

# **Faculty Profile**



**Dr. K. SATHIYAMURTHI, M.B.A., Ph. D**  
Assistant Professor-SG / DoMS / SEC

## **HIGHLIGHTS:**

- Number of Journal Publications: 1
- Number of Journal Publications: 3 (Accepted and Awaiting to be listed in the SCOPUS)
- Number of UGC Journal Publications: 3
- H-Index: 1
- Project Funding Received: No
- Patents Published: 6
- Patents Granted: Nil

## **PROFESSIONAL LINKS:**

- Scopus ID: 58999283300
- Scopus Link: <https://www.scopus.com/authid/detail.uri?authorId=58999283300>
- Google Scholar ID: <https://scholar.google.com/citations?user=vkx6g24AAAAJ&hl=en>
- Anna University Faculty ID: 272169
- AICTE Faculty ID: 14629353537
- Anna University Supervisor ID: No
- LinkedIn: <https://www.linkedin.com/in/dr-k-sathiyamurthi-m-b-a-ph-d-a0312952/>

## **PROFESSIONAL BACKGROUND:**

- Teaching Experience till date: 11 Years and 3 Months
- Research Experience: Full time Ph. D at CEG, Anna University, 5 Years

## **INTERNATIONAL EXPOSURE: Nil**

## **AREA OF SPECIALIZATION:**

- Finance
- Human Resource
- ICT and Social Networks

## **Ph.Ds AWARDED WITH DETAILS: Nil**

## **Ph.Ds GUIDING: Nil**

## **SPONSORED RESEARCH / FUNDING APPLIED / CONSULTANCY: Nil**

### **PATENTS PUBLISHED:**

- Smart Artificial Intelligence Based Approach To Manage The Payment Of E-Commerce Sites And Financial Management
- Technical and Fundamental Analysis of Selected Securities using Machine Learning Techniques
- System and Method for Application Programming Interface Management Techniques
- Design a System for Human Resource Management Modeling in Simulated Environment
- Methods and Apparatus for Analysis of Employee Engagement and Contribution in an Organization
- Analysis the Processes of Human Resource Management for Employee Retention

### **COURSES CERTIFIED:**

- Awarded, Microsoft in Education certificate in recognition of membership in the Certified Microsoft Innovative Educator

### **ACHIEVEMENTS AND AWARDS:**

- Established a Finance Club ‘**FINANCE FRONTIER**’ in the year 2023 @ DoMS, Saveetha Engineering College.

### **SPECIAL SESSIONS DELIVERED:**

- Inaugurated MBA program first Autonomous batch 2024 to 2026 at Arunai Engineering College

### **CONFERENCES/SEMINARS/WORKSHOPS ATTENDED:**

- Faculty Development Programme on Research Analysis using SPSS & AMOS – 08.02.2013 to 10.02.2013 at C Abdul Hakeem College of Engineering and Technology, Arcot.
- One Week AICTE Sponsored STTP – Effective Teaching Strategies in Engineering Education – 28.01.2020 to 02.02.2020 at Kingston Engineering College, Vellore.
- Two Weeks AICTE Sponsored FDP - Data analytics, Artificial, Machine, Business intelligence for Engineering and Science applications” – 07.12.2020 to 19.12.2020 at Kingston Engineering College, Vellore.
- Faculty Development Programme on Entrepreneurship Development – 04-01-2021 to 07-01-2021 at Karpaga Vinayaga College of Engineering and Technology, Chennai.
- Online FDP on Investments and Trading – Concepts & Application from 31.08.21 to 01.09.21.
- Online – Two weeks FDP on Data Science Tools from 07.10.2022 to 20.10.2022.
- ATAL - Emerging trends on AI enabled data analytics for business decision making at SRM INSTITUTE OF SCIENCE AND TECHNOLOGY RAMAPURAM CAMPUS from 09/10/2023 to 14/10/2023

