

SUNITHA KUMARAN

OFFICIAL ADDRESS:

**Department of Finance,
College of Business Administration
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ACADEMIC BACKGROUND

Ph.D. - Bharathiar University, 2008
M.Phil. - Madurai Kamaraj University, 2000
M.B.A. - Bharathiar University, 1997
B.Sc. – Bharathiar University, 1995

CERTIFICATIONS

Diploma in Computer Applications

WORK EXPERIENCE:

1. Academic Experience

Assistant Professor - Department of Finance , College of Business Administration,
King Saud University, Kingdom of Saudi Arabia, - October 2009 – till date
Assistant Professor – DJ Academy for Managerial Excellence, India, July 2007 –
September 2009
Senior Lecturer – Karpagam Institute of Management Research, India, August 1997
- April 2005

2. Consulting

Consultancy service offered for Small Scale Entrepreneurs - “Financial Records &
Financial Analysis”

3. Management development programme

Finance for Non-Finance Managers - CODISSIA.

TEACHING: Courses Taught

Undergraduate level:

1. Financial Management
2. Investment Management
3. Portfolio Analysis

Post -Graduate Level:

1. Financial Management
2. International Financial Management
3. Equity Research and Portfolio Management
4. Derivatives Management
5. Case Studies in Finance and Investments

Doctoral Level:

1. Equity Research and Portfolio Management
2. Research Methodology

Research Guidance:

Ph.D. - 4 research scholars registered at Bharathiar University- India.

Membership in Department Committees:

- Quality Committee – Department of Finance, King Saud University
- Research Committee - Department of Finance, King Saud University

INTELLEC'TUAL CONTRIBUTIONS:

Refereed Articles:

- 1) Dr. Sunitha Kumaran: "Influence of Locus of Control, Heuristics, Trend Length And Investment Experience On Investment Decisions", Journal of Behavioral Finance, ISSN 1542 – 7560, Taylor & Francis Group, 2015.
- 2) Dr. Sunitha Kumaran, Sangeetha P: "An empirical study on impact of employee's perception towards performance management system on employee motivation and job commitment", International Academic Research -Journal of Business and Management, ISSN 2287 – 1287, Vol. 2, Issue No. 7, Dec 2013, 20-34.
- 3) Dr. Sunitha Kumaran: "Impact of Personal Epistemology, Heuristics and Personal Attributes On Investment Decisions", International Journal of Financial Research, Sciedu Press, Canada, Vol. 4, No. 3, June 2013, 62-69. (ISI)
- 4) Dr. Sunitha Kumaran: "FINANCIAL LITERACY, FINANCIAL EDUCATION: A Road Map to Personal Financial Well-Being and Prosperity", International Journal of Research in Finance and Economics, ISSN 1450-2887, Issue 108, April 2013, FRDN Ltd., 132-143.
- 5) Dr. Sunitha Kumaran: "Drawdown Risk in Mutual Funds' Performance" - Journal of Finance and Investment Analysis, ISSN: 2241-0998, Vol.2, No.2, March 2013, Scienpress Ltd., 86-106.
- 6) Dr. Sunitha Kumaran: "Risk Management and Mitigation in Islamic Finance", International Journal of Research in Finance and Economics, ISSN 1450-2887, Issue 98, September 2012. FRDN Ltd., 83-96.
- 7) Dr. Sunitha Kumaran: "A Study on Value Addition To Shareholders' Wealth In The Banking Industry", Finance India, ISSN 0970 3772, Vol XXV No 4, December 2011.
- 8) Dr. Sunitha Kumaran "Innovative Vs Traditional Financial Metrics: An Appraisal", Globsyn Management Journal, Vol 2, Issue 2, July 2008, 19-26.

- 9) Sunitha K, "Lean Accounting", New Perspectives in Accounting, Vol IV, July 2007, 141-149.
- 10) Sunitha K, "Share Price Behavior Around Buybacks in India", Journal of Management Research, Vol. 1. No.4, Oct 2006, 27-37.
- 11) Sunitha K, "The Impact of Perceptions of HRM Practices on Perceived Organizational Performance" in the book on 'HR in Enhancement of people capability', by New Horizon College of Engineering, Sept 2006, 43 – 49.
- 12) Sunitha K, "Signaling Effect of Dividend Announcement in India" published in, "SMART – Journal of Business Management Studies", by Scientific Management and Advanced Research Trust, India, Vol 2, No.1, Jan – June 2006, 32 – 38.
- 13) Sunitha K, "Lean Accounting", The ACCOUNTING WORLD, ICAI University Press, Vol. VI, Issue – III, Mar 2006, 15-20.
- 14) Sunitha K, "Share Price Behavior Around Buy Backs And Dividend Announcements In India" SSRN, Indian Institute of Capital Markets, Dec.2005.

