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Staff ID : RCAS02804
Designation : Assistant Professor
Department : Commerce
Experience : 4 Years
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ACADEMICS

Degree	Branch	Institution / University	Year of Completion
Ph. D	Commerce	Rathinam College of Arts and Science	Pursuing
M.Com	Commerce	Rathinam College of Arts and Science	2021
B. Com BPS	Business Process Service	Rathinam College of Arts and Science	2019

Diploma / Certification	Specialization	Institution / University / Agency Name	Year of Completion
PGDIB	International Business	Bharathiar University	2022
HDCA	Computer Applications (MS Office, Tally ERP 9).	CSC Computer Education	2019

RESEARCH AND PUBLICATIONS

Journal Publications

Mr. P. Sasikumar. (2025). Transforming Learning through Artificial Intelligence: Impact on Personalized Learning and Development for future Directions. *Meerayan Journal*, 25(6), ISSN: 2455-6033. DOI: doi.org/10.5281/zenodo.15613096.

Mr. P. Sasikumar., Dr. T. M Hemalatha. (2024). Digital marketing and consumer behavioural patterns in fast food business enterprises in Coimbatore city. *Periodico di Mineralogia*, 93(6). <https://doi.org/10.5281/zenodo.14020926>

P Sasikumar., G. Nandhini. (2024). Role of chit funds in mobilizing the savings of the household. *Humanities and Social Science Studies*, 13(1), No. 23. Pp 88-91. ISSN 2319-829X.

P. Sasikumar., G. Selin. (2024). A study on youths' classroom environment in psychological needs of higher education of student reference to Coimbatore city. *IPE Journal of Management*, 14(2). Pp 162-166. ISSN 2249-9040.

P Sasikumar., K Jeevitha. (2024). A study on marketing strategies of gems and jewellery retailer. *Humanities and Social Science Studies*, 13(1), No. 23. Pp 66-69. ISSN 2319-829X.

P Sasikumar., R Deepak. (2024). A study on students' perception towards online platform courses among academics for current era. *Bharatiya Shiksha Shodh Patrika*, 43(1-IX). Pp -36-39. ISSN 0970-7603.

P Sasikumar., S. Sujith. (2024). Customer insights on impact of m-commerce in current era. *Rabindra Bharati University Journal of Economics*, XXVIII(12). Pp 37-42. ISSN 0975-802X.

P Sasikumar., I. Gowreesh. (2024). A study on use of motivational tools to improve employees' significance and outcomes of industries efficiency. *Bharatiya Shiksha Shodh Patrika*, 43(1-VIII). Pp 138-141. ISSN 0970-7603.

P Sasikumar., A. Uma Devi. (2024). The impact on smart e-library management system in current era. *Rabindra Bharati University Journal of Economics*, XXVIII(12). Pp 68-71. ISSN 0975-802X.

P. Sasikumar., S. Dhayanadha Prabhu. (2024). A study on consumer perception towards digital money in Coimbatore city. *Rabindra Bharati University Journal of Economics*, XXVIII(11). pp 1-6. ISSN 0975-802X.

P. Sasikumar., G. Prasanna. (2024). Impact of social media influencers on consumer action reference to Coimbatore city. *IPE Journal of Management*, 14(3). pp 178-183. ISSN 2249-9040.

P Sasikumar., N. Harshni. (2024). The role and impact of digital devices on work-life balance. *Journal of Indian School of Political Economy*, 36(1). pp 135-140. ISSN 0971-0396.

P Sasikumar., R. Kavitha. (2024). A study on customer perception towards reliance Jio subscriber identity module. *IPE Journal of Management*, 14(2), pp 41-46. ISSN 2249-9040.

Mr. P. Sasikumar. (2024). To study on understanding the perceptions and challenges of digital transactions among the younger generation in current era. *IPE Journal of Management*, 14(11), pp 144-148. ISSN 2249-9040.

Dr. A. Madhu Prasad, Dr. Deepti Mishra, Akhila N, P. Sasikumar, Dr. Sayali Satish Pande, Dr. Guruprasad Ramakrishna Naik. (2024). Relationship among perceived value through customer satisfaction on customer loyalty with reference to digital marketing. *Migration Letter*, 21(S1), pp 1044-1052. ISSN: 1741-8984.

Dr. T.M Hemalatha., Ms. G. Arutgeevitha., Ms. V. Priyanka., Mr. P. Sasikumar., Mr.G.Suresh., K. Valarmathi. (2023). Impact of Internet gambling among students in and around Coimbatore city. *European Chemical Bulletin*, 12(Special Issue-5). ISSN pp 2063-5346.

