

RESUME

Dr.K.Kumaresh, Ph.d



Address for Correspondence

JKK Munirajah College of Agricultural Science

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Permanent Address

K.Kumaresh,

S/o C.Krishnan,

Puthupalayam,

North Ramalingapuram(Po)

Chennimalai – 638051

Erode District

Objective

To be challenging to take up task-oriented career which provides avenues to put forth my efforts and accomplish the objective of the organization and to grow personally with service orientation and with a firm positive thinking.

Education Qualification

- Qualified **UGC-NET** for lectureship in the subject - Management
- **PH.D** (Agribusiness and Development Management) specialization of Marketing in Department of ARM, Tamil Nadu Agricultural University, Coimbatore, Tamil Nadu, India
- **MBA** (Agri Business Management) from Tamil Nadu Agricultural University, Coimbatore, Tamil Nadu, India during the year 2007-09.
- **B.Sc** (Agriculture) from Agricultural College and Research Institute, Coimbatore, TNAU, Tamil Nadu, India during the year 2003-07.

Academic Training

- Participation in management meets IIM – Ahmadabad – 2008 (Won prize in Business Quiz) and MSRIM- Bangalore-2008.
- Three months technical work (Rural Agricultural Work Experience – RAWE) experience during Undergraduate programme at Irugur, Coimbatore district
- One month Summer internship programme at Aditya Birla Retail during MBA programme

Personal Information

Date of Birth : 21th June 1983
Sex : Male
Nationality : Indian
Marital Status : Married
Father Name : C.Krishnan
Father's Designation : Farmer
Mother Name : K.Amirthavalli
Mother's Designation : Farmer

Language's Known

Tamil and English to read ,write and speak

Area of Interest

- + Teaching
- + Research Work
- + Field Work

My Assets

- + Comprehensive Problem solving
- + Good Communication skills
- + Willingness to learn
- + Hard Working
- + Positive Minded
- + Team Spirit
- + Management Traits

Publications(Enclosed in Annexure)

Research Article

<u>International</u>	: 7
<u>National</u>	: 2
<u>Abstracts in international/National seminar/Symposia/conference</u>	: 3
<u>Seminars/Conference</u>	: 6
<u>Trainings attended</u>	: 3
<u>Workshop Attended</u>	: 1
<u>Books(only with ISBN No)</u>	: 1
<u>Book Chapters</u>	: 6
<u>Popular article</u>	: 1
<u>Accepted article</u>	: 1
<u>Total</u>	: 31

Software skills

- Participation in training of “**Introduction to Data Analysis Using SAS package**” conducted in Department of Physical sciences and Information Technology, Tamil Nadu Agricultural University, Coimbatore, Tamil Nadu, India on 23.5.2011.
- Participated in a 32 hours course entitled “**Programming in C**” in the month of May year 2007 from NIIT, Coimbatore.

- Working knowledge in SPSS, SYSTAT, MS office Programs.

References

1. Dr. G. Askon, Ph.D
Dean
JKK Munirajah College of Agricultural Science,
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2. Dr. K. Mahendran, Ph.D
Professor and Head
Department of Agricultural and Rural Development Studies
Tamil Nadu Agricultural University
Coimbatore-641003
Phone: 0422-2431672
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3. Dr. C. Sekar, Ph.D
Dean,
Imayam Institute of Agriculture and Technology,
Thuraiyur,
Trichy District.
Phone: 04327 239515
Mail: mail@imayamagricollege.org

Work Experience

Senior Research Fellow under Dr. K. Maragatham, Professor and Head, Scheme Entitled “**Development of Agro Advisory Service Using Automatic Weather Station Data at Block Level in Tamil Nadu**” at ACRC, TNAU, Coimbatore from 17.7.2013 to till date.

At present working as **Assistant Professor in JKK Munirajah College of Agricultural Science, Gobi.** (from sept. 8, 2014 to till date)

Membership in Scientific Bodies

Name of the Society	Type of Membership
Uzhavarin Valarum Velan mai	Life Membership
Madras Agricultural Student Union	Annual Membership
Hind Agri-Horticultural Society (AU)	Annual Membership
Hind Agri-Horticultural Society (IJCMB)	Annual Membership
Hind Agri-Horticultural Society (IRJAES)	Annual Membership

Additional Responsibilities

Offered the course entitled “**ABM 301, Agribusiness Management-I**” as a course teacher at Forest College and Research Institute, Mettupalayam, TNAU during the period December 2012 to May 2013.

