

National Institute of Technology, Tiruchirappalli: Performa for CV of Faculty/ Staff Members

Curriculum Vitae



Dr. B. Senthil Arasu, basically an Electronics and Communication Engineer completed his master's in Business Administration and then his doctorate in the area of stock price behavior. Has a total experience of twenty one years, of which a considerable period of time was spent in the industry. Worked as an equity research analyst and then switched to academics. He has a rich academics experience, currently working as an Associate Professor at National Institute of Technology, Trichy. Offering a variety of electives like Business analysis and IT consulting in Capital Market, Financial Risk Analytics, and Personal Finance etc. he also held the post of Associate Dean (Institute Development).

All along his academic career he has been very much interested in offering consultancy and also conducting Management Development Program for corporate executives. He has been conducting Management Development Program to various organizations like, Tamilnadu Newsprint Limited, BHEL and various other small and medium enterprises. He has offered MDP's in the areas like Finance for non-finance executives, emerging areas in Cost accounting and Project financing, Risk Management, Problem solving skills, Creativity and Innovation etc.

He was a Co-Investigator for a UKIERI sponsored project titled Building Management Capabilities in SME's across the country. He has published papers in International Journals with impact factor and also a Recognized Guide and Examiner and Board of Studies Member under various Universities. His current Research includes stock

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price prediction using data mining techniques, Equity crowd funding, Performance Management of SME's

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2. Designation: Associate Professor
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Email (Secondary) : tmb_senthilarasu@yahoo.com
6. Field(s) of Specialization: Finance
7. Employment Profile

Job Title	Employer	From	To
Associate Professor	National Institute of Technology, Trichy	10/11/2011	Till date
Assistant Professor (V CPC)	National Institute of Technology, Trichy	10/11/2008	9/11/2011
Assistant Professor (V CPC)	Anna University	11/08/2008	9/11/2008
Assistant Professor (V CPC)	Mepco Schlenk Engineering college	1/08/2006	10/08/2008
Senior Lecturer	Mepco Schlenk Engineering college	1/07/2001	31/07/2006
Lecturer	Mepco Schlenk Engineering college	3/10/1996	30/06/2001

8. Academic Qualifications (From Highest Degree to High School):

Examination	Board / University	Year	Division/ Grade	Subjects
PhD	Madurai Kamaraj University	2007	I	Finance
MBA	Madurai Kamaraj University	1995	I	Finance
B.E	Madurai Kamaraj University	1993	I	Electronic and Communication Engineering

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Higher Secondary	Tamilnadu Board	1989	I class with Distinction	Maths, Physics, Chemistry
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9. Academic/Administrative Responsibilities within the University

Position	Faculty/Department/Centre/Institution	From	To
Associate Dean	Institute Development	10/10/2012	1/1/2016
Chairman	Estate Welfare Committee	10/10/2012	10/10/2014
Board of Member	Strategic Implementation Committee	2013	Till date
Board Member	MBA admission	2008	Till date
Board of Studies	MIS Implementation	2012	Till date
NIT Connect	Institution	2015	Till date

10. Academic/Administrative Responsibilities outside the University

Position	Institution	From	To
Subject expert for faculty Interview	NIT, Uttarkhand		
Guest Faculty	NIT, Uttarkhand	2015	Till date
Board of Studies Member	Sri Krishna College of Engineering and Technology, Coimbatore	2010	Till date
Board of Studies Member	Kalasalingam University	2009	Till date
Board of Studies Member	Bannari college of technology, Coimbatore	2011	Till date
Board of Studies Member	VLB Janaki Ammal College, Coimbatore	2012	Till date
External Examiner	Anna University, Alagappa University, Bharathiyar University, SRM University, VIT University, Sathiyabama University, Manormaniam Sundranar University	2005	Till date

11. Awards, Associateships etc.

Year of Award	Name of the Award	Awarding Organization
1997	Best Project Award	State Government

13. Details of Academic Work

(i) Curriculum Development

- a) Business analysis and IT Consulting in Banking and Financial Services
- b) Financial Risk Analytics
- c) Personal Finance
- d) Behavioural Finance
- e) Computational Finance

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(ii) Courses taught at Postgraduate and Undergraduate levels

- a) Business analysis and IT Consulting in Banking and Financial Services
- b) Financial Risk Analytics
- c) Personal Finance
- d) Behavioural Finance
- e) Computational Finance

(iii) Projects guided at Postgraduate level - 200

(iv) Other contribution(s)

Organized an All India Management Meet named “CALIBRE” the first of its kind in the department of management studies, Madurai Kamaraj University.

