

SENTHIL ARASU BALASUBRAMANIAN

Professor

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Dr. B. Senthil Arasu, basically an Electronics and Communication Engineer completed his master's in Business Administration and then his doctorate in the area of stock price behavior. Has a total experience of twenty four years, of which a considerable period of time was spent in the industry. Worked as an equity research analyst and then switched to academics.

He has a rich academics experience, currently working as an Professor at National Institute of Technology, Trichy. Offering a variety of electives like Business analysis and IT consulting in Capital Market, Financial Risk Analytics, and Personal Finance etc. he also held the post of Associate Dean (Institute Development).

All along his academic career he has been very much interested in offering consultancy and also conducting Management Development Program for corporate executives. He has been conducting Management Development Program to various organizations like, Tamilnadu Newsprint Limited, BHEL, NLC, L&T and various other small and medium enterprises. He has offered MDP's in the areas like Finance for non-finance executives, emerging areas in Cost accounting and Project financing, Risk Management, Problem solving skills, Creativity and Innovation, Personal Finance etc.

He was a Co-Investigator for a UKIERI sponsored project titled Building Management Capabilities in SME's across the country. He has published papers in International Journals with impact factor and also a Recognized Guide and Examiner and Board of Studies Member under various Universities. His current Research includes stock price prediction using data mining techniques, Equity crowd funding, Performance Management of SME's

Employment Profile

Organization	Designation	From	To	Last pay band and Grade pay
National Institute of Technology, Trichy	Professor	30.10.2019	Till Date	
National Institute of Technology, Trichy	Associate Professor	10-11-2011	29.10.2019	Rs.37400 – 67000 GP 9000
National Institute of Technology, Trichy	Assistant Professor (V CPC)	10-11-2008	9-11-2011	Rs.12000-420-18300

Anna University	Assistant Professor	11-08-2008	9-11-2008	Rs.12000-420-18300
Mepco Schlenk Engineering college	Assistant professor	1-08-2006	10-08-2008	Rs.12000-420-18300
Mepco Schlenk Engineering college	Senior Lecturer	1-07-2001	31-07-2006	Rs.10000
Mepco Schlenk Engineering college	lecturer	3-10-1996	30-06-2001	Rs.2200

Educational Qualifications:

Degree	Discipline	University	Class	Year of passing
Bachelor's Degree	B.E (ECE)	Madurai Kamaraj University	I class	1993
Master's Degree	MBA	Madurai Kamaraj University	I class	1995
Ph.D. Degree	Finance	Madurai Kamaraj University	I class	2007

Areas of Expertise:

Curriculum Development	Courses taught
Business analysis and IT Consulting in Banking and Financial Services Financial Risk Analytics Personal Finance Advance Corporate Finance Behavioral Finance Computational Finance	Business analysis and IT Consulting in Banking and Financial Services Financial Risk Analytics Personal Finance Advance Corporate Finance Financial Derivatives

Academic/Administrative Responsibilities within the Institute:

Position	Faculty/Department/Centre/Institution	From	To
Member	Investment Committee	2017	Till date
Head of Department	Management Studies- NITT	2017	Till date
Chairman	NIT CONNECT	2016	2017
Associate Dean	Institute Development, National Institute of Technology, Trichy	2012	2016
Chairman	Estate welfare Committee, NITT	2012	2014
Member	Institute Day –Report	2012	Till date
Member	Strategic Implementation Committee	2013	Till date
Member	MBA admission	2008	Till date
Member	MIS Implementation	2012	Till date

Academic/Administrative Responsibilities outside the University

Position	Institution	From	To
Board of Studies Member	Sri Krishna College of Engineering and Technology, Coimbatore	2012	Till date
Board of Studies Member	Kalasilingam University, Karunya University Business School	2011	Till date
Board of Studies Member	Bannari college of technology, Coimbatore	2011	Till date
Academic Auditor	Kalasilingam University, Karunya University, SONA college of Technology	2009	Till date
External Examiner	Anna University, Alagappa University, Bharathiyar University, SRM University, VIT University, Sathiyabama University, Manormaniam Sundranar University, Sardar Vallabhai Patel Textiles and Management , JNTU	2010	Till date
Reviewer	International Journals	2010	Till date

