

## **RESUME**

Dr,N. Pradeep Kumar,  
Assistant Professor,  
Xavier Institute of Business Administration (XIBA),  
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**Career Objective:** Seeking a challenging position to utilize my skills and abilities in management education to offer a professional growth while being resourceful, innovative and flexible.

**Educational Qualification:** MBA, M.Com, PGDPRM, Ph.D, NET (Management), SET (Management), SET (Commerce)

Course/Degree	Name of the Institute/University	Year of Passing	Class	Percentage
Ph.D (Business Administration)	Title of the Thesis- 'Waste Control and Management Techniques Adopted by Select Service Organizations in Tirunelveli District' Manonmaniam Sundaranar University	27-10-2023 (Viva-Voce)	-	Reg No 11047
National Eligibility Test (NET) Management	University Grants Commission	2011	-	Roll No 37170203
State Eligibility Test (SET) Management	Bharathiar University	2011	-	Roll No 06160116
M.B.A (Marketing)	NMSSVN College, Madurai	2007	I	74
State Eligibility Test (SET) Commerce	Mother Teresa Women's University	2016	-	Reg No 1203244
M.Com	Tamilnadu Open University	2014	I	67
B.Com	St.John's College, Palayamkottai	2005	II	57
PGDPRM (Public Relation)	Madurai Kamaraj University	2007	II	58
H.S.C	St. Xavier's Hr.Sec.School, Palayamkottai	2001	I	81
S.S.L.C	St. Xavier's Hr.Sec.School, Palayamkottai	1999	I	69

**Teaching Experience: 13 Years**

<b>Name of the College</b>	<b>Department</b>	<b>Designation</b>	<b>From</b>	<b>To</b>
St. Xavier's College (Autonomous), Palayamkottai.	Xavier Institute of Business Administration (XIBA) – MBA	Assistant Professor	03-09-2012	Till Date
TDMNS College, T. Kallikulam.	Business Administration	Assistant Professor	22-09-2010	21-08-2012

**Subjects Handled:**

- Managerial Economics
- Marketing Management
- Indian Economic System
- Entrepreneurship & Development
- Consumer Behaviour
- Digital Marketing
- Rural Marketing
- Services Marketing

**Papers Published In Journals (ISSN):**

<b>Title of the Paper</b>	<b>Facts of Publication</b>
A Study On Consumer Perception Towards Super Markets In Tirunelveli, South India	XIBA Business Review, Volume 1, Issue 1, November 2014- May 2015 ISSN No. 2349-6576, Page No.38-44
Eco Marketing In Courtallam Of Tirunelveli District, Tamilnadu	Samex International Journal of Management Research , Volume 3, Issue 1, January-June 2013, ISSN No.2250 – 2076, Page.No.52-60
Solid Waste Management	International Journal of Management and Development Studies, Volume 1, Number 5, November 2013, ISSN No. 2321-1423, Page No.175-181
Issues and Challenges in E-Business- An Indian Perspective	Xaverian Journal of Marketing Volume:9, Number:9, January-June 2016, ISSN No. 2278-6562, Page.No. 69-73
A Study on Job Satisfaction of Employees of Hotel Industry In Tirunelveli City	XIBA BUSINESS REVIEW ISSN No. 2349-6576 Volume 2, Issue 1, January 2016 - June 2016, Page. No. 13-20
The Green Business- Sri Janakiram Group of Hotels- A Case Study	International Journal Of Marketing (PIJM) ISSN NO :2348-0491 Page No. 164-167, July 2016
An Overview of Hero Motocorp Limited- A Sustainable Case Study	J. Advances in Bus. Management/eISSN-2395-7441/pISSN-2395-7328 Vol. 2/Issue 04/ Oct-Dec. 2016, Page No.208-210

