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Seasoned academic leader with 26 years of experience managing all facets of an educational institution, with a proven track record of promoting academic excellence specialized in Marketing, Entrepreneurship, guiding impactful research initiatives, and fostering a holistic educational environment in management studies. Demonstrated expertise in strategic planning, overseeing accreditation processes, Online Programs and implementing initiatives that enhance institutional reputation and competitiveness. Strong leadership skills with a deep commitment to quality education and continuous improvement.

EXPERIENCE

July 2019- till date

Dean (Management Studies & Humanities)

SRM Institute of Science and Technology
Ramapuram, Chennai

Feb 2017- June 2019

Vice Principal (Academic)

SRM Institute of Science and Technology
Ramapuram, Chennai

June 2012 – July 2019

Professor & Head

SRM Institute of Science and Technology
Ramapuram, Chennai

December 2009 – May 2012

Assistant Professor & Head, SI.G

SRM Institute of Science and Technology, Ramapuram, Chennai

June 2008 – December 2009

Assistant Professor, SI.G, SRM Institute of Science and Technology, Ramapuram, Chennai

June 2004 – April 2008

Assistant Professor, St. Peter's College of Engineering and Technology, Chennai

May 2000 to May 2004

Lecturer & HOD

Mahalakshmi Arts & Science College, Chennai

June 1998 – June 2000

Lecturer, A.V Institute of Technology, Chennai

EDUCATION

2010

DOCTOR OF PHILOSOPHY on the title “ **A study in Entrepreneurial Intent among Engineering Students**”-Highly Commended
Sathyabama University

2003

M.Phil, ENTREPRENEURSHIP
Madurai Kamaraj University

1997

M.B.A, MARKETING & HR – First Class with Distinction
St. Peter’s Engineering College, University of Madras

1994

B.SC, CHEMISTRY – First Class with Distinction
D. G. Vaishnav College, University of Madras

SKILLS

- Leadership
- Adaptability
- Team Building
- Decision making
- Visionary
- Networking with Corporate leaders

KEY ACCOMPLISHMENTS

- Delivered professional training to the faculty and Students of **UNIS Group of Educational Institutions**, Brazil, South America (2019)
- **Received a grant of ₹3,50,000** from **AICTE** for organizing an **ATAL Faculty Development Program** (Application No: 1691404071) in 2023
- Honored with the **Lifetime Achievement Award in Education** by **Lions Club** (2023).
- Successfully **introduced 7 new academic courses** at **SRM Institute of Science and Technology**, Ramapuram Campus
- Spearheaded the **Golden Jubilee celebrations** for **SRM Nightingale School** (2018), overseeing event planning and stakeholder engagement
- Invited as **guest and plenary speaker** in multiple conferences, workshops, and panel discussions hosted by premier educational institutions across India

NAAC ACCREDITATION -ROLES

- Served as **Coordinator for NAAC 2024 – 3rd Cycle**, leading end-to-end institutional preparation for accreditation of the Faculty of Management.
- **Coordinated and compiled documentation** across all **seven NAAC criteria (I to VII)**, ensuring strict adherence to quality indicators and benchmarks.
- Successfully **presented key achievements, academic strengths, and quality enhancement initiatives** to the **NAAC Peer Team**, highlighting academic excellence, administrative effectiveness, and continuous improvement strategies.

ONLINE PROGRAM -ROLES

- Core responsibilities includes developing and executing strategic plans for online program growth, ensuring the delivery of high-quality and accessible learning experiences, and aligning operations with institutional goals and regulatory standards
- Committed to fostering an inclusive and engaging online learning environment that supports both students and faculty, while continuously advancing innovation in pedagogy and technology integration

RESEARCH & DEVELOPMENT

- **Received a grant of Rs 3,50,000** (Rs. Three Lakhs Fifty Thousand Only) from **AICTE for one week ATAL FDP**(Application no :1691404071) on “ Emerging trends on AI-enabled data analytics for business decision making” from 9th -14th October 2023
- **Received a Consultancy funding support of Rs 2,00,000** (Rs. Two Lakhs Only) from UNANU Technologies Ltd, Dec 2020 Title: “Software product development”
- Received Ph.D thesis grant from ICSSR (Ministry of HRD), August 2012. Ref.No.PA/TH/2012-NASSDOC
- Received Seminar Grant of Rs. 70,000 on the topic “Entrepreneurial Motivation & Development”
- Board of studies member at SRM IST, Rajalakshmi Business School, Gurunanak College of Arts & Science, MOP Vaishnava College for Women, Anna Adarsh College for women, Jerusalem Engineering College.
- Doctoral Committee member at Anna University Affiliated Colleges
- **Research Supervisor** at SRMIST & Bharathiyar University
Ph.D.,Scholars Awarded : 06
Ph.D, Scholars currently Pursuing : 04
Committed to nurturing scholarly research and fostering a rigorous academic environment aligned with institutional and national research goals.