14. Details of Major Projects

Title of Project	Funding Agency	Duration		Status
		From	To	Ongoing/ Completed
Developing Management Training Materials for SMEs (Co Investigator)	UKIERI	January 2012	June 2014	Completed

15. Consultancy

Sl. No.	Name of Organization	Year	Funded Amount (Rs.)
1.	BHEL (Design and delivery on topics like creativity, risk taking , achievement motivation, team building, strategic orientation) – Through Dean Research and Consultancy	From 2012 onwards	10 lakhs
2.	TNPL (Finance for non-finance executives)	2009 onwards	8 lakhs

16. Number of PhDs guided

Name of the PhD Scholar	Title of PhD Thesis	Role(Supervisor/ Co-Supervisor)	Year of Award
Dhilipan J	A study on adoption of internet banking in public and private sector banks	Supervisor	2014
Jaisun M	A Study on Perceived Risk in Investment with reference to investor of stocks, mutual funds, ULIPS	Supervisor	2014
Jeevanantham M	Developing an efficient model to forecast intraday prices of stock Indices – linear versus nonlinear techniques	Supervisor	2014
Veera Ragavan J	Factors affecting the acceptance of internet banking- an hybrid model and validation using SEM	Supervisor	2017

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17. Number of PhDs On-going

Name of the PhD Scholar	Area of Research	Role(Supervisor/ Co-Supervisor)
Gladys S	Brand Placements in Movies	Supervisor
Remya L	Glass Ceiling	Supervisor
Radha Krishnan	Performance Management	Supervisor
B.Jonath Backia Seelan	Social Media Marketing	Supervisor
Moses Rathinaraj S	Pricing of IT services and products	Supervisor
Manivasagam	Corporate Social Responsibility	Supervisor
Thenmozi	Financial Inclusion	Supervisor
Sivakumar	Risk Management	Supervisor

16. Participation in Workshops/ Symposia/ Conferences/ Colloquia /Seminars/ Schools etc. (mentioning the role)

Date(s)	Title of Activity	Level of Event (International/ National/ Local)	Role (Participant /Speaker/ Chairperson, Paper presenter, Any other)	Event Organized by	Venue
2016	Corporate Performance and Financial Distress Analysis of Indian Textile Companies using the Altman Z-score and F-score model	International	Paper Presenter	International Conference on Applied Research in Engineering and Management Sciences	Malaysia
2016	Management of Non-Performing Assets of SMEs	International	Paper Presenter	International Conference on Financial Market and Corporate Finance	IIT Madras, Tamilnadu

17. Workshops/ Symposia/ Conferences/ Colloquia/Seminars Organized (as Chairman/ Organizing Secretary/ Convenor / Co-Convenor)

Title of Activity	Level of Event (International/ National/ Local)	Date (s)	Role	Venue
The Art of Teaching: Pedagogical Tools and Technique	National	November 18-22, 2013	Chairman	NIT, Trichy
The Art of Teaching:	National	March	Chairman	NIT, Trichy

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Pedagogical Tools and Technique, Series -1		3- 7, 2014		
Data Mining and Data Analysis	National	March 10-14, 2014	Chairman	NIT, Trichy
Art of Teaching: Pedagogical Tools and Techniques – Series III	National	November 17-21, 2014	Chairman	NIT, Trichy
Data Mining and Data Analytics	National	November 24-25, 2014	Chairman	NIT, Trichy
Imparting soft skills for success and life skills for survival	National	November 24-28, 2014	Chairman	NIT, Trichy
General Management Conclave “Vyoog-2014”	National	February 23 rd , 2014	Chairman	NIT, Trichy
Marketing Conclave “MPULSE-2013”	National	February, 23 rd , 2013	Chairman	NIT, Trichy
Analytics conclave “SAMVID-2013”	National	August 18 th , 2013	Chairman	NIT, Trichy
Marketing conclave “MPULSE-2012”	National	February 23 rd , 2012	Chairman	NIT, Trichy
Finance conclave “Finecture-2012”	National	March 31 st , 2012	Chairman	NIT, Trichy
Human Resource Conclave “Avance2012-Emerging trends in HR”	National	November 3 rd , 2012	Chairman	NIT, Trichy
General Management Conclave “Vyoog-2012”	National	December 8 th , 2012	Chairman	NIT, Trichy

18. Invited Talks delivered

On an average I give around 10 lectures a year at BHEL on various topics like creativity and Innovation, risk taking, problem solving ability, finance for Non Finance executives, Do similar kind of programs for TNPL also and I have provided lot of lectures at various business schools across the country on various topics

19. Membership of Learned Societies

Type of Membership (Ordinary Member/ Honorary Member / Life Member)	Organization	Membership No. with date
Life Member	Indian Society for Technical Education	

20. Academic Foreign Visits

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Country	Duration of Visit	Programme
Malaysia	8 days	International Conference
United Kingdom	10days	International Conference

21. Publications

(A) Refereed Research Journals:

Author(s)	Title of Paper	Journal	Volume (No.)	Page numbers	Year	Impact Factor of the Journal (Optional)
Senthilarasu B, Veera Ragavan J	A Modified Approach for Information Systems Success in the Context of Internet Banking Using Structural Equation Modelling with R: An Empirical Study from India	International Journal of e-business research	12	26-43	2016	
Ayyamperumal J, Senthilarasu B	A Study on the Customer's Expectation and Perception of Service Quality of Retail Grocery Stores Using SERVQUAL Model	Imperial Journal of Interdisciplinary Research	2		2016	
Ayyamperumal J, Senthilarasu B	Retail Service Quality of Grocery Stores using SERVQUAL Model and Find the Willingness to Wait When the Shop is Closed	PARIPEX-Indian Journal of Research	4		2015	
Thamaraiselvan Natarajan , Senthilarasu B	A State of Internet Marketing Research (2005 – 2012): A Systematic Review Using Classification and Relationship		3	43-67	2014	

