

# Faculty Profile



**Dr. P. Periasamy , M.B.A., M.Phil., UGC-NET., Ph.D.,**  
Associate Professor – DOMS

## **HIGHLIGHTS:**

- Number of Journal Publications:67
- H-Index:2
- Project Funding Received: Nil
- Patents Published:5
- Patents Granted: Nil

## **PROFESSIONAL LINKS:**

- Scopus ID: [57188959926](https://www.scopus.com/authid/detail.uri?authorid=57188959926)
- Scopus Link: [https://www.scopus.com/authid/detail.uri 57188959926](https://www.scopus.com/authid/detail.uri?authorid=57188959926)
- Google Scholar ID: [https://scholar.google.com/citations?user](https://scholar.google.com/citations?user=57188959926)
- Anna University Faculty ID: **283254**
- AICTE Faculty ID: **1-4256390963**
- Anna University Supervisor ID: nil
- LinkedIn: <https://www.linkedin.com/in/pandy-dr-periasamy-p-383a8033/>

## **PROFESSIONAL BACKGROUND:**

- Teaching Experience till date: 21 years
- Industrial Experience: 6 years.

## **INTERNATIONAL EXPOSURE:**

- Singapore's Monetary Authority of Singapore, Urban and Rural Development Authority of Singapore and Management Development Institute of Singapore for, four days, 2019.

## **AREA OF SPECIALIZATION:**

- Commodity Derivatives Market
- Financial Literary
- Sustainability.
- Fintech

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

**Ph.Ds GUIDING:**

- **Full Time Scholars: Nil**
- **Part Time Scholars : Nil**

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

**FUNDING APPLIED : 4**

- Proposal of a comprehensive e-waste management initiative in South India and believe that the Institute of Management Accountants (IMA) can play a pivotal role in fostering sustainable practices within the region- not considered for funding
- Our CMRG project, Your Acknowledgement No, CMRG2400010 dated July 1<sup>st</sup> 2024.
- ICSSR-RMM-2023-5104 . Mention your application number (ICSSR-RMM-2023-5104) in the Research Proposal – not considered for funding.
- SAMS (The Society for the Advancement of Management Studies), UK, proposal to conduct Workshop on “ Research Methodology for Social Science Research Scholars” for 7 days. Result: Not accepted

**PATENTS PUBLISHED-5/GRANTED:**

| S.No | Application number | Authors                                  | Yukthi journal number information |
|------|--------------------|--|-----------------------------------|
| 1    | 202341072160       | Mr.Deepak Rajagopalan and Dr.P.Periasamy | IR2023888724                      |
| 2    | 202341072162       | Dr.P.Periasamy and Dr. G. Ramasundaram   | IR2023888733                      |
| 3    | 202341074294       | Dr.P.Periasamy & Deepak Rajagopalan      | IR2023888743                      |
| 4    | 202441029560       | Dr.P.Periasamy & Deepak Rajagopalan      | NA                                |
| 5    | 202441029559       | Dr.P.Periasamy and Dr. G. Ramasundaram   | NA                                |

**COURSES CERTIFIED:**

- Create a Promotional Video using Canva, COURSERA 4.5.24
- Small Business Marketing Using YouTube, COURSERA 4.5.24
- Creating a Free Business Page with Blogger, COURSERA 14.5.24
- Organic Marketing: Facebook Groups For Small Businesses, 3.8.24
- Google Ads for Beginners, 10.8.24
- Introduction to Microsoft Excel, 14.8.24
- Creating a Budget with Microsoft Excel, 14.8.24

**ACHIEVEMENTS AND AWARDS:**

- Participated and certified as an Advisor for an international conference in Jain college Bangalore, 5<sup>th</sup>6<sup>th</sup> Dec., 2024.
- Reviewer of Global Business Review – a sage Publications Journal, a review is done on 18.12.24.
- Reviewer of JETIR, Ref.code: 223691, as on 5.2.24.

