

Essential Faculty Profile Information

1. Professional Photograph



2. Basic Information

- Full Name – Dr.K.SATHIYAMURTHI
- Designation – Assistant Professor (SG)
- Department - MBA
- Employee ID (optional) TSBA044
- Years of Teaching Experience – 17 Years
- Industry Experience (if any) - NIL

3. Educational Qualifications – B.COM., MBA., Ph.D

4. Areas of Specialization Finance and Human Resource

5. Faculty Research Dashboard(Maximum 300 Words)

Dr. K. Sathiyamurthi is an accomplished academician serving as **Assistant Professor (Selection Grade)** in the **MBA Department**, with **17 years of teaching and industry experience**. He holds **B.Com., MBA, and Ph.D.** qualifications, with specialization in **Finance and Human Resource Management**. His research interests focus on **Investment Behaviour and Information and Communication Technology (ICT)**. He has made significant scholarly contributions through **9 research publications, 1 book/book chapter, and 10 patents**. Dr. Sathiyamurthi is an active member of the **Commerce and Management Association of India**, reflecting his commitment to academic excellence, research, innovation, and professional development in the fields of commerce and management.

- Educational Qualifications - B.COM., MBA., Ph.D
- Current Designation and Department – Assistant Professor (SG) and MBA
- Teaching and Industry Experience – 17 Years
- Areas of Specialization – Finance and Human Resource
- Research Interests – Investment Behaviour and ICT
- Number of Publications - 9

- Books/Book Chapters Published - 1
- Patents (if any) - 10
- Funded Research Projects - NIL
- Consultancy Activities - NIL
- Professional Memberships and Academic Contributions - Commerce and Management Association of India(CMAOI)

6. Professional Identifiers

Provide clickable links for:

- Scopus Author ID - Scopus ID: 58999283300
- ORCID ID - 0000-0001-7154-0504
- Google Scholar Profile - <https://scholar.google.com/citations?user=vkx6g24AAAAJ&hl=en>
- Web of Science Researcher ID - NA
- Vidwan Profile - NA
- LinkedIn Profile - <https://www.linkedin.com/in/dr-k-sathiyamurthi-m-b-a-ph-d-a0312952/>

7. Contact Information

- Official College Email ID – sathiyamurthik@saveetha.ac.in

8. Updated Resume/CV

- Downloadable PDF Resume

9. Academic Contributions

- Subjects Handled – Finance Electives and General Management Core Papers
- Conference Presentations - 08
- FDPs/Workshops Attended - NIL
- FDPs/Workshops Conducted - NIL
- Guest Lectures Delivered - NIL

10. Membership in Professional Bodies - Commerce and Management Association of India(CMAOI)

11. Awards and Recognitions

- Best Faculty Awards - NIL
- Research Excellence Awards - NIL
- Appreciation Certificates - NIL

- Academic Achievements - NIL

12. Research Metrics Dashboard/ Publication Repository

Display:

- Total Publications - 15
- Scopus Publications - 09
- Citation Count - 2
- h-index - 1
- i10-index - NIL

13. Current Responsibilities

- DoMS - Discipline Coordinator

14. Recent Activities (Dynamic Section)

Show latest:

- Publications
 - Cross-Attention Enabled Multimodal Deep Learning Model for Strategic Marketing Campaign Performance Prediction
 - Block chain-Enabled Smart Contracts for Transparency in Insurance Claim Settlements
 - Machine Learning Approaches for Optimizing Pricing Strategies in the Airline Industry
 - Impact of Blinkit: Spatio-Temporal GNN Framework for Sustainable Demand Forecasting in Q-Commerce
 - IoT and Machine Learning for Smart Warehouse Management in Logistics
 - Deep Learning Approaches for Predicting Employee Attrition in the Healthcare Sector
 - Deep Learning-Based Employee Sentiment Analysis for Strategic HR Decisions
 - Predictive Maintenance in Smart Factories Using Iot and Big Data Analytics Enhanced by Long Short term Memory Networks
- Conferences - NIL
- FDPs - NIL
- Guest Lectures - NIL
- Awards - NIL
- Consultancy Projects - NIL