor and Head  
Duration: 10<sup>th</sup> June 2022 to till date
- ❖ College Name : K.S.R College of Arts and Science (Autonomous)- (Tiruchengode)  
Designation: Assistant Professor  
Duration: 13<sup>th</sup> June 2011 to May 31<sup>st</sup> 2022
- ❖ Company Name : Birla Sun Life Insurance Company Limited- (Erode)  
Designation: Agency Manager  
Duration: 6<sup>th</sup> September 2008 to 10<sup>th</sup> June 2011
- ❖ Company name: Switcher Quality Textiles Private Limited- (Tiruppur)  
Designation: Merchandiser  
Duration: 15<sup>th</sup> October 2005 to 1<sup>st</sup> September 2008
- ❖ Company Name : ICICI Lombard General Insurance Company Limited (Chennai)  
Designation: Sales Officer  
Duration: 10<sup>th</sup> October 2004 to 10<sup>th</sup> September 2005
- ❖ Company Name : AIRCEL Private Limited (Tiruchengode)  
Designation: Business Executive  
Duration: 6<sup>th</sup> June 2003 to 1<sup>st</sup> October 2004

**PROFESSIONAL QUALIFICATIONS:**

- Possess about Nineteen years of experience in the field of (both Academic and industrial).
- Good communication and comprehension abilities.
- Thorough understanding of the subject with ability to convey the same to the students.
- Possess knowledge about the internal administrative tasks that are performed within institutions.

**ROLES AND RESPONSIBILITIES:**

- ❖ Mentor/Class Advisor, Project Coordinator.
- ❖ Member- Board of Studies (Management, Commerce).
- ❖ Department Placement Coordinator
- ❖ Department Extension activity Coordinator
- ❖ Department Class Committee Meeting Coordinator

**COMPUTER PROFICIENCY:**

Microsoft Office: MS word, Excel, PowerPoint, etc

**EXAMINER – UNIVERSITY EXAMINATIONS**

- Examiner- UG Management Board – Central valuation, Periyar University, Salem.
- Examiner- UG Commerce Board – Central valuation, Periyar University, Salem.

**SUBJECTS HANDLED:****UG level:**

- Principles of Management, Business Communication, Principles of Marketing, Entrepreneurial development, Company law, Business law, Business environment, Services Marketing and Office Management.etc.

**PG level:**

- Entrepreneurial Development,, Retail Marketing, .

**PAPERS PRESENTED IN NATIONAL CONFERENCE/SEMINAR**

- Presented paper titled “Emerging retail trends in Indian business” at Sri Ganesh College of Arts and Science, Salem on 19<sup>th</sup> feb2014
- Presented paper titled “Responsibilities of directors under Indian companies Act 2013” at Dr. N.G.P Arts and Science college,Coimbatore on 30<sup>th</sup> sep 2014
- Presented paper titled “Rural Agricultural prospect and challenges in India” at Kaamadhenu Arts and science college,Sathiyamangalam on 10<sup>th</sup> Jan 2014
- Presented paper titled “Recent trends and development in FDI” at Periyar University college of Arts and Science, Metturon28Feb. 2014.
- Presented a paper titled “Emerging trends and challenges in HRM in India” at K.S.R college of Arts and Science for women,Tiruchengodeon 24<sup>th</sup> August 2018
- Presented paper titled “Increase in credibility for women Entrepreneur” at Vivekananda College of Women,Tirugengodeon 14<sup>th</sup>feb 2019

**PAPERS PRESENTED IN INTERNATIONAL CONFERENCE/SEMINAR**

- Presented paper titled “The role of globalization in Indian economy” at AnnaiMathammalsheela engineering college, Namakwa on 14<sup>th</sup> - September2012.
- Presented a paper titled “A prospect of green marketing” atVivekananda College for woman, Tiruchengode on 4<sup>th</sup> Jan 2014.

- Presented a paper titled “A study on Issues and challenges in empowerment of banking services in India” at Sri Ganesh college of Arts and Science, Salem 13<sup>th</sup> Feb 2015.
- Presented a paper on “Job satisfaction of TNSTC employees in Erode district” at AVS college of Arts and Science, Salem 9<sup>th</sup> Jan 2016.
- Presented a paper titled “Customer satisfaction as a tool for sustainability with special reference to Dinamalar in Namakkal Town” at University of Madras, Chennai on 4<sup>th</sup> March 2016.
- Presented a paper titled “Prospect of digital Marketing” at Padmavani Arts and Science College for women, Salem on 9<sup>th</sup> Sep 2016.
- Presented a paper titled “Issues and Prospects of online Marketing in Tamilnadu” at Vivekananda college for women, Tiruchengode on 4<sup>th</sup> March 2016.
- Presented a paper titled “Recent trends in FDI and its impact on Indian Economy” at Sengunthar Arts and Science College, Tiruchengode on 1<sup>st</sup> Feb 2017.
- Presented a paper titled “Role of Management education in enhancing entrepreneurship intention” at Sengunthar Institute of Management studies, Tiruchengode on 11<sup>th</sup> Jan 2017.
- Presented a paper titled “Issues and Prospects of online Marketing in Tamilnadu” at Vivekanandha college for women, Tiruchengode on 4<sup>th</sup> March 2016.
- Presented a paper titled “Customer satisfaction as a tool for sustainability with special reference to Dinamalar in Namakkal Town” at University of Madras, Chennai on 4<sup>th</sup> March 2016.
- Presented a paper titled “A study on Public satisfaction towards cashless transaction in Erode district” at Sri Saradha College for women, Salem 14<sup>th</sup> Dec-2018.
- Presented a paper titled “Emerging trends, issues and challenges in Indian Banking Sector” at KSR college of Arts and Science, Tiruchengode on 15<sup>th</sup> Sep-2018.
- Presented a paper titled “Problems and Prospects of women Entrepreneurship in India” at Periyar University, Department of Management Studies, Salem 23<sup>rd</sup> Jan 2020.