Sponsored/ Consultancy Projects:

S. No.	Name of Organization	Year	Funded Amount (Rs.)
1.	BHEL (Design and delivery on topics like creativity, risk taking , achievement motivation, team building, strategic orientation) – Through Dean Research and Consultancy	From 2012 onwards	10 lakhs
2.	TNPL (Finance for non-finance executives)	2009 onwards	2 lakhs
3.	Developing Management Training Materials for SMEs. Funded by the agency UKIERI	Jan 2012 – June 2014	25 lakhs
4.	Larsen & Toubro	2015 onwards	5 Lakhs
5.	Neyveli Lignite Corporation	2016 onwards	5 Lakh
6.	A Systematic Approach to Financial Distress Prediction and NPA Management of MSME in India (ICSSR)	2018 onwards	21 Lakhs

Number of Ph.D's produced:

S. No.	Name of the PhD Scholar	Title of PhD Thesis	Role(Supervisor / Co-Supervisor)	Year of Award
1	M. JEEVANANTHAM	Developing an efficient model to forecast intraday prices of stock Indices – linear versus nonlinear techniques	Supervisor	2014
2	J.DHILIPAN	A study on adoption of internet banking in Public and private sector banks	Supervisor	2014
3	M. JAISUN	A Study on Perceived Risk in Investment with reference to investor of stocks, mutual funds, ULIPS	Supervisor	2015
4	JOHN IRUDAYA SUDHAKAR	Customer expectation of store attributes and store patronage	Supervisor	2015

		decision towards organized retail outlets		
5	VEERARAGHAVAN J	Factors affecting the acceptance of internet banking- an hybrid model and validation using SEM	Supervisor	2016
6	AYYAMPERUMAL R	A Study on customer expectations and perceptions of service quality of retail grocery stores using SERVQUAL model	Supervisor	2016
7	N. PALANIAPPAN	Changing Phase of Indian Retail Industry & its implication on consumer behaviour	Supervisor	2017
8	L REMYA	Relationship of Women Glass Ceiling Belief With Career Outcome	Supervisor	2018
9	GLADYS S	A Study on the Prevalence of and Audience Response to Brand Placement in Bollywood Movies	Supervisor	2018
10	M RAMESH KANNA	A Study on Physicians Behaviour Towards Marketing of Pharmaceutical Products With Special Reference to Virudhunagar District	Supervisor	2018

Number of On-going PhDs:

S.No.	Name of the PhD Scholar	Area of Research	Role(Supervisor/ Co-Supervisor)
1	RADHA KRISHNAN	Financial Performance	Supervisor
2	B.JONATH BACKIA SEELAN	Social Media Marketing	Supervisor
3	NANCY CHRISTINA	Stock price prediction using structured and un-structured data	Supervisor
4	THENMOZHI	Finance Inclusion	Supervisor
5	SIVAKUMAR	Financial Risk Management	Supervisor
6	MATHEW DIVAKAR S	E-finance	Supervisor
7	MANIVASAGAM T	Corporate Social Responsibility	Supervisor
8	MOSES RATHINARAJ S	Pricing of IT services and products	Supervisor

Projects guided at Postgraduate (MBA) level - 100

Research Papers published in Journals:

International Journals

PUBLICATION DETAILS

1	Type: Journal Title : Journal/Conf. Name : Place : Year: 2018	Category: Others An Extension to the Delone and Mclean Information Systems Success Model and Validation in the Internet Banking Context Encyclopedia of Information Science and Technology Vol.: # of Authors: 3 Status: Published	Role: First Author / Main Supervisor
2	Type: Journal Title : Journal/Conf. Name : Place : Year: 2018	Category: Scopus Financial Inclusion and land ownership status of women International journal of development issues Vol.: # of Authors: 3 Status: Accepted	Role: First Author / Main Supervisor
3	Type: Journal Title : Journal/Conf. Name : Place : Year: 2018	Category: Scopus The influence of audience characteristics on the effectiveness of brand placement memory Journal of Retailing and Consumer Services Vol.: 44 # of Authors: 5 Status: Published	Role: First Author / Main Supervisor
4	Type: Journal Title : Journal/Conf. Name : Place : Year: 2018	Category: SCI Brand placements prevalence and characteristics in Bollywood movies 1995-2015 Journal of Media Business Studies Vol.: # of Authors: 4 Status: Published	Role: First Author / Main Supervisor
5	Type: Journal	Category: Scopus	Role: Co-Author

	Title :	Evaluation of employee brand using typological analysis in Indian airline organisation.
	Journal/Conf. Name :	International Journal of Business Excellence
	Place :	Vol.:
Year:	2018	# of Authors: 4 Status: Published
6	Type: Journal	Category: Scopus Role: First Author / Main Supervisor
	Title :	Business health characterization of listed Indian companies using data mining techniques
	Journal/Conf. Name :	International Journal of Business Information Systems
	Place :	Vol.:
Year:	2018	# of Authors: 4 Status: Accepted
7	Type: Journal	Category: Scopus Role: First Author / Main Supervisor
	Title :	Linking Women s Glass Ceiling Beliefs and Employee Satisfaction The Mediation of Engagement
	Journal/Conf. Name :	International Journal of Human Resource Development and Management
	Place :	Vol.:
Year:	2018	# of Authors: 2 Status: Published
8	Type: Journal	Category: Scopus Role: First Author / Main Supervisor
	Title :	Towards the shattering of glass ceiling in the Indian banking sector a comparative analysis among public private and foreign banks
	Journal/Conf. Name :	International Journal of Services Economics and Management
	Place :	Vol.:
Year:	2018	# of Authors: 3 Status: Published
9	Type: Journal	Category: Scopus Role: Co-Author
	Title :	Bollywood industry in the wake of cost-cutting measure Role of Quality Cues on Brand Placements
	Journal/Conf. Name :	Media Watch
	Place :	Vol.:
Year:	2017	# of Authors: 4 Status: Published
10	Type: Journal	Category: SCI Role: First Author / Main Supervisor
	Title :	Glass Ceiling and Women Employees in Asian Organizations A Tri-decadal Review
	Journal/Conf. Name :	Asia-Pacific Journal of Business Administration
	Place :	Vol.:
Year:	2017	# of Authors: 2 Status: Published
11	Type: Journal	Category: SCI Role: First Author / Main Supervisor
	Title :Journal/Conf. Name :	Women's glass ceiling beliefs predict work engagement and burnout JOURNAL OF MANAGEMENT DEVELOPMENT
	Place :	Vol.: 36 (9)
Year:	2017	# of Authors: 2 Status: Published
12	Type: Journal	Category: SCI Role: First Author / Main Supervisor
	Title :	A Psychometric Analysis of the Utrecht Work Engagement Scale in Indian Banking Sector
	Journal/Conf. Name :	Industrial and Commercial Training
	Place :	Vol.:
Year:	2017	# of Authors: 3 Status: Accepted
13	Type: Journal	Category: Scopus Role: Co-Author
	Title :	Understanding the intention to use mobile shopping applications and its influence on price sensitivity
	Journal/Conf. Name :	Journal of Retailing and Consumer Services
	Place :	Vol.:
Year:	2017	# of Authors: 3 Status: Published
14	Type: Journal	Category: SCI Role: Co-Author