|    |   |   |   |
|----|---|---|---|
| 1. | AI impact over Indian sustainable development with special reference to agriculture and IT/ITES industry  | 2days International Conference on AI towards fostering sustainable development in Business 8 <sup>th</sup> & 9 <sup>th</sup> December 2023 JAIN (Deemed-to-be University), Center for Management Studies Lalbagh Main Road, Bengaluru – 560027 registration acknowledgement – AISDB23143.   | <b>An International Conference and Journal publication done on 8<sup>th</sup> and 9<sup>th</sup> December 2023. Bangalore Jain College. RECEIVED BEST PAPER AWARD</b>   |
| 2. | <p>“Leveraging Digital Transformation Technologies in Indian Hospitality Industry,(Applied Sept 23) .,ISBN: 9781032688299.344 PAGES 58 B/W ILLUSTRATIONS JUNE 10,2024, BY PRODUCTIVITY PRESS.USA.,</p> <p><a href="https://www.routledge.com/Revolutionizing-the-AI-Digital-Landscape-A-Guide-to-Sustainable-Emerging-Technologies-f">https://www.routledge.com/Revolutionizing-the-AI-Digital-Landscape-A-Guide-to-Sustainable-Emerging-Technologies-f</a></p> <p><a href="https://www.routledge.com/Revolutionizing-the-AI-Digital-Landscape-A-Guide-to-Sustainable-Emerging-Technologies-for-Marketing-Professionals/Khang-Dutta-Gupta-Ayedee-Chatterjee/p/book/9781032688299">https://www.routledge.com/Revolutionizing-the-AI-Digital-Landscape-A-Guide-to-Sustainable-Emerging-Technologies-for-Marketing-Professionals/Khang-Dutta-Gupta-Ayedee-Chatterjee/p/book/9781032688299</a></p> <p>Scopus indexed.</p> | <p>REVOLUTIONIZING THE AI - DIGITAL LANDSCAPE PRACTITIONER’S GUIDE ON SUSTAINABLE EMERGING TECHNOLOGIES FOR MARKETING PROFESSIONALS.:</p> <p>ISBN:9781032688312 PB: ISBN: 9781032688299 EB: ISBN: 9781032688305</p> <p>DOI: 10.1201/9781032688305 DOI:10.4324/ 9781032688305</p> <p><a href="https://www.routledge.com/Revolutionizing-the-AI-Digital-Landscape-A-Guide-to-Sustainable-Emerging-Technologies-for-Marketing-Professionals/Khang-Dutta-Gupta-Ayedee-Chatterjee/p/">https://www.routledge.com/Revolutionizing-the-AI-Digital-Landscape-A-Guide-to-Sustainable-Emerging-Technologies-for-Marketing-Professionals/Khang-Dutta-Gupta-Ayedee-Chatterjee/p/</a></p> | <p><b>Indexed in Scopus, Editors: Alex Khang, Pushan Kumar Dutta, Sachin Gupta, NishuAyedee, and Sandeep Chatterjee. The book will be published by Taylor &amp; Francis Group, LLC, 6000 Broken Sound Parkway NW, Suite 300, Boca Raton, FL 33487, U.S.A. (the “Publisher”).</b></p> <p><a href="https://doi.org/10.4324/9781032688305">https://doi.org/10.4324/9781032688305</a></p> |
| 3  | Digital Era: Indian Buyer's purchase behaviour of LED tovs  | <p>LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION</p> <p>INTERNATIONAL CONFERENCE ON MARKETING CONFERENCE 2024</p> <p>(ICMR 24)15<sup>th</sup> and 16<sup>th</sup> March 2024. Paper 10, page 12</p>   | LIBA conference paper joint publication ISBN by Deepak sir and myself, March, 2024ISBN: 978-81-970849-9-7-Proof is in SEC official mail   |
| 4. | CHALLENGES OF DIGITAL MARKETING AND ITS TRANSFORMATION OF BUSINESS IN DIGITAL ERA   | <p>LOYOLA INSTITUTE OF BUSINESS ADMINISTRATIONINTERNATIONAL CONFERENCE ON MARKETING CONFERENCE 2024(ICMR 24)15<sup>th</sup> and 16<sup>th</sup> March 2024 Paper 14, page 16</p>  | LIBA conference paper joint publication ISBN by Dr. Sangeetha mam and myself March 2024.ISBN: 978-81-970849-9-7 Proof is in SEC official mail   |
| 5. | The Disruptive Wave: Exploring the Impact of Financial Technology (Fintech) on Traditional Financial Services.ISBN:978-93-5809-578-4  | <p>“Innovative Research: Uniting Multidisciplinary Insights”.</p> <p>Vol-2, Chapter :11 page No.316</p>   | <b>Book chapter publications, Mar 2024, Red Unicorn publications, (Proof</b>  |

