

Curriculum Vitae

Brief Profile: 1-2 paragraphs (not exceeding 500 words)



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 seven 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 a 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) and now he holds the post of Additional Chief Warden. All along his academic career he has been very much interested in offering consultancy and also conducting Management Development Program for corporate executives. He conducted the MDP to the tune of ₹.1 crore. He is conducting Management Development Program to various organizations like, Tamilnadu Newsprint Limited, BHEL, NLC, L&T and various other small and medium enterprises. He offers 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, Personal Finance etc. He was a Co-Investigator for a UKIERI sponsored project titled Building Management Capabilities in SME's across the country. He 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 price prediction using data mining techniques, Equity crowd funding, Performance Management of SME's. He has completed the project titled "Predicting Bankruptcy using higher end data mining techniques" offered by ICSSR.

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2. Designation : Professor
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5. Email (Primary): arasu@nitt.edu Email (Secondary) :
6. Field(s) of Specialization: Finance

7. Employment Profile

Job Title	Employer	From	To
Professor	National Institute of Technology, Trichy	30-10-2019	Till Date
Associate Professor	National Institute of Technology, Trichy	10-11-2011	29-10-2019
Assistant Professor (V CPC)	National Institute of Technology, Trichy	10-11-2008	09-11-2011
Assistant Professor	Anna University, Chennai	11-08-2008	09-11-2008
Assistant Professor	MEPCO Schlenk Engineering college	01-08-2006	10-08-2008
Senior Lecturer	MEPCO Schlenk Engineering college	01-07-2001	31-07-2006
lecturer	MEPCO Schlenk Engineering college	03-10-1996	30-06-2001

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

Examination	Board / University	Year	Division/ Grade	Subjects
Bachelor's Degree B.E. (ECE)	Madurai Kamaraj University	1993	I Class	ECE
Master's Degree	Madurai Kamaraj University	1995	I Class	MBA
Ph.D. Degree	Madurai Kamaraj University	2007	I Class	Finance

9. Academic/Administrative Responsibilities within the University

Position	Faculty/Department/Centre/Institution	From	To
Member	Investment Committee	2017	Till date
Head of Department	Management Studies- NITT	2017	2019
Chairman	NIT CONNECT	2016	2017
Associate Dean	Institute Development, National Institute of Technology, Trichy	2012	2016
Chairman	Estate welfare Committee, NITT	2012	2014
Member	Institute Day –Report	2012	Till date
Member	Strategic Implementation Committee	2013	Till date
Member	MBA admission	2008	Till date
Member	MIS Implementation	2012	Till date
Additional Chief Warden	Institute	2021	Till Date

10. Academic/Administrative Responsibilities outside the University

Position	Institution	From	To
Board of Studies Member	Sri Krishna College of Engineering and Technology, Coimbatore	2012	Till date
Board of Studies Member	Kalasilingam University, Karunya University Business School	2011	Till date
Board of Studies Member	Bannari college of technology, Coimbatore	2011	Till date
Academic Auditor	Kalasilingam University, Karunya University, SONA college of Technology	2009	Till date
External Examiner	Anna University, Alagappa University, Bharathiyar University, SRM University, VIT University, Sathiyabama University, Manormaniam Sundranar University, Sardar Vallabhai Patel Textiles and Management , JNTU	2010	Till date
Reviewer	International Journals	2010	Till date

11. Awards, Associateships etc.

Year of Award	Name of the Award	Awarding Organization

12. Fellowships

Year of Award	Name of the Fellowship	Awarding Organization	From (Month/Year)	To (Month/Year)

13. Details of Academic Work

- (i) Curriculum Development – Computation Finance, Business Risk Analytics, Introduction to Business Analysis and IT consulting, Asset Based Financing, Advanced Corporate Finance, Financial Derivatives, SAPM, Corporate Valuation
- (ii) Courses taught at Postgraduate and Undergraduate levels - Computation Finance, Business Risk Analytics, Introduction to Business Analysis and IT consulting, Asset Based Financing, Advanced Corporate Finance, Financial Derivatives, SAPM, Corporate Valuation
- (iii) Projects guided at Postgraduate level – More than 100
 - a. Financial Management Analysis and Reporting in Manufacturing Industry – Angsuman Kaushik
 - b. An Extension Study on Leasing in Sundaram Finance Limited – Roni Kurian
 - c. A Study on Startup Company Valuation, Financial Reporting, and KPI's – Charukesh MD
 - d. Credit Risk Assessment – Pratik Pal
 - e. Wealth Management – Rohit Abhilash
 - f. A Study of Hyper Disruptive Business Models in Digital Transformation – Vivek Sunny Joseph

