

CURRICULUM VITAE

DR. SUMATHISRI BHOOPALAN



CONTACT INFORMATION

Department of Commerce and Management Studies,
Srinivasa Ramanujan Centre,
SASTRA DEEMED TO BE UNIVERSITY,
Kumbakonam, 612 001, India.

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CITIZENSHIP

India

RESEARCH INTEREST

Marketing, Finance and Banking

EDUCATION

i) Master of Business Administration, *Specialization:* Finance, Tamil Nadu Open University, Tamil Nadu , India, 2007

ii) Ph.D in Commerce, *Area of the study:* Banking. Bharathidasan University, Tamil Nadu, India, 2001

iii) Master of Education, *Specialization:* Commerce. Annamalai University, India, 1998

iv) Master of Philosophy, *Specialization:* Marketing. Urumu Dhanalakshmi college, Affiliated to Bharathidasan University, India, 1994

v) Master of Commerce, *Specialization:* Finance. Seethalakshmi Ramaswamy College, Affiliated to Bharathidasan University, India, 1992

ACADEMIC EXPERIENCE

A) Teaching: Assistant Professor in Commerce (27 years)

Seethalakshmi Ramaswamy College[Mgt.Staff], Affiliated to Bharathidasan University, India,-1990-1998: 8yrs

Vysya College, Salem, Affiliated to Periyar University, India 1998 to 2002: 4years

Chidambaram Pillai College for Women, Affiliated to Bharathidasan University, India, 2002-2004:2years

Assistant Professor in Commerce and Management Studies-III Srinivasa Ramanujan Centre, SASTRA University,India, 2004-Present

B) Research advisor in Commerce & Management (14years)
Alagappa University, Distance Edn): Tamil Nadu , India- M.B.A& M.Phil

Bharathidasan University, Tamil Nadu, India-Ph.D, M.Phil, & M.Com

MotherTeresa Women's University [Distance Education],Tamil Nadu, India- MBA & M.Phil

SASTRA University, Tamil Nadu, India- M.Com & Ph.D

C) Other academic appointments: As an Examiner, QP Setter and Squad Member

CONVENER

Two-day State level seminar, on, *Entrepreneurship Development*: Organized by the Department of Commerce and Management studies , Srinivasa Ramanujan Centre, SASTRA UNIVERSITY, Kumbakonam, India , February 22nd & 23rd 2013.

PARTICIPATION IN CONFERENCE / SEMINAR

International:

i) Emerging Challenges to Corporate Leadership In India, International Conference ,Department of Management Studies, PR Institute of Management-Thanjavur, India, 6th &7th Feb 2004.

ii) Bancassurance Calling- Twin Blossoms, International Conference, Adikalamatha Institute of Management,-Thanjavur,India, 27th & 28th Sep 2004

iii) Human Capital and Intellectual Capital are coming out of shadow, International Seminar, Department of Commerce, Bharathidasan University, Tiruchirappali, India, 20th & 21st Jan 2007

iv) Significance of SRO-MUTAL FUNDS, in International seminar, Department of Commerce, Bharathidasan University, India, 19th & 20th, Jan 2008.

v) An analysis of select SHG with reference to Kumbakonam Central Co-operative Bank Ltd, in the IEEE-International Conference on Management Issues in Emerging Economies [ICMIEE 2012], School of Management, SASTRA University, Thanjavur, India held on August 17th & 18th, 2012.

vi) Job Satisfaction among Sales executives: A Comparative Study of selected Private Insurance Companies, IEEE-International Conference on the Changing Paradigms of Technology and Strategic Management [ICPSM-2013], School of Management, SASTRA University, Thanjavur, India held on Aug 30 & 31, 2013

National:

i) Capital Market Structure and Design, in National Conference as on 7th & 8th March, Department of Commerce, Bharathidasan University, Tiruchirappali.

