

<b>Name</b>	<b>: Dr. C.R.Senthilnathan</b>		
Designation	: Professor		
Email	: senthilnathan.mba@sairamit.edu.in		
Qualification	: B.Sc,AMIE,MA.MBA,MPhil,Ph.D		
Specialization	: Operations, Marketing, Behavioural Economics		
Research Interest	: Consumer Behaviour, Business Analytics		
Experience in years	Teaching UG- Nil PG – 10.5 Industry - 22		
No. of Workshop/Conferences/ FDP Organized	Workshop 1	Conference 2	FDP 2
Professional Membership	Indian Society for Technical Education (ISTE), Indian Accounting Association (IAA) Institute of Electrical and Electronics Engineering (IEEE)		
	National : 5		
Publications	International: 22 (Scopus: 6, Web of Science:1 and ABDC: 1)		
	Book :- 3		
Research Funded Projects	-		
Patents	1		
Achievements	Awarded for producing 100 % result		



### **List of Publications:-**

- 1) Senthilnathan.C.R, 'Rough Set Theory in analysing the consumer awareness about face wash products in Chennai city', 'International journal of Research in Commerce, IT & Management' Vol 1 2011 Issue 7. ISSN 2231 - 5756
- 2) Senthilnathan.C.R, 'Rough set theory – A new decision making approach for CRM in Retail sector', International journal on global business management and research', Vol 1 issue 1 March 2012. ISSN – 2278-8425
- 3) Senthilnathan.C.R, Dr.K.Maran, 'Impact of exterior atmosphere in departmental store choice preference', 'Sankhya International journal of management and technology', Vol 3 Special Issue 2 Sep 2012 pp 35-40 ISSN 0975-3915
- 4) Senthilnathan.C.R, Dr.K.Maran, 'Drivers of store Choice in Departmental stores', 'Indian Journal of Applied Research', Vol 3, Issue 11 Nov2013, pp 296-298, ISSN 2249-555x
- 5) Senthilnathan.C.R, 'Customer satisfaction and customer repurchase intention with Departmental stores', 'International Journal of Scientific Research', Vol 2 issue 12 Dec

2013, pp 330 - 332 ISSN 2277 – 8179

- 6) Senthilnathan.C.R, Dr.K.Maran, ‘Customer Satisfaction and Loyalty on Departmental Stores’, ‘Loyola journal of Commerce’, March 2013, Vol 1 Issue1 pp43-52.
- 7) Senthilnathan.C.R, Dr.K.Maran, ‘The impact of situational factors on purchasing in departmental stores’, ‘Annamalai Business review’, Vol4, Special issue 2 July – Dec 2013 pp 17-20 ISSN 0974-1690.
- 8) Senthilnathan.C.R, Dr.K.Maran, “Effectiveness of Expansion Advertising on Matured Products”, ‘Asian Journal of Research in Business Economics and Management ‘, July 2014, vol4(7), pp190-196. ISSN No – 2246 - 7307
- 9) Dr.Senthilnathan.C.R, Dr.K.Maran, “Entrepreneurial Climate for the development of entrepreneurs in Tamilnadu”, ‘Annamalai Business review’, special issue April 2015 pp202-207. ISSN NO- 0974-1690.
- 10) Dr.Senthilnathan.C.R, Dr.K.Maran, “Customer Relationship Management in Departmental Stores of Chennai City”, Asian Journal of Research in Marketing”, August 2015, Vol 4 No4, pp25-34. ISSN 2277-6621.
- 11) Dr.Senthilnathan.C.R, “Understanding Retail Consumer Shopping Behaviour Using Rough Set Approach”, International Journal of Rough Sets and Data Analysis, Volume-3Issue-3(July-September-2016),pp38-50. DOI:10.4018/IJRSDA.2016070103.
- 12) Dr.Senthilnathan.C.R, Dr.K.Maran, “Influence of Situational Factors in Impulse Purchase in Departmental Stores”, “SANKALAN” Volume 2 . Issue 2 . November 2016 – April 2017 pp-181 – 184.
- 13) Dr.Senthilnathan.C.R., Dr.V.Dhayalan, “Impact of Goods and Services Tax (GST) on Logistics Sector”, “Journal of advanced research in dynamical and control systems”, October 2017. 15 Special issue Pp 416-419. ISSN 1943-023X
- 14) Dr. V. Dhayalan, Dr.C.R. Senthilnathan, P. Venkatesh and M. Krishnamoorthy, ‘Saving Habit And Investment Preference Of Government School Teachers In Vellore District’, International Journal of Mechanical and Production Engineering Research and Development, Vol. 8, Special Issue 3, Dec 2018, pp 922-926.
- 15) Venkatesh, P., Krishnamoorthy, M.,Senthilnathan, C.R., Dhayalan, V. “A study on impact of profit, earning per share and dividend on equity performance on select steel sector using discriminant function analysis”, International Journal of Mechanical and Production Engineering Research and Development, Vol. 8, Special Issue 3, Dec 2018, pp 998-1007
- 16) Dr.Senthilnathan, C.R., Jeyalakshmi, R.,Manju Backiam, M., Vasumathi, P. “Impact of direct-to-home (DTH) on Indian television viewers’, International Journal of Technology and Engineering, Volume-8, Issue-2S11, September 2019 pp 3064 – 3068 ISSN: 2277-3878 DOI: 10.35940/ijrte.B1397.0982S1119
- 17) Dr.Senthilnathan, C.R., Dr. Dhayalan, V. “E-governance through e-seva in Tamilnadu”, International Journal of Engineering and Advanced Technology (IJEAT), Volume-8, Issue-6S3, September 2019, pp 1369 – 1372. ISSN: 2249 – 8958
- 18) P.M. Pradeepa, Dr.C.R.Senthilnathan, S. Guruvel, A Study on the Effectiveness of Recruitment Process with Reference to Hyundai Motor India Limited, Journal of the Gujarat Research Society, Volume 21 Issue 17, December 2019, Pp 1257 -1267 ISSN - ISSN: 0374-8588
- 19) Sreenivasan.T, Dr. C.R.Senthilnathan, A Study on Customer Satisfaction Towards TVS One(CRM) with Reference To TVS & Son’s, Journal of the Gujarat Research Society, Volume 21 Issue 17, December 2019, Pp 1480-1490 ISSN - ISSN: 0374-8588.
- 20) Dhinakaran D , Dr. C.R.Senthilnathan , Manjula.V, A Study on Customer Satisfaction Towards The Project Akshaya Today With Reference to Akshaya Private Limited, Studies in Indian Place Names, Vol 40 issue 40 (s1) March 2020, Pp 161 – 169, ISSN : 2394-3114.
- 21) Divya.G , DR. C.R.Senthilnathan , Y. Thiyagarajan, A Study on Total Employee Involvement In Rane TRW Steering Systems Pvt Ltd, Studies in Indian Place Names, Vol 40 issue 40 (s1) March 2020, Pp 170 – 176, ISSN : 2394-3114.