The Impact of Work-Life Balance on Employee Job Satisfaction	XIBA Business Review ISSN No. 2349-6576 Volume 2, Issue 2, July 2016-December 2016 Page No.22-28
An overview of Rural Entrepreneurship for Economic Development	Xaverian Journal of Marketing Volume:14, Number:14, July 2018 ISSN No. 2278-6562, Page No.204-208
An overview of Health Care Waste Management	SELP Journal of Social Science Volume IX, Issue 39, October-December 2018 ISSN No.0975-9999, Page No.19-22
A Bird's Eye View of Health Care Waste Management	International Journal of Scientific Research and Review, Volume 8, Issue 5, 2019. ISSN NO: 2279-543X, Page No. 1235-1246 (UGC Approved Journal-64650)
Challenges in Bio-Medical Waste Management	Interdisciplinary Research Journal for Humanities, Volume 11, Issue 1, September 2019. ISSN NO: 2249-250X, Page No. 13-18
Technopreneur in the Digital Era	JASC: Journal of Applied Science and Computations, ISSN NO: 1076-5131 Volume VI, Issue V, May/2019 Page No.3961-3964 (UGC Approved Journal-41238) Impact Factor-5.8
Issues and Challenges In Agripreneurship	Our Heritage, ISSN: 0474-9030, Vol-68-Issue-1-January-2020, Page No.8908-8912
An Overview of Social Entrepreneurship	THE American Journal of Humanities and Social Sciences Research (THE AJHSSR), E-ISSN: 2581-8868 Volume-04, Issue-04, July-August 2021, pp-102-103
Green Marketing: An Approach for Environment Sustainability	XIBA Business Review(XBR), ISSN: 2349-6576 Volume-04, Issue-02, July-December 2021, pp-18-19
An Overview of Business Sustainability	Journal of Emerging Technologies and Innovative Research (JETIR), ISSN-2349-5162 Volume 9, Issue 1, January 2022, pp-432-433 Impact Factor-7.95
An Overview of Blue Ocean Strategy for Business Sustainability	XIBA Business Review(XBR), ISSN: 2349-6576 Volume-05, Issue-02, July-December 2022, pp-17-19

**Papers presented in Seminar/Conferences:**

<b>Title of the Paper</b>	<b>Name of the Seminar/Conference</b>	<b>Venue/Publisher</b>	<b>State / National/International</b>
Green Business Practices	Green Management Prospects And Challenges	XCOM - St.Xavier's College, Playamkottai. ISBN No: 978-81-923975-7-3	National Level Seminar (21 & 22nd February 2013)
How to Teach Human Values in Management	Paper contest for Management Teaching Faculty	AIMA, Madurai	21st February 2013
Solid Waste Management	New Vistas of Indian Business in Global Scenario	Brahma School of Business, Namakkal	International Conference 19th October 2013
Challenges Faced By Women Entrepreneurship	National Conference On Entrepreneurship & Socio - Economic Development	XIBA – St. Xavier’s College. (Autonomous) Palayamkottai ISBN No: 978-81-928901-0-4	National Conference 12 & 13th February 2014
FMCG Cannibalization with special reference to Shampoo product in India	Progression of Global Strategies in Indian Business	INFANTIA'14- Conference Infant Jesus College of Engineering, Tuticorin	National Conference 14th February 2014
Sri Jeyam Industries Entrepreneurial Skills & Economic Growth	National Conference On Skill Development In Management Education	XIBA- St. Xavier’s College. (Autonomous) Palayamkottai ISBN No:978-81-928901-1-1	National Conference 20/11/2014
Student’s Psychology In Digital Age	Innovatons In Student Centered Teaching – Learning Process In 21 <sup>st</sup> Century	IQAC, St. Xavier’s College. (Autonomous) Palayamkottai	National Level Seminar (29 &30th January 2015)
‘Innovation And Creativity In Youth Entrepreneurship’	‘Combating Unemployment Through Promoting Youth Entrepreneurship’	P.G. Research, Dept of Commerce, St. Xavier’s College. (Autonomous) Palayamkottai ISBN No: 978-93-84734-05-3	National Level Seminar (25 & 26th February 2015 )

