

CURRICULUM VITAE

Dr.S.SHEIK ABDULLAH, M.Com.,M.Phil.,PGDPM.,PGDSS.,SET.,Ph.D.

Vidwan ID:175643

Assistant Professor,

PG and Research Department of Commerce,

P.M.T.College,

Melaneelithanallur-627 953.

Tirunelveli District

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EDUCATIONAL QUALIFICATION

Qualification	Institution	Board / University	Percentage of Marks/Remarks
Ph.D (Commerce)	Ayya Nadar Janaki Ammal College, Sivakasi	Madurai Kamaraj University, Madurai	Highly Recommended
SET	Mother Teresa Women's University, Kodaikanal Reg.No:1202234	Mother Teresa Women's University, Kodaikanal	--
M.Phil (Commerce)	Ayya Nadar Janaki Ammal College, Sivakasi	Madurai Kamaraj University, Madurai	81.00
M.Com	Ayya Nadar Janaki Ammal College, Sivakasi	Madurai Kamaraj University, Madurai	74.45
P.G.D.S.S	Annamalai University	Annamalai University, Chidambaram	69.25
P.G.D.P.M.	Ayya Nadar Janaki Ammal College, Sivakasi	Madurai Kamaraj University, Madurai	69.00
B.Com. (Computer Applications)	Ayya Nadar Janaki Ammal College, Sivakasi	Madurai Kamaraj University, Madurai	64.48
HSC	M.H.S. School Sivakasi	State Board	79.5
SSLC	M.H.S. School Sivakasi	State Board	72.8

TEACHING AND RESEARCH EXPERIENCE

S.No	Particulars	Duration
1	UG	4 years 2 Months
2	PG	4 years 2 Months
3	Research	6 years 10 Months

RESEARCH AND PROJECT GUIDANCE

S.No	Particulars	Registered	Submitted
1	Ph.D (Full-time/Part-time)	4	1

S.No	Particulars	Total no of projects guided
1	M.Com	11
2	UG	45

POSITION HELD IN PMT College

S.No	Name of the Position	Duration
1	Controller of Examination for Arts	2017-2018
2	Secretary, Students Co-operative store	2019 onwards
3	Public Relation officer (PRO)	March, 2021 onwards

COMPUTER PROFICIENCY

- IBM-SPSS,IBM-AMOS,SPSS-MODELER
- LISREL
- MS-EXCEL Advanced Data Analysis
- VISUAL BASIC
- TALLY ERP 9.0

RESEARCH PROJECTS

Degree	Topic of the Research
Ph.D (Commerce)	Customer Relationship Management Practices in Public and Private Sector banks in Virudhunagar District
M.Phil (Commerce)	Customer Relationship Management of Banks in Sivakasi
Post Graduate Diploma in Personal Management (PGDPM)	A Study on Morale of Employees in Firework Industry at Sivakasi
M.Com	A Study on Job Satisfaction of employees in Match Industry at Sivakasi.

ARTICLE PUBLICATION IN JOURNALS

S.No.	Title of the Article	Name of the Publication /Journals/Magazine/Books	Status
1	Role and challenges of ICT adoption SME's in India	Facts For you ISSN:0970-2652	Published
2	A Study of customer opinion about Loans and Advances in commercial banks in Sivakasi	Indian Journal of Commerce and Management ISSN:2249-0310	Published
3	CRM practices in Banks	Astiva International Journal of Commerce and Management	Published
4	Corporate social Responsibility: A tool for Indian Social problems	Facts For you ISSN:0970-2652	Published
5	Does Corporate Social Responsibility increase the Financial Performance	Corporate Social Responsibility, (LAMBERT Publishing house, Germany-66121 ISBN:978-3-8454-3844-3)	Published
6	The Impact of Advertising on the internet: A study	Facts For you ISSN:0970-2652	Published
7	Consumer Importance and Satisfaction towards banking services: GAP analysis	ANJAC Journal ISSN:1654-3231	Published
8	Consumer satisfaction and effectiveness of online advertisement study with reference to Sivakasi Taluk	Wide Spectrum ISSN:2250-2815	Published
9	Green Marketing Practices followed by Manufactures in Sivakasi	Wide Spectrum ISSN:2250-2815	Published
10	Framing Hypothesized Model for CRM practices in Banks: Application of Confirmatory Factor analysis	ICT ACT Management journal, ISSN:2395-1656 (An International Publication of ICT Act)	Published
11	Workers state towards Training and Development in Match Industry, Sivakasi: A study	College Sadhana ISSN: 0974-6838	Published

