

CURRICULUM VITAE

Name : Dr. P. Perumal
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Objective

To pursue a career which offers an opportunity to sharpen and groom my current knowledge and potentials.

CV Highlights

Academic Qualification (Full-time Regular mode)	Ph.D in Commerce, M.COM, B.COM
Teaching Experience (After Ph. D)	2 years 05 months
Research Publications Scopus 4 /WOS/UGC care 2 (International 4 + National 02)	12
Conference/ Seminars / Workshops International 5 + National 15)	20
Book chapter published	1 (IGI) Indexed in scopus
NPTEL Courses completed	2

Academic Qualification

- Completed **Ph.D (Com)** to University of Madras (July 2022). (A study on Relationship Between Attitude towards Digital Advertising And Purchase Decision of E-Users In Chennai City)
- Post graduation in **M.COM** – 82% (2013-2015) Guru Nanak College, Velachery, Chennai 600042.

- Under graduation in **B.COM** – 70.79% (2010-2013) Guru Nanak College, Velachery, Chennai 600042.
- **Higher Secondary** – 68.08% (March 2010) C.D.N T.Nagar Boys Higher Secondary School, Chennai – 600017.
- **SSLC** - 77% (March 2008) C.D.N T.Nagar Boys Higher Secondary School, Chennai – 600017.

Industry Experience:

Worked at “**STATE STREET HCL**” as **FINANCIAL ANALYST** from January 2016 to September 2016, ETA- Techno Park, Special Economic Zone, 33, Rajiv Gandhi Salai, Navallur Village and Panchayat, Thiruporur Panchayat Union, Navallur, Tamil Nadu 603103.

Teaching Experience:

Worked as an **ASSISTANT PROFESSOR** at “**PATRICIAN COLLEGE OF ARTS & SCIENCE ADYAR**” in Department of Corporate Secretaryship from July 2022 to Apr 2023.

Currently working (2023) as an Assistant Professor in the department of commerce (Honours) in Dwaraka Doss Goverdhan Doss Vaishnav College, Arumbakkam, Chennai.

Patent Published:

1. **Dr. P. Perumal et. al (2023) “Analysis of foreign direct investment in CHIP (Semiconductor) manufacturing plants in India” THE PATENTS ACT, 1970 (39 of 1970) & THE PATENTS RULES, 2003, [See sections 11A, (2) and rule 24(A)]. July 12, 2023.**
2. **Dr. P. Perumal et. al (2024) “Solar Powered Electric tricycles” THE PATENTS ACT, 1970 (39 of 1970) & THE PATENTS RULES, 2003 (Under process) 2024.**

Details of Scopus Journal

1. **Dr. PERUMAL. P, et. al (2023 July 09) "Understanding Gen Z acceptance of YouTube as a learning platform using technology acceptance model” Article History: Received: 10.05.2023 Accepted: 09.06.2023, European chemical bulletin Scopus journal, ISSN 2063-5346.**

2. **Dr. PERUMAL. P et. al (2023 July) “Digital Natives’ Cognitive, Affective Behavioral Responses on Digital Advertising Attitude and Purchase decision - A SEM study” Journal of Namibian studies, 35 (2023):3091-3102 ISSN: 2197-5523.**
3. **Dr. PERUMAL. P, et. al (2023) “View of Agile Performance Management System and Its Incorporation Issues” European Economic Letters ISSN 2323-5233Vol 13, Issue 5(2023) <https://doi.org/10.52783/eel.v13i5.823><http://eelet.org.uk>.**
4. **Dr. PERUMAL. P, et. al, (2024) “View of AI- Enhanced Decision Support Systems for Migration Management: A Case Study Analysis” Migration Letters Volume: 21, No: S4 (2024), pp. 1548-1556ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)www.migrationletters.com, <https://migrationletters.com/index.php/ml/article/view/7575/4905>.**
5. **Dr. PERUMAL. P, et. al, (2024) “E COMMERCE AND PUBLIC HEALTH: MANAGING THE DIGITAL TRANSFORMATION OF HEALTHCARE SERVICES” South Eastern European Journal of Public Health, October, 120-27. <https://doi.org/10.70135/seejph.vi.1652>.**

Details of Springer nature Publication

1. **Dr. P. PERUMAL, et. al (2024) “Influence in the Digital Sphere: Unveiling Precursors and Behavioral Outcomes in Instagram Micro-Influencers Marketing” International Journal of System Assurance Engineering and Management, under process for Publishing in Springer nature Journal.**

Details Of Book Chapter Published:

1. **Dr. P. PERUMAL, et. al (2024) “Data-Driven Strategies on Growth Through AI and Machine Learning” Book Title: Advancing Intelligent Network through distributed optimization, IGI GLOBAL, ISBN13: 9798369337394, ISBN13, Soft cover: 9798369348741, EISBN13: 9798369337400, DOI: 10.4018/979-8-3693-3739-4.ch007, <https://www.igiglobal.com/viewtitlesample.aspx?id=355957&ptid=337137&t=Data> Driven%20Strategies%20on%20Growth%20Through%20AI%20and%20Machine%20Learning&isxn=9798369337394**

NPTEL (SWAYAM) Online Certification Courses:

1. Completed **12 weeks** course of “**Global Marketing Management**” on January - April 2023.
2. Completed **08 weeks** course of “**Brand Management**” on January - April 2024.

