

Faculty Profile

Name of Teaching Staff / RMK ID	Dr. S. Asokkumar / T1227			
Designation	Professor			
Department	Master of Business Administration (MBA)			
Date of Joining the Institution	02.03.2026			
Qualifications	Ph.D.	M.B.A (HR)., M.Sc (I.T)., M.Tech (I.T)., Ph.D.,	B.E. (CSE)	
Total Experience	Overall : 28 Years		in RMK : 1 Week	
Papers Published in Journal	Overall : 22		After Joining RMK : 5 Months	
List of Papers Published	1. Asokkumar S, Dr. S. Thangavel, “Enhanced Index based GenMax for Frequent Item Set Mining”, International Journal of Data Analysis Techniques and Strategies (IJDATS), 2012. 2. Asokkumar, S, Sunil S 2014, “Perceiving Work-Life Balance of Employees in Tamil Nadu Magnesite Limited, India”, Asian journal of research in Business Economics and Management ISSN:2250-1673. 3. Asokkumar, S, Rajendrakumar.K, “Online Purchase Intension and Satisfaction” paper published in (JOKULL), ISSN: 0449-0576 (ONLINE), Vol. 64, No. 5, August 2014. 4. Asokkumar, S, Logasakthi K , “Occupational Stress Damages Immune System And Mental Health Of Employees; An Investigation On The Employees Of Magnesite Industry In Tamil Nadu, India”, Paper accepted to publish in Asian Journal			

	of Research in Social sciences and Humanities, ISSN:2249-7315 (online) 2250-1665, Nov 2014. 5. Asokkumar, S, Geethanjali.P , “An Analysis Of Opinion Regarding Service Quality Measures of the Select Cellular Phone Service Providers In Salem District” paper published in ASIAN Journal of Research In Social Sciences and Humanities (AJRSH), ISSN: 2249-7315 (ONLINE), Vol. 6, No. 6, August 2016. 6. Asokkumar, S, Rajendrakumar.K 2016, “Students Opinion on Policy Work, Economic Implications of Online Shopping in Indian Retail Industry and the Factors of Promoting Small Scale Organizations, Products Through Electronic Mode (Online Mode)”, Asian Journal of Research in Social Sciences and Humanities , vol.6, no. 4, pp. 484-491. 7. Asokkumar, S, Rajendrakumar.K 2016, “An Analysis of Direct and Moderation Effect on Online Shopping Attitude with special reference to Student Community of Coimbatore (India) based Colleges”, Asian Journal of Research in Social Sciences and Humanities ,vol.6, no. 4, pp. 592-601. 8. Asokkumar S, Sunil S 2016, “Emotional Well-being and resilience level condition of Mine Workers in DalmiaMagnesite Corporation”, ASIAN Journal of Research In Social Sciences and Humanities (AJRSH), ISSN:2249-7315 (ONLINE). 9. Asokkumar S, Sunil S 2016, “Emotional Well-being and resilience level condition of Mine Workers in Dalmia Magnesite Corporation”, ASIAN Journal of Research In Social Sciences and Humanities (AJRSH), ISSN:2249-7315 (ONLINE), vol. 6, no. 6, pp. 1261-1266. 10. Asokkumar, S, Sunil S 2017, “Post Effects of Emotional Ill-Being and Work-Life Imbalance (Gender and Education Variables Analysis) of Workers in Magnesite Industry, Tamil Nadu”, Middle-East Journal of Scientific Research, ISSN:1990-9233,vol. 25, no. 1, pp. 192 – 195.
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11. Asokkumar,S, Logasakthi K 2018, “Distress Vs Eustress : A Survey based analysis among the employees of magnesite industry in Tamil Nadu” Asian Journal of Research in Social sciences and Humanities, ISSN:2249-7315 (online) 2250-1665, June 2018.
12. Asokkumar, S, Senthilkumaran K 2018, “An analysis regarding overall service quality of the Commercial banks in Salem district” paper published in ASIAN Journal of Research In Social Sciences and Humanities (AJRSH), ISSN:2249-7315 (ONLINE), Vol. 6, No. 6, August 2018.
13. Asokkumar, S, Kumaran 2018, “Factor wise Opinion regarding Service Quality” paper published in IJIRS - International Journal Of Innovative Research & Studies, ISSN NO: 2319-9725, Volume 8, Issue V, MAY/2018, Page: 93-101.
14. Asokkumar, S, Kumaran 2018, “A Study on Service Provider Opinion Regarding Loyalty” International Journal of Current Research in Life Sciences, vol.7, no. 4, pp. 1622-1624.
15. Dr.S.Asokkumar, Dr.S.Prema 2018, “Disease evaluation on biomedical data using similarity based fuzzy and k-means clustering”, TAGA Journal of Graphic Technology, Vol:14 Issue: 1.
16. Dr.S.Asokkumar, Dr.S.Prema 2018, “Investigation on fuzzy possibilistic clustering and multitude classifier techniques for biomedical disease identification and forecast”, TAGA Journal of Graphic Technology, Volume :14 Issue: 1,1746 – 1756,2018.
17. Dr. S. Asokkumar, Dr. S. Prema 2022, “To Discover the Sensation Concluded Text bag Funcion by Text Mining in Data Mining Techniques”, Journal of Fundamental & Comparative Research, Volume VIII, No. 2 (IV) July – December, 2022.
18. Dr. S. Prema, Dr. S. Asokkumar 2023, “Smart Attendance System Based on Face and Time Using Open CV”, Journal of Applied Mathematics &