	Title :	Identification and analysis of employee branding typology using fuzzy c means clustering
	Journal/Conf. Name :	Benchmarking An International Journal
	Place :	Vol.:
Year:	2017	# of Authors: 4 Status: Published
15	Type: Journal	Category: Scopus Role: Co-Author
	Title :Journal/Conf. Name :	Role of celebrity in cause related marketing
	Place :	International Review on Public and Nonprofit Marketing
	Year: 2017	Vol.:
		# of Authors: 3 Status: Published
16	Type: Journal	Category: Intl. Role: Co-Author
	Title :Journal/Conf. Name :	Renowned
	Place :	Identification of the clusters of employee brand using FIMIX-PLS and FCM
	Year: 2017	International Journal of Business Forecasting and Marketing Intelligence
		Vol.:
		# of Authors: 4 Status: Published
17	Type: Journal	Category: Others Role: Co-Author A
	Title :Journal/Conf. Name :	Journey of Cause Related Marketing from 1988 to 2016
	Place :	International Journal of Business and Management
	Year: 2016	Vol.:
		# of Authors: 3 Status: Published
18	Type: Journal	Category: SCI Role: First Author / Main Supervisor
	Title :	A Modified Approach for Information Systems Success in the Context of
	Journal/Conf. Name :	Internet Banking Using Structural Equation Modelling with R An Empirical
	Place :	Study from India
	Year: 2016	International Journal of e-business research
		Vol.:
		# of Authors: 3 Status: Published
19	Type: Journal	Category: Others Role: Co-Author
	Title :	Relationship between Internal Branding Employee Brand and Brand
	Journal/Conf. Name :	Endorsement
	Place :	International Journal of Business and Management
	Year: 2016	Vol.:
		# of Authors: 3 Status: Published
20	Type: Journal	Category: Others Role: First Author / Main Supervisor
	Title :	A Study on the Customers Expectation and perception of Service Quality of
	Journal/Conf. Name :	Retail Grocery Stores Using SERVQUAL Model
	Place :	Imperial Journal of Interdisciplinary Research
	Year: 2016	Vol.:
		# of Authors: 2 Status: Published
21	Type: Journal	Category: Others Role: First Author / Main Supervisor
	Title :	An Analysis to predict the Contribution of the Dimensions of SERVQUAL that
	Journal/Conf. Name :	makes the Buyer to wait to Shop Grocery
	Place :	Global Journal of Research in Management
	Year: 2016	Vol.:
		# of Authors: 2 Status: Published
22	Type: Journal	Category: Scopus Role: Co-Author
	Title :	Examining beliefs values and attitudes towards social media advertisements
	Journal/Conf. Name :	results from India
	Place :	International Journal of Business Information Systems
	Year: 2015	Vol.:
		# of Authors: 4 Status: Published
23	Type: Journal	Category: Scopus Role: First Author / Main Supervisor

	Title :	An Experimental Analysis Of Forecasng The High Frequency Data Of Matured And Emerging Economies Stock Index Using Data Mining Techniques
	Journal/Conf. Name :	International Journal of Operational Research
	Place :	Vol.:
Year:	2015	# of Authors: 4 Status: Published
24	Type: Journal	Category: Others Role: First Author / Main Supervisor
	Title :	Information Systems Success in the Context of Internet Banking Scale Development
	Journal/Conf. Name :	Journal of Internet Banking and Commerce
	Place :	Vol.:
Year:	2014	# of Authors: 3 Status: Published
25	Type: Journal	Category: Scopus Role: Co-Author
	Title :	Perception of Indian consumers towards social media advertisements in Facebook LinkedIn YouTube and Twitter
	Journal/Conf. Name :	International Journal of Internet Marketing and Advertising
	Place :	Vol.:
Year:	2014	# of Authors: 4 Status: Published
26	Type: Journal	Category: SCI Role: First Author / Main Supervisor
	Title :	Performances of data mining techniques in forecasting stock index evidence from India and US
	Journal/Conf. Name :	Journal of the National Science Foundation of Sri Lanka
	Place :	Vol.:
Year:	2014	# of Authors: 4 Status: Published
27	Type: Journal	Category: SCI Role: Co-Author
	Title :	The State of Internet Marketing Research (2005-2012) A Systematic Review Using Classification
	Journal/Conf. Name :	International Journal of Online Marketing
	Place :	Vol.:
Year:	2014	# of Authors: 4 Status: Published
28	Type: Journal	Category: Scopus Role: Co-Author
	Title :	Examining Beliefs towards Social Media Advertisements among Students and Working Professionals An Application of Discriminant Analysis
	Journal/Conf. Name :	Australian Journal of Basic and Applied Sciences
	Place :	Vol.:
Year:	2013	# of Authors: 3 Status: Published
29	Type: Journal	Category: Others Role: First Author / Main Supervisor
	Title :	Factors influencing the adoption of internet banking in public and private sector banking in Chennai A SEM approach
	Journal/Conf. Name :	ZENITH International Journal of Muldisciplinary Research
	Place :	Vol.:
Year:	2013	# of Authors: 2 Status: Published
30	Type: Journal	Category: Scopus Role: Co-Author
	Title :	Assessing the linkage of Behavioural Traits and Investment Decisions using SEM Approach
	Journal/Conf. Name :	International Journal of Economics & Management
	Place :	Vol.:
Year:	2013	# of Authors: 4 Status: Published
31	Type: Journal	Category: Scopus Role: Co-Author
	Title :	Behavioral intention towards mobile banking in India The case of State Bank of India SBI
	Journal/Conf. Name :	International Journal of E-Services and Mobile Applications
	Place :	Vol.:
Year:	2011	# of Authors: 3 Status: Published

