

Faculty Profile of **Thamaraiselvan Natarajan**, Professor, DoMS
NATIONAL INSTITUTE OF TECHNOLOGY TIRUCHIRAPPALLI

THAMARASELVAN NATARAJAN

Registrar i/c

Professor

Department of Management Studies

National Institute of Technology Tiruchirappalli

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Dr. N. Thamaraiselvan Natarajan is a Professor of Management at the National Institute of Technology, possessing 28 years of academic and industrial experience. He holds a Ph.D. in Services Marketing with a Master's degree in Business Administration from the premier institute National Institute of Technology, Tiruchirappalli, and an M.Phil. degree in Brand Extensions from Alagappa University, Karaikudi. He has completed his Bachelor's degree in Business Administration from Thiagarajar Arts College, Madurai. His teaching and research areas comprise Marketing Research, Services Marketing, Marketing metrics, Marketing Analytics, Strategic Marketing, Digital Marketing, and Brand Management.

As an erudite scholar, he has published over 50 articles in ABDC (A, B, C), Scopus, ESCI, and peer-reviewed journals. He has chaired sessions and made outstanding research presentations at conferences abroad and in India. He has contributed research papers to the International Book Chapters. He has also reviewed a few chapters in the world's best-known book for Marketing Management 12th Edition, written by Philip Kotler. He has delivered research talks to scholars of universities and colleges in various forums like FDPs, online webinars, and colloquiums.

Dr. N. Thamaraiselvan has served as Head of the Department, Associate Dean, and a member of various institute-level committees for two decades. He received fourteen awards from MMA, Bloomberg UTV, ABP, and Star News during his tenure as the Department Head. Adding to his credentials, he has been endowed with the Distinguished Alumni Award from his alma mater in 2015 and Meritorious Student Award in 1992. He received the Best Reviewer award from the International Journal of Contemporary Management Research and the Best Paper Awards from PSG College of Technology and the Academy of Taiwan Information Systems Research.

He has been conducting Management Development programs for Southern Railways on Strategic Orientation, Customer Satisfaction, and feedback since 2018.

His vast academic contribution and administrative acumen made him actively involve himself in conducting more than 40 workshops, Faculty Development Programmes, and Management Development Programmes to his credit. He has delivered lectures as a resource person at various reputed management institutes. He has been invited as a guest lecturer at the HR intervention program to promote executives of BHEL, Tiruchirappalli. He has also served as a resource in training programs for southern railways, BSNL, India Posts, TREC-STEP, and BHELSSIA.

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He is a passionate academician with a continuous drive to contribute the best to the educational community by discovering innovative pedagogical techniques in the teaching-learning process. He is an enterprising administrator with leadership skills who use the right blend of responsibility and authority to achieve managerial excellence.

EMPLOYMENT PROFILE

Position Held	Employer	From	To	Duration
Professor	National Institute of Technology, Trichy	3/2018	Present	2 years
Associate Professor	National Institute of Technology, Trichy	4/2010	3/2018	8 years
Assistant Professor	National Institute of Technology, Trichy	4/2007	4/2010	3 years
Senior Grade Lecturer	National Institute of Technology, Trichy	5/2004	4/2007	3 years
Lecturer	National Institute of Technology, Trichy	5/1999	5/2004	5 years
Lecturer	Mepco Schlenk Engineering College, Sivakasi,	8/1996	5/1999	2 years
Lecturer	Maharaja College for Women, Erode	3/1994	7/1996	2 years
Probationary Officer	Karur Vysya Bank, Mumbai	9/1992	12/1992	6 months

EDUCATIONAL QUALIFICATIONS

Degree	University	Year	Division	Specialization
PhD	National Institute of Technology Tiruchirappalli	2007	I class	Services Marketing
M.Phil.	Alagappa University, Karaikudi,	2003	I class	Brand Extensions
MBA	National Institute of Technology (then Regional Engineering College) Tiruchirappalli	1992	I class	Marketing
BBA.	Thiagarajar Arts College, Madurai	1990	I class	Business Administration

