

Dr. HARIHARA SUDHAN R., MIM., Ph. D., FMVA[®]

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PROFESSIONAL PROFILE

An accomplished Educator with expertise in higher education and demonstrated success in the development of NEP curriculum, students with extensive experience in international relationships, creation and design of successful student programs with a track record of delivering positive results.

EDUCATION:

2011 – 2017 Hindustan University

Doctor of Philosophy (Ph. D) – Finance – Derivatives Management

A Study on The Price Discovery of Selected Midcap Scrips In Spot And Futures Prices In India

2001 - 2003 Pondicherry University. Pondicherry

Master of International Management (MIM) – CGPA – 8.11/10

Pondicherry University.

1998 - 2001 St. Joseph College Cuddalore

Bachelor of Bank Management (BBM) – 63% - I Class

Completed BBM Degree in Madras University.

PROFESSIONAL QUALIFICATION

1. Financial Management Valuation Analyst (FMVA) - Corporate Finance Institute – April 2020

2. Online Refresher Course In Management (UGC Swayam) – ARPIT – February '20
3. The Fundamentals of Digital Marketing – Google Digital Unlocked – June 2020
4. Coursera Courses in Financial Technologies, DCF methodology and Excel Skills (2021)
5. Certificate in Tally

AWARDS AND ACHIEVEMENTS:

- Awarded PIMS **Dr. APJ Abdul Kalam Professor Award** by Pondicherry Institute of Management Studies & London Organization of Skill Development, UK, November 2022.
- Awarded as **Best Academician** by ESN Publications, Chennai. January 2021.
- Won Runner up award in the **16th MMA Competition** for Tomorrow's Managers conducted by Madras Management Association competing with 26 Corporates in September 2013.
- Won **Best Paper Award** in International Conference at Annamalai University, Chidambaram in June 2012.
- Won **Runner Up** in Paper Presentation in International Conference at **Anna University**, Chennai in September 2012.

PROFESSIONAL EXPERIENCE:

June 2009 to till date	Hindustan University	Chennai
Associate Professor		
Jan 2022 to Till Date	Associate Professor	
Oct 2020 – Till Date	Coordinator – SLAAS	
July 2017 – Dec 2021	Assistant Professor (Selection Grade)	
July 2017 – Oct 2020	Programme Coordinator (B.Com & BBA Programmes)	
Jan 2013 – June 2017	Assistant Professor (Senior Scale)	
June 2009 – Dec 2012	Senior Lecturer – School of Management	
February 2008 to February 2009	Reliance Money Limited	Pondicherry
Center Manager		
February 2007 to Feb 2008	Networth Stock Broking Ltd	Pondicherry
Relationship Manager		

July '05 – Jan '07
Investor Relationship Officer

Karvy Stock Broking Limited Pondicherry

Aug 03 – Apr 05
Executive – Marketing - Trainee

Bajaj Auto Finance Ltd., Pondicherry

RESEARCH SCHOLARS - GUIDANCE

- i. Ms. Mridula Menon – Guiding her on the thesis titled Robo Advisory Factors is in Synopsis Submission stage.

JOURNAL PUBLICATIONS

- i. **Harihara Sudhan** and John Morais, A Study on the *Pricing efficiency of selected single stock Midcap futures and spot market prices in India*, **International Research Journal of Business and Management**, Sep 2015, ISSN 2322-083X, Pg. 116 – 124
- ii. **Harihara Sudhan** and John Morais, A Study on the *Price discovery of Midcap banking spot and futures scrips using VECM*, **International Journal of Research in Finance and Marketing**, Nov 2015, ISSN 2231-5985, Pg 38 – 48
- iii. **Harihara Sudhan** and John Morais, A Study on the *Pricing efficiency of selected Midcap spot and futures and its relationship during different market situations*, **Hindustan Journal of Management**, January 2016
- iv. **Harihara Sudhan** and Sowmya, *How good is the Bitcoin as an Alternative asset for Hedging*, **International Journal of Pure and Applied Mathematics**, August 2018, Vol 119 (17), 497 – 508.
- v. Madhu Sudan and **Harihara Sudhan**, *In competencies Among Engineering Students as an Antecedents in Stress among Engineering Students in around Chennai*, **International Journal of Recent Technology and Engineering (Scopus)**, May 2019, ISSN 2277-3878, Vol 8(1), 113-117
- vi. Mridula and **Harihara Sudhan**, *Revolution of E Wallets usage among Indian Millennial*, **International Journal of Recent Technology and Engineering (Scopus)** – Sep 2019, ISSN 2277 – 3878, Vol 8(3), 8302 – 8312
- vii. Mridula M Menon, **Harihara Sudhan R** (2020). *Perception Analysis on Robo-Advisory in Wealth Management*. **International Journal of Advanced Science and Technology (Scopus)**, 29(06), 4528 – 4547
- viii. Mridula M Menon, **Harihara Sudhan R** (2021), *An Empirical analysis of the factors influencing the adoption of Robo – Advisory in Wealth Management*, **IT in Industry (Web of Science)**, ISSN 2203 – 1731, 9(3), 560 – 566
- ix. Vijayalakshmi, David, Nanda, Nirmala and **Haraihara Sudhan** (2021), *An*

Empirical survey on Happiness and Health among WFH employees belonging to IT sector, Journal of Positive Psychology and Well Being., (Scopus), 5(4), 1755 – 1765.