- 22) Meenakshi B , Dr.C.R.Senthilnathan, A Study on Grundfos Channel Partner Capabilities and their Impact on Sales Turnover with Respect to Grundfos Pumps Pvt, Studies in Indian Place Names, Vol 40 issue 40 (s1) March 2020, Pp 279 – 289, ISSN : 2394-3114
- 23) Dr. C. R. Senthilnathan, Dr. V. Dhayalan, Effectiveness of Supply Chain Analytics in Enhancing the Performance of the Organisation, Solid State Technology, Vol. 63 No. 2s (2020), Pp 3120 – 3127.
- 24) K. Maran, T. Sivagami, C.R.Senthilnathan, S.Sankar and V.Hemanthkumar, Empowerment of Rural Entrepreneurs and Influencing Factors for Performing Business in India, International Journal of Accounting & Business Finance Vol.7 (Special Issue) (2021),pp 144-154 – ISSN.
- 25) Dr.M.Krishnamoorthi , Dr.P.Venkatesh , Dr.C.R.Senthilnathan, Dr. Senthilmurugan Paramasivan, A Study on the Weak Form Efficiency of Metals & Mining Sector in BSE, National Volatiles & Essential. Oils, 2021; 8(4): PP 287-296.
- 26) Dr.P.Venkatesh, Dr.C.R.Senthilnathan, Dr. Dhayalan V (Dec 2021), Study on Price Discovery of Selected Indian Agriculture Commodity with Special Reference to NCDEX, International Journal of Advance Research And Innovative Ideas In Education, 8(4(V)):76-84.
- 27) Dr. K. Maran, Dr.C. R. Senthilnathan, Dr.P. Priyadarshini, and K. Murugan, (Dec 2021) Effectiveness on E-Learning System in Higher Education, National Volatiles & Essential. Oils, 2021; 8(5): 8191- 8196
- 28) Dr. K. Maran, Dr.C.R.Senthilnathan, Kaldeen Mohamed Mubarak, (Jan 2022), Social Media Empowerment on Youth Career Development – A Study with reference to India, SMART Journal of Business Management Studies, Vol 18 No 1 Pp 80-88.