S.No.	Title of the Article	Name of the Publication /Journals/Magazine/Books	Status
12	Causes and effects of air pollution: A study with special reference to Sivakasi Taluk of Virudhunagar district, Tamil Nadu	Wide Spectrum ISSN:2250-2815	Published
13	Stress Management of Mill employees	RVIM Journal of Management Research ISSN:0974-6722	Published
14	Impact of Crop Insurance	KISAN World, ISSN:0971-9229	Published
15	A study on Work-life Balance of College Teachers in Sivakasi	Glacier Journal for Scientific Research, ISSN:2349-8498	Published
16	Impact of CRM on Customer satisfaction	Indian Journal of Applied Research, ISSN:2249-555X	Published
17	Human resource development for agricultural sector in India.	International Journal of Environment, Agriculture and Biotechnology, ISSN: 2456-1878	Published
18	Marketing of green products and its underlying practices	International Journal of Interdisciplinary Research in Arts and Humanities, ISSN: 2456-3145	Published
19	Discriminating customers through practices of CRM with the application of Discriminant Function Analysis	International Journal of Customer Relations, (Publishing India) ISSN Number: 2320-7515	Published
20	Demographic Factor Influence on CRM Practices	International Journal of Applied Marketing and Management, ISSN:2277-484X	Published
21	CRM Practices Dimension identification and Classification through EFA to Cluster approach: A Customer Perspective	Asian Journal of Management Science, ISSN:2249-6300	Published

S.No.	Title of the Article	Name of the Publication /Journals/Magazine/Books	Status
22	Extracting Pattern Relationship Model for CRM Practices in Banks: Application of Explorative Factor Analysis	JIM Journal of Management	Published
23	Developing and Generalizing the Model for CRM Practices in Banks of India	Economica, ISSN: 2067 – 340X	Published
24	Proposed theoretical Measurement Model for Financial Inclusion with Perspective of Refuge Inhabitants	Asian Review of Social Sciences ISSN:2249 6319 (UGC Referred Journal) 2018	Published
25	An Investigation on Different Types of Gold Speculation	AJANTA- An International Multidisciplinary Quarterly Research Journal (UGC Referred Journal) ISSN 2277-5730 Impact Factor:-5.5 2019	Published
26	Customer Connotation towards quality service offered by Banks in Tirunelveli District	Sambodhi Journal ISSN:2249-6661 (UGC Referred Journal) 2020	Published
27	Modern Banking Practices-A study with Reference to Private Sector Banks in Tirunelveli District	Indian Journal of Adult Education ISSN:0019-5006 (UGC Referred Journal) 2020	Published
28	Sustainable Practices in Banking Industry-A study special Reference to SBI Bank	Sambodhi Journal ISSN:2249-6661 (UGC Referred Journal) 2020	Published
29	Service Quality Perception in Public and Private Sector Banks in Sivakasi : A comparative Study	Sambodhi Journal ISSN:2249-6661 (UGC Referred Journal) 2020	Published
30	Rural Inhabitants Awareness of Various Schemes Implemented in The Aegis of Financial Inclusion	Research and Reflections on Education ISSN: 0974-648X (UGC Referred Journal) 2021	Yet to Publish
31	Developing and Validating Financial Inclusion Measuring	Orissa Journal of Commerce ISSN: 0974-8482	Yet to Publish

	Scale for Rural Inhabitants in Tamil Nadu		
32	Customer Relationship Management Practices: A Study on ICICI banks in Thoothukudi District	Turkish Online Journal of Qualitative Inquiry (UGC Referred Scopus Indexed Journal) Vol.12.No.7 (2021) ISSN: 3531-3537	Published

