

CURRICULUM VITAE

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Google Scholar URL: <https://scholar.google.com/citations?user=LtZn2t8AAAAJ&hl=en>

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Academic Qualifications

1. B.Com. (General), Loyola College, Chennai in 2012 with CGPA 7.72 / 10.00.
2. M.Com., Loyola College, Chennai in 2014 with CGPA 7.74 / 10.00 (**Gold medalist**).
(*Dissertation Title: Impact of Gold on Indian Economy*)
3. M.Phil. (Commerce), Loyola College, Chennai in 2015 with CGPA 9.28 / 10.00 (**Gold medalist**).
(*Dissertation Title: A study on impact of Foreign Direct Investment on Insurance Sector in India*)
4. Ph.D. in Commerce (Finance), University of Madras in 2018.
(*Thesis Title: A comparative study on the movement of SENSEX and NIFTY on the performance of selected Equity Mutual Funds in India*)

Eligibility Test for Assistant Professor

1. UGC - NET in Commerce in December, 2014 conducted by CBSE-UGC
[UGC Ref. No.: 12178 / (PWD) (NET-DEC. 2014), dt. 22/09/2016].
2. UGC - NET in Management in July, 2016 conducted by CBSE-UGC
[UGC Ref. No.: 10619 / (OBC/PWD) (NET-JULY 2016), dt. 27/02/2017].
3. TNSET in Commerce in February, 2016 conducted by Mother Teresa Women's University - Kodaikanal.

Work Experiences

- Working as Assistant Professor, Department of Commerce, School of Commerce & Management, Central University of Tamil Nadu, Thiruvarur from 27-01-2023 to till date.

- Worked as Assistant Professor, Department of Commerce, College of Science & Humanities (CS&H), SRM Institute of Science & Technology (SRM-IST), Vadapalani Campus, Chennai from 12-07-2018 to 13-01-2023.

Field of Interests

- Investment Management: Mutual Funds & Stock Market
- Business and Company Law
- Digital Marketing
- Global Perspective of Marketing
- Human Resource Management
- Statistics Analysis
- Research Methodology
- Report Writing

List of Publications

Journal Papers

1. Gopinath, R., Vevek, S., & **Sivaprakash, S.** (2022, November). A paradigm shifts in digital payment transactions UPI, IMPS & NFS before and after COVID-19 to seize opportunity of cashless economy in India. *Central European Management Journal*, Vol. 30, Iss. No. 4, pp. 915-923. SJR: 0.23. Print ISSN: 2336-2693 and Online ISSN: 2336-4890, DOI: 10.57030/23364890.cemj.30.4.89 (Scopus Indexed).
2. Vevek, S., Selvam, M., & **Sivaprakash, S.** (2022, April-September). The persistence of Volatility in NIFTY 50. *Indian Journal of Research in Capital Markets*, Vol. 9, Iss. No. 2-3, pp. 8-18. Print ISSN: 2394-3459, DOI: <https://doi.org/10.17010/ijrcm/2022/v9i2-3/172549> (UGC CARE List - Journal No.: 47227).
3. Sathish Kumar, S., & **Sivaprakash, S.** (2022, August). A study on Consumer Satisfaction towards Branded Clothing in Chennai City. *NIU International Journal of Human Rights*, Vol. 9, Iss. No. II, pp. 1-5. Print ISSN: 2394-0298, (UGC Care List).
4. Vevek, S., & **Sivaprakash, S.** (2021, July-September). Performance of IT Sector Index in India-Pre & Post COVID-19 Lockdown. *International Journal of Advanced Research in Commerce, Management & Social Science (IJARCMSS)*, Vol. 04, Iss. No. 03-II, pp. 275-280. Impact Factor: 5.880. Print ISSN: 2581-7930.
5. **Sivaprakash, S.** (2021, January-December). A study on Customer Awareness of SlicePAY among College Students in Chennai. *International Journal of Advanced Research in Management*, Vol. 12, Iss. No. 1, pp. 1-11. Impact Factor: 8.948. Print