#### **BOOK CONTRIBUTIONS:**

- 1) Book: Significance of Multidisciplinary Global Research: Arts, Science, Humanities and Social Sciences,  
Publisher: Multi Spectrum Publications,  
ISBN:978-81-955229-1-0 year 2021  
Chapter contribution “**A Study on Migration of People during Covid-19 With Reference to Chennai City**”.
- 2) Chapter contributed in a Peer-Reviewed Edited Book in the title “**INVESTORS TRADING BEHAVIOR TOWARDS COMMODITY MARKET**” for the Book: **Emerging Trends in Banking & Finance**,  
ISBN: 978-93-90996-49-0, Published by ARCHERS & ELEVATORS PUBLISHING HOUSE, Bangalore.PP:73-78.
- 3) Book Edited “**Impact of covid-19 on global economy**”,  
ISBN:978-81-947149-5-8  
Publisher : SIMS, Sri Sairam Engineering College

#### **List of Patent :**

Patent Title: A Cycle Phone Holder with light  
Patent Number : 350624-001  
Dated : 04/10/21

## **Workshop / Conferences / FDP Attended:-**

- 1) 'A study on E-buyer's expectations in Chennai city – A variable consistency dominance based rough set theory approach', paper submitted in the "9<sup>th</sup> SAMAROH An international seminar on 'Emerging economies: BRICS and ASEAN markets as new growth engines" held on 11<sup>th</sup> and 12<sup>th</sup> Feb'2012 at Siva Sivani Institute of Management Secunderabad- 14.
- 2) "Impact of shopping duration and unplanned purchases on customer s' share of wallet", paper submitted in the 'International conference on synchronizing management theories and business practices: challenges ahead" held on 27<sup>th</sup> -29<sup>th</sup> July'2012 at Annamalai University.
- 3) "Entrepreneurship Education in India – An Overview", paper submitted in the 'International conference on Biggest Challenge Facing Education Today' held on 13-14 December 2014 at Kodaikanal Tamilnadu, conducted by University of Malaya. (Published in the conference proceeding – ISBN- 978-93-83869-11-4 pp386-392)
- 4) "Analysis Of Factors Determinant Professional Students Employability Skills With Reference To Engineering Education In India ", paper submitted in the International conference on "Transformative Education Research and Sustainable Development" held on October 21 – 23, 2016, University of Kathmandu, Nepal.
- 5) "Emerging E-Marketing and its Challenges in India", paper submitted in the International conference on emerging management & technology for economic sustainability, held at ALHOSN University, Abu Dhabi, UAE during 22<sup>nd</sup> and 23<sup>rd</sup> April 2017
- 6) Faculty Development Programme on "Writing & Publishing Management Research Papers in journals" organised by Easwari Engineering College held on 8<sup>th</sup> March 2013.
- 7) International conference on Global Issues in Multidisciplinary Academic Research, Rajabhat Maha Sarakham University, Thailand. Study on Price Discovery of Selected Indian Agriculture Commodity with Special Reference to NCDEX.
- 8) National Institute of Development Administration (NIDA), Bangkok, Thailand, The Tenth International Conference on Advancement of Development Administration 2021— Social Sciences and Interdisciplinary Studies (The 10th ICADA 2021 — SSIS)

## **FDP Attended**

- 1) AICTE Training And Learning (ATAL) Academy Online FDP on "Leadership & Excellence" from 2021-1-11 to 2021-1-15 at Bharati Vidyapeeths Poona College of Pharmacy, Erandwane, Pune-411038.
- 2) AICTE Training And Learning (ATAL) Academy Online FDP on "Training for Social Connectedness & Inspiration" from 2021-1-25 to 2021-1-29 at RAJIV GANDHI GOVT. POLYTECHNIC.
- 3) AICTE Training And Learning (ATAL) Academy Online FDP on "Stress-management" from 2021-2-1 to 2021-2-5 at GOVERNMENT COLLEGE OF ENGINEERING - SRIRANGAM.
- 4) AICTE Training And Learning (ATAL) Academy Online FDP on "Organizational Behaviour" from 2021-2-15 to 2021-2-19 at St. Pious X Degree & PG College For Women.
- 5) AICTE Training And Learning (ATAL) Academy Online Elementary FDP on "Tour Packaging Management" from 09/08/2021 to 13/08/2021 at Indira Gandhi National Tribal University.

## **MOOC Courses**

- 1) NPTEL – Consumer Behaviour Jan-Mar2021
- 2) NPTEL- Business Analytics & Data Mining Modeling Using R-PART II Aug-Sep 2018
- 3) NPTEL- Data Analysis and Decision Making - I Jul- Oct 2018
- 4) NPTEL - Supply Chain Analytics Jan-Mar 2019
- 5) NPTEL - Economics of Health and Health Care Jul – Sep 2019
- 6) Coursera Business analytics for Decision making
- 7) Coursera communicating Business analytics results
- 8) Coursera Intro to data analytics for Business
- 9) Coursera Marketing Analytics
- 10) Coursera Predictive modelling and Analytics
- 11) Coursera supply chain management
- 12) Coursera Econometrics
- 13) Coursera Marketing Research and Consumer Behaviour

## **Workshop / Conferences / FDP Organized:-**

1. International Conference on Social Science Research For Sustaining Business & Economy in Global Market (ICSRSBEGM-17) held on 20th & 21st September 2017.
2. National level workshop on Social Science Research Analytics Using SPSS (Summer School) held on 17<sup>th</sup> April 2015.