REVIEWED MANUSCRIPT

S.No.	Article Title	National/ International	Publisher
1	Influence of Market orientation and Marketing mix Strategy to performance marketing small industry processed seaweed products in South Sulawesi Province	International	International Research Journals, www.resjournals.com
2	The Influence of Senior Executives' Strategic Choices on Companies Listed in Economatica's Cyclical Funds Screening Sector	International	Business Management and Strategy, Macrothink Institute Journal. ISSN: 2157-6068
3	Viva Di Bartini: Eleven New Laws of Conservation Expanding Physics for Global Strategic Management and Strategic Development	International	Business Management and Strategy, Macrothink Institute Journal. ISSN: 2157-6068
4	Coronavirus as a Complex Problem Looking for Solutions	International	Business Management and Strategy, Macrothink Institute Journal. ISSN: 2157-6068
5	Performance management in Moroccan small and medium-sized enterprises	International	Business Management and Strategy, Macrothink Institute Journal. ISSN: 2157-6068
6	Impact of Bricolage on organizational innovation through recognition of opportunities	International	Business Management and Strategy, Macrothink Institute Journal. ISSN: 2157-6068

7	The Effects of Human Resources Management on Developing Teachers of Non-Public Universities in Vietnam	International	Business Management and Strategy, Macrothink Institute Journal. ISSN: 2157-6068
8	Change Management Enabler Framework with Financial Fundamentals: The Airlines and Pandemic in Malaysia	International	Business Management and Strategy, Macrothink Institute Journal. ISSN: 2157-6068
9	The effectiveness of the use of artificial intelligence in the internal audit process and its impact on risk management, control and governance in the Palestinian government sector	International	Business Management and Strategy, Macrothink Institute Journal. ISSN: 2157-6068

EDITORIAL BOARD MEMBER

S.No	Name of the Journal	Membership	Publisher
1	International Journal of Finance and Banking Research	Editorial board member	Science Publishing Group, New York, USA
2	Business Management and Strategy	Editorial board member	Macrothink Institute, Las Vegas, USA
3	International Journal of Interdisciplinary Research in Arts and Humanities	Editorial board member	DK International Research Foundation, Tamil Nadu, India.
4	International Journal of Business and Economics Research	Chief-editor	Dr.BGR Publications, India
5	International Journal of Science and Humanities	Reviewer	TRIPRIME Publications, India

RESOURCE PERSONS IN VARIOUS CAPACITIES

S.No.	Topic	Organization with Department	Date
1	Statistical Tools for Research in Social Science – Factor Analysis using AMOS	Department of Commerce and Commerce (CA), A.N.J.A.College, Sivakasi.	23.09.2021
2	How to become a Resilient Women	NSS Girls Unit, Rajapalyam Raju’s College, Rajapalayam	17.09.2021
3	Data analysis Using SPSS	PG and Research Department of Commerce, A.N.J.A.College, Sivakasi	22.05.2021
4	Application of SPSS in Management Research	Department of Management Studies, Sri Meenakshi College, Madurai.	19.03.2021
5	How to Write A Research Report Effectively	Department of Commerce (SF) V.H.N.S.N. College, Virudhunagar.	11.01.2021
6	Teaching and Parenting stress due to Transit of Online Education and Coping strategies	St. Joseph International School, Murambu, Rajapalyam.	26.09.2020
7	A Practical approach of Exploratory Factor Analysis to Confirmatory Factor Analysis	Department of Commerce and Commerce (CA) Sri Krishnasamy Arts and Science college, Mettamalai, Sattur	23.07.2020
8	How does Industry get rid from Zoonotic lockdown	Department of Commerce (CA/EC/SF), A.N.J.A.College, Sivakasi.	12.06.2020
9	Need and Awareness of HIV/AIDS among students	R.V.Reha Polytechnic College, K.R.Nagar – 627753,	28.01.2020
10	Research Methodology and Data analysis Using SPSS	National Workshop conducted by Research Department of Commerce, P.M.T. College, M.N.Nallur-627 953.	01.10.2019

