

S.S.SHANTHA KUMARI

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Near SITRA, Coimbatore : 641014.**

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PROFILE

An accomplished and qualified management teacher, who is dynamic, approachable and creates a stimulating learning environment, communicates well at all levels and is able to form working relationships quickly with a wide range of people. Possession of excellent diagnostic and interpreting skills is an added value. Rapidly adapt to new technologies and possess expertise with MS-office and broad range of statistical packages. Have good coordinating and organizing skills. Likes to learn and unlearn. Gained expertise knowledge about the B-school system and process by preparing the documentation for CII- EXIM Bank Award for Business Excellence, Rajiv Gandhi National Quality Award, Ramakrishna Bajaj National Quality Award and NBA-Accreditation. Active and make students involve in social service activities by coordinating the Youth Red Cross. Also a certified Assessor of CII-EXIM Bank Award for Business Excellence and Ramakrishna Bajaj National Quality Award. Has been certified as NSE Certified Market Professional (NCMP) – Level 1.

CAREER HISTORY

DESIGNATION	ORGANISATION	PERIOD OF EMPLOYMENT			
		FROM	TO	YRS	MONTHS
Professor	VIT Business School VIT University, Vellore	30.11.2011	Till Date		1 year
Associate Professor	KPR School of Business	9.5.2011	24.10.2011		5 months
Assistant Professor	KPR School of Business	28.5.2010	8.5.2011		11.5 months
Lecturer (Senior Grade)	PSG INSTITUTE OF MANAGEMENT	15.10.2007	23.4.2010	2	6
Lecturer	PSG INSTITUTE OF MANAGEMENT	27.02.2003	14.10.2007	4	6
PHD Full Time Research Scholar	BHARATHIAR UNIVERSITY	27.09.2000	26.02.2003	2	5
Officer	COIMBATORE CAPITAL MARKET SERVICES PVT. LTD	02.04.1999	09.09.2000	1	5

EDUCATIONAL QUALIFICATION

	UNDER-GRADUATE	POST-GRADUATE		RESEARCH	
DEGREE	BSC	MBA	MSC	MPHIL	PHD
MONTH & YEAR	April 1996	April 1999	MAY 2009	Jan 2005	28 Nov 2007
COLLEGE	Avinashilingam Deemed University	Avinashilingam Deemed University	Bharathiar University		
UNIVERSITY	Avinashilingam Deemed University	Avinashilingam Deemed University	Bharathiar University	Alagappa University	Bharathiar University
CLASS & % OF MARKS	First Class 77%,	First Class 78%	First Class 65%	First Class	Commendable
THESIS	Computerisation Of Inventory System For ELGI Equipments	“Role Of Regional Stock Exchange In The Current Scenario” And “Prospects Of Interconnected Stock Exchange Of India Limited”	-	A Study On The Financial Ratios Patterns In Selected Indian Industries	“Financial Restructuring And Shareholder Value : An Empirical Study Of Indian Corporate Sector”

SPECIALIZATION	Computer Science & Computer Applications	Finance	Applied Psychology	Management (Finance)	Management (Finance)
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TEACHING

Has experience in teaching the MBA (Full Time/Part Time), PGDM and Toledo MBA courses.

COURSES TAUGHT:

Course Title	Year
Human Resource Management	2004
E-Commerce	2004
Apparel Costing	2004
Knowledge Management	2005
Basic Accounting	2005
Accounting for Managers	2005
Financial Management	2005
Corporate Finance	2005
Financial Markets and Instruments	2006
International Financial Markets and Instruments	2006
Indian model of Economy and Business	2006
Financial Management	2006
Security Analysis and Portfolio Management	2007
Research Methodology II	2007
Advanced Financial Management	2007
Research Methods I	2008
Security Analysis and Portfolio Management	2008
Financial Management	2008
Advanced Financial Management	2008
Corporate Finance	2008
Security Analysis and Portfolio Management	2009
Financial Management	2009
Advanced Financial Management	2009
Financial services	2009
Financial Management I	2010
Financial Management II	2010
Managerial Finance	2010
Research Methodology II	2010

Security analysis and portfolio management	2010
Management of financial services and institutions	2010
Financial Management	2011
Business Communication	2011
Risk Management in Banks	2012
Marketing Research	2012
Security analysis and portfolio management	2013
Capital Market and Financial Services	2012
Corporate finance	2012
Security analysis and portfolio management	2013
Capital Market and Financial Services	2013
Banking	2013

Accomplishments relevant to assess my teaching contribution:

All courses are updated based on the present market scenario. Students are emphasized to use Excel spreadsheets in the finance courses. The courses are driven by providing a research orientation. The students are helped to focus in analyzing and interpreting the data available.