Declaration

Hereby, I assured that the information furnished above is true to my knowledge. If I get an opportunity to work in your concern, I assure that I shall discharge my duties to the fullest satisfaction of my Employer and to the best of my Ability.

Thank you

Date: 27/09/17
Place: Coimbatore

Yours Faithfully
(K. KUMARESH)

ANNEXURE

RESEARCH ARTICLES

International

1. **K.Kumaresh**.,S.Praveena and M.Malarkodi. 2013. An Empirical Analysis of Subscribers Intention towards 3G Mobiles in Coimbatore City of Tamil Nadu. International Journal of Management, 4(1), 235-242.
2. **K.Kumaresh** and S.Praveena. 2012. Food Safety and Quality Measures of Fresh Fruits and Vegetables.International Journal of Agriculture and Food Science Technology, 3(3), 188-190.
3. **K.Kumaresh** and S.Praveena. 2012. Farmers attitude and brand preference of bio inputs with special reference to bio fungicide in Erode district of Tamil Nadu. International Journal of Commerce and Business Management, 5(2), 190-196.
4. **K.Kumaresh** and C.Sekar.2012. Mobile Number Portability in Coimbatore: An Empirical Analysis of Consumer Switching Behaviour. International Journal of Research in IT and Management. 2(2). 1119-1138.
5. S.Praveena and **K.Kumaresh**. 2011. A Study on Usage and Consumer Satisfaction towards Solar Water Heaters in Coimbatore District of Tamil Nadu. International Journal of Management Research and Review, 5(1). 216-228.
6. S.Praveena and **K.Kumaresh**. 2013. Brand Preference of Farmers and Dealers towards drip irrigations systems in Erode district of Tamil Nadu.
7. **K.Kumaresh** and C.Sekar.2013. Price Spread, Marketing Efficiency and Constraints in Supply Chain of Mango in Krishnagiri District of Tamil Nadu. Agriculture Update. 8(3). 446-451.

National

1. **K.Kumaresh**and P.Arunkumar. 2011. An Analysis of Market Share and Market Potential for Syngenta Maize and Sunflower Hybrid Seeds in Northern Tamil Nadu. Marketology. 6(2). 21-29.
2. S.Praveena, **K.Kumaresh** and M.Malarkodi. 2012. Gap Analysis of Organized Retail Sector in Coimbatore District of Tamil Nadu. Golden Research Thoughts. 2(4). 96-101.

Abstract in International/National Conference

1. **K.Kumaresh** and C.Sekar.2013. Mango in Tamil Nadu- A Commodity Specific Study. In: Agricultural Graduate Student Conference held at Tamil Nadu Agricultural University, Coimbatore. 341-342.
2. **K.Kumaresh** and S.Praveena. 2011. Green Marketing – Emerging Trends in India. In: National Conference on Rural marketing and rural consumerism: Road map to build vibrant rural India held at Gandhigram Rural Institute, Gandhigram.
3. **K.Kumaresh** and C.Sekar.2013. A Two-Stage Supply Chain Model for Mango Marketing Chain (DEA). In: Souvenir of 3rd International Science Congress held at Karunya University, Karunyanagar, Coimbatore. 6-7.

Accepted articles in International Journal

1. **K.Kumaresh** and C.Sekar.2013. Export Performance and Competitiveness of Fresh Mangoes and Mango Pulp in India. International Journal of Commerce and Business Management.

Seminars/Conference/Workshop/Trainings Attended and Paper Presented

- 1 **K.Kumaresh**. 2008. “Status, Constraints and Scope for Fisherfolk Development through Microfinance” In: National conference held at Fisheries College and Research Institute. Thoothukudi.
- 2 **K.Kumaresh** and S.Praveena. 2012. Food Safety and Quality Measures of Fresh Fruits and Vegetables. In: International Conference on Agriculture, Foods Science and Environmental Technology for Sustainable Global Development held at Jawaharlal Nehru University, New Delhi, 3(3), 188-190.
- 3 **K.Kumaresh** and C.Sekar.2013, Business Strategies for Sustainable Growth- A Global Perspective. In. International conference held at Bharathiar University, Coimbatore.
- 4 **K.Kumaresh** and C.Sekar.2013. Mango in Tamil Nadu- A Commodity Specific Study. In: Agricultural Graduate Student Conference held at Tamil Nadu Agricultural University, Coimbatore. 341-342.
- 5 fp. Fknu#; / rp.gputPzh [m . uhl; !;butd;jp [kh. kyh;bfho (2013) -- brhl]LePh]g] ghrdk] gw]wpa cHth]fspd] kw]Wk] tzpfh]fspd; K]j]piuf]fhd(gpuhz]l]) Kd]Dhpik kw]Wk] tpUg]gk] - xU mDgt gFg]gha]t[-

