

**SRI SANKARA ARTS AND SCIENCE COLLEGE,
ENATHUR, KANCHIPURAM**



STAFF PROFILE

DEPARTMENT OF COMMERCE

1.	Name of the Staff	Dr. K. A. KUNJITHAPATHAM
2.	Designation	Assistant Professor
3.	Date of Joining	16.06.2015
4.	Mobile Number	9444742875
5.	E-Mail ID	<u>kakunijithapatham@gmail.com</u>
6.	Nationality	Indian
7.	Academic Qualification	M. Com., B.Ed., M. Phil., Ph.D., M.A(Eco.), M.A(Tamil),
8.	Field of Specialization	Marketing, Human Resource Management and Finance.
9.	Ph. D Thesis Title	A Study on Human Resource Management Practices in Mahatma Gandhi National Rural Employment Guarantee Scheme in Thiruvannamalai District.
	Awarding University, Year of Award.	Thiruvalluvar University – 2018

10. Work Experience (in chronological order):

S. No.	Name of the Institution	Designation	Period
1.	Sri Sankara Arts and Science College, Enathur, Kanchipuram.	Assistant Professor	16-06-2015 To Till Date
2.	King Nandhivarman College of Arts and Science College, Thellar – 604 406	Assistant Professor	03-10-1997 To 31-03-2015
3.	M.G.R. College, Hosur	Lecturer	02-01-1997 To 01-10-1997

11. Other Academic and Administrative Responsibilities:

S. No.	Name of the Institution/Committee	Position	Period
1.	King Nandhivarman College of Arts and Science, Thellar - 604 406	Head of the Department and Vice -Principal	02.01.2005 to 31.03.2015
2.	Sri Sankara college of Arts and Science, Enathur, Kanchipuram	C- Club Co-ordinator	2015 – 2016, 2017 – 2018, 2019 – 2020, 2020 – 2021.
3.	Sri Sankara college of Arts and Science, Enathur, Kanchipuram.	Co-Ordinator for TallyCourse	2017 – 2018 To 2024-2025

12. Publications:

S. No.	Title	Journal	Pages
1.	Growth Pattern of Mahatma Gandhi National Rural Employment Guarantee Scheme - A Study with reference to Thiruvannamalai District	ADROITIC - An International Refereed Quarterly Research Journal	74 – 78
2.	Role of Mahatma Gandhi National Rural Employment Guarantee Scheme and its Impact on the Up-liftment of Rural Population in Thiruvannamalai District	Scholars Journal of Economics, Business and Management	1172-1176
3.	Growth Pattern of Mahatma Gandhi National Rural Employment Guarantee Scheme in Tamil Nadu	Emperor International Journal of Finance and Management Research	37-42

Research Publications in UGC Listed/Peer reviewed

S. No.	Title	Journal	Month & year of Publication
1.	A Study On Customers' Satisfaction On Airtel Mobile Network Services In Kanchipuram Town.	International Recognition Multidisciplinary Research Journal	Feb. 2019
2.	A Study On Customers' Perception Towards Credit Card Services Provided by SBI in Nagapattinam District.	International Journal of Research in Humanities, Arts and Literature	Feb. 2019
3.	A Study on Employee Perception towards the HR Practices in Delphi TVS.	Think India Journal	Dec. 2019
4.	A Study on Awareness level E-Filing of Individual Tax payers in Kanchipuram Town.	Journal of Interdisciplinary Cycle Research	May 2020
5.	Impact Of GST On Retail Market In India.	International Journal of Economics, Commerce and Research (IJECR)	June 2020
6.	A Study on Consumer Behaviour towards Online Shopping in Kanchipuram Town	Journal of Interdisciplinary Cycle Research	June 2020
7.	Performance Measurement Of Select Private Banks In Cuddalore District – An Analysis	International Journal of Advanced Science and Technology	July 2020
8.	Employee Retention Practices Managed by the Private Sector Life Insurers	Design Engineering	Oct.2021
9.	Effect of Work Motivation on Employee Job Satisfaction in the Context of Public Sector Organization	Journal of Hunan University (Natural Sciences)	November 2021
10.	Does Emotional Intelligence Affect Organizational Success in the Banking Sector in an Emerging Market?	Academic Journal of Interdisciplinary Studies www.richtmann.org	May 2022
11.	Millennial Buying Behaviour of Ready-To-Eat Food Products: A Study with Special Reference to Kanchipuram District	Research Explorer - A Blind Review & Refereed Quarterly International Journal	Aug – Oct. 2024
12.	The Future of AI in Algorithmic Trading: AI Applications in Financial Markets	Research Explorer- International Journal on Economic and Business Management	October 2025
13.	The Impact of Marketing Intelligence on Small Business survival and Growth in Competitive Market	Research Explorer- International Journal on Economic and Business Management	October 2025