- g. A Study on Job Satisfaction of Workers in TNPL – R Praneetha
- h. Creating a Web Platform for Idea Management – Pulkit Bharagava
- i. A Comprehensive Study on Financial Analysis – Kanimozhi K R
- j. Loss Given Default – Sonam Jaiswal
- k. Scope of Securitization in India – Pankaj J Shinde
- l. Credit Risk Assessment of SME – Joshi Ankit Anil
- m. A Comprehensive study on the Loaning activities, financial analysis and credit risk management of Meghalaya Industrial Development Corporation – Marlyn Hek
- n. Analysis of Financial Performance of COAL India – Yojana Mohane
- o. Risk Assessment – Surbhi Khandelwal

(iv) Other contribution(s) -

14. Details of Major R&D Projects

Title of Project	Funding Agency	Duration		Status
		From	To	Ongoing/ Completed
Predicting Bankruptcy using higher end data mining techniques	ICSSR Project	2018	2020	Completed

15. Number of PhDs guided/ongoing

Name of the PhD Scholar	Title of PhD Thesis/Area of	Role (Supervisor/ Co-Supervisor)	Year of Award	Awarded/ ongoing
M. Jeevanatham	Developing an efficient model to forecast intraday prices of stock Indices – linear versus nonlinear techniques	Supervisor	2014	Awarded
J Dhilipan	A study on adoption of internet banking in Public and private sector banks	Supervisor	2014	Awarded
R. Ayyamperumal	A Study on customer expectations and perceptions of service quality of retail grocery stores using SERVQUAL model	Supervisor	2014	Awarded
Gladys S	A Study on the Prevalence of and Audience Response to Brand Placement in Bollywood Movies	Supervisor	2014	Awarded
J Veeraraghavan	Factors affecting the acceptance of internet banking- an hybrid model and validation using SEM	Supervisor	2014	Awarded
M. Jaisun	A Study on Perceived Risk in Investment with reference to investor of stocks, mutual	Supervisor	2015	Awarded

	funds, ULIPS			
L Remya	Relationship of Women Glass Ceiling Belief With Career Outcome	Supervisor	2018	Awarded
N. Palaniappan	Changing Phase of Indian Retail Industry & its implication on consumer behaviour	Supervisor	2017	Awarded
John Iridaya Sudhakar	Customer expectation of store attributes and store patronage decision towards organized retail outlets	Supervisor	2015	Awarded
M. Ramesh Kanna	A Study on Physicians Behavior Towards Marketing of Pharmaceutical Products With Special Reference to Virudhunagar District	Supervisor	2018	Awarded
Radha Krishnan	Modeling corporate financial distress using financial and non-financial variables: The case of Indian listed companies	Supervisor	2020	Awarded
B. Jonath Backia Seelan	Social Media Marketing	Supervisor		ongoing
Nancy Christina	Stock price prediction using structured and un-structured data	Supervisor		ongoing
Thenmozhi	Financial Inclusion and Land Ownership Status of Women	Supervisor		ongoing
Sivakumar	Financial derivatives	Supervisor		ongoing
Mathew Divakar	Banking Technology	Supervisor		ongoing
Manivasagam J	CSR	Supervisor		ongoing
ADJ Rajesh	Asset Pricing Models	Supervisor		ongoing
Nirmal S	Capital Market	Supervisor		ongoing
Pirasad T	Capital Market	Supervisor		ongoing

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

Date(s)	Title of Activity	International / National	Role	Event Organized by	Venue
August, 2016	Financial Performance Measurement of Textile Industry using Petrosky Escort model”	International	Participant	8th International Conference on Applied Research in Engineering & Management,	Kulalampur, Malaysia
May 9-10, 2013	Perspectives on Curriculum	National	Participant	TEQIP, NIT	NIT Trichy
Feb 11-12 2013.	Outbound Experiential Learning Camp for Team Building and Effective Group Dynamics	National	Participant	Adventure Zone, NIT	NIT Trichy
September	Capstone Business	National	Participant	CAPSIM	Hyderabad

18-19,2010	Simulation Programme			Management Simulations Inc., in ICRISAT,	
January 17-18, 2001	Technology Management	National	Participant	Mepco Schlenk Engineering College	Sivakasi
December 1-4, 2006	“Special approaches in enhancing the achievements of students ,	National	Participant	Mepco Schlenk Engineering College	Sivakasi
November 15-27, 1999	Quality Improvement Programme on “Finance’	National	Participant	T.A. PAI Institute of Management,	Manipal
July 1-13,2002	Faculty Development Programme on “Computational Finance’	National	Participant	Amirta Institute of Management,	Coimbatore

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

Title of Activity	International/ National	Date (s)	Role	Venue
FDP on “ Art of Edification Contemporary & Innovative practices for effective teaching	National	24 th - 28 th April, 2017	Chairman	NIT, Trichy
The Art of Teaching: Pedagogical Tools and Technique, Series -II	National	March 3- 7, 2014	Chairman	NIT, Trichy
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 “Vyooog-2014”	National	February 23 rd , 2014	Chairman	NIT, Trichy