6. **Sivaprakkash, S.** (2021, March). Influence of SENSEX and NIFTY volatility on the performance of domestic growth-oriented equity mutual funds in India. *International Journal of Multidisciplinary Educational Research*, Vol. 10, Iss. No. 3(4), pp. 65-73. Impact Factor: 6.514. Print ISSN: 2277-7881, (UGC CARE List - Journal No.: 41602).
7. **Sivaprakkash, S.,** Vevek, S., & Gopinath, R. (2020). A study on Causality and Impact of Foreign Direct Investment on Gross Domestic Product of India. *Shanlax International Journal of Arts, Science and Humanities*, Vol. 7, Iss. No. 5, pp. 27-31. Impact Factor: 3.025. Print ISSN: 2321-788X and Online ISSN: 2582-0397, DOI: <https://doi.org/10.5281/zenodo.3668530>
8. Vevek, S., **Sivaprakkash, S.,** & Gopinath, R. (2019). MUDRA – A Game Changer in Indian Financial Inclusion. *International Journal of Advanced Science and Technology*, Vol. 28, Iss. No. 17, pp. 817-824. Print ISSN: 2005-4238 and Online ISSN: 2207-6360 (Scopus Indexed).
9. **Sivaprakkash, S.** (2019, July-December). An intensified competition among equity mutual funds in India - An Econometric Analysis. *MUDRA: Journal of Finance and Accounting*, Vol. 6, Iss. No. 2, pp. 75-90. Print ISSN: 2347-4467, DOI: <https://doi.org/10.17492/mudra.v6i2.187352>
10. **Sivaprakkash, S.** (2019, May). Volatility of Funds' Benchmark Indices on the Performance of Domestic Growth Oriented Equity Mutual Funds in India. *International Journal of Management, IT and Engineering*, Vol. 9, Iss. No. 5, pp. 100-114. Impact Factor: 7.119, Print ISSN: 2249-0558, (UGC Care List).
11. **Sivaprakkash, S.** (2019, March). A comparative study on the Performance of TATA and SBI Debt Mutual Funds - An Ipso Facto Analysis. *International Journal of Commerce and Management Research*, Vol. 5, Iss. No. 2, pp. 37-42. Impact Factor: 5.22, Print ISSN: 2455-1627.
12. **Sivaprakkash, S.,** & Joseph, T. (2017, September). Analysis of Risk Adjusted Measures of selected Large-Cap Equity Mutual Funds in India. *International Journal of Management Studies*, Vol. 4, Special Issue No. 1, pp. 60-68. Impact Factor: 2.26, Print ISSN: 2249-0302 and Online ISSN: 2231-2528, (UGC CARE List - Journal No.: 44925).
13. **Sivaprakkash, S.,** & Joseph, T. (2017, January). Human Resource Accounting - Is it really accounted by the Companies in India? *International Journal of Management and Social Science Research Review*, Vol. 1, Special Issue No. 3, pp. 95-99. Impact Factor: 3.996, Print ISSN: 2349-6738 and Online ISSN: 2349-6746, (UGC Care List - Journal No.: 48468)
14. **Sivaprakkash, S.,** & Joseph, T. (2017, January). Sectoral Priority Investment Pattern of Selected Thematic Mutual Funds in India - An Ipso Facto Analysis. *Journal of Management and Science*, Vol. 2, pp. 74-81. Impact Factor: 0.654, Print ISSN: 2249-1260 and Online ISSN: 2250-1819, (UGC Care List - Journal No.: 49291)

