

DEPARTMENT OF COMMERCE

Personal Information

Name: Dr B SYAM SUNDAR

Designation: PROFESSOR

Department: COMMERCE

Qualification: M COM., M.PHIL., PHD., APSET., UGC NET

Specialization: ACCOUNTING INFORMATION SYSTEMS,

TALLY ACCOUNTING SOFTWARE, FINANCIAL ACCOUNTING,
FINANCIAL MANAGEMENT

Date of Joining the Institution: 25-09-1992

Total Teaching Experience: 35 Years

Official Email ID: drbsyamsundar@gmail.com



Qualification	Specialization	University	Year
Ph.D.	An Appraisal of the Factors Causing Stress and their Effect among the Executives in the MNCs (A Case Study of Automobile Industry in chennai region) Human Resource Management	Acharya Nagarjuna University	2014
M.Phil. (if applicable)	A Study on Investor Behaviour in Stock Markets	Annamalai University	2008
NET / SLET, if any	UGC NET and APSET		JUNE 2012
PG - M COM	Commerce		1992
UG - B COM	Commerce		1989

Areas of Interest

- Teaching Interests: Transformative Learning, Critical Thinking, Lifelong Learning, Academic Mentoring, Inclusive Classrooms, Value-Based Education, and Technology-Enhanced Teaching. Outcome-Based Education (OBE), Student-Centred Learning, Experiential and Collaborative Pedagogy, Curriculum Design and Development, Competency-Based Education, Digital Learning Integration, Assessment for Learning, and Holistic Student Development.

- Research Interests: Commerce and Management Education, Financial Decision-Making, Corporate Sustainability, Business Ethics, Organizational Effectiveness, Innovation in Teaching and Learning, Industry–Academia Collaboration, and Skill Development for Employability.
- Emerging Areas of Research: Artificial Intelligence in Commerce and Accounting, Predictive Analytics, FinTech, Digital Transformation in Business, Quick Commerce and Hyperlocal Logistics, ESG & Green Accounting, Data-Driven Decision Making, and AI-Enabled Teaching and Learning.

Courses Taught

- Undergraduate Courses: B Com Papers

Research Profile

- Number of Research Publications: 57
- Books Published: 2
- Book Chapters: 3

List of Publications (Research Papers / Books / Book Chapters)

1. The Strategic Importance of Information Systems (IS) in Educational Institutions: the role of EMIS
2. Emerging business challenges in the IT-based knowledge economy : essential strategies for MSMEs
3. Management of Microfinance Institutions: facet of Accounting Information Systems
4. An insight into the Advertising Standards in India: A case study of ASCI
5. Indian Banking System: Past, Present and Future" and "Financial Inclusion Programme (FIP) of RBI: A few key Developments
6. Combating Online Banking Frauds: Role of Customer Education
7. Emerging Business Challenges in the Digital Economy: Essential Coping Strategies”. ISBN:978-81-921579-0-0
8. Knowledge Management: Role of Information Technology
9. Management Institute—Industry Interface (III): Bridging the Skill Gap
10. Innovative Practices in Accounting Information Systems: Facilitating role of Accounting Software

11. Radio Frequency Identification (RFID): an Innovative Management Strategy in Supply Chain Management (SCM) "ISBN:978-93-82163-21-3
12. E-Learning: an Eccentric Mode of Learning for Empowering Higher Education". ISBN: 978-81-924180-1-8
13. Emotional Intelligence: the sine qua non of Academic Leadership
14. Mobile Banking: Carrying the bank in Mobile Phones-*A Case Study of Mobile Banking Services of ICICI Bank*
15. Corporate Governance Practices in Banking: A Case Study of Punjab National Bank
16. Banking the Unbanked and Under banked on Mobile Telephony Infrastructure: A Case Study Approach
17. Initiatives of Financial Inclusion by Commercial Banks: A Case Study of Indian Overseas Bank
18. Quality Assurance in Manufacturing Sector: Role of RFID Technology in Inventory Management". ISBN: 978-93-5097-601-2—Himalaya Publishing House
19. Confronting Emerging Business Challenges: Replacing Old Beliefs with New Assumptions". ISBN: 978-93-83083-18-3
20. Reaping the Demographic Dividend of India: Role of Vocational Education and Training (VET) in filling the Skill Gap"—published in The International Journal for Economics and Business Management—June 2012—Volume 2—Issue 2—ISSN: 2250-2750
21. Unleashing the Entrepreneurial Potential of Women: 5by20 Women's Economic Empowerment Initiative of Coca Cola Company-A Case Study"—published in The International Journal for Economics and Business Management—December 2013 — Volume 3—Issue 1—ISSN: 2250-2750
22. Initiatives of Financial Inclusion by Commercial Banks—ISBN:978-93-83083-39-8
23. Including the Excluded through Education for Livelihood: Role of Community Colleges
24. Leveraging Technology for Empowering the Unbanked and Under-banked: A Case Study of M-PESA, a world class mobile banking service

