

PART A: GENERAL INFORMATION AND
ACADEMIC BACKGROUND



1. Name (in Block Letters) : Dr.K.BINITH MUTHUKRISHNAN
2. Father's Name/Mother's Name : M.KATHIRVEL
3. Department/School : Business Administration
4. Current Designation & Academic Grade Pay : Associate Professor & Head,UGC
5. Date and Place of Birth : 16/05/1987,DINDIGUL
6. Sex : Male
7. Marital Status : Single
8. Nationality : Indian
9. Indicate whether belongs to SC/ST/OBC category : OBC
10. Address for correspondence(with Pin code) : RVS Kumaran Arts and Science
,
Ayyalur, Dindigul -624801.
11. Permanent address (with Pin code) Telephone No : 41A,KALARPATTY NORTH,
AYYALUR- 624801.
PHONE:9488555295

Academic Qualifications(Matric till Post-Graduation):

Examination	Name of the Board/University	Year of passing	Percentage of Marks obtained	Division/ Class/Grade	Subject
SSLC	JK Public School,Dindigul.	2002	66%	I	STATE BOARD
HSLC	JK Matric.Hr.Sec. School,Dindigul.	2004	69%	I	STATE BOARD
B.COM With CA	Rama Prabha Arts and Science College, Dindigul.	2007	66%	I	COMMERCE
M.B.A	Department of Management Studies, Madurai kamaraj University, Madurai.	2009	69%	I	FINANCE

12. Research Degree(s)

Degrees	Title	Date of award	University
M.Phil.			
Ph.D. /D.Phil.	A Linkage Between Service Quality and Customer Loyalty in Commercial Banks in Dindigul District.	20.08.2014	Manonmaniyam Sundaranar University, Tirunelveli.
D.Sc. / D.Litt.			

13. Appointments held prior to joining this Institution:

Designation	Name of Employer	Date of Joining		Salary with Grade	Reason of Leaving
		Joining	Leaving		
Assistant Professor & Head	Kurinji College of Engg & Tech	24/07/2009	29/04/2017	33,000	Moving to Home Town

14. Posts held after appointment at this Institution:

Designation	Department	Date of actual Joining		Grade
		From	To	
Associate Professor & Head	Business Administration	02/05/2017	Till Date	19000

15. Period of teaching experience: P.G Classes (in year) UG. Classes(in years)

16. Research Experience excluding years spent in M.Phil. /Ph.D.(In years)

17. Fields of Specialization under the Subject/Discipline

18. Academic Staff College Orientation/Refresher Course attended during the year: 2020

Name of the Course/ Summer School	Place	Duration	Sponsoring Agency
A Seven Days Online Faculty Development Programme on "New Directions and Dimensions in Higher Education"	Online	09/06/2020-15/06/2020	IQAC, Arulmigu Palaniandavar Arts College for Women
One Month Gender Sensitization and capacity building programme on "Gender, Society, Economy and Policy"- Bharathidasan University, Trichy.	Online	13.07.2020-12.08.2020	Bharathidasan University

RESEARCH, PUBLICATIONS AND ACADEMIC CONTRIBUTION

(A) (i) Published Papers in Journals :

[Only publications made in Journals in Web of Science as per Thomson Reuters list i.e., Science Citation Index®, Science Citation Index Expanded™, Social Sciences Citation Index® and Arts & Humanities Citation Index®, and SCOPUS, shall be accepted for the purpose of direct recruitment and promotion.]

S.No.	Title with page no.	Journal	ISSN/ISBN No.	Sr.No. of the Journal as per UGC notified List of Journals	Whether peer reviewed. Impact factor, if any	No. of Co-authors	Whether you are the main author
1	Service Quality Dimensions and its	Science ,Technology	0950-0707	164	6.1	1	Yes

	Effects on Customer Satisfisfaction : A Case Study Across the Private Banks in Trichy Page 490-495	and Development					
2	Adoption of E-Banking Servicves in Digital India Page 247-252	Science ,Technology and Development	0950-0707	164	6.1	1	Yes
3	Service Quality and Customer Loyalty in Commercial Banks at Dindigul District Page 233-241	International Journal of Research in Arts and Science	2394-9759	Scoups	0.387	0	Yes
4	Factors Affecting Cost Performance due to Construction Delays in Projects at Dindigul and Madurai Districts-Page 971-988	European Academic Research	2286-4822		3.4546	2'	Yes
5	A Study and Analysis of Delays In Construction Projects In Dindigul and Madurai District-Page 1-9	Tactful Management	2319-7943		2.1632	3	No
6	A Study on Service Quality and Patient Satisfaction in the Selective private Hospitals in Dindigul-Page 13 to 18	International Journal of Applied Management Research	0974-8709			1	Yes
7	A Study on Customer Preference and Satisfaction Towards Restaurants-Page 63 To 72.	International Journal of Marketing and Trade Policy	0975-6132			1	NO`
8	A Study On Customer Satisfaction an Brand Loyalty Towards Mobile	International Journal of Applied Management Research	0974-8709			1	NO

