

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

Curriculum Vitae

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Photograph

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softcopy/hardcopy
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Dr. Thamaraiselvan Natarajan PhD has a vast academic contribution and administrative acumen over two decades. He is a meticulous person possessing 22 years of academic and industrial experience. He is a passionate academician with incessant drive to contribute the best to educational community by discovering innovative pedagogical techniques in the teaching learning process. His area of specialization are Services Marketing, Marketing metrics and Strategy Marketing and his active commitment to research made him to publish more than 50 articles in referred journals. He is an erudite researcher with publications in peer reviewed national and international journals. He has fetched 14 awards from MMA, Bloomberg UTV, ABP and Star News for the department during his tenure as the Head of the Department. He has earned many credentials by conducting a number of workshops and Faculty Development Programmes. He also served as a resource person in training programmes conducted by TREC-STEP and BHELSSIA to his credit. He is an enterprising administrator with leadership skills who use the right blend of responsibility and authority to achieve managerial excellence.

1. Name: Dr. Thamaraiselvan Natarajan
2. Designation: Associate Professor
3. Office Address: Department of Management Studies, National Institute of Technology, Tiruchirappalli, Tiruchirappalli- 620015
4. Telephone (Direct) (Optional):
Telephone :
Mobile (Optional): +91 9443777217, Office: +91 9486001130
6. Field(s) of Specialization: Marketing
7. Employment Profile

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Job Title	Employer	From	To
Associate Professor	National Institute of Technology, Trichy	2010	Till date
Assistant Professor	National Institute of Technology, Trichy	2007	2010
Senior Grade Lecturer	National Institute of Technology, Trichy	2004	2007
Lecturer	National Institute of Technology, Trichy	1999	2004
Lecturer	Mepco Schlenk Engineering College, Sivakasi, Tamil Nadu	1996	1999
Lecturer	Maharaja College for Women, Erode, Tamil Nadu	1994	1996
Probationary Officer	Karur Vysya Bank, Mumbai	1992	1993

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

Examination	Board / University	Year	Division/ Grade	Subjects
PhD	National Institute of Technology Tiruchirappalli	2007	I	Marketing
M.Phil	Alagappa University, Karaikudi, Tamilnadu	2003	I	Management Studies
MBA	Regional Engineering College Tiruchirappalli	1992	I class with Distinction	Marketing
B.B.A.	Madurai Kamaraj University, Madurai. Tamil Nadu	1990	I	Business Administration
Higher Secondary School	Tamilnadu Board	1987	I	Maths, Science Group

9. Academic/Administrative Responsibilities within the University

Position	Faculty/Department/Centre/Institution	From	To
Head of Department	Management Studies- NITT	2011	2014
Associate Dean	Administration- National Institute of Technology, Trichy	2007	2009
Treasurer	Management Studies- NITT Alumni Association	2004	2006
Secretary	Management Action Research Centre	2006	2010
Member	6 th Pay commission – Arrear Calculation	2009	Till date

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Member	6 th Pay commission – pay implementation	2009	Till date
Member	House Keeping Services in Institute Zone in NITT campus	2010	2011
Member	Institute Day –announcement and programme management	2012	2014
Member	Department Administrative council	2012	2014
Member	NITT website development	2013	2014
Member	Golden Jubilee – annual report	2013	2014
Member	Committee for uniform UG,PG curriculum	2013	2014
Member	NBA – Documentation committee	2013	2014
Board of Member	Strategic Implementation Committee	2013	Till date
Board Member	MBA admission	2008	Till date
Board of Studies	MIS Implementation	2012	Till date

10. Academic/Administrative Responsibilities outside the University

Position	Institution	From	To
Board of Studies Member	Sri Krishna College of Engineering and Technology, Coimbatore	2012	Till date
Board of Studies Member	Kalasilingam University, Karunya University Business School	2011	Till date
Board of Studies Member	Bannari college of technology, Coimbatore	2011	Till date
Academic Auditor	Kalasilingam University	2012	Till date
External Examiner	Anna University, Alagappa University, Bharathiyar University, SRM University, VIT University, Sathiyabama University, Manormaniam Sundranar University, Sardar vallahabhai Patel Textiles and Management	2010	Till date
Reviewer	Journal of Services Research	2010	Till date
Reviewer	International Journal on Contemporary Management Research	2010	Till date
Reviewer	International Journal of Business and Information	2010	Till date
Reviewer	International Journal of Business and Management	2010	Till date
Reviewer	Benchmarking: An International Journal	2010	Till date
External member	Governing Council of Erode Builder Educational Trust's Group of Institutions	2011	Till date
External expert member	Manonmaniam Sundaranar	2011	Till date