|     |  |   |   |
|-----|--|---|---|
|     |  | DOI: 10.25215/9358095784  | <b>is in personal mail, April 11, 2024)</b>   |
| 6.  | Unveiling the Vanguard: Which Sector is Maximizing Social Media Marketing , <a href="https://kuey.net/">https://kuey.net/</a><br><br><b>DOI:</b> <a href="https://doi.org/10.53555/kuey.v30i4.4447">https://doi.org/10.53555/kuey.v30i4.4447</a>   | Educational Administration: Theory and Practice E-ISSN: 2148-2403<br><br>[P-ISSN: 1300-4832, Vol.30, Issue :4, pages: 9571-9574.<br><br><a href="https://kuey.net/index.php/kuey/article/view/4447/2976">https://kuey.net/index.php/kuey/article/view/4447/2976</a>   | <b>Scopus indexed journal publication, April 2024(2<sup>nd</sup> Author)</b><br><a href="https://doi.org/10.53555/kuey.v30i4.4447">https://doi.org/10.53555/kuey.v30i4.4447</a> |
| 7.  | "Impact of AI on Gig Industry in India" (Article no: IJOR-024-1504)  | International Journal of Religion<br><br>ISSN: 2633-352X (Print) ISSN: 2633-3538 (Online)<br><br>URL: <a href="https://ijor.co.uk/ijor">https://ijor.co.uk/ijor</a>   | <b>Scopus indexed journal publication, April 2024(\$650 dollars Not able to pay)</b>  |
| 8.  | "Impact of AI on Gig Industry in India"South Asian Academic Research Journal, A Publication of CDL College of education ( Affiliated to Kurukshetra University, Hariyana)  | ACADEMICIA: An International Multidisciplinary Research Journal<br>ISSN: 2249-7137 Vol. 14 Issue 4, April, 2024 SJIF 2022= 8.252 A peer reviewed journal.<br>DOI:10.5958/22497137.2024.00008.9  | <b>Peer Reviewed Journal</b>  |
| 9.  | Comprehensive Operations and Production Based Level Financial Analysis of Indian Automobile Manufacturers using the Proposed Mathematical Model "SAILOR" framework for Maruti Suzuki India Ltd.,   | RRBMAI'24 (Rethinking & Redesigning Business & Management Practices in the world of AI, of REVA University, Yelahanka, Bengaluru 560 064. Karnataka, India. National Conference on 3.5.24   | <b>International conference: Second author, 1<sup>st</sup> author My 1<sup>st</sup> year MBA student Lakshmi Devi. SEC- 5<sup>th</sup> May 2024.</b>                            |
| 10. | Effective Assessment of Teaching and Learning Methods in Management studies-<br><br><b>Accepted in Taylor &amp; Francis</b>  | International conference on Educating the Post Millennials -ICEM 24", by Saveetha Teaching and Learning Centre, SEC, Chennai, Tamil Nadu, India, on 17 <sup>th</sup> May 2024,  | <b>International conference: Saveetha Engineering Conference, PAPER, 1<sup>st</sup> author MAY 2024.</b>  |
| 11. | Effective Assessment of Teaching and Learning Methods in Management studies:<br>e-BK: ISBN:978100 3587538<br>PB: ISBN: 9781032960029<br>EB: ISBN: 9781032960012<br>DOI: 10.1201/9781032960012<br><a href="https://www.routledge.com/Pedagogical-Revelations-and-Emerging-Trends/Joice-Selvi/p/book/9781032960029">https://www.routledge.com/Pedagogical-Revelations-and-Emerging-Trends/Joice-Selvi/p/book/9781032960029</a> | Book titled as "pedagogical revelations and Emerging Trends"<br><br>Our book chapter No.15, page no.87 to 91.<br><br><u>Pedagogical Revelations and Emerging Trends - 1st Edition - C. Sheeba</u><br><br>The ICEM'24 Proceedings Online version can be viewed from the below link. The E book and DOI is expected | <b>CRC press publications UK, 2024-25. Routledge – Taylor &amp; Francis Group, UK.</b><br>Scopus indexed  |