#### **PARTICIPATION IN CONFERENCE / SEMINAR / OTHER EVENTS**

- Participated in the National conference on “Emerging retail trends in Indian business” at Sri Ganesh College of Arts and Science, Salem on 19<sup>th</sup> Feb 2014
- Participated in the International conference on “A study on Issues and challenges in empowerment of banking services in India” at Sri Ganesh college of Arts and Science Salem, on 13<sup>th</sup> Feb 2015.
- Participated in the International conference on “Recent trends in FDI and its Impact on Indian Economy” at Sengunthar Arts and Science College, Tiruchengode on 1<sup>st</sup> Feb 2017.
- Participated in International conference on “Emerging trends, issues and challenges in Indian Banking Sector” at KSR college of Arts and Science, Tiruchengode on 15<sup>th</sup> Sep-2018

#### **WORKSHOP/ FDP ATTENDED:**

- Participated in a Workshop on “Emerging opportunities in the online marketing.” at Selvam Arts and Science College, Namakkal on 9<sup>th</sup> March 2016
- Participated in a Workshop on “Tips to prepare Project report and data Analysis using SPSS.” at KSR College of Arts and Science on 7<sup>th</sup> March 2017.
- Participated in a Workshop on “Fallacies in Social Science research” at Government Arts and Science College, Salem on 7<sup>th</sup> Feb 2019.
- Participated in FDP on “Development of Entrepreneurial culture” at Gnanamani educational Institutions, Namakkal on 11<sup>th</sup> April 2014.

- Participated in FDP on “Fallacies in research.” at KSR college of Arts and Science, Tiruchengode, on 24<sup>th</sup> Nov 2015
- Participated in FDP on “Experiential Teaching Methods for Imparting Entrepreneurship among the students” at KSR school of Management(Tiruchengode) from 27<sup>th</sup> April to 10 May 2015(2 weeks).
- Participated in FDP on “Business Strategy Simulation.” at Knowledge Institute of Technology, by ICT Academy from 25<sup>th</sup>, 26<sup>th</sup> Oct 2016(2 days)
- Participated in FDP on “Economic development through digital transformation” at KSR School of Management, Tiruchengode from 11<sup>th</sup> September to 24<sup>th</sup> Sep 2017(2 weeks)
- Participated in FDP on “Entrepreneurship “at Periyar University, PRIMS, Salem from 21 Aug to 4 Sep 2017(2 Weeks)
- Participated in FDP on Lean Six Sigma for Higher Educational Institution at CHRIST DEEMED TO BE UNIVERSITY MAIN CAMPUS .Bangalore from 11/12/2023 to 16/12/2023

#### **PAPERS PUBLISHED IN INTERNATIONAL JOURNALS:**

- Published a paper titled “Digitizing India and the road map for e-commerce industry- A conceptual study” in International journal of scientific research(ISSN: 2277-8179) Dec 2016
- Published a paper titled “Significance of Entrepreneurship in Indian economy” in North Asian International journal of Social Science and humanities (ISSN : 2454-9827) Jan 2018
- Published a paper titled “Emerging trends, issues and challenges in HRM in India” in International journal of Scientific research and review (ISSN: 2279-543) August 2018.
- Published a paper titled “Consumer buying behavior towards online shopping with special reference to Erode district” in the international journal of analytical and experimental modal analysis (ISSN: 0886-9367) Nov-2019.
- Published a paper titled “A study on public satisfaction towards cashless transaction in Erode district” in International journal of human resource management and research (ISSN: 2249-6874) Dec-2018
- Published a paper titled “Perception of under graduate final year students of management of management towards entrepreneurship in Tiruchengode city in International journal of scientific technology and research, (ISSN:2277-8616) Feb-20
- Published a paper titled “Perception of female post graduate management students towards entrepreneurship in Tiruchengode city” in Journal of interdisciplinary cycle research, (ISSN: 0022-1945) March 20.

#### **PAPERS PUBLISHED IN ISBN PROCEEDINGS:**

- Published paper titled “Emerging trends, issues and challenges in Indian Banking Sector” ISBN no 978-93-80506-18-0

#### **BOOK CHAPTER/BOOK PUBLISHED**

Blockchain Innovations for Secure Online Transactions - ISBN: 979836936557 - IGI Global - August, 2024

#### **PATENT PUBLISHED**

Integration of Laplacian Neural Networks (LNNS) into supply Chain Management page no: 48387

**PERSONAL PROFILE:**

Name : M.Baskar

Father's name : K.Manickam

Date of Birth : 1-12-1978

Marital status : Married

Languages known :

Speak : English, Tamil

Write : English, Tamil

**DECLARATION:**

I hereby declare that the above information's are given by me is true to the best of my Knowledge.

Date:

Signature

Place:

(M.BASKAR)