Issues and Challenges in E-Business- An Indian Perspective	E-Business: A Transformative Tool For Market and Economic Growth	P.G. Research, Dept of Commerce, St. Xavier's College. (Autonomous) Palayamkottai.	National Level Seminar (29th January 2016 )
Role of FDI in Make in India	Make in India- Initiatives, Ideas And Challenges	V.H.N.S.N College, Virudhunagar. ISBN NO: 978-93-81723-54-8	International Conference (19 & 20 <sup>th</sup> August 2016)
Impact of ICT on The Relationship Between Internet User And Social Isolation Among Tirunelveli Students	Make in India- Initiatives, Ideas And Challenges	V.H.N.S.N College, Virudhunagar. ISBN NO: 978-93-81723-54-8	International Conference (19 & 20 <sup>th</sup> August 2016)
Need of Goods and Services Tax For Growth of Indian Economy	Goods and Services Tax Concepts and Challenges	V.H.N.S.N College, Virudhunagar. ISBN NO: 978-93-81723-61-6 PP-45-49	National Conference 19 <sup>th</sup> January 2017
Organizational Sustainability Towards Total Quality Management And HRM	Contemporary HRM Practices For Excellence In Business Performance	P.G. Research, Dept of Commerce, St. Xavier's College(Autonomous) ISBN No: 978-93-84734-05-3	National Seminar 08 <sup>th</sup> February, 2017
'An Overview Of Green Hospitals For Sustainable Development'	"Second International Conference on Sustainable Marketing Strategies – Issues and Challenges"	Department of Management Studies, Manonmaniam Sundaranar University,Tirunelveli. ISBN No:978-93-86638-50-2.	International Conference 14 & 15 December 2017
'Entrepreneurship towards Economic Growth'	"Transformation of Youth- A Lead to skilled and Developed India"	Department of Commerce, VHNSN College(Autonomous), Virudhunagar. ISBN No:978-93-81723-82-1	National Conference 27 & 28 February 2018
'Technopreneur in the Digital Era'	"Emerging Challenges in Business Management in the Digital Era"	Research Centre of Management Studies,Nesamony Memorial Christian College,Marthandam	National Conference 29 <sup>th</sup> March 2019
'Rural Entrepreneurship	"Startups & Post COVID 19 Indian	Department of Management Studies,	International Conference 27 <sup>th</sup> August 2020

Opportunities in India'	Economy''	Manonmaniam Sundaranar University,Tirunelveli ISBN: 978-93-90082-48-3 PP-111-113	
'Practice of Innovation for Business Sustainability'	“2 <sup>nd</sup> International Multidisciplinary conference on information science, Management Research and social sciences”	Alpha Science and Arts College, Chennai ISBN No: 978-93-5457-137-4 PP-37-38	International Conference 19 March 2021
Impact of Covid-19 in Logistics and recovery	Online National Level Seminar on Logistics4.0 on the Post Covid-19 Pandemic	PSG college Arts and Science, Coimbatore	National Conference 03 June 2022
Sustainability in transportation with e-vehicles	National Case Development Conference CDC–2022	Loyola Institute of Business Administration (LIBA),Chennai ISBN: 978-81-957083-0-7 PP-25-27	National Conference 17 <sup>th</sup> and 18 <sup>th</sup> February 2022
Green Library For Environment Sustainability	International conference on Sustainable Natural Resource Management: Global Perspectives and Contextualized Action.	St.Ignatius College of Education(Autonomous), Palayamkottai. ISBN:978-93-95118-42-2 PP-16-19	International Conference 10 March 2023
An Overview of E-Commerce Industry in India	Emerging Technologies in E-Commerce and Digital Marketing- Opportunities and Challenges	P.G & Research, Dept of Commerce,Sadakathullah Appa College (Autonomous), Tirunelveli. ISBN:978-93-5913-044-06 PP-65-68	International Conference 23 February 2023
The role of technology in the Insurance Industry	Digitalization of the Insurance Sector	Rathinam College of Arts& Science, Coimbatore. ISBN:978-81-19042-59-3 PP-125-128	

An overview of digitalization In Cooperative Banks	International conference on 'Digitalization of Global Business Environments-2.0'	Department of Commerce, Rathinam College of Arts& Science, Coimbatore in association with Insurance Institute of India, Mumbai.	International Conference 19 October 2023
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### **FDP/MDP/Workshop:**

- Participated in FDP on Data Analysis for Social Sciences (DASS) organized by School of Management, Kristu Jeyanthi College (Autonomous), Bengaluru during February 3-5,2016.
- Participated in MDP on “Research Methodology-Module II (Instruments of Data collection, Sampling and Design) organized by St.Joseph’s Institute of Management (JIM), St.Joseph’s College (Autonomous),Trichy during March 17-19, 2016.
- Participated in FDP on “The Professionalism in Teaching” conducted by the Department of Management Studies, Infant Jesus college of Engineering on 20<sup>th</sup> July 2012.
- Participated in FDP organized by Loyola Institute of Business Administration (LIBA), Chennai during 5<sup>th</sup> &6<sup>th</sup> June, 2015.
- Participated in Faculty Development Workshop on Business Analytics organized by St.Joseph’s Institute of Management (JIM), St.Joseph’s College (Autonomous),Trichy during 22<sup>nd</sup> &23<sup>rd</sup> July, 2016.
- Participated in On Going Faculty Development Training Program organized by St.Joseph’s College (Autonomous), Trichy & Jesuit Higher Education Commission November 19-22, 2013.
- Participated in One day Workshop organized by IQAC, TDMNS College,T.Kallikulam on 11<sup>th</sup> February 2012.
- Participated in One day Workshop on “Development of Soft Skills &Personality” organized by TDMNS College, T.Kallikulam on 13<sup>th</sup> March 2012.
- Participated in the Annual Research Methodology Course (Series 1): Research skills and Data Analysis using ‘R’ conducted by School of Management Studies, Cochin University of Science and Technology during May11-13, 2016.
- Attended a Five-Day National Level Workshop on “Econometrics Tools for Business Research” organized by the Department of Management Studies, Pondicherry University during 19-23 June, 2017.
- Participated in National Workshop on “Companies Act,2013-Catalyst for Corporate Development” organized by the Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli in association with The Institute of Company Secretaries of India, Madurai Chapter on 04-08-2017.
- Attended One day Workshop on ‘Export-Import Documentation’ Organized by Confederation of Indian Industry (CII), Tuticorin at Hotel DSF Grand Plaza, Tuticorin on 10<sup>th</sup> January 2018.