Others:

Have supervised and graded many internships and independent studies for the students (150 Master Degree Projects). As a role of mentor has supervised internships and provided guidance to students for choosing their electives and career. M.Sc. (Applied Psychology) course has helped in counseling students.

Summaries of assessments of my contribution in the classroom

Teaching evaluation has been rated between “Very Good” and “Good” in all the courses taught. Score an overall percentage of 80-95% in student’s feedback. As an acknowledgment was awarded the best faculty with knowledge bandwidth, interpersonal skills and ease to communicate for last three consecutive years in the Strategic forum of the institute.

PROFESSIONAL DEVELOPMENT

Publications

Journals

- Shanthakumari.SS and Aditya Nayak, APPLICATION OF SINGLE INDEX MODEL FOR FORMULATION OF OPTIMAL PORTFOLIO IN INDIAN STOCK MARKET, International Journal of Financial Economics and Econometrics, Vol No.1, Jan-June 2012
- Kannan P. and Shanthakumari S.S., Dissimilar of Customers Perception and Expectation among Rural and Urban Market, Journal of Contemporary Research in Management, June 2010
- Shantha Kumari S.S., “Multicollinearity :Estimation and Elimination” Journal of Contemporary Research in Management, Vol. 3, No.1, Jan-Mar 2008 pp.87-95.

Edited Book

- Dr.S.S.Shanthakumari, Dr.Sudharani Ravindran and Srigayathri Devi, “Medimix : A Cholleyil’s innovation”, Handbook on Management Cases edited by Sahay B.S., Tatchenkery Toja, Sardana G.D., Allied Publishers, New Delhi, 2008.
- Dr.S.S.Shanthakumari, Dr.Sudharani Ravindran and Srigayathri Devi, “Sri Krishna Sweets: Business- Sans-Borders”, Handbook on Management Cases edited by Sahay B.S., Tatchenkery Toja, Sardana G.D., Allied Publishers, New Delhi, 2008.
- Shantha Kumari S.S. & Dr.R.Shanmugham, “Behaviour of stock returns to the corporate bonus issue announcements : An event Study”, Indian Capital Market : an emerging Issues, edited by Dr.O.P.Gupta, Dr.Amitabh Gupta, Dr.Chandrima Sikdar, Prof.Tapas Mahapatra, Anmol Publication Pvt. Ltd., New Delhi, 2007.

Presentations at International, National, and Regional conferences

- “Sparkles of Joy; Paradise of light – A firework cluster at Sivakasi”, International Conference, Wollongong University, Dubai, Jan 2009.
- “India’s ‘Queen of Fragrance’: The Unique Madurai Malli Cluster” International Conference, Wollongong University, Dubai, Jan 2009.
- “Grain of Life & Taste of palate- The Salt - A Cluster study” International Conference, Wollongong University, Dubai, Jan 2009.
- “A study on the investment Behaviour of High Net Worth Individuals (HNWI) in Coimbatore”, UGC Sponsored International Conference on Recent Trends in Capital Markets and Financial Innovations, Jan 19-20, 2008.
- “Multicollinearity: Estimation and Elimination”, National conference on Business Research on 16th and 17th November 2007.
- “Behaviour of stock returns to the corporate bonus issue announcements: An event Study”, National conference on Indian Capital Market: an emerging Issues” on 6th and 7th April 2007.
- “E-Banking: Issues and Challenges in Contemporary India” National seminar on Changing Scenario of Consumerism, Bharathidasan University, February 11-12 2006.
- “Gender Equity through ICT in India”, Conference Proceedings, 2nd International Conference in the Digital era, Annamalai University, Dec. 2005.
- “Accounting Beta and Initial Public offering, New issue Market in the Post Liberaliation era”, UGC & Bharathidasan University, Jan 2005.
- “Dematerialisation – A post Liberalisation Development in Capital Market”, Indian Capital Market in the Post Liberalisation Era, UGC & Bharadhidasan University, March 2004.
- “Gender Equity through ICT in India”, International Conference on Women in the Digital Era : Opportunities & Challenges conducted by Annamalai University, 10-12th Dec 2003.
- “Knowledge Management – It’s Growth & Development”, Knowledge Management – Its implications on Business Seminar conducted by BSMED, Bharathiar University, March 21st 2002