11	Why Corporate expects Resilient leader	Department of Commerce (CS), A.N.J.A. College, Sivakasi.	26.09.2019
12	SPSS in Social Science Research	Research Department of Commerce, GVN College, Kovilpatti	13.02.2019
13	Statistical Package for Social Science Research	Department of M.Com (CA), A.N.J.A. College, Sivakasi.	06.03.2017
14	Application of “SPSS” in Research	PG Department of Commerce, A.N.J.A. College, Sivakasi.	18.06.2014

MEMBERSHIP AND AWARDS

1. Life Member *Indian Commerce Association* (TN 144).
2. Life Member *Indian Accounting Association* (TIRU-45)
3. Life Member *Indian Academic Researcher Associations* (IARA 166/2019)
4. Secretary of *South Indian Researchers Association* (SIRA)
5. Life Member *IJRULA* Rulu-010
6. Best Researcher award for the work “*Refuge Inhabitants*” by *IJRULA* in 2018.
7. Active Member of PhD Discussion Forum in Social websites.

Orientation Programme and Refresher course

S.No.	Orientation Programme / Refresher Course / FDP	Name of the University/College
1	Participated in 90 th Orientation Programme	UGC-HRDC, MK University-Madurai
2	15 days Faculty Development Programme	G.V.N College, Kovilpatti.
3	Faculty development Programme	UGC-HRDC, AMITY University, Chennai

BOARD OF EXAMINER

1. Central examination board member in Sri.S.R.N.M.College (Autonomous),Sattur.
2. Central examination valuation board member The American College, Madurai.
3. Central examination board member M.S.University, Tirunelveli.
4. Doctoral Committee member, G.V.N College, Kovilpatti.
5. Doctoral Committee member, Nallamani Yadava College,Tenkasi.

PAPER PRESENTATION IN SEMINARS

1. Presented a paper titled “*E-commerce Today and Tomorrow*” in National Conference on Management of Resources-Issues and Challenges organized by Adaikalamatha Institute of Management, Thanjavur on 28th January,2011.
2. Presented a paper titled “*Internet Protocol*” in National Conference on Management of Resources-Issues and Challenges organized by Adaikalamatha Institute of Management, Thanjavur on 28th January,2011.
3. Presented a paper titled “*Banking Industry after the Globalization Era*” in National Conference on emerging Issues on Service sector organized by A.V.V.M. Sri Pushpam College, (Autonomous), Thanjavur on 10th March,2011.
4. Participated in National seminar on “*Green Business*” organized by Department of Commerce, Ayya Nadar Janaki Ammal College,Sivakasi.
5. Presented a paper titled “*Business Ethics and Corporate Governance in India*” in State level Students Seminar organized by Thiagarajar College, (Autonomous),Madurai on 29th September,2011.
6. Presented a paper titled “*Emerging Trends in Personal Management*” in National Conference on Paradigm Shift in Human Resource Management-The Changing Facets of Resources organized by St.Xavier’s College (Autonomous), Palyamkottai on 5th October, 2012.
7. Presented a paper titled “*Personal Management*” in National Conference on Paradigm Shift in Human Resource Management-The Changing Facets of Resources organized by St.Xavier’s College (Autonomous), Palyamkottai on 5th October, 2012.