15. **Sivaprakkash, S.,** & Joseph, T. (2016, September). Startup India - Will it really Start Up Industries in India? *International Journal of Advanced Scientific Research & Development*, Vol. 3, Special Issue No. 2, pp. 191-197. Impact Factor: 1.47, Print ISSN: 2394-8906 and Online ISSN: 2395-6089.
16. Joseph, T., & **Sivaprakkash, S.** (2015, October). Impact of Foreign Direct Investment on Life Insurance Sector in India. *Journal of Exclusive Management Science*, Vol. 4, Iss. No. 10, pp. 14-22. Impact Factor: 2.78, Print ISSN: 2320-866X and Online ISSN: 2277-5684, (UGC Care List).
17. Joseph, T., & **Sivaprakkash, S.** (2015, October). Impact of Foreign Direct Investment on Non-Life Insurance Sector in India. *International Journal of Research in Commerce and Management*, Vol. 6, Iss. No. 10, pp. 41-44. Print ISSN: 0976-2183, (UGC Care List).
18. Soundararaj, J.J., Arockia Baskaran, S., & **Sivaprakkash, S.** (2015, March). The Power of Buzz Marketing. *Journal of Exclusive Management Science*, Vol. 4, Iss. No. 3, pp. 44-53. Impact Factor: 2.78, Print ISSN: 2320-866X and Online ISSN: 2277-5684, (UGC Care List).

Book Chapters

1. **Sivaprakkash, S.,** & Vevek, S. (2023). Price Volatility in Cryptocurrencies - A Modelling Approach. In *Emerging Insights on the Relationship Between Cryptocurrencies and Decentralized Economic Models* (pp. 29-43). IGI Global Publishers. ISBN: 978-1-6684-5691-0, DOI: <https://doi.org/10.4018/978-1-6684-5691-0.ch002>
2. **Sivaprakkash, S.** (2022). Organizational Behaviour Theories. In *The Handbook of Management Theories*. New Chennai Publications. (pp.). ISBN: 978-81-954576-9-4, DOI: <https://zenodo.org/record/6385878>

Conference Papers

International Conferences

1. Sathish Kumar, S., & **Sivaprakkash, S.** (2022, August). A study on Consumer Satisfaction towards Branded Clothing in Chennai City. Paper presented in the International Conference on Contemporary Issues in Commerce and Management at AM Jain College, Chennai, pp. 29. ISBN: 978-93-91332-32-7.
2. **Sivaprakkash, S.,** & Joseph, T. (2016, November). Does commercial bank influences the lending activities of NBFC in India? Paper presented in the International Conference on Inclusive Economic Growth and Sustainable Development at SDMIMD, Mysuru, Paper Code: 149, ISBN: 978-93-83302-18-5.
3. **Sivaprakkash, S.,** & Joseph, T. (2016, August). What drives the company's' stock into benchmark index? - A study with reference to S&P CNX NIFTY. Paper presented in the International Conference on Financial Markets and Corporate Finance (ICFMCF-2016) at Indian Institute of Technology (IIT), Madras, Paper ID: ICFMCF11017, pp. 35.

4. Joseph, T., & **Sivaprakkash, S.** (2016, February). A study on the Performance of Agricultural Commodity Derivatives at the National Level Commodity Exchanges in India. Paper presented in the International Conference on Business Research – A New Paradigm at Vivekananda College, Chennai, pp.53-55. Published ISBN: 978-93-80530-47-5.
5. **Sivaprakkash, S.**, & Joseph, T. (2015, February). A Study on Developing Brand Positioning for Organic Products in India. Paper presented in the International Conference on Emerging Marketing Strategies and Practices in the Competitive Global Environment at Loyola College, Chennai, pp.182-186. Published ISBN: 978-81-8209-400-0.
6. **Sivaprakkash, S.**, & Reena, F. (2015, January). Effectiveness of Jan Dhan Yojana - A measure for Financial Inclusion. Paper presented in the International Conference on Financial Markets: Issues and Challenges (FIM IC-2015) at Bharathidasan University, Trichy.
7. Joseph, T., & **Sivaprakkash, S.** (2014, December). Evolution and Need for Implementation of Green Accounting in India. Paper presented in the International Conference on Contemporary Issues in Business at Bishop Heber College, Trichy, pp. 314-322. Published ISBN 978-93-80767-46-8.