Ms.G.Arutgeevitha, Dr.T.M.Hemalatha, Ms.V.Priyanka, Dr.B.Geethpriya, Mr.P.Sasikumar, Ms. U.Ashwini. (2023-2024). Customer satisfaction towards artificial intelligence on digital marketing. *Journal of Survey in Fisheries Sciences*, 10(4S), pp 3473-3478.

P Sasikumar., T M Hemalatha., G Arut Geevitha. Author(s). (2022). Rural development of the future: The big technological leap. *NIU International Journal of Human Rights*, 9(XX), pp 154-158. ISSN 2394-0298.

P.Sasikumar., T.M.Hemalatha. (2022). Customer preference and satisfaction towards specified health drinks. *Anvesak*, 52(1-V), pp 38-44. ISSN 0378-4568.

A.Anusha., T M Hemalatha., P.Sasikumar. (2022). Retailer perception towards implementation of goods and service tax (GST) in Palakkad town. *Shodhsamhita: Journal of Fundamental & Comparative Research*, VIII(1-I), pp 37-41. ISSN 2277-7067.

P. Sasikumar., T M Hemalatha., G Arut geevitha. (2022). The impact of media usage of teenagers with positive and negative facets. *Shodhsamhita: Journal of Fundamental & Comparative Research*, VIII(1-I), pp 42-46. ISSN 2277-7067.

P. Sasi Kumar., Agilan K., Vishak. (2022). A study on customer fulfilments towards water purifier (with special reference to Coimbatore city). *International Research Journal of Modernization in Engineering Technology and Science*, 4(4). pp 1850-1851. e-ISSN: 2582-5208.

Mr. P. Sasikumar., S. Balamurugan., M. Dhanasekar., C. Hariprasad. (2022). Study of future of the unsecure Internet and defines for mankind. *International Journal of Research Publication and Reviews*, 3(5), pp 1195-1197. ISSN 2582-7421.

Mr.P. Sasikumar., P. Dinesh., Arun Kumar., J. Lakshmi. (2022). A study on impact of agriculture banking on farmers. *International Journal of Research Publication and Reviews*, 3(4), pp 2570-2572. ISSN 2582-7421.

Mr. P. Sasikumar., K.Mythily. (2022). Study of customer satisfaction towards reliance Jio network. *International Journal of Research Publication and Reviews*, 3(4), pp 2597-2602. ISSN 2582-7421.

Mr. P. Sasi Kumar., Swathi.S., Kishore Easan. M. (2022). A study on customer satisfaction towards water purifier (with special reference to Coimbatore city). *International Journal of Research Publication and Reviews*, 3(4), pp 2453-2455. ISSN 2582-7421.

Mr. P. Sasikumar., S. Vijay., Tamilarasan. (2022). The study on women employees' preference towards in unorganized sector. *International Journal of Research Publication and Reviews*, 3(5), pp 1126-1130. ISSN 2582-7421.

Book Chapters

Mr.P.Sasikumar., Dr.T.M.Hemalatha. Study on go Green Initiative of amazon India and The Level of Consumer Awareness in Coimbatore. (2022). In *Recovery Strategies for Business*

Sustainability - Post Covid-19 (pp. 125–127). Bharath Institute of Education and Research. ISBN: 978-93-5636-116-4.

P. Sasikumar., M. Jeeva. ICT in Our Daily Lives. (2022). In *Implementation of ICT Skills for the Students for their Employment in Skill Based Jobs* (pp. 257–262). ICSSR (NGM College). ISBN: 978-93-94522-16-5.

Mr.P.Sasikumar., Dr.T.M.Hemalatha. Impact of teaching and learning to improve teaching effectiveness. (2022). In *Innovation Strategies and Practices in Teaching, Learning and Evaluation Process for Arts and Science Colleges Towards New Education Policy- 2022* (pp. 79–86). NAAC (NGM College). ISBN: 978-93-94004-05-4.

Mr.P. Sasikumar. Effect of E-Learning on Rural Areas in Coimbatore. (2022). In *Rural Students and Youth Embracing Digital Medium to Continue Learning During Covid-19* (pp. 36–40). ICSSR (NGM College). ISBN: 978-93-5636-348-9.

Mr. P. Sasikumar., Dr.T.M. Hemalatha., Ms. S. Shobana. Rural Digital Marketing: A post Covid-19 Predicament. (2022). In *Role of Digitalization Sector in Rural Economy* (pp. 243–250). ICSSR (Sankara College). ISBN: 978-93-5636-057-0.

