

National Institute of Technology, Tiruchirappalli: Performa for CV of Faculty/ Staff Members

8. Academic Qualifications (From Highest Degree to High School):

Examination	Board / University	Year	Division/ Grade	Subjects
Ph.D	Alagappa University, Karaikudi	8 April 2009	-	Management
NET*	UGC - New Delhi	June 2005	-	Management
MBA	Alagappa University, Karaikudi	May - 2000	I	Marketing and General Management
B.Sc.	The American College, Madurai	April -1998	I	Chemistry

* All India Level Competitive exam for Lecturership Qualification.

9. Academic/Administrative Responsibilities within the University

Position	Faculty/Department/Centre/Institution	From	To
Associate Dean	Institute Development, NIT Trichy	November 2015	December 2017
Warden	Zircon A Hostel for B.Tech, M.Tech Students	December 2010	November 2015
Performance Analysis Committee Chairman	MBA Department	2013 and 2016	-
Management Representative (MR) for Pragyan ISO Certification.	NIT Trichy	2012	2013
Library coordinator	MBA Department	2007	2015
Member MBA Admission Committee	NIT Trichy	2008	2010
Institute Library committee member	NIT Trichy Central library	2009	
B-School survey coordinator	MBA Department	2010	2012
Member for Plan development - Smart Campus Initiative	NIT Trichy	2014	

10. Academic/Administrative Responsibilities outside the University

Position	Institution	From	To
Member	Syllabus subcommittee, Anna University, Chennai	2016	
Member	Board of Studies, Sardar Vallabhai Patel Textile Institute, Coimbatore	2013	
Member	Board of Studies, Satyabama University, Chennai.	2015	

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11. Awards, Associateships etc.

Received **Four Best paper awards** at USA, London, India:

Year	Name of the Award	Awarding Organization
November 2010	Best Paper Award in the International Conference	London College of Management Studies, London .
January, 2009	Best in the Session Award	Institute for Business and Finance Research, New Jersey, USA .
December 2008	Best Paper Award	Kalasalingam University, Krishnankoil, Tamilnadu,
September 2012	Best Paper Award	Anna University, Chennai.
September 2012	Best Case Study Award	PESIT, Bangalore.

Special Achievement:

Attended the Business Excellence Workshop organized by the Asian Productivity Organization (APO) – Japan, held at Singapore during 17th - 24th October 2012. Only two participants were selected from India.

12. Fellowships

Year of Award	Name of the Fellowship	Awarding Organization	From (Month/Year)	To (Month/Year)
	-			

13. Details of Academic Work:

(i) Curriculum Development:

- ✓ Updated/Revised the curriculum of Strategic Brand Management, Total Quality Management subjects for MBA Course at NIT Trichy.
- ✓ Developed a study material for the PG Diploma course on Event Management for Algappa University, Karaikudi.
- ✓ Member - syllabus committee for framing the curricula and syllabi for MBA Programme offered under Affiliated Institutions of Anna University, Chennai.

Case Study published

G. Muruganatham, Sanghvi Neeraj Ajay, V. Janani, and Madana Sashi Kant, **Pragyan: An International Techno - Management Festival of NIT Trichy**, case study published in case centre (**European case clearing house**), London, No-514-069-1, 2014.

G. Muruganatham, Sanghvi Neeraj Ajay, V. Janani, and Madana Sashi Kant, **Teaching Notes for Pragyan: An International Techno - Management Festival of NIT Trichy**, case study published in case centre (**European case clearing house**), London, No-514-069-8 TN, 2014.

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(ii) Courses taught at Postgraduate and Undergraduate levels

- ✓ Strategic Brand Management
- ✓ Marketing Management
- ✓ Consumer Behavior
- ✓ Advertising Management
- ✓ Total Quality Management

- ✓ Business Environment
- ✓ Principles of Management
- ✓ Organisational Structure and Design
- ✓ Training and Development
- ✓ Professional Ethics
- ✓ Macro Economics

(iii) Projects guided at Postgraduate level: Guided 46 MBA Projects.

(iv) Other contribution(s)

Book reviewer for Oxford University Press in Marketing area for Indian adaptation.
 Book reviewer for Tata McGraw Hill, new release in Marketing areas.
 Reviewer for the International Journal of Retail & Distribution Management, Emerald Publications.
 Reviewer for American Journal of Mathematical and Management Sciences.

External Examiner -Management Studies for Anna University, Chennai.
 External Examiner - Management Studies for Alagappa University, Karaikudi.
 Member of Board of studies for Sardhar Vallabhai Patel Textile University, Coimbatore.

Doctoral committee member for Ph.D research at Anna University, Guindy, Chennai.
 Doctoral committee member for Ph.D research at Alagappa University, Karaikudi.
 Ph.D thesis examiner for SRM University, Sathyabama University, Chennai.