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	University, Tirunelveli.		
External expert member	K.S.Rangaswamy College of Technology, Tiruchenkodu, Erode	2011	Till date
External expert member	Mepco Schlenk Engineering College, Sivakasi.	2011	Till date
Organizing committee member	International conference on electronic commerce, Administration, Society and Education	August 2007	August 2007

11. Awards, Associateships etc.

Year of Award	Name of the Award	Awarding Organization
2015	Distinguished Alumni Award	National Institute of Technology, Tiruchirappalli
2005	Best paper Award- Marketing session	PSG College of Technology
1992	Meritorious Student Award	National Institute of Technology, Tiruchirappalli
2007	Best Reviewer Award	Contemporary Management Research - An International Journal
2006	Best Paper Award	Academy of Taiwan Information Systems Research, Department of Marketing, Hong Kong Baptist University National Taipei University and Shih-Chien University,

12. Details of Academic Work

- (i) Curriculum Development
 - a) Services Marketing
 - b) Marketing Research
 - c) Strategic Marketing
 - d) Marketing Metrics
 - e) Marketing Analytics

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- f) Social Media Marketing
- g) Online Marketing
- h) Brand Strategies
- i) Digital Marketing
- j) Web based Analytics
- ii) Courses taught at Postgraduate and Undergraduate levels
 - a) Services Marketing
 - b) Marketing Research
 - c) Strategic Marketing
 - d) Marketing Metrics
 - e) Marketing Analytics
 - f) Social Media Marketing
 - g) Online Marketing
 - h) Brand Strategies
 - i) Web Analytics
 - j) Digital Marketing

(ii) Projects guided at Postgraduate (MBA) level - 90

(iii) Other contribution(s)

13. Consultancy

Sl. No.	Name of Organization	Year	Funded Amount (Rs.)
1.	BHEL (Design and delivery on topics like creativity, risk taking , achievement motivation, team building, strategic orientation) – Through Dean Research and Consultancy	From 2012 onwards	10 lakhs
2.	TNPL (Finance for non-finance executives)	2009 onwards	8 lakhs

14. Number of PhDs guided

Name of the PhD Scholar	Title of PhD Thesis	Role(Supervisor/ Co-Supervisor)	Year of Award
Saraswathy Arvind Rajah	Employer Branding in IT industry	Supervisor	2010
Sivagnanasundaram M	Consumer Adoption of Self Service Technologies in Retail Banking”	Supervisor	2011

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Manigandan L	A framework to measure overall risk of supply chain	Supervisor	2011
Janarthanan B	Modelling the role of social media	Supervisor	2014

15. Number of PhDs On-going

Name of the PhD Scholar	Area of Research	Role(Supervisor/ Co-Supervisor)
Daniel Inbaraj J	Cause Related Marketing	Supervisor
Thushara Srinivasan	Employee branding	Supervisor
Thanigai Arul	Technology acceptance Marketing in Indian Airline Industry	Supervisor
Arvind Rajah	Retail Analytics	Supervisor
Iswariya P.M	Portrayal of women in Indian advertising	Supervisor
Priya Verthini K	Role of celebrities in Commodity Branding	Supervisor
Swaminathan	Governance of R&D projects	Supervisor
Ande Raja Ambedkar	Brand Management and Analytics	Supervisor
Dharun Kasilingam	Mobile shopping application	Supervisor

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
May 9-10, 2013	Perspectives on Curriculum	National	Participant	TEQIP, NIT	NIT Trichy
Feb 11-12 2013.	Outbound Experiential Learning Camp for Team Building and Effective Group Dynamics	National	Participant	Adventure Zone, NIT	NIT Trichy
January, 22-23 2011	Emerging Trends in Supply Chain and Changing	National	Participant	NIT	Trichy

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	Business Environment”				
September 18-19,2010	Capstone Business Simulation Programme	National	Participant	CAPSIM Management Simulations Inc., in ICRISAT,	Hyderabad
February 17-19, 2010	Using Simulation as Pedagogical Tool in Marketing and Strategy	National	Participant	IBS	Hyderabad
June 29 - July 1, 2009	Effective Teaching: Cooperative Learning	National	Participant	N. Carolina State University and Rebecca Brent, Education Designs	Mysore
October 2-4, 2008.	The Seven Habits of Highly Effective People	National	Participant	Franklin Covey south Asia	
August, 8-9, 2008	Right to information act, 2005 and role of information officer	National	Participant	National Archive of India, RTI Cell	New Delhi
31 March-2 April, 2008.	Accrual Accounting Systems	National	Participant	TEQIP sponsored Programme conducted by National Institute of Technology Tiruchirappalli	Tiruchirappalli
July 23-25, 2007.	Educational Excellence in Colleges and Universities	National	Participant	Indian Institute of Management Calcutta	Calcutta
January 21-26, 2006.	Data Analytics for Business	National	Participant	National Institute of Technology	Trichy