Book Publication

S.No.	Title of Book	Publisher	ISBN
1.	Management Accounting - I	Thakur Publishers, Chennai	978-93-82249-44-3
2	Company Law	Sri Krishna Publications, Chennai	978-93-89336-17-7
3	Company Law and Secretarial Practice - I	Sri Krishna Publications, Chennai	-
4	Cost Accounting - I	Sri Krishna Publications, Chennai	978-83-81330-81-4
5	Cost Accounting - II	Sri Krishna Publications, Chennai	-

13.Awards / Distinction:

S. No.	Name of the Award	Venue	Period

14.Membership in Professional Bodies:

S. No.	Name of the Membership	Venue	Period
1.	Member in the Board of Studies in Commerce (PG)	Thiruvalluvar University	11.03.2015 - 10.03.2018

15.Seminars, Conferences organized /Participation:

S. No.	Program Attended	Place	Organized/ Participated	Period
1.	National Level Seminar on “Current Issues In Commerce and Management”	King Nandhivarman College of Arts & Science, Thellar.	Participated	March – 2016
2.	National Level Personality Development Conference – Margadarshan	Sri Sankara Arts and Science College, Enathur	Organized	March – 2017
3.	National Conference on “Towards Achieving Excellence In Higher Education”	Sri Sankara Arts and Science College, Enathur	Participated	December – 2017
4.	Margadarshan & COMM EXPO – 2018	Sri Sankara Arts and Science College, Enathur	Organized	March – 2018
5.	International Conference on “Transformation in Industry in an Era of Digitalization: Challenges and Opportunities”	Guru Nanak College, Velachery, Chennai.	Presented	28 th Sep. 2019
6.	One day National Conference on “Economic Transformation for Inclusive Growth and Development”.	Viaya Jyothi Degree College, Bagaluru, Bengaluru – 562 149.	Presented	26 th Oct. 2019
7.	National Level Webinar on “Joy of Orderly Living”	Kaamadhenu Arts and Science College, Sathyamangalam, Erode District	Participated	05 th May 2020
8.	International level Webinar series on “ Personality Development Program, Career Guidance Program, Connect & Meet the Industry Experts”.	Annai College of Arts and Science, Bharathidasan University, Thiruchirappalli.	Participated	8 th May – 10 May 2020
9.	National Level Webinar on “ Taking Research Forward During the Pandemic”	Loyola College, Chennai – 600 034	Participated	20 th May 2020
10.	National Level Webinar on Silver Line Behind the Dark Clouds- Explore Opportunities during COVID 19 Pandemic – May 2020	Bharath Institute of Higher Education and Research, Bharath University, Chennai.	Participated	21 st May 2020
11.	National Level Webinar on “ Quality in Higher Education”	Sri Subramaniaswamy Government Arts College, Tiruttani – 631 209.	Participated	2 nd June 2020