Mr. P. Sasikumar., Dr.T.M. Hemalatha., Mrs.G. Arut Geevitha. Women Entrepreneurship in India: Challenges and Opportunities. (2022). In *Challenges and Problems Faced by Women Entrepreneur in Indian Society after Covid-19 Pandemic* (pp. 651–657). ICSSR (Sankara College). ISBN: 978-93-5701-450-2.

Ms. S. Shobana., Mr. P. Sasikumar. A Study Problems and Opportunities of Women Entrepreneurs in India. (2022). In *Challenges and Problems Faced by Women Entrepreneur in Indian Society after Covid-19 Pandemic* (pp. 262–265). ICSSR (Sankara College). ISBN: 978-93-5701-450-2.

Mr.P. Sasikumar., Mr.S.Gopi. Mr.M.Jeeva. Participation of the Insurance Sector in Helping to Realize Vision 2030. (2022). In *Insurance in the Face of Global Change – The Future Proof* (pp. 271–278). Sri Ramakrishna College of Arts and Science. ISBN: 978-93-5701-776-3.

Mr.P. Sasikumar. IMPACT OF MAKING DIGITALIZATION TOWARDS FUNDING SECTOR IN INDIA. (2023). In *Research in Multidisciplinary Subjects (Vol. 7)* (pp. 49–53). The Hill Publication. ISBN: 978-81-964776-8-4.

Mr.P.Sasikumar. A Sustainable change: The Progress of Innovative paradigms in Managing Education. (2023). In *Technology for Education and Employment*. Vivekanandha Institute of College. ISBN: 978-93-5813-508-4.

Mr. P. Sasikumar., Ms. V. Priyanka Advances in Artificial Intelligence. (2023). In *Industry 4.0* (pp. 41–50). P.K. Publishers & Distributors. ISBN: 978-81-19428-79-3.

Mr. P. Sasikumar., Mr. H. Surendiran. Latest developments in commerce and management. (2024). In *Latest developments in commerce and management* (pp. 37–43). IoT Academy Publisher. ISBN: 978-93-93622-37-2.

Mr.P.Sasikumar. To Study on Effects of Digital WhatsApp Payment Users with Add-Ons to The WhatsApp Payment System. (2024). In *DIGITALIZATION OF THE BANKING AND FINANCIAL SYSTEM* (pp. 234–240). Rathinam College of Arts and Science. ISBN: 978-93-92150-96-8.

Mr.P.Sasikumar. A Step Towards a Resilient Circular Economy in India – Road Map to Sustainable Development. (2024). In *ECONOMIC RESURGENCE India's Thriving Path to Development* (pp. 180–190). Indu Book Services Pvt. Ltd. ISBN: 978-81-19907-44-1.

P. Sasikumar., Dr.J.Saranya. Examining the antecedents of ICT adoption in higher education: an Indian context. (2024). In *Advanced Trends in Multidisciplinary Research and Innovation* (pp. 154–161). Weser Books. ISBN: 978-3-96492-593-0.

Mr.P.Sasikumar., Mr. S V. Sugesh. Role of Artificial Intelligence in Detecting and Nurturing High-Potential Employees. (2024). In *Multidisciplinary Research in Arts, Science & Commerce (Volume-3)* (pp. 33–34). The Hill Publication. ISBN: 978-81-977851-1-5.

Nazar M H., Sasikumar P. Recent Trends in E – Commerce. (2024). In *Multidisciplinary Research in Arts, Science & Commerce (Volume-5)* (pp. 31–33). The Hill Publication. ISBN: 978-81-977851-6-0.

Dr. T.M. Hemalatha., Mr. P. Sasikumar. A Study on Work-Life Balance in the Context of Sustainability. (2024). In *ESG in Human Capital Management: Shaping Inclusive and Sustainable Workplaces* (pp. 39–46). ATLAS SKILLTECH UNIVERSITY. ISBN: 978-81-19567-41-6.

Mr. P. Sasikumar, Dr. T. M. Hemalatha & Dr. G. Arut Geevitha. The Impact of Digital Payment Systems on Consumer Spending Behaviour: A Study of Urban and Rural Markets. (2025 June). *Electronic money and financial management* (Pp. 359-369) The Wordsswiggles Publication. ISBN: 978-93-49882-27-0

Dr. T.M. Hemalatha., Mr. P. Sasikumar. Role of Gender Equality in Driving Economic Development: A Global Perspective. (2025 May) *Economic Renaissance: Charting India's Path to Prosperity* (pp. 173-179). Indu Book Services Pvt. Ltd. ISBN: 978-93-91385-51-4.