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	Management			Trichy	
March 14-24, 2005.	E-business and Supply Chain Management	National	Participant	AICTE sponsored programme, NIT	Trichy
January 19-24, 2005	Services Management	National	Participant	Indian Institute of Technology, Madras	Madras
January 24- February 14, 2004	Induction Training Programme in Management for Young Teachers	National	Participant	Indian Institute of Management, Kozhikode	Kozhikode
November 11-15, 2002.	Effective management of Sales Force and Distribution Channel	National	Participant	AICTE sponsored Quality Improvement Programme, Management Development Institute, Gurgaon	Gurgaon

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
The Art of Teaching: Pedagogical Tools and Technique	National	November 18-22, 2013	Chairman	NIT, Trichy
The Art of Teaching: Pedagogical Tools and Technique, Series -1	National	March 3- 7, 2014	Chairman	NIT, Trichy
Data Mining and Data Analysis	National	March 10-14, 2014	Chairman	NIT, Trichy
Art of Teaching: Pedagogical Tools and Techniques – Series III	National	November 17-21, 2014	Chairman	NIT, Trichy
Data Mining and Data	National	November	Chairman	NIT, Trichy

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Analytics		24-25, 2014		
Imparting soft skills for success and life skills for survival	National	November 24-28, 2014	Chairman	NIT, Trichy
General Management Conclave “Vyoog-2014”	National	February 23 rd , 2014	Chairman	NIT, Trichy
Marketing Conclave “MPULSE-2013”	National	February, 23 rd , 2013	Chairman	NIT, Trichy
Analytics conclave “SAMVID-2013”	National	August 18 th , 2013	Chairman	NIT, Trichy
Marketing conclave “MPULSE-2012”	National	February 23 rd , 2012	Chairman	NIT, Trichy
Finance conclave “Finecture-2012”	National	March 31 st , 2012	Chairman	NIT, Trichy
Human Resource Conclave “Avance2012-Emerging trends in HR”	National	November 3 rd , 2012	Chairman	NIT, Trichy
General Management Conclave “Vyoog-2012”	National	December 8 th , 2012	Chairman	NIT, Trichy

18. Invited Talks delivered

- Delivered lecture at the HR Intervention Programme for Promote Executives of BHEL, Tiruchirappalli during 21-10-2002 to 26-10-2002.
- Trainer at the Outbound Experiential Training Programme organized jointly by BHELSSIA and TREC-STEP from 01-09-2004 to 03-10-2004.
- Resource person for Management Development Programme for Trichy Engineering Cluster by TREC-STEP sponsored by United Nations Industrial Development Organisation (UNIDO) and Department of Science and Technology, India 2004.
- Trainer at the Experiential Training Programme organized jointly by BHELSSIA and TREC-STEP from 17-06-2005 to 19.06.2005.
- Delivered guest lectures at various management institutes on Marketing, Services Marketing, and Strategic Marketing.
- Resource person for Outbound Experiential Leadership Program for BHEL small-scale industries association, Tiruchirappalli conducted during October 1-3, 2005.
- Resource person for Outbound Experiential Leadership Program for BHEL small-scale industries association, Tiruchirappalli conducted during July 17-19 2004.
- Resource person for “Business Analytics for Gen-Z Managers,” 27 February 2014 conducted by CARE school of business management, Tiruchirappalli.

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- Resource person for two days in a national conference on “Emerging trends in Banking and Insurance sectors,” February 21-22, 2014 conducted by SASTRA university, Kumbakonam.
- Resource person for three day workshop on “Analysis and Interpretation of Data in Research,” February 9-11, 2011, conducted by Centre for research – department of economics, Arul Anandar college, Karumathur.
- Resource person for faculty development programme on “Application of research techniques and case methods in management” 25 August 2009.
- Resource person for state level seminar on “Emerging trends in Business Environment,” on 20 March 2012.
- Resource person for one-day national conference on mobile marketing conducted by the CARE school of business management, Tiruchirappalli on April 18th 2010.
- Chaired the session on Marketing Track in a National level Seminar on “Emerging Trends in Management Research” on March 25, 2011.
- Chaired the session in the Sixth International Conference On Supply Chain Management And Information Systems, organized by Department Of Production Engineering, NIT Trichy, School of computing and technology University of East London, December 8-10, 2008
- Chaired the session on second International conference on Management Research “ATHENAEUM’08” conducted by Bharathidasan Institute of Management, Tiruchirappalli, February 15-16, 2008.