- x. Mridula M Menon, **Harihara Sudhan R** and Padmanava das (2022), *Perception analysis of Robo – Advisory in Wealth Management, International Journal of Early childhood Special Education (Web of Science), ISSN 1308-5581, 14 (5), 2919 – 2938*
- xi. Padmanava Das, **Harihara Sudhan R** and Mridula M Menon (2022), *Stock Investing among Women: A Study of how psychological biases affect Investment decisions, International Journal of Early childhood Special Education (Web of Science), ISSN 1308-5581, 14 (5), 2741 – 2755*
- xii. V H Jothipriya and **Harihara Sudhan R** (2023), *Manager’s Perception Towards The Employee Separation Through Absconding With Refernce To Software Companies In Chennai, European Chemical Bulletin, ISSN 2063-5346.12 (Special Issue I, Part – B), 3279 – 3287*
- xiii. K Kavivarshini and **Harihara Sudhan R** (2023), *Work Life stress of IT sector employees, European Chemical Bulletin, ISSN 2063-5346.12 (S2), 2467 – 2471*
- xiv. Rithi S and **Harihara Sudhan R** (2023), *A Study on Techno Stress at Software Companies, European Chemical Bulletin, ISSN 2063-5346.12 (Special Issue I, Part – B), 3307 – 3317*
- xv. Surthi. S.S and **Harihara Sudhan R** (2023), *IT Employees Job Satisfaction and Workplace stress in Pandemic, European Chemical Bulletin, ISSN 2063-5346.12 (Special Issue I, Part – B), 3318 - 3324*
- xvi. Alex Daniel S and **Harihara Sudhan R** (2023), *A Study on Customer Preference towards EV Cards with special reference to Chennai, European Chemical Bulletin, ISSN 2063-5346.12 (Special Issue 4), 10424 - 10436*
- xvii. Mohammed Riyaz , **Harihara Sudhan R** And Aathy Kannan (2023), *Volatility spillover between the cryptocurrency and Indian Stock Market using BEKK-GARCH model, European Chemical Bulletin, ISSN 2063-5346.12 (special issue I – part b), 3361 – 3372.*
- xviii. R. Dharani, **R. Harihara Sudhan** (2023), *An Analysis Of Corporate Social Responsibilities Practices Of Software Companies In Chennai, European Chemical Bulletin, ISSN: 2063 – 5346.12 (S2), 2452 – 2457.*

PATENTS

- i. Rakesh, P., Pratibha Vivekanand, K., Vivekanand Ankush, K., Harihara Sudhan, R., Ankita Uday, M., Viraj, P., & Datrika Venkata Madhusudan, R. (2021). Method for developing a Strategic customervalue-driven plan to create High Growth Business Opportunities (2021102099). Australian Patent Office. <http://pericles.ipaustralia.gov.au/ols/auspat/applicationDetails.do?applicationNo=2021102099>
- ii. Mridula M Menon and Harihara Sudhan R., (2023), Factors influencing the adoption of Robo-Advisory in Wealth Management. Indian Patent Filed.

BOOK CHAPTER - PUBLICATIONS

- Evolution of Robo – Wealth Advisory in India, Chapter on Research Methodology in Commerce and Management, Mridula and Dr. Harihara Sudhan R, ISBN – 978-81-945437-3-2

CONFERENCE PUBLICATIONS

- Presented a paper on “A study on Lead Lag relationship between selected Index in Indian Financial Markets” in International conference held at **Annamalai University** and won **Best Paper Award**. (June2012)
- Presented a paper on “Survival Skills of Business Management Professionals: A Study with Reference to Banking Sector” in International conference held at **Annamalai University**.
- Presented a paper on “A Study on Customer Perception and Awareness in the usage of Internet Banking” in International conference held at **Anna University**, Chennai and won **Runner up** (Sep 2012)
- Presented a paper on “The Impact of Ethnocentrism and its related perception on Fruits and Beverages among Indian Consumers” in International Virtual conference held at **VIT University**, Chennai (Oct 2020)
- Mridula M Menon, Dr. Harihara Sudhan R and Padmanava das (2021), Impact of different Influential Factors in the Adoption of Robo-Advisory in Wealth Management, Conference on Mathematical Sciences and Applications in Engineering held at **Hindustan University**, Chennai (Dec 2021) – **Scopus Indexed**
- Padmanava Das, Dr. Harihara Sudhan R and Mridula M Menon (2021), Behavioral Finance, Financial Literacy and its impact on financial decision making, economic well-being and happiness, Conference on Mathematical Sciences and Applications in Engineering held at **Hindustan University**, Chennai (Dec 2021) – **Scopus Indexed**

