

Dr.S.PRAVEEN KUMAR

ASSISTANT PROFESSOR & RESEARCH SUPERVISOR

Centre for Tourism and Hotel
Management



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Educational Qualifications : MBA, M.A (Tourism), M.Phil, Ph.D.

Professional Experience : Teaching 08 Years, Research 10 Years, Industry 09 Years

FIELD OF SPECIALIZATION

- Services Marketing
- Tourism Management
- Entrepreneurship

RESEARCH SPECIALIZATION

- Customer satisfaction in the context of business-to-consumer e-commerce
- Relationship between service quality, behavioural intentions and firms' performance
- Consumer evaluations of brand extension

RESEARCH SUPERVISION:

S. NO	COURSE	AWARDED	SUBMITTED	REGISTERED
1.	Ph.D.	04	02	03
2.	M.Phil.	05	--	--

RESEARCH EXPERIENCE:

S.No	Title of the Project	Funding Agency	RS	Remarks
01	ANALYZE MARKET AND IDENTIFY FUTURE PROSPECTS FOR SIFY LTD.	Sify Ltd	10,000	One of the top 10 selected for the project

PROFESSIONAL EXPERIENCE:

a) Industry:

ORGANISATION	PERIOD	DESIGNATION
Sterling Holidays	Apr 2009 – Oct 2013	Sales Development Manager
Resolve Business Services	Nov 2008 – Mar 2009	Consultant – Payroll
Thomas Cook (India) Ltd	May 2007 – Nov 2008	Sales Manager
HDFC Standard Life	Oct 2004 – May 2007	Financial Consultant

b) Teaching:

SL. NO	INSTITUTION	PERIOD	DESIGNATION	SUBJECT HANDLED
1.	Madurai Kamaraj University, Centre for Tourism and Hotel Management	14.07.2014 to Till Date	Assistant Professor	<ul style="list-style-type: none"> ▪ Marketing Mgt ▪ Accountancy ▪ Research Methodology ▪ Entrepreneurship ▪ HRM ▪ Information Technology

AWARD CONFERRED:

- Appointed as Council of Representative of “**World Peace Committee in India**” for the period (27.02.2018 to 28.02.2019)
- Conferred with “**Best Young Researcher**” award in Global Education and Corporate Leadership Awards 2018 (GECL), Presented by Life Way Tech India, Organized by Meerut Institute of Engineering & Technology, Meerut. (23rd December 2018)

- Conferred with “**Excellence Teaching in Higher Education**” award by DK International Research Foundation - 2018
- Conferred with Honorary “**D.LITT**” by International Economics University, for SAARC Countries - 2017
- Conferred with “**Distinguished Teacher Award: Management**” by Management Teachers Consortium-Global (MTC – Global) – 2017
- Conferred with “**Young Faculty Award**” by VIFFA, Chennai
Award code: YFA / M / Mgmt. / VIFFA 2015
- Won “**Best Manager**” at Milan 2k6 – National level management meet organized By K. L. N. College of Engineering; assessed for introduction, aptitude, inter personal skills and stress handling
- Won “**Best Sales Performance**” in sterling resorts by **Joint Managing Director**
- Won “ **Regional Product Champion** “ Award in **Hdfc life** awarded by **Principal Officer & Executive Director**
- **Black Belt I Dan** in the Art of Karate (**SHODAN**) – (2002)
- **Zonal Tournaments & Sports - Runner up** in Super Senior Boys Kabaddi, Organised by Madurai Educational District Inter Higher Secondary & Secondary Schools Athletic Association (2001 – 2002)
- **Best Karate Performer** Certified by **Tamilnadu Karate Committee** (1998)
- **Karate - Best Observer** Certified by **Dolphin MHSS** (1997)

BEST RESEARCH PAPER AWARDS

- **Praveenkumar, S.** (2019, January). **Buying Behavior of Consumers towards Gold Jewellery In Madurai District, Tamilnadu.** *IMPACT: International Journal of Research in Humanities, Arts and Literature*, 07 (01), 95-102. ISSN E: 2321-8878, ISSN (P): 2347-4564. Impact Factor 3.7985, (**UGC Jr.No. 40893**)
- **Praveenkumar, S.** (2017, Nov 28th to December 4th). **Impact of Internet Banking on Service Quality and Customer Satisfaction – A Study on Selected Public Limited Bank in Madurai.** *International Conference on Contemporary Issues in Agriculture, Engineering, Information Technology, Life Sciences, Social Sciences & Humanities Jointly Organised by Nehru College of Management, India & Siam Technology College, Bangkok, Thailand held at Melbourne, Australia*

- **Praveenkumar, S.** (2016, February 29th). **The service quality gap analysis - A study on selected commercial banks in Madurai.** *International Journal of Business Management & Research*, 6(1), 65-74. ISSN (P): 2249-6920, ISSN (E):2249-8036. ICV: 6.1, NAAS Rating: 3.07, Impact factor 5.3125

PUBLICATIONS

S.NO	PARTICULAR	NATIONAL	INTERNATIONAL	TOTAL
1	Books Authored	01	01	02
2	Chief Editor of ISBN Book	01		01
3	Editor of ISBN Book	01		01
4	Chapter Contributed in Edited Book	03		03
5	Elsevier Materials Today Proceedings (Scopus)		01	01
6	Web Of Science Journal (UGC-CARE List Group II)		01	01
7	Scopus Journals (Q3 &Q4) (UGC-CARE List Group II)		03	03
8	International Journals with ISSN & Impact Factor (UGC-CARE List Group I)		15	15
9	Journals with ISSN (UGC Approved)	03	06	09
11	Articles Presented & Published in Conference (ISBN)	20	11	31
12	Papers Presented in the Conferences	12	10	22