19. Membership of Learned Societies

Type of Membership (Ordinary Member/ Honorary Member / Life Member)	Organization	Membership No. with date
Life Member	Indian Society for Technical Education	

20. Academic Foreign Visits

Country	Duration of Visit	Programme
Greece	5 days	International Conference
Dubai	5 days	International Conference
Singapore	8 days	International Conference

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21. Publications

(A) Refereed Research Journals:

Author(s)	Title of Paper	Journal	Volume (No.)	Page numbers	Year	Impact Factor of the Journal (Optional)
Thamaraiselvan Natarajan , Senthilarasu B, Daniel Inbaraj J	A Journey of Cause Related Marketing from 1988 to 2016	International Journal of Business and Management,	11	247	2016	
Senthilarasu B, Veera Ragavan J, Thamaraiselvan Natarajan	A Modified Approach for Information Systems Success in the Context of Internet Banking Using Structural Equation Modelling with R: An Empirical Study from India	International Journal of e-business research	12	26-43	2016	
Punniyamoorthy M, Ande Raja Ambedhkar, Thamaraiselvan Natarajan	Brand Resonance Score for customer based brand equity model: An application in financial services (to be published)	Benchmarking: An International journal	24		2017	
Thamaraiselvan Natarajan , Senthilarasu B, Sridevi P, Thushara Srinivasan	Identification and analysis of employees branding typology using fuzzy c-means clustering (to be published)	Benchmarking: An International journal			2017	
Thamaraiselvan Natarajan , Senthilarasu B	A State of Internet Marketing Research (2005 – 2012): A Systematic Review Using Classification and Relationship Analysis	International Journal of Online Marketing	3	43-67	2014	
Thamaraiselvan Natarajan , Senthilarasu B	The State of Internet Marketing Research (2005-2012): A Systematic Review Using Classification	Marketing and Consumer Behavior: Concepts,		282	2014	

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		Methodologies, Tools, and Applications: Concepts, Methodologies, Tools, and Applications				
Thamaraiselvan Natarajan , Senthilarasu B	A Journey of Cause Related Marketing from 1988 to 2016	International Journal of Business and Management	11	247	2016	
Senthilarasu B, Thamaraiselvan Natarajan	Performances of Data Mining Techniques in Forecasting Stock Index – Evidence from India and US	Journal of National Science Foundation of Sri Lanka	42	177 – 191	2013	
Senthilarasu B, Jeevananthan M, Thamaraiselvan Natarajan , Janarthanan B	An Experimental Analysis Of Forecasting The High Frequency Data Of Matured And Emerging Economies Stock Index Using Data Mining Techniques	International Journal of Operational Research	23	406-426	2015	
Lakshmi P, Visalakshmi, Senthilarasu B, Thamaraiselvan Natarajan	Assessing the linkage of Behavioural Traits and Investment Decisions using SEM Approach	International Journal of Economics & Management	7, Issue 2		2012	
Thamaraiselvan Natarajan , Senthilarasu B, Janarthanan Balakrishnan	Examining Beliefs towards Social Media Advertisements among Students and Working Professionals: An Application of Discriminant Analysis	Australian Journal of Basic and Applied Sciences	7	697-705	2013	
Thamaraiselvan Natarajan , Senthilarasu B,	Examining beliefs, values and attitudes towards social media advertisements: results from India	International Journal of Business Information Systems	20	427-454	2014	