KEY INVENTIVENESS

- **Awards & Recognition**
 - Recipient of **Startup & HR Excellence Award**
 - Instituted the **Young Alumni Achievers' Award** to celebrate successful graduates and inspire current students
- **Academic Innovation**
 - Introduced several **new academic courses** aligned with emerging industry trends
 - Conceptualized and organized the **School Principal Conclave** to strengthen school–college engagement
 - Led the establishment of a **Center of Excellence** to promote interdisciplinary research and advanced learning

- **Industry–Academia Collaboration**
 - Organized impactful **Industry–Institute Interaction** events to bridge the gap between academia and industry
 - Hosted an **HR Summit** with participation from top HR professionals to discuss evolving talent strategies
 - Launched **Internship Mela**, providing structured internship opportunities to students through industry partnerships
- **Entrepreneurship & Innovation**
 - Initiated the **Entrepreneurship Development Club** to cultivate a startup mindset among students
 - Conducted **My Entrepreneurial Journey** sessions featuring successful founders and innovators
 - Celebrated **Start-up Pongal**, a unique cultural-entrepreneurial event promoting student ventures
- **Brand & Institutional Development**
 - Spearheaded **in-house brand-building initiatives** across schools and colleges
 - Actively involved in strategic **brand positioning and outreach** at the institutional level
- **Student Engagement & Community Outreach**
 - Established the **Eco Club** to promote sustainability awareness among students
 - Launched multiple **outreach programmes** to engage with the local community and schools
 - Coordinated the **Decennial Celebration**, marking a decade of institutional growth and excellence
- **Academic Conferences & Conclaves**
 - Successfully conducted the **Management Conclave**, bringing together academia, industry, and policymakers

HONOURS & AWARDS

- Award of excellence from Education & research organization on 5th September 2024
- Moderator for Annual National level management conference conducted by Ethiraj college for Women 9th Oct 2024
- Lifetime achievement award in Education from Lions International on 9th March 2024.
- Award of Excellence from Tamil Nadu Urdu Academy & TNOU , Feb 2024
- Moderator for International Conference conducted by ASET College of Science & Technology on 25th Jan 2024
- Chief guest for Annual Day celebration at Shri Krishnaswamy Hr Sec. School, on 27th Jan 2024
- Moderator for “National conference on Emerging approaches in business environment (Divergent perspectives & dimensions)” conducted by SRM Institute of Science & Technology, Vadapalani Campus, Chennai on 9th Aug. 2019
- Chief Guest for Teacher’s day celebration at Immaculate Matriculation Higher secondary school on 8th Sep. 2019
- Guest of Honor for the Science Expo at Maharishi Vidhyamandir, chetpet, Chennai-31 on 9th nov, 2019
- Chief Guest for the Science Project Exhibition at Krishnaswamy Matriculation Hr. Sec. School, 16th Nov, 2019

PUBLICATIONS

Total No. of Publications	- 36
Journal Publications	- 25
International & National Conference Proceedings	-11

