

Name: R.ARUNSUNILKAWASKAR

Designation: ASST.PROFESSOR

Department: COMMERCE

Date of Joining: 30/07/2019

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Educational Qualification:

Degree	Subject	College / University & Place	Year Completed
Ph.D	COMMERCE	Madurai Kamaraj University, Madurai	2016
M.Phil	COMMERCE	Thiagarajar Arts & Science College, Madurai	2012
M.com	COMMERCE	School of Commerce, Madurai Kamaraj University, Madurai.	2010
B.com	COMMERCE	Arulmigu Palaniandavar Arts & Culture Collge Palani.	2008
PGDCA	COMPUTER	SSI Palani.	2007

Specialization in Teaching:

Cost & Management Accounting, Financial Management, Financial Accounting, Customer Relationship Management.

Specialization in Research:

A Study on Customer Relationship Management Practice in Private Sector Banks in Madurai City.

Research Interests:

Marketing and Banking Sectors.

Other Work Experience:

Designation	Institution / Company	Year - From (month/year) To (month/year)
Asst.Professor	Mannar Thirumalai Naicker College Madurai	18/06/2012 to 31/07/2016
Asst.Professor	Hindustan College of Arts & Science Padur Chennai.	1/08/2016 to 30/04/2017
Asst.Professor	Rev.Jacob Memorial Arts & Science College Oddanchatram.	15/12/2017 to 29/07/2019
Asst.Professor	The American College, Madurai.	From 30 th July 2019

Administrative /Academic Position/s (held/currently holding):

Positions held / currently holding	Year - From (month/year) To month/year)
Asst.Professor	2019 -30/07/2019 to Still

Books & Publications:

S. No	Name of the Book	Title of the Paper	Name of the Author and Co Author	Page Num	ISBN	Year of Publications
1	Business Innovations in the Globalization ERA.	<i>Women Empowerment &Economic Development in the Context Globalization.</i>	Dr.B.Maran and R.Arunsunil Kawaskar	430-432	978-81-905380-1-5	2012
2	Transition From Inertia to Implementation-I	<i>Corporate Governance in Banking Sector: A Special Study with Reference to SBI</i>	Dr.B.Maran and R.Arunsunil Kawaskar	505-511	978-93-80890-27-2	2011
3	Impact of Globalization on Indian Financial System	<i>Growth and Future for Mutual Funds in India.</i>	Dr.B.Maran and R.Arunsunil Kawaskar	209 - 221	978-81-8387-482-3	2011
4	Impact of Globalization on the Prospects of Indian Banking Sector.	<i>The Impact on Customer Relationship Management Practices of SBI.</i>	Dr.B.Maran and R.Arunsunil Kawaskar	55 - 60	978-81-8484-143-5	2012
5	Allowing Foreign Direct Investment Retail Sector in India.	<i>Current Account Deficit and Fiscal Deficit in India.</i>	Dr.B.Maran and R.Arunsunil Kawaskar	50-52	978-93-80767-15-4	2012
6	Retail Marketing	Impact of Retail Marketing on Indian Economy.	Dr.B.Maran and R.Arunsunil Kawaskar	72-74	978-81-8282-1-3	2013

Conference/Seminar/Workshop (International/National/State) Presentations:

S.No	Date and Year	Title of the Paper	Author and Co Author Name	Venue
1	22.09.2012	<i>Women Empowerment &Economic Development in the Context Globalization.</i>	Dr.B.Maran and R.Arunsunil Kawaskar	A.V.V.M Sri Puspham College.Thanjavur
2	13.09.2014	<i>Corporate Governance in Banking Sector: A Special Study with Reference to SBI</i>	Dr.B.Maran and R.Arunsunil Kawaskar	Adaikalamatha Institute of Management and Research.Thanjavur.
3	30.08.2014	<i>Growth and Future for Mutual Funds in India.</i>	Dr.B.Maran and R.Arunsunil Kawaskar	Vivekananda College. Madurai.

4	29.01.2016	<i>Corporate Social Responsibility of Public Sector Undertaking in India.</i>	Mr.R.Arunsunilkawaskar	Rani Anna Government College For Women.Thrunelveli.
5	31.01.2019	<i>A Study on Problems Faced by Women Entrepreneur in Madurai District</i>	Dr.R.Arunsunilkawaskar and Dr.E.Nixon Amirtharaj	NPR Arts & Science College
6	24 th Jan 2020	<i>A Study on Consumer Behaviour and Contentment toward packed drinking water available in Madurai city.</i>	Dr.R.Arunsunilkawaskar and Dr.E.Nixon Amirtharaj	The American College. Madurai.
7	5 and 6 Jan 2023	<i>A study on consumer satisfaction towards organic food products in Madurai city.</i>	Dr..R.Arunsunilkawaskar	The American College. Madurai.
8	5 and 6 Jan 2024	<i>A Study on Digital Marketing Strategies in Promotion of Products with Special References to Madurai city.</i>	Dr..R.Arunsunilkawaskar	The American College. Madurai.
9	5 and 6 Jan 2024	<i>A Study on the Psychological Factors Influencing Investor Satisfaction in Commodity Trading.</i>	Dr..R.Arunsunilkawaskar	The American College. Madurai.
10	5 and 6 Jan 2024	<i>Comparative Study on Consumers Satisfaction towards online and offline shopping of consumer goods with reference to Madurai city.</i>	Dr..R.Arunsunilkawaskar	The American College. Madurai.
11	24 Jan 2024	<i>A Study on the Digital Ecosystems: Challenges and Prospects.</i>	J.Sophia pushpam and Dr..R.Arunsunilkawaskar	The American College. Madurai.
12	24 Jan 2024	<i>A Study on the Research Inquiry into Advanced Safeguarding Techniques on Mobile security.</i>	S.Niranjana and Dr..R.Arunsunilkawaskar	The American College. Madurai.
13	6 and 7 2025	<i>Application of AI and IOT in Real Time Inventory.</i>	Dr..R.Arunsunilkawaskar	The American College. Madurai.