Mr. P. Sasikumar., Dr. T. M. Hemalatha. Impact of Biometric Payment Authentication on Consumer Trust and Security. (2025 July) *The Future of Digitization : Crafting Exceptional user experiences in biometric contactless payment systems* (pp. 237-251). The Wordsswiggles Publication. ISBN: 978-93-49882-13-3

Proceedings

Mr.P.Sasikumar. Emerging Banking Trends and Technologies with cases. (2023, October 5–6). In *Cashless Economy – Make in India* (pp. 126–129). Angappa College of Arts and Science. ISBN: 978-93-340-0206-5.

Mr.P.Sasikumar. Impact of M-Banking: An Investigation of A Specific Case of Residence in Tamilnadu. (2024, October 7). In *ICSSR – International Seminar on Fintech Innovation for Financial Inclusion: Bridging the Gap* (pp. 249–254). Sri Ramakrishna College of Arts and Science. ISBN: 978-81-968562-1-2.

Mr.P.Sasikumar. The Application of Sustainability Principles in Business and Marketing. (2023, September 27). In *The Future of Insurance India - Faster & Easier* (pp. 555–560). SNMV. ISBN: 978-93-5996-082-1.

Mr.P.Sasikumar. Women entrepreneurship: challenges and solutions - an experimental study. (2024, February 29). In *Work life balance of women micro entrepreneurs in Indian society after covid 19 pandemic* (pp. 126–130). Bishop Ambrose College. ISBN: 978-819701620-2.

P. Sasikumar. Assessing the Impact of Artificial Intelligence on Economic Advancement and Demographics in India. (2024, January 24). In *India 2.0: Vision for India 2047 - Digital Ecosystem & Harnessing Artificial Intelligence* (pp. 385–391). NGM College. ISBN: 978-93-94004-31-3.

Mr. P. Sasikumar., Dr.T.M. Hemalatha. Indian knowledge system and nep: a brief investigation. (2024, July 4–5). In *ICSSR – NGM College Arts and Science* (pp. 281–286). ICSSR Sponsored – Dr. NGP Arts and Science College. ISBN: 978-8-19-710005-5.

Industry 5.0 on Global Competitiveness - Strategies for MSME to Remain Competitive. (2024, August). In *MSME Technology Development Centre – International Conference* (pp. xx–xx). KS Rangasamy. ISBN: 978-93-341-2460-6.

Ms. V. Priyanka., Mr. P. Sasikumar. AI Strategies in Business Growth: A Comprehensive. (2024, August). In *Global Business Perspective in the Era of Artificial Intelligence* (pp. 01-07). KS Rangasamy. ISBN: 978-93-341-1826-1.

P. Sasikumar., M. Poornima Devi. Impact of Artificial Intelligence (AI) Applications and their Socio-Economic Impact Across Diverse Industries. (2024, September 10). In *Innovate with AI: Strategies for Business Success in the Digital Era* (pp. 127–130). Sri Ramakrishna College of Arts and Science. ISBN: 978-81-971599-0-9.

PRESENTATIONS

	State Level	National	International
Conference	2	1	-
Seminar	3	1	-

PARTICIPATION

	State Level	National	International
Conference	-	8	3
Seminar	7	3	-
Workshop	7	7	2
Orientation	14	14	1
FDP/PDP	18	25	7

Members in BoS/ Editorials/ Professional Bodies

- Served as a Peer Reviewer for publisher, IGI Global Book Chapter and Journal Evaluating research papers.

HONORS AND RECOGNITION

S. No	Awards / Honors / Recognition	Agency / Institution	Year of Award
1	Empowering Educators – Teachers Conference	The Institute of Company Secretaries of India (ICSI)	2022
2	Great Supporter Award	Karam's I-Tech Solutions	2022
3	Certificate of Appreciation for Best Student Support Staff	NPTEL - Swayam	2022
4	Certificate of Recognition as Mentor for NPTEL Online Courses	NPTEL - Swayam	2022
5	Empowering Educators – Teachers Conference	The Institute of Company Secretaries of India (ICSI)	2023
6	Coordinator – “Advanced Excel 2016” Career Oriented Course	The Institute of Advanced Computing (Tiac)	2023
7	Coordinator – “Advanced Excel 2016” Career Oriented Course	The Institute of Advanced Computing (Tiac)	2023
8	Great Supporter Award	The Institute of Advanced Computing (Tiac)	2023
9	Supporting Coordinator – “Data Analytics using MS Excel and Power BI” Career Oriented Course	The Institute of Advanced Computing (Tiac)	2024
10	Excellent in Education Award	Masters Professional Academy	2025
11	Golden Guru Award	GRT Jewelers	2025