- “Financial management in the era of information technology”, Impact of information technology on strategic managerial decisions seminar conducted by Krishnammal college for women, 6th Feb 2002.
- “Managing enterprises in the era of uncertainty”, National Competition for young Managers conducted by All India Management Association, May 1999.

Participation in executive education, management development, and other external programs which contributed to professional development:

- Participated in a three day workshop on “ Financial Econometrics Modeling” from 25 August 2010 to 27 August 2011 organised by Department of Economics, Christ University, Bangalore.
- Participated in a four day work shop for Green Belt Certification of Six Sigma conducted by MSME, India and KPR School of Business, 7th March 2011 to 10th March 2011.
- Participated in a two day workshop on case writing and case teaching at Karpagam University, Jan 2011.
- Participated in a one day program at KPR School of Business on “Profit making in Derivatives” during jan 2011.
- Participated in the 16th National Quality Summit organized by Confederation of Indian Industry at Bangalore during 6th and 7th November 2008.
- Participated in Assessor training for Confederation of Indian Industry and Export-Import of India (CII-EXIM) Award for business excellence for SME during 5th to 6th August 2008.
- Participated in Assessor training for Confederation of Indian Industry and Export-Import of India (CII-EXIM) Award for business excellence for large organization during 1st to 4th July 2008.
- Participated in Two day FDP on Trading in Equity & Derivatives conducted by National Stock Exchange on 4th and 5th April 2008.

- Participated in the AICTE sponsored one week Faculty development program on “Econometrics for management research” organized by Indian Institute of Management, Kozhikode on September 03-08 2007.
- Participated in Certified Examiner Course for IMC Ramakrishna Bajaj National Quality Award conducted by INDIAN MERCHANT CHAMBER, MUMBAI on 4th and 8th June 2007.
- Two day workshop on IMC Ramakrishna Bajaj National Quality Award conducted by INDIAN MERCHANT CHAMBER, MUMBAI on 4th and 5th April 2007.
- Participated in the AICTE sponsored one week international workshop on “Case Teaching & Case writing” organized by Indian Institute of Management, Kozhikode on November 06-11 2006.
- Participated in a one day seminar on “New financing options for growing business” organized by confederation of Indian industry in collaboration with SIDBI and State Bank of India on October 6th 2006.
- Participated in the AICTE sponsored Faculty development program on “Accounting & Finance” organized by Indian Institute of Management, Kozhikode on June 20-25 2005.
- Participated in the Two day workshop conducted by the centre for training and development, PSG institute of Management on “Case Development” on February 11-12, 2005.
- Participated in the two-day workshop on “Total Quality Management in Education”, sponsored by the Electronic network project and organized by Educational Technology Centre, PSG College of Technology on December 10-11 2004.

Professional consulting

- Assigned a proposal writing State paper of Tamilnadu for Socio Economic Profile of Rural India, Series III by Centre for Rural Studies, NIAR, Lal Bahadur Shastri National Academy of Administration, Mussoorie (Uttarakhand). (in progress) – Rs.15000.

- Undertook a research consultancy along with Dr.V.Srividya and Mrs.Sri Gayathridevi on “The impact of Tsunami on Indian Association for Savings and Credit (IASC) customers” at Kanyakumari District. This project was undertaken to find the impact of the Tsunami on IASC customers and to examine their financial position, needs and requirements.
- Was appointed as an assessor to assess the application of Kirloskar Institute of Management for the CII-EXIM BANK AWARD for Business Excellence during October 2008.

Delivering Lectures and acting as Resource Person or Convener.