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	Madurai Kamaraj University, Madurai. Tamil Nadu			
H.Sc	Thiagarajar Model Higher Secondary School. Madurai	1987	I Class	Maths Physics Chemistry
SSLC	American College Higher Secondary School Madurai	1985	I Class	General

ADMINISTRATIVE ROLES – NIT TRICHY

INSTITUTE LEVEL

- 2022- present** **Registrar in-charge.** Secretary of the Board, Senate, and such Committees may be prescribed by the Statutes. Responsibilities include being the custodian of records, the common seal, the funds of the Institute, and such other property of the Institute as the Board shall commit to charge. Responsible to the Director for the proper discharge of the functions.
- 2011-14** **Head of the Department-MBA.** Initiatives to develop the NITT DoMS brand through the innovative curriculum, corporate connect conclaves, student empowered committees, Alumni mentorship, infrastructure-new building, labs, and procedures systems. The outcome of the initiatives fetched 14 national awards for the department and significant improvement in the top business school rankings (top 25 business schools – top 5 in ROI-top 5 among the Government-funded institutions).
- 2007-09** **Associate Dean – Administration.** Responsibilities include recruitment, Pay fixation, Legal Issues, Institute Infrastructure development and maintenance – Hospital, Security, Guest House, Shopping Complex, Purchases of furniture, and Transports.
- 2018- Present** **Chairman – Estate Welfare Advisory Committee.** Issue of Tenders, Award, and renewal of contracts, legal issues about the vacation of 48 shops of various categories like restaurants, cafés, canteen, tea shops, supermarkets, bakeries, photoshops, vegetables shops, juice & ice cream shops, stationeries, and ad hoc shops during functions and admissions.
- 2018 – Present** **Member – Legal Advisory Committee.** Legal Issues related to recruitment, RTI, service records, and disciplinary procedures.
- 2018 – Present** **Member – Library Advisory Committee.** Plan, procure, and maintain the books, e-resources, and other facilities of the Institute Library.

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- 2009 – Present** **Member – Pay commission Calculation and Implementation.**
6th Pay commission and 7th pay commission – Pay Fixations, Arrear Calculations, and implementation.
- 2013** **Member – Uniform UG and PG curriculum.** Design and implement uniform UG and PG curriculum in the institute and workload calculation and implementation of workload among all categories of Teaching faculty.
- 2012** **Member – MIS Implementation committee.** Identify, issue a tender, award, and implement Management Information System for administrative, academic, and hostel modules.
- 2006 – Present** Various committees include Website Development, Golden Jubilee Report preparation, NBA documentation, UG&PG counseling committee, Institute Day, Housekeeping, etc

Department Level

- 2008 – 2018** **Coordinator – MBA Admission.** MOU for CAT Score, Standard Operating Procedure (SOP) for MBA admission process - Approval from the Institute for Budget, Selection Parameters, Conduct of Group Discussion and Personal Interview in Various Centres, Preparation of the selection list, Admission and Certificate Verification.
- 2008-2018** **Coordinator – MBA Placements.** Initiation and monitoring of the progress of summer internships and final placements, Coordination of the Department student empowered committee with Training and Placement of the Institute.
- 2008 - 2014** **Coordinator – Alumni Relations.** Conduct Alumni meets, Alumni Connect Mentorships, Knowledge Sharing, and Evaluation.
- 2008-2014** **Coordinator – MARC – Management Action Research Centre.**
Conducting FDPs, MDPs, and Consultancies.
- 1999- Present** **Positions and Responsibilities –**
Department Administrative Council Chairman
Infrastructure Maintenance – Purchase of computers, furniture, Air conditioning, and Housekeeping
Class Committee Chairman, Student Club Activities Chairman
Performance Analysis Committee Chairman
NBA document preparation committee
Selection of Research Scholars and Progress Review Committee