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Thamaraiselvan Natarajan , Senthilarasu B,	Multiple discriminant analysis of consumer response to social media advertisements in Facebook, LinkedIn, YouTube and Twitter”,	International Journal of Internet Marketing and Advertising			2014	
Punniyamoorthy M, Thamaraiselvan Natarajan , Manigandan L	Assessment of supply chain risk- Scale development and Validation	Benchmarking: An International Journal	20	79-105	2013	
Ramasamy , Murugesan, Thamaraiselvan Natarajan	Knowledge Sharing and Organizational Citizenship Behaviour	Knowledge and Process Management	18	278-284	2011	
Senthilarasu B, Thamaraiselvan Natarajan	Factors influencing the adoption of internet banking in public and private sector banking in Chennai: A SEM approach	ZENITH International Journal of Multidisciplinary Research	3, Issue -4	45-61	2013	
Manigandan L, Thamaraiselvan N , Punniyamoorthy M	An instrument to measure supply chain risk: establishing content validity	International Journal Network Enterprise Management	4	325-343	2011	
Thamaraiselvan N , Senthil Arasu B, Sivagnanasundaram M	Role of existing channels on customer adoption of new channels: A case of ATM and Internet banking	The Electronic Journal of Information Systems in Developing Countries	45		2011	
Thamaraiselvan N , Senthil Arasu, Sivagnanasundaram M	Customer’s choice against Self service technology (SST)Channels in retail banking: A study using Analytical Hierarchical Process (AHP)	Journal of Internet Banking and Commerce	15		2010	

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(B) Conferences/Workshops/Symposia Proceedings

Author(s)	Title of Abstract/ Paper	Title of the Proceedings	Page numbers	Conference Theme	Venue	Year
Thamaraiselvan Natarajan, Senthilarasu Balasubramanian, Saraswathy Aravinda Rajah and Sivagnanasundaram Manickavasagam	An Empirical Study Of Employer Branding And Its Interrelated Constructs in the Indian IT Context	International Journal of Arts & Sciences (IJAS) Conference for Academic Disciplines		Academic Disciplines	Ryerson University, Toronto, Canada	2011
Thamaraiselvan N, Punniyamoorthy M, Raja J, and Senthil Arasu B	Success Determinants of Service Brand Extensions in India - An Empirical Study	International conference of marketing, ATINER (Athens Institute for education and research)			Athens, Greece	2008
Thamaraiselvan N and David Jawahar P	How do consumers evaluate service brand extensions? – Indian Insights	International Conference on Marketing Strategies for emerging markets			Indian Institute of Management, Kozhikode	2004
Thamaraiselvan N, Raja J and Vishakarajan,	How do consumers evaluate brand extensions? – Research findings from India	international conference on Business and Information 2006 organized by University,			Academy of Taiwan Information Systems Research, Hong Kong Baptist University National Taipei University and Shih-Chien	2006
Thamaraiselvan.N, Senthil Arasu.B, Sivagnanasundaram. M	Factors influencing consumer choice of SST channels in retail banking: An empirical study using AHP	Conference for Doctoral Research in Management			Nirma University, Ahmadabad	2010

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Thamaraiselvan N and Usha Nandhini S.	To Extend or Not to Extend: Success Determinants of Brand Extensions.	Proceedings of the National Seminar on Management in Transition			University of Madras	2003
Thamaraiselvan N and David Jawahar P	Ethics in Advertising: Sense and Sensibility.	Ethics and Management: Emerging Issues in the New Millennium,		Ethics and its new perspectives in Management	North Gujarat University	2002
Thamaraiselvan Natarajan	Determinants of Retail Service quality: A Study On Supermarkets in Tamilnadu (India)	International Conference proceedings of Retail Excellence		Retail Excellence	SRM university	2009
Thamaraiselvan Natarajan	Employee Branding in higher education	International conference on Emerging trends and Issues in Management		Emerging Trends And Issues In Management	VIT University	2013
Thamaraiselvan Natarajan	A Literature review on cause related marketing	International conference on Emerging trends and Issues in Management		Emerging Trends And Issues In Management	VIT University	2013

(C) Books Chapters

Author(s)	Title of Book Chapter	Name of Publishers	Year of Publication	ISSN/ISBN Number
Thamaraiselvan.N, R.Saraswathy and M.Sivagnanasundaram	Snapshot of Personnel Productivity Assessment in Indian IT Industry”, Global Business		2011	
Thamaraiselvan N, David Jawahar P.	Familiarity Breeds Profits – Brand Extension Strategies in	Tapan K Panda , Excel Books	2003	

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	India			
Thamaraiselvan N, Raja J,	FMCG Brand extensions: Consumer evaluation Viewpoint. Contemporary Trends in Business Research	Nandagopal and Krishnaveni, Allied Publishers	2004	
Thamaraiselvan N, David Jawahar P.,	How do consumers evaluate service brand extensions?- Indian Insights, Marketing Strategies for Emerging Markets,	Rajendra Nargundkar and Tapan K Panda, Excel Books	2005	
Thamaraiselvan N, Senthil Arasu B, Sivagnanasundaram M.	Service Design Using Taguchi's Technique" Ideas, Insights and Innovations on Management Research – An International Perspective,	Editor P David Jawahar, Macmillan Advanced Research Series	2010	