

CURRICULUM VITAE

Name : Dr. R. SATHYAMOORTHY
Designation : Assistant Professor
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Academic Qualifications

S.No.	Degree	Specialization	University / Institution	Year of completion
1	B.B.M	Banking Management	St. Joseph's College of Arts and Science (University of Madras)	1999
2	M.B.A.	Marketing	Adhiprasakthi Engineering College (University of Madras)	2001
3	M.Phil.,	Management	Alagappa University	2007
4	Ph.D.,	Management	Bundelkhand University	2015
5	PGDCM	Co-operative Management	Pondicherry University	2002

Employment Profile

S.No.	Designation	Employer	From	To
1	Assistant Professor	Thiruvalluvar Arts and Science College, Cuddalore Dist.	20-06-2001	19-04-2002
2	Assistant Professor	Pondicherry University Community College	01-09-2002	(Till date)

Additional Academic works

S.No.	Designation	Employer	From	To
1	Assistant Coordinator	Indira Gandhi National Open University	1-11-2008	31-12-2012
2	Course Coordinator	Pondicherry University Community College		
3	Nodal officer - Examinations	Pondicherry University Community College	03-11-2023	(Till date)

Department Head Incharge: Deputed as Department Incharge For BBM course In Pondicherry University Community College. (November 2008 to March 2016)

Awards received

S.No.	Name of the Award	Awarded by	Month and Year
1	Best Teacher Award 2015	By GRABS EDUCATIONAL CHARITABLE TRUST, Chennai	Nov 2015
2	Melaanmai Chemmal	ALL INDIA TAMIL WRITERS ASSOCIATION	April 2022

Book Published

S.No.	Title	Author(s)	ISBN No.	Vol. No.	Year
1	INTRODUCTION TO HOSPITAL MNAAGEMENT	Dr. R. SATHYAMOORTHY	ISSN 2319-2836	1	2023
2	MBA STUDY GUIDE FOR SEMESTER 1	Dr. R. SATHYAMOORTHY	978-93-341-1578-9	1	2024

Workshops/Seminars/Conferences organized

S.No.	Event Name	Level of event (International / National / Local)	From/To
1	MANA FEST -2005 (Inter Collegiate meet)	Local	29 th Oct 2005
2	MANA FEST -2007 (Inter Collegiate meet)	Local	26 th Oct 2007

3	DREAMZ - 2011(WORKSHOP)	Local	30 th Sep 2011
4	MANA FEST -2005 (Inter Collegiate meet)	Local	10 th Oct 2013
5	ONE STEP AHEAD (Workshop)	Local	12 th March 2018
6	MANA FEST -2022 (Inter Collegiate meet)	Local	26 th Oct 2022

Management Development Programme

S.No.	Title	Venue	Event Date(s)	No of days
1	Management Development Programme on Digital Marketing	Adarsh Institute of Management and Information Technology	5 th to 9 th Feb 2024	5 days

Faculty Development Programme

S.No.	Title	Venue	Event Date(s)	No of days
1	FDP on Smart & Effective Teaching	Adarsh Institute of Management and Information Technology	21 st to 27 th Aug 2024	7 days

Publications in International Journals

S.No.	Paper Title	Author(s)	Journal Name	ISBN No. / ISSN No.	Vol. No.	Issue No.	Page Nos.	Impact Factor
1	Customers Awareness and utilization of mobile phone connection services in rural.	Dr. R. SATHYAMOORTHY	Asia Pacific Journal of Marketing & Management Review	ISSN 2319-2836	(Vol. 2(7) July 2013)	7		

2	Investors Attitude Towards Investment Decisions	Dr. R. SATHYAMOORTHY	Smart Journal of Business Management Studies		Vol.1	1	8 7- 9 1	
3	Human Resource Accounting and Its Concepts In India	Dr. R. SATHYAMOORTHY	The International Journal Of Analytical And Experimental Modal Analysis	ISSN NO 0886-9367	Vol XI	VIII	1 1 7- 1 2 2	6. 3