Streamline Documentation and office procedures
Green Initiatives Committee

HONORS AND AWARDS

Individual Level

- 2019 **Best Professor in MARKETING – DNA Innovative Educational Leadership Awards, MUMBAI, INDIA**
- 2015 **Distinguished Alumni Award, NIT-Tiruchirappalli - For outstanding alumni in the teaching serving personnel in NIT-Tiruchirappalli.**
- 2007 **Best Reviewer Award – Contemporary Management Research – International Journal.**
- 2006 **Best Paper Award – BAI International Conference- Singapore hosted by Academy of Taiwan Information Systems Research, Department of Marketing, Hong Kong Baptist University National Taipei University, and Shih-Chien University.**
- 2005 **Best Paper Award – Marketing, National Conference Hosted by PSG Institute of Management and Technology, Coimbatore.**
- 1992 **Meritorious Student Award – in MBA, National Institute of Technology (Then Regional Engineering College) Tiruchirappalli**

Leadership Role as HOD – DoMS, NIT-T.

- January 2013 **Indian B-School Awards (Best Specialisation Award – Information Technology), Discovery Education Media Private Limited, New Delhi.**
- February 2013 **Innovation Leadership Award, DNA and STARS group, Mumbai**
- February 2013 **Outstanding B school (South), DNA and STARS group, Mumbai**
- February 2013 **Outstanding Government B School (South), DNA and Stars group, Mumbai**

June 2013	Best government engineering college with Outstanding B school (South) which encourages leadership, development, marketing, and institute and industry interface ABP news, Mumbai
June 2013	MMA Award for Managerial Excellence in Educational Institutions Madras Management Association, Chennai
Feb 2012	Outstanding B school (South) Bloomberg UTV, Mumbai
June 2012	Outstanding B school (South) ABP News, Mumbai
November 2012	B-School Leadership Award HUL, BSA and Dewang Mehta Business School Award, Mumbai
November 2012	A business school with the best academic input (syllabus) in operations and manufacturing HUL, BSA, and Dewang Mehta Business School Award, Mumbai
November 2012	A business school that encourages leadership as a part of the Curriculum HUL, BSA, and Dewang Mehta Business School Award, Mumbai
November 2012	Outstanding B school (South) , Amar Ujala Awards, Mumbai
February 2011	Outstanding B school (South) , Star News, Mumbai
November 2011	Business School , which encourages innovations that lead to better development Dewang Mehta Business School Awards, Mumbai

FOCUS AREAS

Teaching	Marketing Research, Services Marketing, Marketing Metrics, Marketing Analytics, and Digital Marketing
Scholarly Research	Branding – Brand Extensions, Brand Equity, Brand Placements, Employer Brand, Employee Brand

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Social Responsibilities – Cause-Related Marketing, Portrayal of Women in Advertising, Over-the-Counter Drugs Consumption, Green Marketing

Self-Service Technologies – SSTs in Retail Banking, Mobile Applications, Chatbots, Artificial Intelligence, Social Blogs, and User-Generated Contents

Training Programmes FDP – The Art of Teaching, 21st Century Skills, Research Methodology, SPSS, SEM Statistical packages, and Article Writing.

Consultancy & Projects MDP – Team Building, Achievement Motivation, Creativity, Problem Solving, Strategic Orientation, Organisational Excellence, and Risk Taking.

Projects – Clean and Sustainable Water Sources, MSME

DETAILS OF ACADEMIC WORK

Curriculum Innovation

MBA Designed and developed the industry-focused new marketing courses – Marketing Metrics, Marketing Analytics, Services Marketing, Text Mining, and Digital Marketing.

M. Tech Launched a tailor-made Human Resource Management subject for M. Tech Construction Management

Ph.D. Developed subjects to meet the current and fundamental research needs – Consumer Behaviour Theories and Models, Text Mining, and Qualitative Research Designs.