International Journals

- Dr.V.S Sheeja , Dr.C Sundar, Dr. G Aravindhan, Dr. M Kameswari (2025), Marketing to the Next Billion : Strategies for Emerging Markets in the Mobile Era , Advances in consumer Research , 2(4), 1770-1778
- Dr. C. Sundar & Mr. Vadivel(2024). **‘An investigation on the variables impacting the behavioral intention to use digital banking in Chennai’**, Journal of digital economy ,Vol. 3, No. 2, ISSN -2773-067
- Dr.C.Sundar & Dr.V.M.Venkatachalam (2023),**‘Exploring the role of business correspondents in promoting access of banking services through financial literacy among the customers of under banked areas Pondicherry’**, Journal of research administration ,Vol. 5, No 2(2023), ISSN :1539-1590, E-ISSN-2573-7104, pg no :3822-3834
- Dr.C.Sundar & Dr.V.M.Venkatachalam (2023),**‘Analysis of business correspondent service adoption and its impact on satisfaction and re usage behaviour of customers towards banking services in under served areas of Pondicherry’**, International Development planning and review,Vol. 22, Issue 02, Dec 2023, ISSN 1474-6743, E ISSN 1478-3401
- Dr.C.Sundar & Dr.K.Priya (2023),**‘Employee Satisfaction after merger and acquisition of public sector banks in India’**,Journal of Indian School political economy,Vol 35, Issue 07, July-Dec 2023, ISSN : 0971-0396,Pg 40-47
- Dr.C.Sundar & Ms. JeyaPrabha bose (2020), ‘ , Infokara Research ,9(5),130-144. Doi : 16.10089. IR.2020v915.285311.3652 **A critical analysis of the impact of firm specific negative news on the Punjab national bank scam’**
- Dr.Sundar , Ms.K.Priya(2020), **“Macroeconomic indicators and their linkages with BSE Sensex index: Causality analysis and vector error correction model”**,Test Engineering and Management, 83, 9020–9030
- Dr.C.Sundar & Ms. Jeyaprabha bose (2019), **“ Service development by using SERVQUAL & quality deployment in private banking industry “**,International Journal of recent technology and engineering ,Vol. 8, 1C2, Blue EYES intelligence engineering and science publication.
- Dr.C.Sundar and S.P.Krishna Kumar (2018), **‘ Investment Behaviour of medium Networth Truck operators in Indian transport Industry’**, International Journal of Applied Engineering research ISSN 0973-4562, Vol. 13, No 4,pp-1896-1899
- Dr.C.Sundar, **‘Perception of Technical Programme among Engineering Graduates’**,International Journal in Management and Social Science (Impact Factor-6.178) Vol.05 Issues-06.

- Dr.C.Sundar (2015), '**Significance of critical success factors of ERP implementations**'- Indian Context
- Dr. C. Sundar and Prakash.S,(October 2014), '**A Structural Equation Modeling Approach For Evolving New Business Model For Next Generation Mutual Fund Industry**' ,Australian Journal Of Basic And Applied Sciences.
- Dr. C. Sundar and Prakash.S,(October 2014), '**Quantitative Analysis Of Indian Mutual Funds – Equity Schemes**', Indian Journal Of Finance, Scopus Indexed 0.4210.
- Dr.C.Sundar & R.Saravanan (May 2014), '**Analysis of ERP Implementations**'International Multidisciplinary Publishing Academy for Computational Technologies Journal (Impact Journal)
- Dr.C.Sundar and R.Saravanan (April 2014), '**Critical Success Factors of ERP Implementations – Analysis**' International Journal Of Multidisciplinary research In Social & management Sciences.
- Dr. C. Sundar and R.Saravanan (April 2014), '**Best Practices in Project Delivery**' AMET International Journal ISBN No.978-81-926045-1-0
- Dr.C.Sundar and S.Prakash (May 2014), '**Fuzzy Rule- based system for avenue management**' American Journal of applied sciences, Vol. 11 Issue 5, ISSN 1546-9239.
- Dr.C.Sundar and S.Prakash (October 2013), '**Analysis of investors perception and preferences-investment avenue**, International journal of applied financial management perspective, Vol.2 No.3, ISSN 2279-0896.
- Dr.C.Sundar and Dr.B.Madhavan (March 2013), '**A Study on engineering intent towards entrepreneurial career in Chennai**' in International Journal of business Management & Research, Vol 3, Issue-1 ISSN 2249-6920,1-10
- Dr.C.Sundar and Mrs.S.Jebaseeli (Sept –Dec2012),'**A Study on Customer satisfaction towards kitchen equipments in Chennai**' , Vol 3, Issue-3 ,PP 105-111
- C.Sundar and Dr.B.Madhavan (March 2010),'**A Longitudinal study on Entrepreneurial Propensity among Engineering students in Chennai**' The Technology World, Vol-V, issue-1, ISSN 2180-1614.
- C.Sundar and Dr.B.Madhavan "**A Study on Entrepreneurial intentions among engineering students**" in the journal of Technical and vocational Education (NITTTTR, Chennai), December, 2007. ISSN No.0971- 8508. Vol.24 No.2.