PATENTS

- **Government of India – Design Patent – Application No - 346449-001., CBR No -205368** CBR Date 20.07.2021 – Under Process
- **Australian Patent 2021100342: “An Artificial Intelligence Based Trading System”** – Filed on 19.01.2021, Granted on 31.03.2021 Published on 15.04.2021
<http://pericles.ipaustralia.gov.au/ols/auspat/applicationDetails.do?applicationNo=2021100342>
- **Government of India 202041055057: “Development of Wireless Sensor Network Based Smart**

System for Preventing Railway Accidents” – Filed on 17.12.2020, Published on 25.12.2020

- **Government of India** 202141000118: “*Development of IoT based underground wire fault detection system*” – Filed on 02.01.2021, Published on 26.02.2021

DETAILS OF UGC - HRDC COURSES & WEBINAR ATTENDED:

Sl. No.	Particulars	Institution	Date
1.	Online Webinar on Multidisciplinary & Holistic Education	UGC - Human Resource Development Centre, Gujarat University, Ahmedabad	02.08.2021
2.	3 rd Online Short-Term Course on “ ICT ”	UGC - Human Resource Development Centre, Gujarat University, Ahmedabad	17.05.2021 to 23.05.2021
3.	Online Webinar on Education & MOOCs	UGC -Human Resource Development Centre, Gujarat University, Ahmedabad	26.02.2021
4.	Online Webinar on Leadership	UGC -Human Resource Development Centre, Gujarat University, Ahmedabad	17.02.2021
5.	One week 4th Online Short-Term Course on “ E-Content Development ”	UGC - Human Resource Development Centre, Gujarat University, Ahmedabad	14.05.2020 to 20.05.2020
6.	Three Week Refresher Course in Business Studies Theme: “New Frontiers in Management”	UGC - Human Resource Development Centre, Madurai Kamaraj University, Madurai	16.11.2018 to 06.12.2018
7.	Three Week Refresher Course in	UGC - Human Resource	02.11.2016

	Business Studies Theme: "Emerging Trends of Current Business Environment"	Development Centre, Madurai Kamaraj University, Madurai	to 22.11.2016
8.	Four Week Orientation Course for College & University Teachers	UGC - Academic Staff College, Madurai Kamaraj University, Madurai	25.11.2015 to 22.12.2015

INDIAN INSTITUTE OF MANAGEMENT, AHMEDABAD

IIM – A (WORKSHOP SERIES)

Sl. No.	Particulars	Institution	Date
1	Participated in the Workshop on "Conducting and Crafting High Quality Research"	Organised by Indian Institute of Management Ahmedabad , in Partnership with S.K.Somaiya college , Mumbai	24.11.2017 To 25.11.2017

- **FACULTY DEVELOPMENT PROGRAM ATTENDED = 11**
- **NATIONAL, INTERNATIONAL LEVEL WORKSHOPS & PROGRAMMES ATTENDED = 40**
- **INVITED LECTURER / RESOURCE PERSON = 15**

MEMBERSHIP IN ACADEMIC BODIES

- Served as a Proctor, for M.Phil & Ph.D Examination, Madurai Kamaraj University
- Served as University Nominee in the Board of Studies, Madurai Kamaraj University
- Served as a Member, NAAC Core Working Committee, Madurai Kamaraj University
- Served as a Member, New Course Inspection Commission, Madurai Kamaraj University
- Served as a member in "Hospitality Committee" for Convocation Ceremony at Madurai Kamaraj University

MEMBERSHIP IN PROFESSIONAL BODIES

1. Member, Madras Management Association (IM2942)

2. Member, All India Management Association (M201411245)
3. Member, Madurai Management Association
4. Life Member, Indian Tourism & Hospitality Congress
5. Member, Million Dollar Round Table, USA
6. Life Member, National Geographic Society
7. Life Member, South Indian Congress (SIHC LM 2014045)
8. Life Member, Management Teachers Consortium-Global (MTC – Global)
9. Member, American Marketing Association, Chicago
10. Member, D.K. International Research Foundation (30.12.2018 to 29.12.2019)

ADMINISTRATIVE EXPERIENCE

S.No	ROLE PLAYED	RESPONSIBILITIES	PERIOD (MONTH & YEAR)
1	Senate Member – Governor Nominee, Madurai Kamaraj University	Administrative duties for the University	2021 to 2024
2	Training & Placement Co-Ordinator	Responsible for Training and Placement for the students of BBA / MBA Tourism and Hotel Management, CTHM, MKU	From July 2014 To Till Date
3	CBCS Co-Ordinator	Responsible for Coordination with CBCS Regarding Exams and other academic activities	From July 2014 To Till Date

COUNTRIES VISITED:

S.NO.	NAME OF THE COUNTRY & CITY	ORGANIZATION/ UNIVERSITY VISITED	NATURE OF VISIT	PERIOD
1	Australia (Sydney, Melbourne)	University of Technology, Sydney	Presenter in Conference	27 th Nov 2017 to 04 th Dec 2017
2	Malaysia (Kualalumpur)	Taylor's University	Presenter in Conference	06 th Jun 2017 to 09 th Jun 2017

3	Singapore	International Financial professionals Meet (MDRT)	Presenter in Conference	23 rd Feb 2011 to 26 th Feb 2011
4	Hongkong	University of Hongkong	Business Conference	11 th Jan 2011 to 12 th Jan 2011
5	China (Foshan, Guangzhou)	—	Business Conference	05 th Jan 2011 To 10 th Jan 2011

CONTACT

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University, Palkalai Nagar, Madurai-625021, Tamilnadu, India.**

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