- tsh;jkpHpy; mwptpay; - ntshz; mwptpay;/ 21Mk; mwptpay; jkpH; njrpaf; fUj;ju'fk;/ nfhaKj;J}h;. 68- 70.
- 6 rp. gputPzh/ fp. Fknu#;/ kh. kyh;bfho / fp. jpt;ah/ j.rk;rha; (2013) --jw]nghija R{H;epiyapy; caph]] vhpbgHUI]fspd; Kf]fpaj;JtKk] gad;ghLk; - xU fz;nzh;l;lk;. tsh;jkpHpy; mwptpay; - ntshz;ikapay;/ 21Mk; mwptpay; jkpH; njrpaf; fUj;ju'fk;/ nfhaKj;J}h;.145-146.
 - 7 **K.Kumaresh** and S.Praveena. 2011. Green Marketing – Emerging Trends in India. In: National Conference on Rural marketing and rural consumerism: Road map to build vibrant rural India held at Gandhigram Rural Institute, Gandhigram.
 - 8 **K.Kumaresh**. 2010. Creativity in Management. In. ‘For Faculty’ Workshop Intensive held at GRD Institute of Management, Coimbatore.
 - 9 Hands on Training for the National Agricultural Development Project on “Establishment of Agri-clinic cum Mini Soil Testing Laboratory” conducted by the Department of Soil Science and Agricultural Chemistry, TNAU, Coimbatore, from 16.2.2009 to 20.2.2009.
 - 10 Capacity Building training programme on “Agro Export and Domestic Trade from Tamil Nadu” conducted by the Department of Trade and Intellectual Property, CARDS, TNAU, Coimbatore, from 4.12.12 to 6.12.12.
 - 11 Combined Annual Training Camp for SD Cadets conducted by Govt. Arts College, Udumalpet, Coimbatore from 25.9.2003 to 6.10.2003.

Books (With ISBN No.)

1. **K.Kumaresh**.,S.Praveena and M.Malarkodi. 2013. Brand Preference towards Drip Irrigation Systems in Erode District. Lambert Academic Publishing, Deutschland.

Book Chapters

1. **K.Kumaresh** and C.Sekar.2013. Mango in Tamil Nadu- A Commodity Specific Study. In: Proceedings of first Agricultural Graduate Student Conference held at Tamil Nadu Agricultural University, Coimbatore. 341-342.
2. **K.Kumaresh**.,S.Praveena. 2010. Brand Preference of Farmers and Dealers towards Drip Irrigation Systems in Erode District. In: Proceedings of the Kanniyakumari Academy of Arts and Science, Nagarkovil. 108-118.
3. **K.Kumaresh**and P.Arunkumar. 2010. An Analysis of Market Share and Market Potential for Syngenta Maize and Sunflower Hybrid Seeds in Northern Tamil

Nadu.In: Proceedings of the Kanniyakumari Academy of Arts and Science, Nagarkovil. 119-129.

4. **K.Kumaresh** and S.Praveena. 2011. Green Marketing – Emerging Trends in India. In: Proceedings of National Conference on Rural marketing and rural consumerism: Road map to build vibrant rural India held at Gandhigram Rural Institute, Gandhigram. 145-150.
5. fp. Fknu#; / rp.gputPzh [m . uhl; !;butd;jp [kh. kyh;bfho (2013) -- brhl]LePh]g] ghrdk] gw]wpa cHth]fspd] kw]Wk] tzpfh]fspd; Kjj]piuf]fhd(gpuzh]l]) Kd]Dhpik kw]Wk] tpUg]gk] - xU mDgt gFg]gha]t[- tsh;jkpHpy; mwptpay; - ntshz; mwptpay;/ 21Mk; mwptpay; jkpH; njrpaf; fUj;ju';fk;/ nfhaKj;J}h;. 68- 70.
6. rp. gputPzh/ fp. Fknu#;/ kh. kyh;bfho / fp. jpt;ah/ j.rk;rha; (2013) --jw]nghija R{H;epiyapy; caph]] vhpbgHUI]fspd; Kf]fpaj;JtKk] gad;ghLk; - xU fz;nzh;l;lk;. tsh;jkpHpy; mwptpay; - ntshz;ikapay;/ 21Mk; mwptpay; jkpH; njrpaf; fUj;ju';fk;/ nfhaKj;J}h;.145-146.