Refereed Proceedings

Full Paper – NATIONAL / INTERNATIONAL CONFERENCE

1. Dr. K Sunitha (2012) ," Predicting The Role Of Heuristics, Trend Length And Investment Experience In Investment Decisions" in the National Conference on Business Research, organized by PSGIM- INDIA.
2. Dr. K Sunitha (2012) ," Risk Management in Islamic Finance", at the Scientific Research Meet organized by King Saud University – Saudi Arabia.
3. Dr. K Sunitha (2009) ," Investing In India Opportunity 2020" for the 2nd International Conference on "Doing Business in India" organized by IFIM- Bangalore, November 2009.
4. Sunitha K(2007),"Innovative Vs Traditional Financial Metrics: An Appraisal" in the International Conference on "Global Business Strategy in Competitive Environment" organized by Sai Ram College of Engineering & Technology, Chennai dt Sept. 21st – 22nd ,2007.

5. Sunitha K(2007), “SHAREHOLDER VALUE INDEX FOR LISTED BANKS IN INDIA” in the National Conference on “Business Optimization Research Wave” organized by NITIE & IIT Mumbai, at Mumbai, dt Feb. 15 – 17,2007.
6. Sunitha K (2006), “SHAREHOLDER VALUE METRICS: AN APPRAISAL”, in the International Conference on “Emerging Paradigms in Managing Business” organized by Holy Grace Academy of Management Studies, India, Dec 2006.
7. Sunitha K (2006), “INFORMATION CONTENT OF SHAREHOLDER VALUE MEASURES” in the three-day International Conference on “Consortium of Students in Management Research” organised by Indian Institute of Science, Bangalore dt Sept. 21 – 23, 2006.

FACULTY DEVELOPMENT

Instructional-Related Conference

- 1) Two day workshop on “Culture - Heritage” organised by Amrita Educational Institutions dt 8th & 9th May 2005.
- 2) One-day workshop on “Education is the key to Nation Building” organised by Bharathiya Vidya Bhavan dt. 27th March 2005.
- 3) Two-day national seminar on “Corporate Governance in India” dt. 25th and 26th Sept. 2004
- 4) One day national workshop on “WTO - Strategies for India” organised by Karpagam Arts And Science College dt. 26th July 2004.

Professional Workshops

- 1) “Using and Writing cases in Business Administration”, DSD - King Saud University, April 2014.
- 2) “Essentials for Effective Peer Review of Teaching”, DSD – King Saud University, 8-12th Sept 2013.
- 3) “Assessment of Learning Outcomes” DSD – King Saud University, 3-4th Dec 2012.

- 4) “E-Technology for learning”, DSD – King Saud University, 14 – 16th April 2012.
- 5) “Evaluation using Black Board” – King Saud University, Nov. 2011.
- 6) “Application of Multi Dimensional Scaling and Structural Equation Modeling in Management Research” , 3- 4th October 2008.
- 7) “Multivariate Analysis using Open Source Software”, University of Madras, dt 24th Aug 2006
- 8) “Tools in Research Methodology”, one day workshop, ICFAI National College dt, 27th Feb. 2006
- 9) “Research Methods & Statistical Analysis”, GRG School of Management Studies, 22– 27th Nov 2004.

Honors & Awards:

- 1) Doctoral Fellowship: ICSSR FELLOW 2007 : Awarded the Indian Council for Social Science Research, Ministry of Human Resource Development, (A government of India sponsored body) fellowship for the Doctoral thesis on “Shareholder Value Addition By Banks” for a period of two years from April 2005 – April 2007.
- 2) Best Paper Award: 2006: Won the best paper award for the Research Paper titled “Economic Value Addition by Indian Companies” in the national seminar on “Management Research”

TECHNICAL SKILLS POSSESSED

- Ms Office, SPSS, AMOS

Dr. Sunitha Kumaran