32	Type: Journal Title : Journal/Conf. Name : Place : Year: 2011	Category: Scopus Role: Co-Author Role of existing channels on customer adoption of new channels A case of ATM and Internet banking The Electronic Journal of Information Systems in Developing Countries Vol.: # of Authors: 3 Status: Published
33	Type: Journal Title : Journal/Conf. Name : Place : Year: 2011	Category: Scopus Role: Co-Author Customers Choice amongst Self Service Technology SST Channels in Retail Banking A Study Using Analytical Hierarchy Process AHP Journal of Internet Banking and Commerce Vol.: # of Authors: 3 Status: Published
34	Type: Journal Title : Journal/Conf. Name : Place : Year: 2010	Category: Scopus Role: Co-Author Facades of Attractive Employer in Indian IT Industry Existing Employee Perspective International Journal of Human Capital and IT professionals Vol.: # of Authors: 4 Status: Published
35	Type: Journal Title : Journal/Conf. Name : Place : Year: 2017	Category: SCI Role: Co-Author Influence of Fuzzy index parameter on FSVM classifier performance Journal of the National science Foundation of Srilanka Vol.: # of Authors: 3 Status: Accepted
36	Type: Journal Title : Journal/Conf. Name : Place : Year: 2017	Category: Scopus Role: Co-Author The Moderating role of device type and age of users on the intention to use mobile shopping applications International journal of Interactive mobile Technologies Vol.: # of Authors: 3 Status: Accepted
37	Type: Conference Title : Journal/Conf. Name : Place : Year: 2016	Category: Intl. Role: First Author / Main Supervisor Renowned Financial Performance Measurement of Textile Industry using Petrosky Escort model 8th International Conference on Applied Research in Engineering & Management Kulalampur Malaysia Vol.: # of Authors: 1 Status: Published
38	Type: Conference Title : Journal/Conf. Name : Place : Year: 2016	Category: Intl. Role: Co-Author Renowned Cause Related Marketing A Review of Literature Academy of International Business Conference Vol.: # of Authors: 3 Status: Published
39	Type: Conference Title : Journal/Conf. Name : Place : Year: 2013	Category: Intl. Role: Co-Author Renowned Employee Branding in higher education Emerging trends and Issues in Management organized by VIT University Vol.: # of Authors: 3 Status: Published
40	Type: Conference Title : Journal/Conf. Name :	Category: Intl. Role: Co-Author Renowned A Literature review on cause related marketing Emerging trends and Issues in Management organized by VIT University