|     |   |  |   |
|-----|---|--|---|
|     |   | by end of January'25   |   |
| 12. | “Exploring the Dynamic Landscape of Indian Affiliate Marketing”   | <b>Naturalista Campano</b> upcoming issue 2024. Journal of Naturalista Campano (NC) Journal Home Page: <a href="https://www.museonaturalistico.it/index.php/journal">https://www.museonaturalistico.it/index.php/journal</a> ISSN / eISSN: 1827-7160 WOS Link: <a href="https://mjl.clarivate.com/search-results">https://mjl.clarivate.com/search-results</a> | <b>Journal MAY 2024</b><br>1 <sup>ST</sup> AUTHOR INDEXED IN WOS, UGC CARE<br>Asking for 80 Usd.    |
| 13. | “COMPARATIVE ANALYSIS BETWEEN PERCEPTIONS OF B-SCHOOL STUDENTS & ALUMNI ON SOFT SKILLS TRAINING IN ENHANCING EMPLOYABILITY COMPETENCY”  | Journal Name: Business, Management and Economics Engineering Journal<br>Link: <a href="https://businessmanagementeconomics.org/">https://businessmanagementeconomics.org/</a><br>Scopus<br>Link: <a href="https://www.scopus.com/sourceid/21101050920">https://www.scopus.com/sourceid/21101050920</a>   | <b>Journal June 2024, 4<sup>th</sup> author, Scopus indexed.</b>                                    |
| 14. | Green HRM - A Pathway Leading to the Growth of Organisational Environmental Sustainability<br><a href="https://ioasdpublisher.com/wp-content/uploads/2024/04/IOASDJBMS-12-59-68.pdf">https://ioasdpublisher.com/wp-content/uploads/2024/04/IOASDJBMS-12-59-68.pdf</a> | Original Research Article<br>April 22, 2024<br>IOASD Journal of Business and Management Studies ,1(2): 59-68<br><a href="https://ioasdpublisher.com/ioasdjcms-12/">https://ioasdpublisher.com/ioasdjcms-12/</a>  | <b>2<sup>nd</sup> author, April 2024, Peer reviewed Journal from Assam, India.</b>                  |
| 15. | AI impact over Indian sustainable development with special reference to agriculture and IT/ITES industry, ISBN: 9788196373160: BOOK CHAPTER No.6 PAGES: 55-61.  | Contemporary Social Problems- A Global Trend, Authored by Dr. Anilkumar Dixit and Dr. Humera Qureishi published by Aadarsh Technosoft Pvt Ltd., B244, Sahupura, Bhopal M.P - 462039.   | <b>BOOK CHAPTER No.6, PAGES 55-61, JULY 2024.</b>   |
| 16. | The Futuristic Impact over AI and ML in Indian Educational Sector   | 1 <sup>st</sup> National Level Conference on AI-enhanced learning Shaping Tomorrow's Education Landscape , conducted by CMS B school, Jain Deemed to be University, Bengalore, on 2 <sup>nd</sup> & 3 <sup>rd</sup> August 2024.   | <b>National Level conference participation, Aug 2024.</b>   |
| 17. | ESG INVESTING AND REPORTING: TRENDS, CHALLENGES, AND IMPACT ANALYSIS “  | 2 <sup>nd</sup> International Conference Titled On Shaping Tomorrow: In Commerce, Management & Humanities Learning “ STCMH-2024 " On 5 <sup>th</sup> & 6 <sup>th</sup> December 2024 At SRI BHAGAWAN MAHAVEER JAIN EVENING COLLEGE, V.V. PURAM, BENGALURU, KARNATAKA, INDIA.   | <b>International Conference 5<sup>th</sup> and 6<sup>th</sup> December 2024. BEST PAPER AWARDED</b> |