National Conferences

1. Thulasi, T., Vevek, S., & **Sivaprakkash, S.** (2022, June). A study on Performance of Indian Sectoral Indices of NSE India. Paper presented in the National Conference on Innovative Business Trends in Rising India Opportunities and Challenges at DB Jain College, Chennai, pp. 201-211. ISBN-978-93-5577-045-5.
2. Joseph, T., & **Sivaprakkash, S.** (2015, February). A Study on Privacy of the Consumers in the Digital Age in India. Paper presented in the National Conference on Consumer Protection (NCCP-2015) at Kaamadhenu Arts and Science College, Sathyamangalam.
3. **Sivaprakkash, S.**, & Reena, F. (2015, January). Transfer Pricing-A Comparative Study of Practices in India and in Selected Countries. Paper presented in the National Conference on International Taxation at Pondicherry University, Pondicherry.

Patents

1. Vetrivel, V., Vinayagam, K., Ananthapadmanaban, K.R., Kesavan, D., Mari Anand, N., & **Sivaprakkash, S.** (2022). Cryptocurrency Based Finances Transaction Management System (Application Number: 202241036603, The Patent Office Journal No. 26/2022). IPR Patent Office, Government of India.
2. Mari Anand, N., Ananthapadmanaban, K.R., **Sivaprakkash, S.**, Suresh, E., Senthil Kumaran, V., Sathish Kumar., S & Vevek, S. (2022). Impact on Investment Pattern with special reference to Small and Medium Capitalization Companies (Application Number: 202241062668, The Patent Office Journal No. 46/2022). IPR Patent Office, Government of India.

Online Courses

SWAYAM Platform

1. Completed NPTEL - Consumer Psychology conducted by IIT Guwahati (July-September-2022).
2. Completed CEC - Basics of Digital Marketing conducted by International Institute of Professional Studies, Devi Ahilya Vishwavidyalaya, Indore (January-April-2022).
3. Completed NPTEL - Global Marketing Management conducted by IIT Roorkee (February-April-2021).
4. Completed NPTEL - Business Statistics conducted by IIT Roorkee (January-April-2020).
5. Completed NPTEL - Financial Institutions and Markets conducted by IIT Kharagpur (January-April-2020).
6. Completed ARPIT Course on Refresher Course in Commerce conducted by Shri Ram College of Commerce, University of Delhi (October-December-2019).

AICTE Training and Learning (ATAL) Academy - FDPs

1. Completed Online Elementary FDP on “Essentials of Academic Research” from 08/11/2021 to 12/11/2021 organized by International School of Management Excellence, Bengaluru. (Certificate No.: ATAL/2021/1621338664)
2. Completed Online Elementary FDP on “Emerging Trends, Pedagogy and Teaching Skills in Management Education Post COVID-19” from 06/09/2021 to 10/09/2021 organized by IILM Graduate School of Management, Greater Noida. (Certificate No.: ATAL/2021/1621339581)
3. Completed Online Elementary FDP on “Technology Disruptions in Management” from 23/08/2021 to 27/08/2021 organized by College of Management, SRM Institute of Science and Technology. (Certificate No.: ATAL/2021/1628519438)
4. Completed Online Elementary FDP on “Be Future Ready with Business Analytics” from 05/07/2021 to 09/07/2021 organized by Jaipuria Institute of Management, Jaipur. (Certificate No.: ATAL/2021/1621338490)

Online FDPs / PDPs

1. Completed Online FDP on “Professional Progression in Commerce and Management” from 14/12/2022 to 20/12/2022 organized by Departments of Corporate Secretaryship, Information Systems Management and Business Administration, Justice Basheer Ahmed Sayeed College for Women and Tamil Nadu Advanced Technical Training Institute, Chennai. (Certificate No.: CIB513)
2. Completed Online FDP on “Advanced Research Methodology & Publishing” from 01/11/2022 to 30/11/2022 organized by Assumption College (Autonomous) Changanacherry, Guru Angad Dev Teaching Learning Centre and SGTB Khalsa College University of Delhi under the Pandit Madan Mohan Malaviya National Mission on

