

## Curriculum Vitae of Dr. Muruganantham Ganesan



### Biography

Dr. Muruganantham Ganesan is working as Professor in Department of Management Studies at National Institute of Technology, Tiruchirappalli. He has a blend of experience in corporates such as CIPLA Ltd., and DABUR India Ltd and academic experience with renowned institutes. He is having 23 years of professional experience. He served as the HoD of Management Studies for Three years. His areas of interest in teaching, research and consultancy includes Branding, Consumer insights and Quality Management.

He has received best paper awards for presenting his research paper in USA, London, Australia and India. His research works are available at Emerald, Inderscience and Taylor and Francis publications. He is serving as a Resource Person for ICSSR sponsored Capacity Building and Entrepreneurship Programmes.

**Specialization:** Marketing and General Management.

**Teaching Engagement:** For MBA and Ph.D Level.

Brand Management, Consumer and Advertising insights, Marketing, Quality Management.

**Training Expertise:** Handling Training programmes on Branding and Marketing, Consumer Psychology, Entrepreneurship, Sustainable Business, Value-Creation, Managerial and Leadership excellence, Quality Management, Benchmarking, Faculty & Student Skill Enhancement, Capacity Building for new and existing employees of Business organization.

### Awards Received:

- Received **Best Paper Award** for the paper titled “Perceived Effectiveness of Public Service Advertising: A Case on Tobacco Counter Marketing Campaign in India” in the 6th International Conference on “Trends in Multidisciplinary Business and Economic Research” conference held on 23-24, March 2019 at Sydney, Australia.
- Received **Best Paper Award** for the paper titled “Case study on Corporate Social Responsibility” at the International Trade and Academic Research Conference organized by Academy of Business & Retail Management and co-hosted by London College of Management Studies at London on 8th - 10th November 2010.

- Received **Best in the Session Award** for the paper titled “Celebrity Effect on Brand Positioning” at the Global Conference on Business and Finance, organised by the Institute for Business and Finance Research at USA on January 6th - 9th, 2009.
- Received **Best Paper Award** for the paper titled “Brand Loyalty in Men’s Jeans wear” in the International Conference on Strategic Trends on Innovations and Creativity organized by Department of Management Studies, Anna University, Chennai, on 10th -11th September 2012.

#### Experience:

Professional Experience: 23 Years.

Corporate Experience: Three Years in CIPLA Ltd & DABUR India Ltd.

Teaching and Research Experience: 20 Years.

Working as Faculty in Management Studies, NIT Trichy from May 2007.

#### Educational Qualification:

Ph.D - 2009 - in Celebrity Brand Endorsement - Alagappa University, Karaikudi.

UGC - NET - Management - 2005, New Delhi (All India Level Qualifying Examination for Lecturership).

M.B.A - 2000 - Alagappa Institute of Management, Alagappa University, Karaikudi.

B.Sc - 1998 - The American College, Madurai.

#### Consultancy and Projects:

- Executed a consultancy project on “Strategies to improve the Brand Image of NIT Trichy” (Part of pre- Golden Jubilee activity), 2012.
- Completed a sponsored project on “Effect of Social Cause Advertisements in Trichy District”, from ICSSR-New Delhi, 2016.

#### Select Recent Publications:

- Muruganantham Ganesan, Antony, S.P. and George, E.P. (2021), "Understanding job and organizational attributes as signals from recruitment advertisement", Journal of Indian Business Research, Vol. 13, No. 1, pp. 134-153, (Emerald Publication, London).
- Muruganantham Ganesan, Esther Princess George, (2019), "A study on the effectiveness of aesthetically appealing print recruitment advertisement", Management Research Review, Vol. 42, No. 4, pp. 506-520, (Emerald Publication, London).
- Muruganantham Ganesan, Antony, S.P. and Esther Princess George (2018), Dimensions of Job Advertisement, Journal of Management Development, Vol 37, No 5, pp.425-438, (Emerald Publication, London).
- G. Muruganantham and Priyadharshini (2017), Antecedents and consequences of Private Brand Purchase, International journal of Retail and Distribution Management, Vol 45, No 6, pp. 608-625, (Emerald Publication, London).
- Muruganantham.G, and Vinodh, (2018), Application of interpretive structural modelling for analysing barriers to total quality management in the automotive sector, Journal of Total Quality Management and Business Excellence, Vol 29, No 5-6, pp. 524-545.