Details of Paper Publication

1. **Perumal, P & Raju, P.** (2014, Sept 15).” **Effect of gender on perception towards facebook**” Paper presented at National conference on ‘Future Challenges and Innovative Trends in Global Business Environment’, Vel Tech High Tech Dr.Rangarajan Dr.Sakunthala Engineering College, Chennai 600062.
2. **Perumal, P, Raju, P. & Dr. M. Kavitha** (2019, Feb 16). **"Impact of Motivating factors on Customers Digital food Delivery ordering preferences"** Paper presented at **International Conference** on Indian Education system in 2020 on International journal of business intelligence and innovations, Thiruthangal Nadar College.
3. **Perumal, P. & Dr. M. Kavitha** (2019, Sep 28). **“Insights of e-users towards Digital Advertising”** Paper presented at **International conference** on Transformation in Industry in an Era of Digitalization: Challenges & Opportunities (ICID) on International Journal of Sales & Marketing management Research and Development (IJSMMRD) Guru Nanak College, PG & Research Department of Commerce
4. **Perumal, P. & Dr. M. Kavitha** (2020, Oct 28). **“Understanding the Gen Z Viewing Behaviour and Attitude Towards Digital Advertising”** Paper presented at **International conference** on Transforming through Reinvention in the current Emerging Global order 2020 on Khandesh college of Education society’s Institute of Management & Research, Jalgaon.
5. **Perumal, P. & Dr. M. Kavitha** (2020, Dec 3&4). **“Digital Natives’ Ethical Sensitivity on Attitude & Purchase Intention of Digital Advertising”** Paper presented at **MAIMS International conference** on, Impact of Digitization on Education, Management Studies, Information Technology, Law Enforcement and Media, MIC 2020 on Maharaja Agrasen Institute of Management Studies Delhi.
6. **Dr. Perumal, P, & Dr. P. Shanthi** (Sep, 2022). **"Perception of e-users Towards Facebook Advertising"** Paper presented at **International Conference** on Research Innovation & Entrepreneurship for Sustainable Economic Development 2022 on International Conference, Kongu Arts & Science College Erode.

7. **Perumal, P. & Dr. M. Kavitha (2021). “An Empirical Study on Youth Viewing Behaviour and Attitude towards Digital Advertising”** Paper Published at UTKAL Historical Research journal, UGC Care Approved, Peer Reviewed and Referred Journal, Department of History UTKAL University Vani Vihar Bhubaneswar (ODISHA),India.

Details of Research Paper Presentations at conferences

1. **Perumal, P. & Naresh, G. (2014, Sept 15). “Buyers’ Satisfaction Towards online Shopping”** Paper presented at National Conference on Business Scenario in India “Opportunities & Challenges”. K.C.S. Kasi Nadar College of Arts & Science, Chennai – 600021.
2. **Perumal, P , Raju, P. & Dr. M. Kavitha (2019, Feb 16). "Impact of Motivating factors on Customers Digital food Delivery ordering preferences"** Paper presented at International Conference on Indian Education system in 2020 on **International** journal of business intelligence and innovations, Thiruthangal Nadar College.
3. **Perumal, P. & Dr. M. Kavitha (2019, Sep 28). “Insights of e-users towards Digital Advertising”** Paper presented at **International conference** on Transformation in Industry in an Era of Digitalization: Challenges & Opportunities (ICID) on International Journal of Sales & Marketing management Research and Development (IJSMMRD) Guru Nanak College, PG & Research Department of Commerce.
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5. **Perumal, P. & Dr. M. Kavitha (2020, Dec 3&4). “Digital Natives’ Ethical Sensitivity on Attitude & Purchase Intention of Digital Advertising”** Paper presented at **MAIMS International conference** on, Impact of Digitization on Education, Management Studies, Information Technology, Law Enforcement and Media, MIC 2020 on Maharaja Agrasen Institute of Management Studies Delhi.
6. **Dr. Perumal, P, & Dr. P. Shanthi (Sep, 2022). "Perception of e-users Towards Facebook Advertising”** Paper presented at **International Conference** on Research Innovation & Entrepreneurship for Sustainable Economic Development 2022 on International Conference, Kongu Arts & Science College Erode.

Technical Skills

Microsoft office, Excel, Tally & accounting packages, SPSS

Achievements in Extra Curricular Activities

- ☞ Won First prize in Paper presentation competition in 'Com Fest 2014-15' conducted by Commerce Association, Guru Nanak College, Chennai 600042.
- ☞ Won Consolation prize in Business Quiz competition in 'Com Fest 2014-15' conducted by Commerce Association, Guru Nanak College, Chennai 600042.
- ☞ Secured third prize in poetry competition conducted by Department of Tamil, Guru Nanak College, Chennai 600042.
- ☞ Won **20+ Prizes** in various Tamil Oratorical, Essay, Recitation competitions, Kaviarangam and Debates conducted by various organizations.

Personal Details

Date of Birth : 04 – 06 – 1993
Age : 31 years
Gender : Male
Marital Status : Single
Nationality : Indian
Language Known : Tamil & English

DECLARATION

I hereby declare that the above mentioned details are true and correct to my best of knowledge.

Thank you,

Place: Chennai.

Yours truly,

Date:

(Dr. P. PERUMAL)