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	Analysis					
Thamaraiselvan Natarajan , Senthilarasu B	The State of Internet Marketing Research (2005-2012): A Systematic Review Using Classification	<i>Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications : Concepts, Methodologies, Tools, and Applications</i>		282	2014	
Thamaraiselvan Natarajan , Senthilarasu B	A Journey of Cause Related Marketing from 1988 to 2016	International Journal of Business and Management	11	247	2016	
Senthilarasu B, Thamaraiselvan Natarajan	Performances of Data Mining Techniques in Forecasting Stock Index – Evidence from India and US	Journal of National Science Foundation of Sri Lanka	42	177 – 191	2013	
Senthilarasu B, Thamaraiselvan Natarajan	An Experimental Analysis Of Forecasting The High Frequency Data Of Matured And Emerging Economies Stock Index Using Data Mining Techniques	International Journal of Operational Research	23	406-426	2015	
Senthilarasu B, Thamaraiselvan Natarajan	Assessing the linkage of Behavioural Traits and Investment Decisions using SEM Approach	International Journal of Economics & Management	7, Issue 2		2012	
Thamaraiselvan Natarajan , Senthilarasu B	Examining Beliefs towards Social Media Advertisements among Students and	Australian Journal of Basic and Applied Sciences	7	697-705	2013	

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	Working Professionals: An Application of Discriminant Analysis					
Thamaraiselvan Natarajan , Senthilarasu B,	Examining beliefs, values and attitudes towards social media advertisements: results from India	International Journal of Business Information Systems	20	427-454	2014	
Thamaraiselvan Natarajan , Senthilarasu B,	Multiple discriminant analysis of consumer response to social media advertisements in Facebook, LinkedIn, YouTube and Twitter”,	International Journal of Internet Marketing and Advertising			2014	
Senthilarasu B, Thamaraiselvan Natarajan	Factors influencing the adoption of internet banking in public and private sector banking in Chennai: A SEM approach	ZENITH International Journal of Multidisciplinary Research	3, Issue -4	45-61	2013	

(B) Conferences/Workshops/Symposia Proceedings

Author(s)	Title of Abstract/ Paper	Title of the Proceedings	Page numbers	Conference Theme	Venue	Year
Senthil Arasu B	Creating competitive advantage in global economy-Indian perspective	World Business Congress of International Management development Association(IMDA)		International Management development	Vancouver, Canada	
Thamaraiselvan Natarajan, Senthilarasu Balasubramanian, Saraswathy Aravinda Rajah and Sivagnanasundaram Manickavasagam	An Empirical Study Of Employer Branding And Its Interrelated Constructs in the Indian IT Context	International Journal of Arts & Sciences (IJAS) Conference for Academic Disciplines		Academic Disciplines	Ryerson University, Toronto, Canada	2011

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Thamaraiselvan N, Punniyamoorthy M, Raja J, and Senthil Arasu B	Success Determinants of Service Brand Extensions in India - An Empirical Study	International conference of marketing, ATINER (Athens Institute for education and research)			Athens, Greece	2008
Senthil Arasu, B	Risk perception in Investment – Lay and Expert Investor	International Journal of Arts and Sciences (IJAS) Conference			Toronto, Canada	2011
Senthil Arasu.B	Managing in the era of change- Challenges and perspectives in the area of finance	International conference proceedings organized by JIMS	282-305	Managing in the era of change-challenges and perspectives	Tiruchirappalli, India	
Senthil Arasu, B	Creating competitive advantage in global economy	International conference proceedings organized by DSPR		Management and Technology :Vision 2020	New Delhi, India	
Senthil Arasu.B	Stock price behavior in NSE: Testing the weak form of efficiency	UGC sponsored national conference proceedings			Madras University	
Senthil Arasu.B	Entrepreneurs – Networking for innovation	UGC sponsored national conference proceedings			Annamalai University	
Senthil Arasu.B	Determinants of Retail Service quality: A Study On Supermarkets in Tamilnadu (India)	International Conference proceedings of Retail Excellence		Retail Excellence	SRM university	2009

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Senthil Arasu.B	Employee Branding in higher education	International conference on Emerging trends and Issues in Management		Emerging Trends And Issues In Management	VIT University	2013
Senthil Arasu.B	A Literature review on cause related marketing	International conference on Emerging trends and Issues in Management		Emerging Trends And Issues In Management	VIT University	2013

(C) Books & Monographs

Author(s)	Title of Book/Monograph	Name of Publishers	Year of Publication	ISSN/ISBN Number
Dr. B. Senthil Arasu	Engineering Economics	SciTech	2004	81 88429 35 X
Dr. B. Senthil Arasu	Financial Accounting	SciTech	2005	81 88429 65 1