Analytics conclave “SAMVID-2013”	National	August 18 th , 2013	Chairman	NIT, Trichy
The Art of Teaching: Pedagogical Tools and Technique	National	November 18-22, 2013	Chairman	NIT, Trichy
General Management Conclave “Vyoog-2012”	National	December 8 th , 2012	Chairman	NIT, Trichy
Human Resource Conclave “Avance2012-Emerging trends in HR”	National	November 3 rd , 2012	Chairman	NIT, Trichy
Finance conclave “Finecture-2012”	National	March 31 st , 2012	Chairman	NIT, Trichy

18. Invited Talks delivered

Invited Talks delivered:

- Resource person for “Business Analytics for Gen-Z Managers,” 27 February 2014 conducted by CARE school of business management, Tiruchirappalli.
- Resource person for faculty development programme on “Application of research techniques and case methods in management” 25 August 2009.

- Resource person for state level seminar on “Emerging trends in Business Environment,” on 20 March 2012.
- Chaired the session in the Sixth International Conference On Supply Chain Management And Information Systems, organized by Department Of Production Engineering, NIT Trichy, School of computing and technology University of East London, December 8-10, 2008

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:

Country	Duration of Visit	Programme
Malaysia	5 days	International Conference
United Kingdom	10 days	Project
Singapore	8 days	International conference

21. Publications:

(A) Refereed Research Journals:

Author(s)	Title of Paper	Journal	Volume (No.)	Page numbers	Year
Balasubramanian, S. A., Radhakrishna, G. S., Sri devi, P., & Natarajan, T.	Modeling corporate financial distress using financial and non-financial variables: The case of Indian listed companies.	International Journal of Law and Management,	61(3/4),	457-484.	2019
Balasubramanian, S. A., Kuppusamy, T., & Natarajan, T.	Financial inclusion and land ownership status of women.	International Journal of Development Issues.			(2018).

Balasubramanian, S. A., Radhakrishna, G. S., Sridevi, P., & Natarajan, T.,	Business health characterisation of listed Indian companies using data mining techniques	International Journal of Business Information Systems	32(3),	324-363.	(2019).
Jagannathan, V., Balasubramanian, S., & Natarajan, T.	An extension to the Delone and Mclean information systems success model and validation in the internet banking context	Encyclopedia of Information Science and Technology, Fourth Edition	In (pp. 49-60)		(2018).
Natarajan, T., Balasubramanian, S. A., Stephen, G., Jublee, D. I., & Kasilingam, D. L.	The influence of audience characteristics on the effectiveness of brand placement memory	Journal of Retailing and Consumer Services	44,	134-149.	2018
Natarajan, T., Balasubramanian, S. A., Stephen, G., & Inbaraj, J. D.	Brand placements: prevalence and characteristics in Bollywood movies, 1995-2015.	Journal of Media Business Studies,	15(1),	57-88.	(2018).
Thamaraiselvan, N., Sridevi, P., Arasu, B. S., & Srinivasan, T. 478-496.	Evaluation of employee brand using typological analysis in Indian airline organisation.	International Journal of Business Excellence,	16(4),		2018
Balasubramanian, S. A., & Lathabhavan, R. (2018). 18(1-2),	Linking women's glass ceiling beliefs and employee satisfaction: the mediation of engagement.	International journal of human resources development and management,	18(1-2),	72-90.	(2018).
Lathabhavan, R., Balasubramanian, S. A., & Natarajan, T. Management, ,	Towards the shattering of glass ceiling in the Indian banking sector: a comparative analysis among public, private and foreign banks	International Journal of Services, Economics and	248-271.	9(3-4)	(2018)..
Thamaraiselvan, N., Arasu, B. S., Stephen, G., & Inbaraj, J. D.	Bollywood Industry in the Wake of Cost Cutting Measures: Role of Quality Cues on Brand Placements.). Media Watch,	311-326.	8(3),	(2017)
Lathabhavan, R., & Balasubramanian, S. A.	Glass Ceiling and women employees in Asian organizations: a tri-decadal review	Asia-Pacific Journal of Business Administration.			(2017).