Consultancy/Project Activity:

Carried out a **Study to improve the Brand Image of NIT Trichy** (Part of Pre-Golden Jubilee activity).

14. Details of Major R&D Projects

Title of Project	Funding Agency	Duration		Status
		From	To	Ongoing/ Completed
Social cause advertisements	ICSSR, New Delhi	December 2014	June 2016	Completed

15. Number of PhDs guided

Name of the PhD Scholar	Title of PhD Thesis	Role(Supervisor/ Co-Supervisor)	Year of Award
Ravi Shankar Bhakat	Impulse Buying Behaviour	Supervisor	2014

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16. Participation in Workshops/ Symposia/ Conferences/ Colloquia /Seminars/ Schools etc. (mentioning the role)

Date (s)	Title of Activity	Level of Event (International/ National/ Local)	Role (Participant/ Speaker/ Chairperson, Paper presenter, Any other)	Event Organized by	Venue
27-30, December, 2017	11th ISDSI International Conference- Interdisciplinary Research at the Global level	International	Paper presenter	IIM -Trichy	IIM -Trichy
2017	International Conference Strategies in Volatile and Uncertain Environment	International	Paper presenter	IIT - Delhi	MBA Dept, IIT Delhi
November 4th and 5th 2016	International Conference - Realm of Management in Bhagavad Gita	International	Paper presenter	Nehru School of Management, Thiruvilwamala, Kerala	Nehru School of Management Kerala
3-5 September 2015	International Advertising Association (IAA) Silver Jubilee Summit	International	Participant	International Advertising Association	Le Meridien Hotel, Cochin
08-09 August, 2015	TEQIP Workshop on Branding and Corporate Communications	National	Participant	IIT Delhi	MBA Dept, IIT Delhi
28-29, April 2015	Conclave on Academic Reforms	Local	Participant	NIT Trichy	BARN
23-26 March 2016	MDP on Developing Leadership Skills	National	Participant	IRMA, Anand, Gujarat	MDP Hall, IRMA,
2-6 June, 2014	Self-Awareness and Higher Goals in Education	National	Participant	IIT Madras	IIT Madras
18 June 2012 to 14 July 2012	Faculty Orientation Programme	National	Participant	UGC-Academic Staff College, Himachal Pradesh University, Shimla	ASC, Shimla

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17-21 October 2011	Business Excellence Workshop	International	Participant	Asian Productivity Organisation- Japan Singapore. at Singapore.	Star Hotel at Singapore
4-5 February 2011	World Marketing Congress	International	Participant	All India Management Association (AIMA), New Delhi	Star Hotel at New Delhi
20-23, December 2009	7th AIMS International Conference	International	Paper presenter	IIM Bangalore	IIM Bangalore
5-6, September 2009	International Conference on 'Convergence of Corporate Governance	International	Paper presenter	IIT Kharagpur	IIT Kharagpur
7 - 8, January 2006	Marketing in the age of Convergence	International	Paper presenter	IIM, Kozhikode	IIM, Kozhikode
9-11, August 2005	Sixth International Conference on Operations and Quantitative Management	International	Paper presenter	IIM, Indore	IIM, Indore

17. Workshops/ Symposia/ Conferences/ Colloquia/Seminars Organized (as Chairman/ Organizing Secretary/ Convenor / Co-Convenor)

Title of Activity	Level of Event (International/ National/ Local)	Date (s)	Role	Venue
TEQIP-II Sponsored Workshop On Business Intelligence	National	8 th -13th August 2016	Co-ordinator along with Dr. E. Sivasankar, Assistant Professor, CSE Dept.	NIT Trichy
Employability Skill Enhancement Programme	National	9-10 October 2015	Co-ordinator	NIT Trichy
TEQIP Sponsored One Day Workshop on Training, Placement and	Local	22, January 2015	Co-ordinator along with Dr.K.R. Balasubramanian,	NIT Trichy

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Entrepreneurship Awareness Programme			Assistant Professor, Mechanical Dept	
Faculty Development Programme	National	10 th - 11th October 2013	Co-ordinator	NIT Trichy
National Level Conference on Recent Trends in Marketing	National	20 February 2013	Co-ordinator	NIT Trichy

18. Invited Talks delivered

Topic	Date	Inviting Organization
Benchmarking concepts for Middle and Top level executives, EDP by NIT T.	12 August 2016	BHEL, Trichy.
Introduction to Business Intelligence	10 August 2016	TEQIP-II workshop at NIT Trichy Business Intelligence by CSE, Dept.
Brand Positioning and Brand building	08 September 2016	HallMark Business School, Trichy.
Strength and Opportunity Identification	10 Saturday, October 2015	Skill Enhancement Programme, NIT Trichy
Idea Generation Techniques to Potential Entrepreneurs	22 January 2015	TEQIP Sponsored One Day Workshop on Training, Placement and Entrepreneurship Awareness Programme by Mech Dept.
Resource person for ICSSR workshop, Research Methods for Marketing	11 June 2013	Algappa University, Karaikudi.
Effective Teaching Techniques	10 and 11 October 2013	FDP on Effective Teaching Techniques, NIT Trichy
Quality practices in India	21 October 2011	Business Excellence work shop organized by APO at Singapore.
Motivational aspects to Students	March 2013	Bon-Secours College, Thanjavur
Marketing opportunities and Challenges in India'	10 November 2010	London College of Management studies, Harrow, London
Quality Management to Middle level executives MDP by NIT T	January 2009	TNPL-Karur