	Communication Providers in Madurai-Page 150 to 153						
9	A Study on the Linkage Between service quality and Customer loyalty in commercial Banks at Dindigul	PSNA Journal of Business and System	2319-2909			1	Yes
10	A Study on Brand Personality Dimensions and Brand Loyalty towards Ramond Brand-Page 21 to 32	Journal of Marketing & Communication	0973-2320			3	No

(A) (ii) Full papers in Conference / Seminar Proceedings:

[Seminar / Conference proceedings as full papers, etc. (Abstracts not to be included)]

S.No.	Title with page no.	Details of conference Publications	ISSN/IS BN No.	No. of Co-authors and date of publication	Whether you are the main author	Inter-national / National
1	Existing Law to GST Law	National Level Seminar held on 23 rd September, 2017 at S.S.A College of Arts and Science, A.Tekkur		0	Yes	National Level
2	Business Excellence Advancements and Trends	A study on customer satisfaction on online banking		0	Yes	National Level

(B) (i) Books published as single author or as editor

S.No.	Title with page no.	Type of Book & Authorship	Publisher & ISSN/ ISBN No.	Whether Peer Reviewed	No. of Co-authors and date of publication	Whether you are the main author	Inter-national / National /State / Local publisher
01	Airline Marketing and Strategic Airline Alliance	Madurai Kamaraj University-DDE		Yes	0	Yes	Local
02	Introduction	Madurai		Yes	0	Yes	Local

	to Natural and Manmade Disasters	Kamaraj University-DDE					
03	Health Communication and Planning Mangement	Madurai Kamaraj University-DDE		Yes	0	Yes	Local

(B) (ii) Chapters in Books published as single author or as editor

S.No.	Title with page no.	Type of Book & Authorship	Publisher & ISSN/ ISBN No.	Whether Peer Reviewed	No. of Co-authors and date of publication	Whether you are the main author	International / National /State / Local publisher

III C). Ongoing and Completed Research Projects and Consultancies

C (i). Sponsored Research projects carried out / ongoing

S.No.	Title	Agency	Period	Grant/ Amount Mobilized (Rs Lakhs)

C (ii) Consultancy Projects carried out / ongoing

S.No.	Title	Agency	Period	Grant/ Amount Mobilized (Rs. Lakhs)	Whether Policy Documents/Patent as outcome

C (iii) Completed Projects Quality Evaluation

S.No.	Title	Agency	Period	Grant/ Amount Mobilized (Rs. Lakhs)	Whether completed Project report accepted by the funding agency or not?	Major / Minor Project

C (iv) Projects outcome / outputs

S.No.	Title	Agency	Grant/ Amount Mobilized (Rs. Lakhs)	Major Policy document of Govt. Bodies at Central / State Level	Patent / Technology transfer / product / process

(D) Research Guidance

S.No.	Number Enrolled	Thesis Submitted	Degree Awarded
M. Phil / M.E. /M.Tech. / Masters in appropriate field	M.phil-06 MBA-48	06 48	06 48
Ph.D.			

E(i) Training Courses, Teaching – learning – evaluation technology programmes, Faculty Development Programmes (not less than one week duration)

S.No.	Programme	Duration	Organised by
01	A Seven Days National Level Webinar Faculty Development Programme (Multidisciplinary)	11.05.2020-17-05-2020	Bharathiyar University College, Thondamuthur,Coimbatore.
02	I5 – Innovation,Incubation ,Intrapreneur,Invention and Intellectual Property		SA Arts and Science College

E (ii) Papers presented in Conferences, Seminars, Workshops, Symposia

S.No.	Title of the paper presented	Title of Conference/Seminar etc.	Date(s) of the event	Organised by	Whether International/ National/State/Regional/University or College Level

E(iii) Invited Lectures and Chairmanships at National or International Conference/ Seminars / Symposia, etc.

S.No.	Title of Paper	Title of Conference/Seminar etc.	Date(s) of the event	Organised by	Whether International/ National