- Participated in the Five - day Online International Faculty Development Program “CHALLENGES FOR STUDENTS IN THE NEW NORMAL” From 13/02/2023 to 17/02/2023

#### **PROFESSIONAL MEMBERSHIPS:**

- Lifetime Membership in Commerce and Management Association of India, Membership number CMAOI/470

#### **OTHER DETAILS (If any):**

**BOOKS PUBLISHED** - Services Marketing @ Universal Research Academy Publisher

#### **REVIEWER (International Journal):**

- Asian Journal of Economics, Business and Accounting
- Journal of Economics, Management and Trade
- International Journal of Environment and Climate Change

#### **DETAILS OF PAPERS PUBLISHED**

- ISBN proceeding: Knowledge Management Innovations in Higher Education Sector, K. Sathiyamurthi & Dr. Hansa 2011.
- ISSN: Impact of organizational climate on knowledge sharing in the education sector, Dr. Hansa & K. Sathiyamurthi 2014.
- ISSN: Different views of Knowledge sharing in Indian context, Dr. Hansa & K. Sathiyamurthi 2014.
- Mediating Effect of Social Network Sharing Culture on the Relationship between Information & Communication Technology and Actual Knowledge Sharing Behaviour, Dr. Hansa Lysander Manohar & Sathiyamurthi K (Asian Journal of Research in Social Sciences and Humanities) - 2016.
- The Role of Social Network on Knowledge Sharing System of an Organization – A Conceptual Framework, Dr. Hansa Lysander Manohar & Sathiyamurthi K (Asian Journal of Research in Business Economics and Management) - 2017.
- Inclusive Education for Sustainable Community and Well Being: A Sustainable Development Goal Standpoint Critique, Dr. K. Sathiyamurthi & M. S. Siranjeevi (Studies In Indian Place Names) – 2020
- Mediating Effect of Safety on Investment Intention and Investment Behaviour, Dr. K. Sathiyamurthi & Dr. U. Madhanrajan (Test Engineering & Management) - 2020.
- An Analytical Study on Impact of Toll Charges on Profitability in Globelink Ww India Pvt Ltd, Dr. Kabirdoss Devi, Dr. A. Nirmal Raj & Dr. K. Sathiyamurthi - (Solid State Technology) – 2020.
- Critical Factors Leading to Successful Implementation of HRD Practices/Policies in Indian Commercial Banks: Employees Perspective, Dr. K. Sampath, Dr. K. Sathiyamurthi & Dr. A. Nirmal Raj - (The Empirical Economics Letters) – 2021.

**(ABDC Journal)**

<http://www.eel.my100megs.com/volume-20-number-september-1-special-issue.htm>

- A Critical Study in Understanding the Potential Benefits of Implementing Digital Financial Applications in Enhancing the Accounting Performance in Organizations, Dr. K. Sathiyamurthi, Dr. Gangadharan Subramanian and Dr. P. Sundra Bala Murugan – (European Chemical Bulletin) – 2023. **(UGC Listed)**
- Critical Discussion On The Major Drawbacks Of Penetrating Strategies Utilised For Fast-Moving Customer Products Manufacturing Companies Applying Social Media Marketing In Rural Locations, Dr. Gangadharan Subramanian, Dr. P. Sundra Bala Murugan and Dr. K. Sathiyamurthi – 2023. **(UGC Listed)**
- Critical Evaluation Of Applying Machine Learning Approaches For Better Handling Bank Risk Management In The Post-Modern Era, Dr. P. Sundra Bala Murugan, Dr. K. Sathiyamurthi and Dr. Gangadharan Subramanian – 2023. **(UGC Listed)**
- Predictive Analytics for Budgeting and Management Using Deep Learning Techniques, Sathiyamurthi K, L.Anitha, Delecta Jenifer Rajendren, R.Jayaraj Pandian, K.Suresh Kumar, Vellayan Srinivasan. **(Scopus Indexed) 2024.**