Place :			Vol.:
Year: 2013		# of Authors: 3	Status: Published
41	Type: Conference	Category: Intl. Renowned	Role: First Author / Main Supervisor
	Title :	An Empirical Study Of Employer Branding And Its Interrelated Constructs in the Indian IT Context	
	Journal/Conf. Name :	International Journal of Arts & Sciences Conference for Academic Disciplines	
	Place :	Vol.:	
Year: 2011		# of Authors: 4	Status: Published
42	Type: Conference	Category: Intl. Renowned	Role: First Author / Main Supervisor
	Title :Journal/Conf. Name :	Risk perception in Investment Lay and Expert Investor	
	Place :	International Journal of Arts and Sciences (IJAS) Conference, Toronto	
Year: 2011		Canada	Vol.:
		# of Authors: 1	Status: Published
43	Type: Conference	Category: Intl. Renowned	Role: First Author / Main Supervisor
	Title :	Factors influencing consumer choice of SST channels in retail banking An empirical study using AHP	
	Journal/Conf. Name :	Conference for Doctoral Research in Management, Nirma University, Ahmadabad.	
	Place :	Ahmadabad	Vol.:
Year: 2010		# of Authors: 3	Status: Published
44	Type: Conference	Category: Intl. Renowned	Role: First Author / Main Supervisor
	Title :Journal/Conf. Name :	Service design using Taguchi's technique	
	Place :	Athenaeum 2010 Bharathidasan Institute of Management	
Year: 2010		Vol.:	
		# of Authors: 3	Status: Published
45	Type: Conference	Category: Intl. Renowned	Role: First Author / Main Supervisor
	Title :	A Study on Changing Consumers Behaviour towards Online Marketing with SPL reference to Pharmaceutical products	
	Journal/Conf. Name :	International Conference on Globalisation and Consumer Protection conducted by the Department of Business Administration, Kalasalingham University	
	Place :	Vol.:	
Year: 2010		# of Authors: 1	Status: Published
46	Type: Conference	Category: Intl. Renowned	Role: First Author / Main Supervisor
	Title :	A Study on Effective Retail Formats for Changing Consumer Behaviour with SPL reference to Madurai City	
	Journal/Conf. Name :	International Conference on Globalisation and Consumer Protection conducted by the Department of Business Administration, Kalasalingham University	
	Place :	Vol.:	
Year: 2010		# of Authors: 1	Status: Published
47	Type: Conference	Category: Intl. Renowned	Role: First Author / Main Supervisor
	Title :Journal/Conf. Name :	Determinants of SST usage in retail banking	
	Place :	3rd Great Lakes NASMEI Marketing Conference Chennai	
Year: 2009		Vol.:	
		# of Authors: 3	Status: Published

48	Type: Conference	Category: Intl. Renowned	Role: First Author / Main Supervisor
	Title :Journal/Conf. Name :	Determinants of Retail Service quality A Study On Supermarkets in Tamilnadu International Conference proceedings of Retail Excellence organized by SRM university	
	Place : Year: 2009	Vol.: # of Authors: 3	Status: Published
49	Type: Conference	Category: Intl. Renowned	Role: First Author / Main Supervisor
	Title :	Success Determinants of Service Brand Extensions in India An Empirical Study	
	Journal/Conf. Name :	Paper presented at the internaonal conference of marketing 2008 organized by ATINER (Athens Institute for education and research) held at Athens Greece	
	Place : Year: 2008	Vol.: # of Authors: 4	Status: Published
50	Type: Conference	Category: Intl. Renowned	Role: Co-Author
	Title :Journal/Conf. Name :	Mining online customer reviews to analyse service quality of hotels Internaonal conference on Business Analytics & Intelligence organized by Indian Institute of Science, Bangalore, 19-21 December 2016	
	Place : Year: 2016	Bangalore # of Authors: 3	Vol.: Status: Published
51	Type: Conference	Category: Intl. Renowned	Role: Co-Author
	Title :Journal/Conf. Name :	Formulation of a Risk Assessment Model for SME's ERP Project 8th International Conference on Applied Research in Engineering and Management Sciences - Kuala Lumpur, Malaysia	
	Place : Year: 2016	KL, Malaysia # of Authors: 2	Vol.: Status: Published