- Resource person in a two day workshop on “Six Sigma Standards”, on December 6th and 7th 2012, at Ravindra College of Engineering for women, Kurnool, AP.
- Delivered lecture in the national seminar titled “FDI in Retail industry”, on December 4th 2012 conducted by The Justice Basheer Ahmed Sayeed College for women, Chennai.
- Resource person for the training program conducted for the Bihar Administrative Service Officers Training programme on 15th October 2012 at VIT University.
- Delivered a special address on PSGIM – Experience on the journey towards business excellence in CII summit for quality in education held on 30 January 2009
- Delivered a special lecture on Management Theories in a National level Workshop conducted by Annai Meenakshi College of Nursing on 5th October 2007
- Delivered special lecture in the 51st anniversary function of Coimbatore Grocery Merchant Association on “ How to sustain the competition of the retail giants” 26th September 2007
- Resource Person, “Importance of Working Capital Management”, Weavers Association, 13th & 15th April 2007.
- Resource Person, “Importance of Working Capital Management”, Weavers Association, 21st & 23rd March 2007.
- Resource person, International conference on Vision 2020, PSG Hospital, 29th September 2005.

- Resource Person, Skill development for students organized by Rotary International Dist.3000, Rotary club of Dindugal Queen City & PSNA College of Eng. & Technology Dindugal, 21st Jan 2005.
- Convener, Simulated Management Association Game Conducted by All India Management Association for the years 2004 – 2009.

Professional Certification/Recertification, Awards, and Honors received.

- Certified Green Belt Professional, 2011.
- National Stock Exchange Certification for Financial Markets (NCFM) on Capital Market Dealer module, Derivative module and Depositories module. Certified as NSE Certified Market Professional (NCMP) – Level 1, Sep 2009.
- Recognized by the Coimbatore Management Association for conducting the AIMA National Student Management Game on the Management Day i.e. 21-02-2009.
- Certified Examiner, CII EXIM BANK AWARD of BUSINESS EXCELLENCE for Large Business Organization for the year 2008
- Certified Examiner, CII EXIM BANK AWARD of BUSINESS EXCELLENCE for SMEs for the year 2008
- Certified Examiner, IMC Ramakrishna Bajaj National Quality Award of Indian Merchant Chamber, Mumbai for 2007.
- Participated in Corporate Management Game (simulated management Game) conducted by All India Management Association (AIMA) on Feb17 2006 and Won second prize (Rs. 5000 in cash).
- Qualified at the state level eligibility test for lectureship conducted by Bharathiar University, recognized by UGC, held in September 2004 in the subject of Management
- Certified as a Provisional Teaching and supervising Transactional Analyst by the International Transactional Analysis Association, 2003.

Other contributions to the institute

- Preparing Documents for Affiliation and additional intake that is to be submitted to AICTE, Anna University of Technology, Coimbatore.
- Prepared The Documentation For The AICTE - NBA Accreditation.
- Prepared the documentation for the Gurukul Jyoti Award. The institute was selected as one of the best five management institute in India
- Prepared The Documentation For The MMA - Managerial Excellence Award. The institute was selected as the best in the education category
- Prepared The Documentation For Both IMC Ramakrishna Bajaj National Quality Award And Rajiv Gandhi National Quality Award 2008.
- Prepared The Documentation For CII-EXIM Bank Award For Business Excellence – 2008. The institute was recognized for the significant contribution in the journey of business excellence.
- Prepared The Documentation For Both IMC Ramakrishna Bajaj National Quality Award And Rajiv Gandhi National Quality Award 2007.
- Programme Committee, International Finance Conference, 26, 27 & 28 December 2007 & Jan 4-5 2009.
- Programme Coordinator, Executive MBA, 2007-2008
- Youth Red Cross Program Officer (PSGIM Chapter) Since 2003
- Faculty Coordinator Finance Club since 2007-2008.
- Programme Coordinator – ICWA Program since Jan 2010. Marketed and enrolled 23 students.
- Program Coordinator – NSE Certified Capital Market Professional (NCCMP) since Jan 2010

Service activities

As a part of YRC,

Organize blood identification and blood donation camps.

Collect contributions from the students every year to provide new dresses and food for 60 students in the Sarvojana Home.

Organised lecture on AIDS awareness to the student society.

Participated along with the students in the Noyil Yatra, organized by a NGO named Siruthuli.

Conducted Self-Help Group Exhibition named 'DIYA' in August 2004 to help the group to sell their products to the students and staff in the institutions.

Professional Membership

- Member, Coimbatore Management Association
- Member, Coimbatore Productivity Council

The above furnished data are true to my knowledge

S.S.Shantha Kumari