- Attended One day National Level Workshop on ‘Restriction of Plagiarism: A Quality Measure in Social Science Research’ Organized by St.Xavier’s College of Education in Collaboration with ICSSR & SALIS Sponsored by ICSSR on 25<sup>th</sup> August 2018.
- Attended One day National Seminar on ‘Quality Research in Academics’ Organized by Information Resource Centre The Standard Fireworks Rajaratnam College, Sivakasi on 1<sup>st</sup> September 2018.
- Participated in One Day Seminar on “Technological Transformation-A Boom or Threat for Entrepreneurship” organized by the Department of Business Administration, VHNSN College (Autonomous), Virudhunagar on 19-09-2018.
- Participated in online Faculty Development Program on ‘Learning Through Gamification’ organized by Dept of Management studies, PSNA Engineering College, Dindigul on 30-04-2020.
- Participated in International online Faculty Development Program on ‘How to write effective Case Study?’ organized Atmiya University, Gujarat on 02-05-2020.
- Participated in National Level Webinar on “Effective Classroom Management” organized by PG & Research Department of Commerce, TDMNS College, T.Kallikulam on 16-05-2020.
- Participated in Faculty Development Program on ‘Outcome Based Education’ organized by Rai University, Ahmedabad from 22-07-2020 to 24-07-2020.
- Participated in “Orientation Programme for Teachers” organized by Internal Quality Assurance Cell (IQAC), St.Xavier’s College (Autonomous), Palayamkottai from 15-07-2022 to 16-07-2022.
- Participated in 4 weeks Induction/Orientation Programme for “Faculty in Universities/Colleges/Institutes of Higher Education” Organized by Teaching Learning Centre, Ramanujan College, University of Delhi, under the aegis of Ministry of Education Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching from 20 June – 19 July, 2022.
- Participated in Faculty Development Programme for the members of Xavier Association of Management Institutes Organized by XLRI, Xavier School of Management, Jamshedpur on October 28 & 29, 2022.
- Participated in “Orientation Programme for Teachers” organized by Internal Quality Assurance Cell (IQAC), St.Xavier’s College (Autonomous), Palayamkottai from 16-06-2023 to 17-06-2023.

#### **Awards:**

- Best Senior Faculty Award by Novel Research Academy, Puducherry on June 13 2022.



**Resource Person for Seminar/Conference:**

<b>Title of the Program</b>	<b>Seminar/Conference</b>	<b>Acted as</b>	<b>Organizer</b>	<b>Date</b>
‘Combating Unemployment Through Promoting Youth Entrepreneurship’	UGC Sponsored National Seminar	Moderator	P.G. Research, Department of Commerce, St. Xavier’s College(Autonomous), Palayamkottai.	25-02-2015
A One Day State Level Seminar on Advertising and Marketing in Current Business Era	Seminar	Resource Person	Department of Business Administration, TDMNS College, T.Kallikulam	31-08-2018
Youth Entrepreneurship- A Remedy for Unemployment	National Seminar	Moderator	Entrepreneurial Development and Research Center(EDRC) P.G. Research, Department of Commerce, St. Xavier’s College(Autonomous), Palayamkottai.	13-03-2019

**Additional Information:**

- Working as the Dean of Student Affairs in Xavier Institute of Business Administration (XIBA), St.Xavier’s College (Autonomous), Palayamkottai.
- Working as the Exam Chief Superintendent in Xavier Institute of Business Administration (XIBA), St.Xavier’s College (Autonomous), Palayamkottai.

**Declaration**

I hereby declare that the information given above is true to the best of my Knowledge and belief.

Place:

Date:

Dr. N.Pradeep Kumar