19. Membership of Learned Societies

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Type of Membership (Ordinary Member/ Honorary Member / Life Member)	Organization	Membership No. with date
Ordinary Member	All India Management Association	

20. Academic Foreign Visits

Country	Duration of Visit	Programme
USA	5 Days	To present a paper in the International Conference
London	4 Days	To present a paper in the International Conference
Singapore	7 Days	Participated in the Business Excellence Workshop organized by the Asian Productivity Organization (APO), Japan. Only two participants were selected from India.
AbuDhabi	3 Days	To present a paper in the International Conference
Russia	3 Days	To present a paper in the International Conference

21. Publications

(A) Refereed Research Journals:

Author(s)	Title of Paper	Journal	Volume (No.)	Page numbers	Year	Impact Factor of the Journal (Optional)
Muruganatham.G, Vinodh, Arun, Ramesh	Application of ISM for analysing barriers to TQM in the automotive sector	Journal of Total Quality Management and Business Excellence. Taylor and Francis Publisher	27	1-21	2016	1.21
Muruganatham.G	The Indian Consumer's Attitude towards Green Products	International Journal of Social Entrepreneurship and Innovation,	2(4)	293-311	2013	
Muruganatham. G and Ravi Shankar Bhakat	An Empirical Study of Impulse Buying Behavior in Online Bookstores	International Journal of Online Marketing	3	1-17	2013	3.42

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Muruganantham. G and Ravi Shankar Bhakat	A Review of Impulse Buying Behavior	International Journal of Marketing Studies,	5(3)		2013	0.76, 55 Citations
Muruganantham.G and Kaliyamoorthy.S	Celebrity Endorsement - A Competitive Tool for Brand Positioning	International Journal of Value Chain Management	3(4)	386-400	2009	
Muruganantham.G and Kaliyamoorthy.S	Role of Celebrities in Two Wheeler Advertisements	Indian Journal of Marketing		20-25	2006	0.147

(B) Conferences/Workshops/Symposia Proceedings

Author(s)	Title of Abstract/ Paper	Title of the Proceedings	Page numbers	Conference Theme	Venue	Year
Muruganantham, Ravi Shankar Bhakat, K. Priyadharshini, (SCI Indexed - Conference full paper)	Effect of Inflation on Indian Consumer's Purchase Intention	The 11th Eurasia Business And Economics Society Conference	166-180	Trends in Business and Economics	The Institute Of Economics, Ekaterinburg, Russia	2013
Muruganantham and Ravi Shankar Bhakat	Study of Impulse Buying in Apparel Store	Emerging Marketing Paradigms, Excel India Publishers	61-67	International Conference on Marketing Paradigms in Emerging Economies,	Banaras Hindu University, Varanasi.	2012
Muruganantham. G and Himanshu Sharma	Factors Influencing Brand Loyalty towards Deodorants	4 th IIMA Conference on Marketing in Emerging Economics	291-295	Marketing in Emerging Economics	IIM-A	2011
Muruganantham.G	Study on 5S Quality practices in Indian Companies	Strategic Quality Management" Excel Books,	241-246	Quality Management	Central University, Hyderabad.	2010
Muruganantham.G and Radhakrishnan,	Consumerism and the Indian Consumer	Consumer Protection and Welfare by Snam's Books	40-43	Consumer Protection and Welfare	Kalasalingam University, Krishnan Koil.	2008
Muruganantham.G and Kaliyamoorthy.S,	Celebrity Endorsement in Brand Positioning	Redefining Business Horizons by Macmillan	278-287	Redefining Business Horizons	IMT, Ghaziabad	2008
Muruganantham.G and Kaliyamoorthy.S,	Knowledge Management - The Challenge of The Day	Productivity And Quality, by Tata Mcgraw-Hill	313-322	Productivity and Quality Research	IIT Delhi	2005

(C) Books & Monographs

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Author(s)	Title of Book/Monograph	Name of Publishers	Year of Publication	ISSN/ISBN Number
Muruganantham.G	Marketing Dynamics (Ed)	Aruna Publications, Chennai	2013	9789381790939
Muruganantham. G and Kameshwar Rao	Convergence of Corporate Governance Norms	Cygnus Publisher, Kolkata	2009	8190774123