12.	“National Level Webinar On The New Normal”	DRBCCC Hindu College, Pattabiram, Chennai	Participated	05 th June 2020
13.	National level webinar on “Wealth Creation through Personal Finance – Post Covid’19”	Government Arts College for Women, Salem - 8	Participated	9 th June 2020
14.	International Webinar on “Impact of Covid- 19 on Immigrants and Migrants”	Government Arts College for Men, Nandanam, Chennai – 35	Participated	10 th June 2020
15.	International Webinar on “Business Challenges and Opportunities”	A. D.M College for Women, Nagapattinam	Participated	12 th June 2020
16.	National Webinar Serious on “Research Methodology”	Loyola College (Autonomous), Chennai – 600 034	Participated	12 th and 13 th June 2020
17.	National Level Webinar on “Future of Public Sector Banking in India & Banker’s Perspective on responding COVID – 19	MAR Gregorios College of Arts & Science, Mogappiar West, Chennai – 600 037.	Participated	13 th June 2020
18.	Siver Jubilee International Webinar	Sri Akilandeswari Women’s College, Wandiwash – 604 408.	Participated	15 th June 2020
19.	National Webinar on “Post COVID Scenario in Education Sector: Challenges and Opportunities”	Don Bosco College of Arts & Science, Keela Eral, Thoothukudi District	Participated	26 th June 2020
20.	National Level Webinar on “Machine Learning for All”	Muthurangam Government Arts College, Vellore – 632 002.	Participated	1 st July 2020
21.	National Webinar on “Issues and Implications of Covid-19 on the Banking and Financial Sector”	Sacred Heart College, Tirupattur – 635 601.	Participated	04 th July 2020
22.	International Webinar on “Approaches on Online Teaching and its Assessment Methods”	Patrician College, Chennai – 600 020.	Participated	4 th July 2020
23.	National level conference on “Recent Trends in commerce and Management”	Indo-American College, Cheyyar - 604 407.	Presented	2 nd Feb.2024
24.	National Level Seminar on “Recent Trends in Commerce and Technology”	King Nandhivarman College of Arts & Science, Thellar 604 406.	Presented	8 th Feb.2024
25.	International Conference on “Revolutionizing Commerce: The Role of AI in Transforming Business”	Sir Theagaraya College, Chennai – 600 021.	Presented	7 th Oct. 2025
26.	One day International Conference on “Digital Transformation for Sustainable Business Growth”	Vidhya Sagar Women’s College, Chengalpattu.	Presented	18 th March 2026

16. Participated as Resource Person:

S. No.	Programme	Venue	Period
1.	One day Seminar on Recent Trends in E-Banking	King Nandhivarman College of Arts & Science, Thellar, Thiruvannamalai District.	14 th March 2019
2.	One day Seminar on Recent Trends in E-Banking	Arignar Anna Govt. Arts College for Women, Walajapet, Ranipet District, Tamil Nadu.	14 th Feb. 2020
3.	One day National Seminar on “Emerging Tools for Small and Medium Enterprises Sustainability in the Post-Covid”	Adhiparasakthi College of Arts and Science, Kalavai, Ranipet District, Tamil Nadu.	23 rd March 2022
4.	State level Seminar on “Digital Transformation of Marketing in the New Era”	Sri Akilandeswari Women’s College, Wandiwash, Thiruvannamalai District.	16 th Nov. 2022
5.	6 th International Conference on “Management, Accounting, Banking, Economics and Business Research for sustainable Development”	B. S. Abdur Rahman Crescent Institute of Science & Technology, Vandalur, Chennai.	1 st and 2 nd March 2023

17. Workshop & Training Programmes:

S. No.	Programme	Venue	Period
1.	Faculty Development Workshop on “Digital Learning Resources”	Organized by IQAC of Sri Sankara Arts and Science College, Enathur	February – 2018
2.	Faculty Development programme on “Artificial Intelligence and Machine Learning”	Organized by IQAC of D.B. Jain College, Thoraipakkam, Chennai.	9 th Feb. 2019
3.	National workshop entitled “Statistical Application in Commerce and Business Administration”	Organised by PG & Research Department of Commerce and Business Administration, King Nandhivarman College of Arts, Science, Thellar – 604 406.	13 th September 2019
4.	Introduction to Programming: A Pedagogical Approach	Conducted by E & ICT Academy, Indian Institute of Technology, Kanpur	17 th June 2019 - 21 st June 2019
5.	One-week Faculty Development Programme on Python Programming with Industry Perspective	Jointly organised by E & ICT Academy, Indian Institute of Technology & Sri Sankara Arts and Science College, Kanchipuram.	2 nd Dec. 2019 – 6 th Dec. 2019
6.	Online refresher course on EDUCATION 4.0 – Future of Learning	Organised by Department of Management studies, Anand Institute of Higher Technology, Chennai – 603 103.	29 th & 30 th April 2020