|     |   |  |  |
|-----|---|--|--|
| 18. | DIGITAL LEARNING AND THE FUTURE OF HIGHER EDUCATION: OPPORTUNITIES, CHALLENGES, AND INNOVATIONS   | 2nd International Conference Titled On Shaping Tomorrow: In Commerce, Management & Humanities Learning “ STCMH-2024 " On 5th & 6th December 2024 At SRI BHAGAWAN MAHAVEER JAIN EVENING COLLEGE, V.V. PURAM, BENGALURU, KARNATAKA, INDIA. | <b>International Conference 5<sup>th</sup> and 6<sup>th</sup> December 2024.</b>   |
| 19. | ESG INVESTING AND REPORTING: TRENDS, CHALLENGES, AND IMPACT ANALYSIS “  | International Journal of Multidisciplinary Research and Technology ISSN 2582-7359, Peer Reviewed Journal, Impact Factor 6.325 www.ijmrtjournal.com<br><br>P.328-332. Volume 5 Issue 11(Special Issue November 2024)                      | <b>Journal publication 5<sup>th</sup> 6<sup>th</sup> Dec 2024.</b><br>BEST PAPER AWARDED<br><br>e-ISSN 2582-7359                 |
| 20. | DIGITAL LEARNING AND THE FUTURE OF HIGHER EDUCATION: OPPORTUNITIES, CHALLENGES, AND INNOVATIONS   | International Journal of Multidisciplinary Research and Technology ISSN 2582-7359, Peer Reviewed Journal, Impact Factor 6.325 www.ijmrtjournal.com<br><br>P.333-336, Volume 5 Issue 11(Special Issue November 2024)                      | <b>Journal publication 5<sup>th</sup> 6<sup>th</sup> Dec 2024.</b><br>e-ISSN 2582-7359   |
| 21. | <b>Chapter 15. Effective assessment of teaching and learning methods in management studies</b><br><i>P. Periasamy, R. Ravimohan, Ramasundaram G., Deepak R., Sangeetha P. and Srinidhi S.</i><br><i>Page: No.</i><br><i>ISBN 9781032960029 , 288 Pages</i><br><i>January 27, 2025 by CRC Press.</i> | “Pedagogical Revelations and Emerging Trends” Edited By <u>C. Sheeba Joice, M. Selvi</u> , ICEM’24 was the second edition organized by Saveetha Teaching Learning Centre (STLC), Saveetha Engineering College, India.                    | <b>Journal and Conference proceedings, publications in scopus indexed Taylor francis-Routledge,UK.</b><br><b>May 2024-jan25.</b> |

- Submitted review of IJSE-03-2024-0233.R1 for International Journal of Social Economics, USA, on Mon, Jul 22, 2024.
- MBA Board Chairman (Online and offline paper valuation) for two times.