8. Presented a paper titled “***Job Satisfaction of Workers in Match Industry***” in National Conference on Paradigm Shift in Human Resource Management-The Changing Facets of Resources organized by St.Xavier’s College (Autonomous), Palyamkottai on 5th October, 2012.
9. Presented a paper titled “***MSME’s in Banking Sector***” in Two day National Conference on MSME’s in India –Problems and Prospects, organized by Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi on 14th and 15th December, 2012.
10. Participated and Presented a a paper titled “***Women Entrepreneurship in India Overview***” in State level Seminar on Entrepreneurship in India –Road Ahead, organized by Arul Anandar College (Autonomous), Karumathur on 30th January, 2013.
11. Presented a paper titled “***Green Business and its Sustainability***” in Inter-University Conference on Dynamics of Modern Management in Business –Opportunities and Challenges Ahead, organized by G.Venkataswamy Naidu College, Kovilpatti on 15th February, 2013.
12. Presented a paper titled “***Uses of ICT in MSME’s***” in National Conference on Use of ICT by MSME’s, organized by V.H.N.S.N College, Virudhunagar, on 1st and 2nd March, 2013.
13. Presented a paper titled “***Impact of Foreign Direct Investment on Indian Economy***” in National Seminar on Impact of FDI,FOREX and Foreign Trade on the Indian Economy, organized by Vidyasagar College of Arts and Science, Udumalpet, on 9th March, 2013.
14. Presented a paper titled “***Financial Inclusion for Sustainable Development***” in National Seminar on Financial Inclusion for Inclusive Development, organized by Ayya Nadar Janaki Ammal College, Sivakasi on 15th and 16th March, 2013.
15. Presented a paper titled “***Financial Inclusion***” in International Seminar on Financial Services and Challenges, organized by P.K.R. Arts College For Women, Gobichettipalayam on 13th August, 2013.
16. Presented a paper titled “***Opinion of Workers towards Performance Appraisal System in Banks at Sivakasi***” in National Seminar on Innovative Practices of Business Management, organized by Ayya Nadar Janaki Ammal College, Sivakasi on 13th February, 2014.
17. Presented a paper titled “***Information Communication Technology in Business Progress-CRM***” in National Seminar on Indian Service sectors In the Information and

Communication Technology Era: Emerging Trends, Issues and Prospects, organized by Ayya Nadar Janaki Ammal College, Sivakasi on 18th and 19th December, 2014.

18. Presented a paper titled “**Scale Construction for CRM Practices in Banks: Application of Confirmatory Factor Analysis**” in State level Seminar on Impact of Service Sectors on Indian Economy, organized by Ayya Nadar Janaki Ammal College, Sivakasi on 11th February, 2016.
19. Presented a paper titled “**CRM Practices in Banks-Virudhunagar District**” in National Seminar on problems and Prospects of service sector in India, organized by Ayya Nadar Janaki Ammal College, Sivakasi on 29th and 30th March, 2016.
20. Presented a paper titled “**Smart Education for Grooming Proficiency**” in NAAC Sponsored Two Day National level Seminar on Curriculum Designing and Skill based Education-Opportunities and Challenges, organized by IQAC, Ayya Nadar Janaki Ammal College, Sivakasi on 29th and 16th and 17th February, 2017.
21. Presented a paper titled “**Financial Inclusion and Refugee Inhabitants**” in International Conference on Commerce, Management and Leadership-A Global Perspective, organized by P.M.T.College, Melaneelithanllaur on 6th ,March 2019.

WORKSHOPS AND ONE-WAY SEMINARS

1. Participated One day state level workshop on “Academic writing and Research Ethics” on February,2020 organized by Central Library of A.N.J.A.College, Sivakasi.
2. Participated One day national level workshop on “**Indian Business Environment**”, held on 14th September, 2019 at MS University College, Thisayanvilai.
3. Participated two day national level workshop on “**Application of AMOS in Social science Research**”, held on 12th and 13th October, 2018 at The American College, Madurai.
4. Participated “**Faculty Development Programme on MOOCS**” organized by G.V.N.College,Kovilpatti on 10th September,2018.
5. Participated national level workshop on “**Application of AMOS in Social science Researches**”, held on 7th September, 2018 at Ayya Nadar Janaki Ammal College, Sivakasi.
6. Participated UGC sponsored workshop on “**Financial Market Operations and Value Investing**” held on 30th July,2016 at Ayya Nadar Janaki Ammal College,Sivakasi.

7. Participated State Level workshop on “*Application of SPSS for Research*” held on 7th October,2015 at Sri.S.R.N.M College, Sattur.
8. Participated One-day Workshop on “*Research Methods in Commerce*” held on 29th February,2012 at Sri.S.R.N.M College, Sattur.
9. Participated two day workshop on “*Technology Enhanced learning*”, Under competence building programme of UGC, held on 21st and 22nd December,2009 at Ayya Nadar Janaki Ammal College,Sivakasi.
10. Participated management development programme on “*Competency Mapping:An Innovative HR tool for Managerial Excellence*” held on 18th February, 2010 at Francis Xavier Engineering College, Tirunelveli.