ii) Book-Building- A New Issue Mechanism in India, National Conference, Department of Commerce, Bharathidasan University, Tiruchirappali, 7th & 8th Jan 2005,

iii) Capital Market Reforms- The Sun is just rising for IPO's NIM National seminar, Department of Commerce, St. Joseph College, (Autonomous) Tiruchirappali, 12th & 13th Jan 2005

iv) The Booming Industry- Tourism, National seminar, Department of Commerce, Jamal Mohammed College, Tiruchirappali, 8th, 9th & 10th Nov 2005

v) Innovations and the Diffusion process –An Overview, National seminar, Department of Commerce, Holy Cross College (Autonomous), Tiruchirappali, 16th & 17th Feb 2006

vi) The Role of Insurance Regulatory and Development Authority-An outlook, National conference Department of

Commerce C.M.S.College of Science and Commerce (Autonomous), Coimbatore. , 23rd Feb 2008

vii) *E-Commerce in the Indian Insurance industry: prospects and future*”, National conference, Department of Commerce, C.M.S.college of Science and Commerce (Autonomous), Coimbatore, 23rd Feb 2008

viii) *Impact of Globalisation in Environment*, National Seminar, Department of Commerce Periyar University, Salem March 27th and 28th 2008

ix) *Global Warming*, in National Seminar, Department of Commerce, Periyar University, Salem, 27th and 28th March, 2008

x) *Emerging Trends in Banking and Insurance Sectors*, National conference , Department of Commerce and Management Studies, SRC, SASTRA UNIVERSITY, Kumbakonam, on 21st & 22nd February, 2014.

xi) *Financial Markets and Risk Management: Issues and Challenges in India*, National conference ,Department of Commerce and Management Studies, SRC, SASTRA UNIVERSITY, Kumbakonam, on 20th February, 2015.

xii) One day National conference on “ *Recent Development in taxation (NCRDT,2016)*”,Department of Commerce and Management Studies, SRC, SASTRA UNIVERSITY, Kumbakonam, on 18th March,2016.

PUBLICATIONS INTERNATIONAL & NATIONAL

International:

i) *Rising Hedge funds in Emerging Indian Market- An outlook*, South Asian Journal of Socio-Political Studies,Kerala, India, Vol.9.No2. Jan-July 2009, pp103-10

ii) *Significance of sustainable Health care System*, International Journal of Management Research and Technology, Serials Publications, New Delhi, India,Vol.5.No.2, July-Dec 2011, pg 313-323

iii) *Human Resources in Six Sigma- A Special Look*, International Journal of Research in Computer Application and Management, India, Volume: 2 .No. 10 ,OCT. ISSN 2231-1009 , pg 97-99

iv) A Study on Select Self Help Groups with reference to Kumbakonam Central Co-operative Bank Ltd., Kumbakonam, Thanjavur District , The International Journal's Research Journal of Social Science & Management, Singapore, Vol 2, N0.8, Dec 2012, pg 1-10.

v) *Corporate Behaviour in the Context of Good Corporate Citizenship- A Crying Need*, Asia Pacific Journal of research in Business Management, India Volume 3, Issue 4 (April, 2012), pg 50-59.

vi) *E-learning-Enable Learning to all*, International Business Management, Medwell Journals , Pakistan, Vol 6 (2)(2012): pg147-149

vii) *Service Blueprint; An effective tool for designing and specifying intangible service processes: An Outlook* ,International Business Management , Medwell Journal,2012, Pakistan, Vol:6(3): (2012)294-298

viii) Dr. Sumathisri,B. Dr.K.Veera kumar andDr. G Prabhakaran. *Customer Experience management: An absolute way to delight the Customers*, International Business Management, Medwell Journals (2012), Pakistan, Vol 6 (4)(2012): 502-506.

ix) *An outline of Taxation Scenario- in realm of Indian Perceptive*, The International Journal's Research Journal of Social Science & Management, Singapore, E Vol 3, No 4 (2013), ISSN: 2251-1571.pg. 90-94

x) *Moving Money across Borders- in the Perspective of International Taxation*. International Business Management, Medwell Journal,Pakistan; 7 (3): 151-157,2013, ISSN: 1993-5250

xi) Prabhakaran.G, Veera Kumar,&.B.Sumathisri. *Industrial Disputes in Tamil Nadu State Transport corporation [TNSTC], Tamil Nadu*, International Journal of Marketing and Management Research,India Volume 4,Issue 7(July,2013),pg37-.62.