7.	Faculty Development Programme on “Research, Funding Projects & IPR	Organised by IQAC, K.C. College of Engineering & Management studies & Research, Thane, Mumbai.	7 th May - 10 th May 2020
8.	Online Faculty Development Programme on Examination in wake of COVID-19	Organised by Department of Commerce, Patrician College, Chennai.	8 th May 2020
9.	Faculty Development Programme on “Statistical Application Using SPSS”	Organised by IQAC, Shasun Jain College for Women, T. Nagar, Chennai.	16 th May 2020 and 17 th May 2020
10.	Online Faculty Development Programme on “My Life My Pride My Career”	Organised by Department of Accounting & Finance, Patrician College, Chennai.	18 th May, 2020
11.	Online Faculty Development Programme	Organised by IQAC, St. Joseph’s College, Kovur, Chennai.	27 th May 2020 - 31 st May 2020
12.	Online Workshop on “ Socio Economic and Cultural Impact of Corona in India”	Organised by PG and Research Department of History, Government Arts College, Melur, Madurai District.	1 st June 2020
13.	One week National level Faculty Development Programme on Effective & Quality Research writing	Organised by Department of Commerce in association with IQAC, Patrician College, Chennai.	7 th June to 13 th June 2020
14.	Faculty Development Programme on Digital Education Tools for Teachers	Organised by Department of Management Studies, University of Madras, Chennai.	18 th June – 20 th June 2020
15.	Faculty Development Programme on “É- Pathashala: A Platform for Online Learning”	Organised by Department of Commerce & Business Administration, Prince Shri Venkateshwara Arts and Science College, Gowrivakkam, Chennai.	22 nd June 2020
16.	Faculty Development Programme on “ Introduction to E-learning and it’s challenges”	Organised by Department of Corporate Secretaryship, Patrician College, Chennai - 20	28 th June 2020
17.	National level one week online Faculty Development Programme on Innovative Entrepreneurship	Organised by the Department of Management Studies, Anand Institute Of Higher Technology, OMR, Chennai, Tamil Nadu - 603103	13.07.2020 to 19.07.2020.
18.	A Two Day Workshop on Policies, Procedures and Practices	Organised by IQAC, Sri Sankara Arts and Science College, Kanchipuram.	26 th and 27 th Dec. 2024
19.	Online Faculty Development Programme on “ Application of Industry 4.O in Circular Supply Chain”	Jointly organised by E & ICT Academy at NIT Patna & Sri Sankara Arts and Science College, Kanchipuram.	3 rd March – 12 th March, 2025

20.	DECODDING the Data: “Mastering SPSS for Research Excellence”	Organised by P.G & Research Department of Commerce, Sri Sankara Arts and Science College, Kanchipuram.	24 th and 25 th July 2025.
21.	Faculty Development Workshop on Research Visibility	Organised by centre of Research in collaboration with IQAC, Sri Sankara Arts and Science College, Kanchipuram.	10 th to 13 th March, 2026
22.	Five Day Faculty Development Programme on “Transforming Ideas to Impact: the Journey of Research Paper Writing and Publication”	Organised by Department of Corporate Secretaryship and Business Administration in association with IQAC & IIC, St. Joseph’s College, Kovur, Chennai.	23 rd – 27 th March 2026

18. Projects Completed:

S. No.	Name of the Projects	Period	Grant Received/Status

19. Any other Details:

University of Madras recognized Ph.D., Supervisor –
Guideship Ref No: NO: RP/Guideship/Ph.D/Approval/2022/1719 dated 08/12/2022.

Sl. No.	Research Scholar	Title of Thesis	Date of Viva
1.	P. Porseziyan	Impact of Organisational Culture on Performance of MSMEs During Covid-19 Pandemic – A study with Reference to Daniel Denison’s Model	24.01.2025
2.	S. Hari Narayanan	Consumer Awareness and Utility of Digital Transactions for Purchase of Fast-Moving Consumer Goods through Online Platform: A Study with Special Reference to Thiruvannamalai District	20.06.2025
3.	L.Janaki	Impact of Work From Home on Work-Life Balance of Employees Working in Information Technology Sector in Chennai City: A Study with the Mediating Effect of Work Motivation and Work-Family Conflict	07.08.2025
4.	E. Kavitha	Women Consumers’ Preference and Satisfaction towards Ready-To-Eat Food Products in the Kanchipuram District	10.10.2025
5.	M. Ishwarya	Investment Strategies and Retirement Savings among Corporate Professionals	Currently Doing
6.	A. Nandhini	Marketing And Supply Chain Issues Faced By Silk Weavers in the Digital Era	Currently Doing