INTERNATIONAL AND NATIONAL LEVEL WEBINARS

1. Participated National level webinar on “*Walking on a Dark Road*” held on 23rd June,2020 organized by Department of Commerce (SF) at Rajapalyam Rajus college, Rajapalyam.
2. Participated webinar on “*Formation of Joint stock Company-Theory and Practice*” held on 10th, July,2020 organized by Department of Commerce and Business Management at SR & BGNR Government Arts and Science College,Khammam.
3. Participated webinar on “*Navigate through pandemic Financial Crisis*” held on 10th, July,2020 organized by Department of Commerce SNS Rajalakshmi Arts and Science College, Coimbatore.
4. Participated webinar on “*Covid-19 Pandemic-Impact evolving business strategies*” held on 10th, July,2020 organized by Department of Commerce Sree Sevugan Annamalai College, Devakottai.

CRASH COURSES

1. Participated and attended the Crash Course on ‘*Power Point Presentation*’ organized by Department of MCA, Ayya Nadar Janaki Ammal College,Sivakasi.
2. Participated and attended the Crash Course on “*E-learning*” organized by PG Department of Commerce (CA), Ayya Nadar Janaki Ammal College,Sivakasi.

3. Participated a two-day course on “The essence of Research Methodology” from 16.05.2020 to 17.05.2020 organized by PG Department of Commerce (SF), Jamal Mohammed College, Trichy.

BEST PAPER AWARDS

1. Presented the paper in the title of “***Green Business***” and won the best paper presentation award organized by G.Venkataswamy Naidu College, Kovilpatti on 15th February, 2013.
2. Presented the paper in the title of “***Uses of ICT in MSME’s***” and won the second prize in Paper-Poster presentation organized by V.H.N.S.N College, Virudhunagar on 1st and 2nd March, 2013.

CERTIFICATES OF APPRECIATION

1. I have received and honored with award of ‘***Rajya Puraskar***’ by the Governor of Tamilnadu in the year 2004 (Certificate No: TN 2052,P.No:7252).
2. Served as a “***Secretary***” in Commerce Nook Association of PG Department of Commerce in the year 2011-2012.
3. I have received the certificate for served in the regular ***N.S.S*** work from 2007 to 2009.
4. I have also received and won the prizes in “***Intercollegiate student meet***” organized by colleges.

SOCIAL SERVICES

1. 25 times Voluntarily donated blood to blood donation camp organized by various institution and blood banks.
2. As a secretary in registered NGO, Organized webinar in Awareness of Cerebral Palsy identification, prevention and treatment on 9th August,2020.
3. Planting of 10 Saplings in Gomathi Ammal Boys Higher Secondary School, Sankarankovil on 15.08.2020
4. Planting of 2 Coconut Saplings in Angel B.Ed College, Murambu, Rajaplayam, on 15.08.2020

ACHIEVEMENTS

- In my school days, I got **Rajya Puraskar Award** by the Governor / Patron of the Association of scouts and guides.
- Two times I served as a **Secretary of Com-Tech (UG) and Commerce Nook (PG)** associations in ANJA College, Sivakasi.
- I am selected in **UGC-MANF 2012-2013** Fellowship amounted to Rs.14,22,500/- for doing my research studies in M.Phil and Ph.D level (From 2012 to 2016).

FASCINATED AREA

Marketing and Consumer Behavior, Corporate in Jig Economy, Research Methodology and Advanced Statistics, Cost and Management accounting, Organizational behavior, Business Environment, Customer Relationship Management, Corporate Social Responsibility, Bank Management

Personal Details

Name : S.Sheik Abdullah
Father's Name : S.Sheik Sulaiman
Date of Birth : 10.01.1990
Sex : Male
Age : 31
Marital Status : Married
Nationality : Indian
Address for communication : 5/573 Gomathi Sankar Colony,
Sankarankovil-627 756

DECLARATION

I hereby declare that all the information furnished above is true to the best of my knowledge and belief.

Place: Sankarankovil
Date: 11.01.2021

(S.SHEIK ABDULLAH)