xii) Bhoopalan Sumathisri & Manickam Ganesan. *Job Satisfaction among Sales executives: A Comparative Study of select Private Insurance Companies*, The international journal's Research journal of social science and management, Singapore, Volume: 03: 11, (March)2014, pg 65-74.

xiii) *An Analysis on Customers' satisfaction towards Internet Service Providers*, European Journal of Business and Social Sciences, Switzerland. Vol. 3, No.3, June 2014, P.P. 68 – 81

xiv) Sakthivel.P, G. Raghuram, K. Veerakumar & B. Sumathisri, Time to Maturity and Volume Effects on Volatility: Evidence from NSE Futures Market ,Asian Social Science, Canada; Vol. 10, No. 18; 2014 , pg75-84

xv) Sakthivel, P, K. Veerakumar, B. Sumathisri , Central Bank Interventions and Foreign Exchange Rate Volatility in India: Before and After the 2008 Global Financial Crisis, Journal of Applied Economic Sciences, Romania, Volume X, Issue3 (33) Summer 2015, pg 434-446.

xiv) Readers' Satisfaction with Special Reference to Saraswathi Mahal Library-An Analysis, ,EXCEL International Journal of Multidisciplinary Management Studies ,India, Vol.6 (1), Jan (2016), pp. 9-23

National:

i) Emerging Challenges in HRM- WAR OF TALENT, ACCST Research Journal, Bihar, Oct 2005,Vol III. No4, PP 245-248.

ii) E-HR- Implementation of SAP R/3 in HRM, E-Business, Journal of Information Technology, ICFAI Press- Hyderabad., June 2006, PP 46-49.

iii) Human Asset as a prime factor. ACCST Research Journal, Bihar, Jan 2007, Vol.No.1. pp 6-9.

iv) Re-invention! ILOG software in Lending Process- An outlook", Indian Economic Panorama, New Delhi, April 2007, Vol.17.No.1,pp 23-25.

v) M-Banking –mATM-Mobile Biometric Atms-An Outlook", Indian Economic Panorama, New Delhi, April 2009, Vol.19.N0.1.

vi) Internal Corporate Venture (ICV) - A new environment of a corporate", Management Prudence-Summer Internship Society, M.P, Vol.II,No.1 ,June 2010, ISSN-09756671, Pg 56-61.

vii) Bancassurance Twin Finance- A Blossom in India", Indian Economic Panorama, Vol20.N0.2,July 2010, pg.8-10.

Contribution of a Chapter in a Book

i) Opportunities and Threat –FDI entry in Indian market in Retail sectors;FDI and Indian Retail Sectors In India , Dr.D.Kumar, Dominant books Publishers and Distribution-New Delhi.,India Vol.1, 2008 ,ISBN :81-7888-611-1, Pg 83-88

ii) Dr.sumathisri.B & G.R.Gayathri, *Adaptive and Mitigate the poverty through Micro Insurance: Indian Perspectives*, Climate Economics- Impact and Assessment of climate change, Dr. D.Kumar, Dominant publishers and Distributors Pvt Ltd.-New Delhi, India,Vol. II: 2011, (ISBN: 978-93-80642-20-8),Pg 555-570

iii) *Rural Industrialization is the gateway for rural development ,Rural Economic issues and challenges*-Divine publishers, Tiruchirappalli, India, vol 1,2011, ISBN-978-81-920-0-5, Pg 605-618.

Member in Editorial Board[As a Reviewer]

i) The International Journal of Social Sciences and Humanities Invention, ISSN : 2349-2031[IJSSHI],MP,India

ii) International Journal of Business and Management, ISSN: 1833-3850 (Print) ISSN 1833-8119 (Online), Canadian Center of Science and Education, Toronto, Canada.

iii) International Business Research, ISSN: 1913-9004 (Print), 1913-9012 (Online), Canadian Center of Science and Education, Toronto, Canada.

iv)Engineering Management Research, ISSN: 1927-7318 (Print) ISSN 1927-7326 (Online) Canadian Center of Science and Education.

v) International Journal of Economics and Finance, ISSN 1916-971X (Print) ISSN 1916-9728 (Online), Canadian Center of Science and Education-Toronto, Canada.



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