- Harihara Sudhan R et.al., (2022), Role of Machine Learning in developing the effectiveness of Digital Marketing aspects in Emerging Economies, International conference of Computing Sciences held at **Lovely Professional University – Scopus Indexed (In Print)**

FDP / WORKSHOPS / TRAINING – ORGANISED / ATTENDED

International Training Programs

- Experiential Learning Quest 2013, **Eduquest Intl’ Institute, Singapore**
- Global Industry Visit 2013, **Open University of Malaysia, Malaysia**
- Experiential Learning Visits to **Dubai, Malaysia, Singapore, Germany and Latvia** to their universities

Workshops Organized

- Learn and Earn from the Stock Market**, Hindustan Institute of Technology and Science, 2019

Workshops Participated

- Case Study based Learning, **Harvard Business Publishing**, 2012
- Participated in the **Alumni Leadership Masterclass**, 2012
- Participated in the Workshop on Time Series Analysis, **IIT Madras**, 2013
- Participated in Alumni Relations Conference, **ISB, Hyderabad**, 2014
- Participated in Entrepreneurship Workshop, **Sairam College of Engineering**, 2019
- Participated in Entrepreneurship Workshop, **SRM Institute of Science and Technology**, 2019
- Participated in Various workshops organized by **Hindustan Institute of Technology and Science** since 2010

FDP

- Participated in Online FDP in **AICTE – ATAL, Finance research using Eviews**, AICTE – ATAL, Jan 2021
- Participated in Online FDP in **Inclusive Procedures and processes in Assessment and Accreditation by NAAC**, **St. Joseph’s College**, Trichy, July 2020
- Participated in Online FDP in **Changing Business strategies post-Covid – 19**, **Jeppiar Engineering College**, May 2020
- Participated in Online FDP in **E-Learning Resources & Teaching Methodology**, **Sri Sairam Engineering College**, May 2020
- Participated in Online FDP in **Research Methodology: Tools and Techniques**, **IILM**, New Delhi.

- vi. Participated in Online FDP in **SEM & CFA using AMOS, Institute for Statistics and Analytical Research**, May 2020
- vii. Participated in FDP on **Teaching-Learning Process, IIT Madras**, 2019
- viii. Organised and participated in FDP by **Hindustan Institute of Technology and Science**, 2010, 2012, 2015, 2017 and 2018

Training Programs / Others

- i. Participated in Annual Convention and Major Lectures by Madras Management Association since 2010
- ii. Seminar on Research in Management – Getting Started, Overcoming hurdles and Keeping progress, B.S Abdur Rehman University, 2012
- iii. Seminar on Freight Logistics, Opportunities ahead, Straits Academy, Malaysia

INTERNATIONAL ASSIGNMENTS AND ACTIVITIES

- a. **Organised and Participated in International Visits** for MBA students to **Dubai, Malaysia, Hongkong, Germany, Latvia, China, Russia, Singapore, USA**
- b. Visited the following universities for various **International visit** related activities
 - **Riga Technical University, Riga, Latvia, EU**
 - **Open University of Malaysia, Malaysia**
 - **Eduquest Singapore Ltd., Singapore**
 - **Dubai**

MoU Initiated and Programme started

MoU

- Logistics Skill Council (BBA – Logistics)
- National Stock Exchange (NSE) (MBA – FM)
- Association of Chartered and Certified Accountants (ACCA – UK) (BBA)
- Board of Apprenticeship and Training (BOAT – GoI) – (B.Com)

ADDITIONAL ACTIVITIES IN HINDUSTAN UNIVERSITY

- **UG Coordinator** (Arts & Science Programs) offered by the University such as BBA, BCom, BA, BCA, B.Sc., Programs.
- **BoS member** in Hindustan University, Chennai
- **ACM member** in Hindustan University, Chennai
- Active member in designing **NEP curriculum** for UG Programmes (Arts & Science)
- External Expert and DC member for **Anna University**, Chennai

- External Expert and DC member for **St. Peter's University**, Chennai
- External Expert for **Sri Chandrasekara Mahavidyalaya**, Enathur, Kanchipuram
- International Visit In charge, Library In charge, and Alumni Relations Officer for the University.
- Conducted Various Training programs on Soft skills, Resume Development and Computerized Accounting Packages (Tally) for UG students.

FREELANCING:

Research Supervisor – Global MBA – Liverpool James Moore University, UK

COMPUTER EDUCATION:

- Eviews
- MS Office
- Tally
- SPSS

PROFESSIONAL MEMBERSHIPS

- Associate Member – MMA
- Founding Member – International Association of Commerce and Management (IACM)

PERSONAL DETAILS

Date of Birth : 17 - 01 - 1980
Sex : Male
Marital Status : Married
Passport No. : R0844855