Paper Presented in International Conferences

S.No.	Paper Title	Author(s)	Title of the proceedings / Event Name	Page Nos.	Venue	Event Date(s)
1	Future of Rural Marketing	Dr. R. SATHYAMOORTHY	SIMS 2011		Sai Ram Institute of Management Studies, Chennai	23 rd Sep 2011
2		Dr. R. SATHYAMOORTHY	FIMIC 2012		Bharathidasan University, Trichy	8 th Jan 2012
3	A study on Rural Marketing in Pondicherry Region (with special reference to Mobil phone)	Dr. R. SATHYAMOORTHY	REVITALISING GLOBAL BUSUNESS		Annamalai University, Chidambaram	28 th Feb 2012
4	A future of Mobile Phone service provider in rural market.	Dr. R. SATHYAMOORTHY	BIZAD2K13		SRM University, Tamilnadu	28 th Feb 2013
5	Performance of Small and Medium Enterprises and role of Micro Finance for the Development	Dr. R. SATHYAMOORTHY	BIZAD2K14		SRM University, Tamilnadu	28 th Feb 2014

6	Impact of GST on INDIAN ECONOMY	Dr. R. SATHYAMOORTHY			Park's college, Tirupur	07 th March 2018
7	Human Resource Accounting and Its Concepts In India	Dr. R. SATHYAMOORTHY			Erode Arts and Science College, Erode	06 th Sep 2019
8	Teaching social entrepreneurship in higher education	Dr. R. SATHYAMOORTHY	Global issues in Multidisciplinary academic research		Stare International foundation for research and education	28 th July 2024

Paper Presented in National Conferences

S.No.	Paper Title	Author(s)	Title of the proceedings / Event Name	Page Nos.	Venue	Event Date(s)
1	Information Technology In Rural Marketing	Dr. R. SATHYAMOORTHY	MERX MERCIS 2012		SRM University, Tamilnadu	7 th March 2012
2	Responsibility of the brand Ambassador in sales promotion Ads.	Dr. R. SATHYAMOORTHY	NCCP 2012		Kaamadhenu Arts And Science College, Erode District	22 nd Feb 2012
3	Green Finance Management	Dr. R. SATHYAMOORTHY	KAVTILYA 2K13		Sri Malolan College of Arts & Science ,Chennai.	5 th Oct 2013
4	Employees Absenteeism with respect to organization culture and commitment	Dr. R. SATHYAMOORTHY	NCRTCT 17		Sathhyamangalam	6 th oct 2017
5	Opportunities on Women Entrepreneurship in Rural	Dr. R. SATHYAMOORTHY			Vivekanandha College of Women, Tiruchengode	14 th Feb 2019
6	Impact of social	Dr. R.	NCBMSI 2020		Alpha Arts and	19 th

	media on college students in Pondicherry	SATHYAMOORTHY			Science College	Feb 2020
6	Digital Marketing Impact In Agriculture Sector.	Dr. R. SATHYAMOORTHY	Recent Trends In Commerce		Gobi arts and science college	25 TH Feb 2023
7	Digital Marketing Impact on Agro Input Products	Dr. R. SATHYAMOORTHY	Recent Transformation in Indian Business		Nandha arts and science college	10 th March 2023
8	Review on Digital Transformation in Agro Industry	Dr. R. SATHYAMOORTHY	International conference on digital Transformation and Smart Business		Kristu Jayanti College	30 & 31 st Jan 2024
9	NEP2020 Implementation in Commerce and Management	Dr. R. SATHYAMOORTHY			Nutan adarsh arts, comm.& smt.Maniben Harilal Wegad Science College	29 th July 2024

Webinar Participated

S.No.	Title	Venue	Event Date(s)
1	Work Life Synergy	Guru Nanak Khalsa College, Jalandhar.	14 th Aug 2020
2	Academic Leadership	Bharathidasan University	24 th Aug 2021
3	Real time applications of machine learning	RVM Institution	28 th April 2023

Lectures Delivered

S.No.	Title of the Lecture	Event Name	Organized by	Date of Event
1	Innovative approaches in Entrepreneurial Development	BIZ-FORTITUDE	Saradha Gangadharan College	19 th Sep 2014
2	Management New	Inter collegiate Meet	Aravindar Arts And Science College	20 th Feb 2015

E-CONTENT DEVELOPED

Name of the Module	Platform on which module is developed	Date of launching e - content
Lecture content	YOUTUBE	05-06-2021 (https://youtu.be/DLLhtPKmR40) 14-06-2021 (https://youtu.be/qahj8WanuCI) 15-06-2021 (https://youtu.be/rS2dnNIV4us) 07-07-2021 (https://youtu.be/Xa4b7FjhjC0)

(Dr. R. SATHYAMOORTHY)