Participation in Workshops/ Symposia/ Conferences/ Colloquia /Seminars/ Schools:

Date(s)	Title of Activity	International / National	Role	Event Organized by	Venue
August, 2016	Financial Performance Measurement of Textile Industry using Petrosky Escort model”	International	Participant	8th International Conference on Applied Research in Engineering & Management,	Kulalampur, Malaysia
May 9-10, 2013	Perspectives on Curriculum	National	Participant	TEQIP, NIT	NIT Trichy

Feb 11-12 2013.	Outbound Experiential Learning Camp for Team Building and Effective Group Dynamics	National	Participant	Adventure Zone, NIT	NIT Trichy
September 18- 19,2010	Capstone Business Simulation Programme	National	Participant	CAPSIM Management Simulations Inc., in ICRISAT,	Hyderabad
January 17-18, 2001	Technology Management	National	Participant	Mepco Schlenk Engineering College	Sivakasi
December 1-4, 2006	“Special approaches in enhancing the achievements of students ’	National	Participant	Mepco Schlenk Engineering College	Sivakasi
November 15-27, 1999	Quality Improvement Programme on “Finance’	National	Participant	T.A. PAI Institute of Management,	Manipal
July 1- 13,2002	Faculty Development Programme on “Computational Finance’	National	Participant	Amirta Institute of Management,	Coimbatore

Workshops/ Symposia/ Conferences/ Colloquia/Seminars Organized (as Chairman/ Organizing Secretary/ Convenor / Co-Convenor)

Title of Activity	International/ National	Date (s)	Role	Venue
FDP on “ Art of Edification Contemporary & Innovative practices for effective teaching	National	24 th - 28 th April, 2017	Chairman	NIT, Trichy
The Art of Teaching: Pedagogical Tools and Technique, Series -II	National	March 3- 7, 2014	Chairman	NIT, Trichy

Data Mining and Data Analysis	National	March 10-14, 2014	Chairman	NIT, Trichy
Art of Teaching: Pedagogical Tools and Techniques – Series III	National	November 17-21, 2014	Chairman	NIT, Trichy
Data Mining and Data Analytics	National	November 24-25, 2014	Chairman	NIT, Trichy
Imparting soft skills for success and life skills for survival	National	November 24-28, 2014	Chairman	NIT, Trichy
General Management Conclave “Vyoog-2014”	National	February 23 rd , 2014	Chairman	NIT, Trichy
Analytics conclave “SAMVID-2013”	National	August 18 th , 2013	Chairman	NIT, Trichy
The Art of Teaching: Pedagogical Tools and Technique	National	November 18-22, 2013	Chairman	NIT, Trichy
General Management Conclave “Vyoog-2012”	National	December 8 th , 2012	Chairman	NIT, Trichy
Human Resource Conclave “Avance2012-Emerging trends in HR”	National	November 3 rd , 2012	Chairman	NIT, Trichy
Finance conclave “Finecture-2012”	National	March 31 st , 2012	Chairman	NIT, Trichy

Invited Talks delivered:

- Resource person for “Business Analytics for Gen-Z Managers,” 27 February 2014 conducted by CARE school of business management, Tiruchirappalli.
- Resource person for faculty development programme on “Application of research techniques and case methods in management” 25 August 2009.

- Resource person for state level seminar on “Emerging trends in Business Environment,” on 20 March 2012.
- Chaired the session in the Sixth International Conference On Supply Chain Management And Information Systems, organized by Department Of Production Engineering, NIT Trichy, School of computing and technology University of East London, December 8-10, 2008

Membership of Learned Societies

Type of Membership (Ordinary Member/ Honorary Member / Life Member)	Organization	Membership No. with date
Life Member	Indian Society for Technical Education	

Academic Foreign Visits

Country	Duration of Visit	Programme
Malaysia	5 days	International Conference
United Kingdom	10 days	Project

B.SENTHIL ARASU