### Ph.D Research Guidance:

- Completed: Dr.Ravi Shankar Bhakat, Impulse Buying Behaviour, (Completed in 2014), working as a Faculty at IIM Shillong.
- Dr. Priyadharshini, Private Label Brands in India, (Completed in 2018), working as a Faculty at National Institute of Fashion Technology, Bhubaneshwar, Odisha.
- Dr. Esther Princess George, Effectiveness of Recruitment Advertisement, (UGC-JRF scholar Completed in 2019), working at Private University at Bangalore.
- Ongoing: Mr. Dinesh, Major area of Research: Customer Brand Engagement.
- Mr. Aswanth (UGC-JRF Scholar), Major area of Research: Sustainable Branding.

### Books and Book Chapter Publication:

- G. Muruganantham et al, E-Learning Methodologies, IET, London, ISBN-9781839531200, 2021.
- G. Muruganantham et al, Overtourism as Destination Risk Impacts and Solutions, Emerald Publishing, London, ISBN 9781839097065, 2021.
- G. Muruganantham (Editor), Sustainable Marketing, Publisher : KK Publication, ISBN 9788195331925, 2021.
- Muruganantham.G, “Study on 5S Quality practices in Indian Companies, Strategic Quality Management”, Excel Books, 2010, pp 241-246.
- Muruganantham.G and Kaliyamoorthy.S, “Knowledge Management”, Tata McGraw-Hill, New Delhi, 2005, pp 313-322.

### Countries visited for academic purpose:

- o USA, UK, Singapore, Abu Dhabi, Russia, Japan and Australia.

### Case Study Publication:

G. Muruganantham, Sanghvi Neeraj Ajay, V. Janani, and Madana Sashi Kant, Pragyam: An International Techno - Management Festival of NIT Trichy, case study published in Case Centre (European Case Clearing House), No-514-069-1, 2014.

### Special Achievements:

- Attended the workshop on “Innovations and Best Practices in Productivity promotion” organized and sponsored by the Asian Productivity Organization (APO) at Tokyo, Japan from 14th - 17th March 2017.
- Attended the workshop on “Business Excellence” organized and sponsored by the Asian Productivity Organization (APO) Japan, held at Singapore during 17th - 24th October 2012.

### Conference / Events organised:

- o Organised a MoE, GoI sponsored Five Days GIAN Course on “Value Based Marketing” from 19 to 23 December 2022.
- o Organized a National level conference on “Sustainable Business Practices” on 10 March 2022.
- o Organized Five days’ workshop on Research Methodology and Research publication, 17-21 February 2021 for Scholars and faculty members of Social science.
- o Organized Five days’ workshop on Research Methodology, 20-24 November 2020 for Ph.D Scholars and Faculty members of Social science.

- o Organised an ICSSR, New Delhi Sponsored “Two Week Capacity Building Programme for Young Social Science Faculty” during 19-30 August 2019.
- o Organised one day National Level Conference on “Recent Trends in Marketing” on 20<sup>th</sup> February 2013 at DoMS, NIT, Trichy.
- o Organised a two day Faculty Development Programme (FDP) on Effective Teaching Techniques for College Teachers on 10<sup>th</sup> - 11th October 2013 at NIT Trichy.
- o Organised a two day Employability Skill Enhancement Programme for College Students on 9-10 October 2015.

#### Outreach Activities:

- o Subject Expert in the Board of Studies of various B-Schools and Universities.
- o Member, Syllabus Committee, Anna University, Chennai.
- o Book reviewer for the Oxford University Press in the Marketing area for Indian adaptation.
- o Book reviewer for Tata McGraw Hill publication, in Marketing area.
- o Reviewer for Emerald, Sage publications.
- o Serving as primary evaluator of New business ideas of ‘Toycathon’ organized by the Innovation cell of MoE, GoI, New Delhi.

#### Training and Development:

- o Serving as a Resource Person for AICTE and ICSSR sponsored Workshops and conferences.
- o Serving as Resource Person for Research Methodology workshops on theme of Quality journal publications.
- o Serving as Resource Person for the Entrepreneurship awareness programme to Faculty and Students.
- o Served as a Resource Person for One day “Executive Development Programme on Benchmarking” at HRDC, BHEL, Trichy, on 12 August 2016.
- o Delivered a lecture on “Quality practices in India” to the participants of the Business Excellence workshop organized by APO-Japan in Singapore on 21<sup>st</sup> October 2011.

#### Administrative activities:

- o Served as the Head of the department of Management Studies at NIT Trichy for Three Years from January 2021 to January 2024.
- o Served as Associate Dean - Institute Development, for Two years from November 2015 to December 2017.
- o Served as Warden for Zircon-A Hostel for Five years from Dec 2010 to November 2015.

#### Contact details:

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