Teachers and Teaching (PMMMNMTT) of Ministry of Education. (Certificate No.: OFDP-96/401)

3. Completed Online FDP on “Academic Research in Global Perspective” from 10/10/2022 to 17/10/2022 organized by Department of Commerce, SRM Institute of Science and Technology.
4. Completed Online PDP on “Implementation of NEP-2020 for University and College Teachers” from 09/09/2022 to 17/09/2022 organized by Staff Training and Research Institute of Distance Education, Indira Gandhi National Open University, New Delhi.
5. Completed Online PDP on “Teaching Using Effective Educational Principles” from 22/08/2022 to 26/08/2022 organized by National Institute of Technical Teachers Training and Research, Chennai. (Certificate No.: 2022-PDPOM-72/3889)
6. Completed Online PDP on “Question Paper Authoring & Student Evaluation” from 27/06/2022 to 01/07/2022 organized by National Institute of Technical Teachers Training and Research, Chennai. (Certificate No.: 2022-PDPOM-27/2687)
7. Completed Online FDP on “Holistic Development and Outcome based Education in the Light of NEP – 2020” from 13/06/2022 to 19/06/2022 organized by Department of Basic Sciences and Humanities, University of Engineering and Management, Jaipur. (Certificate No.: UEM/FDP/JUNE-2022/NO.082)
8. Completed Online FDP on “Recent Trends of Research in Commerce and Business Studies” from 30/05/2022 to 04/06/2022 organized by Department of Commerce, SRM Institute of Science and Technology.
9. Completed Online International Faculty / Knowledge Development Program on “Teaching Efficacy” from 14/02/2022 to 27/02/2022 organized by St. Joseph University, Nagaland and Special Minds. (Certificate No.: SM-WEB24-0214022-255)
10. Completed Online FDP on “Inculcating Universal Human Values in Technical Education” from 27/09/2021 to 01/10/2021 organized by All India Council for Technical Education (AICTE). (Certificate No.: F.No AICTE/FDP-SI/OnlineWorkshop/201/90733)
11. Completed Online PDP on “Effective and Quality Research Writing - Phase II” from 07/07/2021 to 15/07/2021 organized by Department of Commerce (Shift-II) in association with IQAC, Patrician College of Arts and Science, Chennai. (Certificate No.: S.No: 20-21/PDP/121)
12. Completed Sixteen Online Sessions from 28/04/2020 to 22/05/2020 conducted by Institution’s Innovation Council (IIC) of MHRD’s Innovation Cell, New Delhi to promote Innovation, IPR, Entrepreneurship, and Start-ups among HEIs during COVID-19 Nationwide Lockdown. (Certificate No.: 25573)
13. Completed Online FDP on “E-Learning Resources & Teaching Methodology in Education & Research Development” from 27/04/2020 to 09/05/2020 at Sri Sai Ram Engineering College, Chennai. (Certificate No.: SECRC01157)

Seminars / Webinars Attended

1. MOOCS Development and Delivery, organized by University Grants Commission & Human Resource Development Centre, University of Madras on 22nd March, 2022.
2. The Companies Act, 2013 - Heralding New Era of Corporate Governance, organized by Department of Commerce, University of Madras along with The Institute of Companies Secretaries of India (ICSI) on 07th April, 2016.

Workshops Attended

1. Workshop of Big Data Analytics, organized by PG & Research Department of Statistics, Loyola College, Chennai during 11th, 12th, 18th and 19th March, 2017.
2. Workshop on Research Methodology, organized by Dean of Research and Loyola Institute of Social Science Training and Research (LISSTAR) at Loyola College, Chennai from 09th to 13th December, 2016.

(S.SIVAPRAKKASH)