	Information Sciences, Vol. 18, No. 3, pp 300 – 310, 2023. 19. Dr. S. Prema, Dr. S. Asokkumar 2023, “Driver Manners finding Based on Transfer Learning and Deep Learning Networks”, Journal of Applied Mathematics & Information Sciences, Vol. 18, No. 3, pp 321 – 330, 2023. 20. Dr. S. Prema, Dr. S. Asokkumar 2024, “Comprehensive Analysis on Breast Cancer Using Data Mining Techniques”, THIRD CONCEPT, International Journal of Ideas, ISSN: 0970-7247. 21. Dr. S. Prema, Dr. S. Asokkumar , “Eye Blink Based Home Automation Using IOT”, Shodha Prabha (UGC CARE Journal), ISSN: 0974-8946, Vol. 49, Issue. 01 (2), January - March 2024. 22. Dr. S. Prema, Dr. S. Asokkumar, “Implementation Of Crop Pest Recognition And Classification Using Image Processing”, ACADEMICIA: An International Multidisciplinary Research Journal, ISSN: 2249-7137 Vol. 15 Issue 4, April, 2025.	
Papers Presented in Conferences (Scopus / WoS indexed only)	Overall : 20	After Joining RMK : Nil
Ph.Ds / Projects Guided	Ph.Ds Guided : 06	Student Projects Guided : 500 above
Books Published :	Count : 02	
	1. Global Financial Crisis and the Indian Economy, New Century Publications, July 2010, ISBN 978-81-7708-233-3 2. Global Recession and Indian Economic Development, New Century Publications, July 2010, ISBN 978-81-7708-230-2	
	Guest Editor in Journals: 1. Journal of Management and Science (JMS), Special Issue VI, “Ever Growing and Never Ending Managerial Challenges”, October 2011, ISSN: 2249-1260 2. International Journal of Functional Management (IJFM), April 2013, ISSN: 2319-1406 3. International Journal of Business Management & Research (IJBMR), January 2015, ISSN (Print) – 2249 6920, ISSN (Online) – 2249 8036	

Patents	Published Count : 05	Granted Count : - 00
	1. Patent Publications through AICTE – KAPILA scheme.	
Professional Memberships	Count : 7	
	1. Member in MMA (SIM 41) - Madras Management Association.	
Consultancy Projects Completed	Count : 2	
Awards Received	I was honored with the 'Noble Researcher 2018' award by IJRULA International, Malaysia, in recognition of my significant research contributions in the field of Data Mining Applications in Healthcare. The award was presented on August 15, 2018.	
Research grants Received	Nil	
Orchid Link / ID		
Google Scholar Link / ID		
Vidwan Link / ID		
Research Gate Link / ID		
Scopus Link / ID		