Balasubramanian, S. A., & Lathabhavan, R.	Women's glass ceiling beliefs predict work engagement and burnout.	Journal of management development.			(2017).
Lathabhavan, R., Balasubramanian, S. A., & Natarajan, T.	A psychometric analysis of the Utrecht Work Engagement Scale in Indian banking sector	Industrial and Commercial Training	49(6),	296-302.	(2017)
Natarajan, T., Balasubramanian, S. A., & Kasilingam, D. L. (2017)..	Understanding the intention to use mobile shopping applications and its influence on price sensitivity	Journal of Retailing and Consumer Services,	37,	8-22.	2017
Natarajan, T., Periaiya, S., Balasubramaniam, S. A., & Srinivasan, T.	Identification and analysis of employee branding typology using fuzzy c-means clustering.	Benchmarking: An International Journal.			(2017).
Thamaraiselvan, N., Arasu, B. S., & Inbaraj, J. D.	Role of celebrity in cause related marketing.	International Review on Public and Nonprofit Marketing,	14(3),	341-357.	(2017).
Thamaraiselvan, N., Sridevi, P., Arasu, B. S., & Srinivasan, T.	Identification of the clusters of employee brand using FIMIX-PLS and FCM.	International Journal of Business Forecasting and Marketing Intelligence,	3(2),	165-184.	(2017).
Natarajan, T., Balasubramaniam, S. A., & Jublee, D. I.	A journey of cause related marketing from 1988 to 2016	International Journal of Business and Management,	11(11),	247-263.	(2016)..
Jagannathan, V., Balasubramanian, S., & Natarajan, T.	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 (IJEER),	12(3),	26-43.	(2016).
Natarajan, T., Balasubramaniam, S. A., & Srinivasan, T.	Relationship between internal branding, employee brand and brand endorsement.	International Journal of Business and Management,	12(1),	95-110.	(2016).

Ayyamperumal, R., & Arasu, B. S.	A Study on the Customer's Expectation and Perception of Service Quality of Retail Grocery Stores Using SERVQUAL Model.				
Ayyamperumal, R., & Arasu, B. S.	An Analysis to Predict the Contribution of the Dimensions of SERVQUAL that makes the Buyer to Wait to Shop Grocery	Global Journal of Research in Management,	6(1)	23	(2016)
Natarajan, T., Balakrishnan, J., Balasubramanian, S. A., & Manickavasagam, J. (2015).	Examining beliefs, values and attitudes towards social media advertisements: results from India.	International Journal of Business Information Systems,	20(4),	427-454.	(2015).
Balasubramanian, S. A., Manickavasagam, J., Natarajan, T., & Balakrishnan, J.	An experimental analysis of forecasting the high frequency data of matured and emerging economies stock index using data mining techniques.	Int J Oper Res,	23(4),	406-426.	(2015).
BALASUBRAMANIAN, S., JAGANNATHAN, V., & NATARAJAN, T.	Information systems success in the context of Internet banking: Scale development	The Journal of Internet Banking and Commerce,	19(3),	1-15.	2014
Natarajan, T., Balakrishnan, J., Balasubramanian, S. A., & Manickavasagam, J.	Perception of Indian consumers towards social media advertisements in Facebook, LinkedIn, YouTube and Twitter.	International Journal of Internet Marketing and Advertising,	8(4),	264-284	(2014)..
Arasu, B. S., Jeevananthan, M., Thamaraiselvan, N., & Janarthanan, B. (2014).	Performances of data mining techniques in forecasting stock index–evidence from India and US	Journal of the National Science Foundation of Sri Lanka,	42(2).		2014

Natarajan, T., Balakrishnan, J., Balasubramanian, S., & Manickavasagam, J. (2015).	The State of Internet Marketing Research (2005-2012) A Systematic Review Using Classification (2005-2012).	International Journal of Online Marketing			2015
Natarajan, T., Balakrishnan, J., Balasubramanian, S. A., & Manickavasagam, J.	Examining beliefs, values and attitudes towards social media advertisements: results from India.,	International Journal of Business Information Systems	20(4),	427-454.	(2015).
Arasu, B. S., & Dhillipan, J.	Factors influencing the adoption of internet banking in public and private sector banking in Chennai: A SEM approach	ZENITH International Journal of Multidisciplinary Research,		45-61.	(2013)..

(B) Conferences/Workshops/Symposia Proceedings

Author(s)	Title of Abstract/ Paper	Title of the Proceedings	Page numbers	Conference Theme	Venue	Year

(C) Books & Monographs

Author(s)	Title of Book/Monograph	Name of Publishers	Year of Publication	ISSN/ISBN Number
B. Senthil Arasu and J. Praveen Paul	Total Quality Management	SCITECH	2006	9788183715782
B. Senthil Arasu and J. Praveen Paul	Engineering Economics and Financial Accounting	SCITECH	2007	10. 818371577X
Veeraraghavan Jagannathan and B. Senthil Arasu	An Extension to the Delone and Mclean Information system success model and validation in the internet Banking Context	IGI-Global	2018	10.4018/978-1-5225-2255-3.ch004

Thamaraiselvan, Senthil Arasu, Janarthanan, Jeevananthan Manickavasagam	The State of Internet Marketing Research (2005 to 2012) A Systematic Review using Classification and Relationship Analysis	IGI-Global	2013	-
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