#### **SPECIAL SESSIONS DELIVERED:**

- Moodlakatte Institute of Technology, Kundapura. Affiliated under VTU. The department of Management of Studies -MBA conducted a Webinar on “Finance for Managers “ 09-11-2023 (Thursday) for students, delivered a special lecture.
- Special Lecture delivered on “creative Thinking , Leadership and Pedagogical practices” Organised by SIMATS’s Department of Heat Transfer Engineering on 12.2.24 to 16.02.24

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

## **PROFESSIONAL MEMBERSHIPS:**

### *Active Association Membership*

#### **National Level :**

- Member in Indian Accounting Association since 28<sup>th</sup> Jan 2022, ANU.268.
- Certificate No. AGLM-584, Life time member in Agriculture Letter Journal,2021-2026
- IARA- Indian Academicians and Researchers Association (M/M-567)
- Active ISTE Life Time Member since August 2013 (LM-91184)
- AIMS INTERNATIONAL Member NoB2-2192.
- Active member in Exclusive MBA Global.
- Active Associate member in Indian Solidarity Council, New Delhi.
- Active Member in International Institute of Education and Management
- Active Member in Indian Academicians and Researchers Association, Assam.

#### **International Level:**

- Associate Member of International Society for Development and Sustainability (ISDS)" JAPAN since November 2022. ISDS Society, Japan <https://www.isdsnet.com> membership approval.
- Member in Association of MBAs...<https://www.associationofmbas.com/students-and-graduates> since 8<sup>th</sup> Jan .,2022 AMBA:
- Editorial Board Member in “Lattice Science Publication”in 2020-2021, MP, India.
- ICMIAR – Intl.Natl. Con on Multodisciplinary Innovation in Academic Research COMMITTEE MEMBER <https://icmiar.net/core-committee.php> .<https://icmiar.net/index.php>.
- Academy of Management -<https://aom.org/membership/join-the-aom>
- IFERP-Institute For Engineering Research and Publication, life time member
- TERA-Teaching and Education Research Association –Life Time member- M19101751
- Social Science and Humanities Research Association (SSHRA)- life time member - M195726
- NASP -National Association of Sales Professionals
- SMEI – Sales & Marketing Executive International
- AMA – American Marketing Association
- IAAP – International Association of Administrative Professionals.
- AFA – American Finance Association
- AFP – Association for Financial Professionals.
- IARCP – International Association of Risk & compliance Professionals
- APBM – Association of professionals in business management
- STMP – Society of Technical and Management Professionals.

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

- Best paper award in 2023 from Jain University Bengalore.
- Best paper award in 2024 from Jain College, Bengalore.
- Written 10 books which are yet to publish.
- Chairperson for MBA Board Paper Valuation twice.

## **FDP / Workshops participated: 7**

- “ 7 DAYS NATIONAL LEVEL FDP ON PYTHON” organized by Star International Foundation for Research and Education on 19.03.2024 to 25.03.2024.

- Attended a National webinar on “financial education a life skill under NEP 2020”organised by Mendipathar college, megalaya, in association with AMFI,on 26<sup>th</sup> august 2024.
- One day workshop on AI in Engineering Education on 5<sup>th</sup> Jan 2024 in Saveetha Engineering College.Chennai.
- One day webinar on MARKETING ANALYTICS FOR BUSINESS DECISION MAKING,by Mcgrawhill on 18<sup>th</sup> Sep., 2024.
- 3 days National level FDP on the graft of Research , Research Methodology,Writing skills and emotional resilience on 29<sup>th</sup> to 31st August 2024.
- Participated in 5 Days International Faculty Development Program on Digital Marketing organized by MIT Arts Commerce & Science College (Autonomous)- Maharashtra, Nishitha Degree College (Autonomous) - Nizamabad, Telangana, Seshadripuram College Tumakuru, Karnataka P.B. Siddhartha College of Arts and Science -Andhra Pradesh in Collaboration with ExcelR Edtech Pvt. Ltd. Date: 27th May to 31st May 2024.
- Department of Management Studies, St.Joseph’s Institute of Technology.PARTICIPATED 3 days National Level Workshop on Covariance Based Structural Equation Modeling (22/05/2024 to 24/05/2024).