25. The Conundrum of Demographic Dividend and Skill Gap
26. Emotional Intelligence: the sine qua non of Knowledge Management ” ISBN:978-93-82163-91-6-Paramount Publishing House-Hyderabad
27. Financial Inclusion through Financial Education: Initiatives of RBI
28. Failure: the building block of Sustainable Innovation” Published in International Organization of Scientific Research (IOSRe-ISSN:2278-487X p-ISSN:2319-7668
29. Unleashing the Entrepreneurial Potential of Women: Initiative of Coca Cola Company” ISSN:2277-8160 listed & Indexed with International ISSN Directory, Paris—Volume:3—Issue:8—August 2014
30. Six Sigma and the Seven Wastes: Role of Radio Frequency Identification Technology (RFID)”ISBN:978-93-7495-589-5 Media House, Delhi-91
31. Emotional Intelligence and Academic Leadership: Lessons from Bhagavad-Gita ISBN:978-81-924180-2-5 Published by Research Center, St. Joseph’s College of Commerce (autonomous), Bangalore
32. Squeezing the Inefficiencies out of Manufacturing Processes: role of RFID Technology
33. Corporate Governance Practices of Indian Banking Sector: A Case Study on GVC (CGR) ratings by ICRA ISBN:978-81-8424-966-8 Published by ALLIED PUBLISHERS, New Delhi
34. Emotional Intelligence: the touchstone of Human Relations ISBN: 978-93-85100-05-5 Paramount Publishing House, Hyderabad
35. The Emerging Problem of Employability: the mismatch of graduate skill and market needs
36. Entrepreneurial Attitudes: the pillars of Entrepreneurship” ISBN:978-93-85100-25-3
37. Consumer Protection against Unethical Advertising: Role of Advertising Standards Council of India (ASCI) ” ISBN: 9788193063835
38. Building an Anti-fraud Financial Environment: Role of Forensic Accounting as a Proactive Strategy
39. The Conundrum of Demographic Dividend and the Skill Gap

40. Innovations:the quintessence of business in the Knowledge Economy” ISBN: 978-1-5376-3806-5
41. Emotional Intelligence:the Chief Organizational Currency in the Knowledge Economy
42. Revolutionizing the Tourist Experience: the role of Pervasive Computing ” ISSN: 2277-7571
43. Expedition of the FMCG Supply Chain: Role of RFID Technology” ISBN: 978-81-933256-4-3
44. Environmental Oath for Sustainable Economic Growth: Role of Green Accounting--A Case Study of KERING’s Environmental Profit and Loss Account” ISBN: 978-81-935990-0-6
45. ACCOUNTING INFORMATION SYSTEMS FOR COOPERATIVES: ROLE OF ACCOUNTING SOFTWARE—A CASE STUDY APPROACH ISSN 2321 - 3191
46. TRADE-OFF BETWEEN ECONOMIC DEVELOPMENT AND ENVIRONMENTAL PROTECTION: ROLE OF GREEN ACCOUNTING ISSN 2321 - 3191
47. INITIATIVES OF FINANCIAL INCLUSION BY COMMERCIAL BANKS: A CASE STUDY APPROACH ISSN 2321 - 3191
48. Industry 4.0: The Emerging Fourth Industrial Revolution—Role of Big Data Analytics” Published in Business Sciences, International Research Journal, ISSN: 2321-3191 Biannual Refereed Journal, Volume 7 Issue 2(2019) SE Impact Factor 2.75
49. Empowering MSMEs in the Digital Economy: Role of Accounting Information Systems” Published in Volume-68-Issue 30-February 2020 of Our Heritage Journal with ISSN:0474-9030 UGC CARE approved International Indexed and Referred Journal Impact Factor 6.6
50. The Ambitious Goal of a \$5 Trillion Economy by 2025: the Critical Role of Sustainable Manufacturing

51. Revolutionizing the Supply Chain Management: Solutions of Internet of Things (IOT) for the Challenges of Conventional Supply Chains” Published by IMRF International Publishing House ISBN: 978-81-944859-0-2
52. Learning-Retention Activities in Participatory Learning: Role of Crossword Puzzles as Classroom Tools” Published by the Editorial Committee under the Patronship of Dr. Syed Yousuff, Principal, GRC College of Commerce & Management, Bengaluru ISBN: 978-93-5396-797-0
53. Analytical Insights into E Commerce Operations: Role of Predictive Analytics” Published in Business Sciences, International Research Journal, ISSN: 2321-3191 Biannual Refereed Journal, Volume 8 Issue 1(2020) SE Impact Factor 2.75
54. When Laughter Hurts: The Hidden Cost of Mockery at Work, Why HR Leaders Must Replace Sarcastic Cultures, With Spaces of Safety, Respect, and Innovation
<https://alladvancejournal.com/uploads/articles/IJASGE-4-10-3.1.pdf>
55. Holistic Green Strategies for a Sustainable Future: Exploring the Green Initiatives for Energy, Finance, HR, Marketing, Economy, and Logistics
<https://www.sdmimd.ac.in/conferenceproceedings/iec2025papers/IEC25200.pdf>
56. Green Accounting as a Strategic Tool for Addressing Environmental Degradation: An Interdisciplinary Perspective Linking Physics, Chemistry, and Electronics
57. Artificial Intelligence in Hyperlocal Logistics: Transforming Quick Commerce Ecosystems

Academic Responsibilities

- Board of Studies Member: for 3 Colleges < mention Colleges>
- Academic Coordinator:
- IQAC/NAAC Responsibilities:
- Examination Duties: Question Paper Setting-Evaluation of Answer Scripts-Invigilation Duties
- Other Administrative Responsibilities: Member of the Finance Committee

FDPs / Workshops / Conferences

- Faculty Development Programmes Attended: 4

- Workshops/Seminars/Conferences: 50
- Resource Person/Invited Talks: 2

E-Content and Digital Initiatives

- E-Content Developed: Developed online quizzes on Quizlet Website for all years of B Com.....

Contact Office Address:

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