National Journals

- Dr. C. Sundar and Prakash. S(December 2013), '**A Study on Women Investor's Perception on Mutual Funds**' Investments, SRMRMP Journal Of Advanced Research In Management

- Dr. C.Sundar “**A study on Entrepreneurship development among engineering students**” published in AMET Journal of Management. Vol 2, July –Dec 2011 ISSN No 2231-6779
- C.Sundar “**Demography & Purchasing Behaviour of mobiles**” published in Organizational Management. Vol. XXII No.4, Jan- March 2007.
- C.Sundar “**Customer Relationship Management in Insurance Business**”, published in Organizational Management. Vol. XIV Oct-Dec 2005.

International Conferences

- Dr. C. Sundar ‘The role of AI in personalized learning for employability skills development ’ at International Conference on emerging practices in business and management, Saveetha engineering college , May 2025
- Dr. C. Sundar & Dr. K. Priya , ‘ Predicting the stock market index using decision tree’ at IIM – K conference on management ,2022
- C. Sundar and Dr. B. Madhavan “Entrepreneurial Propensity among students” in the International conference on Doing Business India organized by IFIM Business School, Bangalore, from 17-18 December,2009.
- C.Sundar and Dr.B.Madhavan “An Empirical study on Entrepreneurial Propensity among students” in the International conference on Global Issues in Business and Technology organised by MTMI(USA),&Devi Ahilya University, Indore from 22-24 December,2009, vol-2, No.1, ISSN 1941-9414.
- C.Sundar and Dr.B.Madhavan “Study on Entrepreneurial Intent among Technical students” in the Annual Global conference on Entrepreneurship and Technology Innovation organized by IIT Kanpur, RPI(USA),NEN at IIT-Kanpur, from 16-18th January,2010.

National Conferences

- C.Sundar and Dr.B.Madhavan “Entrepreneurial Propensity among engineering students” in the National conference on Innovation Management & Entrepreneurship organized by Science &Technology Entrepreneur park ,Thapar University, Punjab, November 6-7,2009.
- C.Sundar and Dr.B.Madhavan “A Study on Investors Perceptions towards investment in mutual fund” in National seminar on Financial services –Recent Developments and service marketing challenges organized by Crescent Engineering college, November 11, 2006.
- C.Sundar , ‘Intellectual Property Rights in the era of Globalization- An Overview’ presented in the AICTE Sponsored Regional seminar at St. Peter’s Engineering College, March 2006.
- C.Sundar , ‘National Economic Policy and Environment’ presented at Periyar University Salem, Feb 2006.
- C.Sundar, ‘Knowledge Process Outsourcing’ presented in National Seminar at Madras University. Feb 2006.
- C.Sundar, ‘CRM in insurance sector’ Presented in National Seminar at Vivekananda college of Engineering for women, Tiruchencode, Nov 2004.
- C.Sundar, ‘Foreign Direct Investment’, Presented in National Seminar at University of Madras. February 2005.
- C.Sundar, ‘Attitudes that determine Entrepreneurship’ Presented at Rajalakshmi Engineering College, 2005.

TRAINING & DEVELOPMENT

- Organised Induction Programme for Newly recruited faculty members through NITTTR, Chennai

- Organised Conferences & Faculty Development Programme
- Organised Skilled Development Programme for Non-Teaching Staff
- Organised soft skills Training Programme for students
- Organised thrice 10 days special camps in rural villages as a NSS Coordinator
- Organised Entrepreneurial Development Programme for small scale entrepreneurs
- Trainer for EDP Programme
- Coordinator for NAAC, NBA accreditation and AICTE approval process
- Chairperson for International & national Conferences , Seminars , FDP
- Member in All India Management Association (Membership No.200611239)
- Member NEN (National Entrepreneurship Network) and SIFE.
- Resource Person for IGNOU, Anna University, University of Madras, Alagappa University, Madurai Kamaraj University
- Conducted Personality Development Programme for Engineering & Management Students
- Question paper setter & Examiner for SRM IST, Pondicherry University, Karunya Institute of Technology, Coimbatore

REFERENCES


Mr. Jayaraam
DGM (South) – Market Development
 Business Standard
 Chennai
 Contact no.:+91–7299968568
 Email id: s.jayaraam@bsmail.in

Dr. V.Subbiah Bhrathi
Vice- Chancellor
 St. Joseph University
 Chennai
 Contact no. :+91-9443078792
 Email id :vc.sju@dmifoundations.org

PERSONAL DETAILS

Age & D.O.B : 53 years & 08.10.1973
Address : No.119, Vyasara Street, Kamatchi Nagar,
 Valasaravakkam, Chennai – 600 087.

"I hereby certify that all information provided is true and accurate to the best of my knowledge".


C. Sundar