S.No	Date and Year	Title of the Paper	Author and Co Author Name	Venue
1	25 th and 26 th July 2014	<i>Allowing Foreign Direct Investment Retail Sector in India.</i>	Dr.B.Maran and R.Arumsunil Kawaskar	Sri Kaliswari College.Virudhunagar.
2	21.02.2014	<i>Impact of Retail Marketing on Indian Economy.</i>	Dr.B.Maran and R.Arumsunil Kawaskar	Padmavani Arts & Science College for Women. Salam.
3	23 th and 24 th 2015	<i>The Impact on Customer Relationship Management Practices of SBI.</i>	Dr.B.Maran and R.Arumsunil Kawaskar	Vivekananda College. Madurai.

S.No	Date and Year	Author and Co Author Name	Title of the Paper	Venue
1	20 th Sep2010	R.Arumsunil Kawaskar & Samual	<i>Services Sectors in India</i>	Thiagarajar College, Madurai,
2	8 th Sep2012	Dr.B.Maran and R.Arumsunil Kawaskar	<i>Sustainable Growth and Poverty Eradication</i>	MTN, College Madurai.
3	22 nd March2013	Dr.B.Maran and R.Arumsunil Kawaskar	<i>Inflation in Prices in Indian Economy</i>	MTN, College Madurai.
4	12 th Aug2013	Mr.R.Arumsunilkawaskar	<i>Tourism Industry in India: Challenges and Opportunities</i>	MTN, College Madurai
5	22 nd Aug2014	Dr.B.Maran and R.Arumsunil Kawaskar	<i>Higher Education in India.</i>	MTN, College Madurai.
6	9 th Jan 2016	Mr.Arumsunilkawaskar	<i>Indian Financial System</i>	Dr.SNS Rajalakshmi College of Arts and Science. Coimbatore

S.No	Month and Year	Theme of the Workshop	Venue
1	29 th & 30 th Oct 2012	<i>Workshop on Application of SPSS for Data Analysis</i>	MTN, College Madurai.
2	26 th Sep 2014	<i>Workshop on Customer Relationship Management in Banking Sector.</i>	MTN, College Madurai.
3	11 th March 2016	<i>Women Entrepreneurship</i>	MTN, College Madurai.
4	10 th March 2020	<i>State level workshop on Entrepreneur Dexterity Evolvement 2020</i>	The American College, Madurai.
5	28 th to 30 th April 2022	<i>FDP on Investor Awareness & Education hosted by Sraddha Academy for Financial Education.</i>	The American College, Madurai.
6	20 th Sep 2022	<i>FOP Organished by the Internal Quality Assurance Cell(IQAC)</i>	The American College, Madurai.
7	6 th Mar 2023	<i>Workshop on Art and Science of Methodical Scientific Writing & Publishing in a High Impact Journal.</i>	The American College, Madurai.
8	16 th and 17 th Oct 2023	<i>State level Technical workshop on 'Intellectual Property Rights'</i>	MTN, College Madurai.
9	19 th Aug 2024 to Aug 2024	<i>State level One week Faculty Development Program on "Salesforce Administrator" Conducted by ICT Academy.</i>	Thiagarajar College Madurai.

Participated Online Conference/Seminar/Workshop (International/National/State) Presentations:

S.No	Date and Year	Title of the Paper	Author Name	Venue
1	17 th july 2020	<i>Webinar on "Navigate Financial Crisis During Pandemic"</i>	Dr.R.ARUNSUNILKAWASKAR	The American College, Madurai.
2	6 th to 12 th July 2020	<i>One week online FDP on "Being a Super Teacher"</i>	Dr.R.ARUNSUNILKAWASKAR	Bannari amman Institute of Technology, Sathiyamangalam, Erode.
3	3 rd july 2020	<i>Webinar on " A Perspicacious view on Electronic Payments"</i>	Dr.R.ARUNSUNILKAWASKAR	The American College, Madurai.
4	6 th june 2020	<i>FDP on "Teaching for Transformation & Excellence in Post Covid Era"</i>	Dr.R.ARUNSUNILKAWASKAR	The American College, Madurai.
5	23 rd May 2020	<i>Webinar on "Covid 19 and Continuing Relevance"</i>	Dr.R.ARUNSUNILKAWASKAR	The American College, Madurai

6	11 th to 20 th may 2020.	<i>10 Day online FIP on 'Developing Teachers 'Overall Personality'</i>	Dr.R.ARUNSUNILKAWASKAR	Perna College of Commerce, Nagpur
7	20 th may 2020	<i>Webinar on "Taking Research Forward During the Pandemic"</i>	Dr.R.ARUNSUNILKAWASKAR	Loyola College, Chennai.
8.	9 th july 2020	<i>National Level Webinar titled "Rebirth of the Indian Economy – Post Pandemic Revival Strategies"</i>	Dr.R.ARUNSUNILKAWASKAR	Bishop Cotton Academy Professional Management.Bangaluru.
9	19 th March 2021	<i>International Webinar on "The Magical Key to Success "</i>	Dr.R.ARUNSUNILKAWASKAR	Sourashtra College. Madurai

Acting as a Resource Person/Chair Person

- ✿ Membership in Academic Bodies –Yes
- ✿ Guiding Name list – M.com/MPhil/Ph.D –Yes
- ✿ International Visit – NO
- ✿ Any other Achievements -NO