Pedagogical Methods Activity Based Teaching methodology, Simulations, Case Studies, Analytical soft wares, Audio Video Presentations, objective online tests, peer evaluation, innovative real-time and life projects

Feedback Consistent student feedback Range – 7.58 to 9.7 out of 10
Median – 8.6 Mean. – 8.1

Subjects Handled

MBA Marketing Research, Services Marketing, Marketing Metrics Marketing Analytics, Digital Marketing, Brand Management

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Marketing Management, Behaviour Models, Integrated
Marketing Communications

M. Tech

Marketing Management, Human Resource Management
Organizational Behaviour

Ph.D.

Advanced Research Methodology, Consumer Behaviour
Theories, and Models, Qualitative Research Designs

RESEARCH

Online Research Profile Links



<https://orcid.org/0000-0003-1860-0314>



Research Gate

https://www.researchgate.net/profile/Thamaraiselvan_Natarajan/scores

RG score 14.41, h Index – 8, Percentile more than 60 percentage

Google Scholar



<https://scholar.google.com/citations?user=mWzBBEEAAAAJ&hl=en>

i 10 Index : 27, h Index :17, Citations : 1300

Scopus



<https://www.scopus.com/authid/detail.uri?authorId=36629095800>

h index: 7 Citations: 212



<https://nitt.irins.org/profile/93125>

CONSULTANCY

Projects

1. Development of Innovative Solutions to Serve Water Technology for Clean and Sustainable Water Resources. Sponsoring Agency: Royal Academy of Engineering
Role: Co-Investigator Amount: 3271239/-
2. A Systematic Approach to Financial Distress Prediction and NPA Management of MSME in India. Sponsoring Agency: ICSSR. Role: Co-investigator.
Amount: 2000000/-

Ph.D. Supervision Completed -11

Saraswathy R	Employer Branding in the IT industry
Sivagnanasundaram M	Consumer Adoption of Self-Service Technologies in Retail Banking
Manigandan L	A Framework to Assess Overall Supply Chain Risk in Heavy Engineering Industry
Janarthanan B	Indian Consumers' Perception of Beliefs Towards Social Media Advertising
Daniel Inbaraj J	A Study on Consumers' Attitude Towards Cause Related Marketing
Thushara Srinivasan	A Study on Employee Branding in Indian Service Industries - a Dyadic Perspective
Ande Raja Ambedkar	Model Development of Brand Resonance Score (BRS)
Dharunlingam	Understanding the Intention to Use Mobile Applications and Chatbots for Online Shopping
Thanigai Arul	Study on Self-Service Technologies in Indian Airlines Industry
Iswariya P.M	The portrayal of Gender Role in Indian Print and Television advertising
Priya Verthini K	A Study on Factors influencing the Purchase of OTC analgesic Drugs.

Ph.D. Supervision Ongoing -09

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Swaminathan	Intrusion effect in Mobile App Advertising
Mathangi Sri Ramachandran	Chat Bots Modelling
Jegan	Brand Placements in TV Reality Shows
Nakul Gangadharan	UGC in Tourism Industry
Jeyadevan	A Study on Health Drinks Consumption
Sasi Chakravarty	Analytical Modelling in Qualitative Research
Subhashree Prabhakaran	Online Private Label Brands
Deepak Ramanan V	Omnichannel Retailing
Pragha	Avatar Marketing

Training Programmes Attended

Date(s)	Title of Activity	Event Organized by	Venue
Feb 11-12, 2013.	Outbound Experiential Learning Camp for Team Building and Effective Group Dynamics	Adventure Zone, NIT	NIT Trichy
May 9-10, 2013	Perspectives on Curriculum	TEQIP, NIT	NIT Trichy
February 17-19, 2010	Using Simulation as Pedagogical Tool in Marketing and Strategy	IBS	Hyderabad
September 18-19, 2010	Capstone Business Simulation Programme	CAPSIM Management Simulations Inc., in ICRISAT,	Hyderabad
June 29 - July 1, 2009	Effective Teaching: Cooperative Learning	Rich Fielder North Carolina State University and Rebecca Brent, Education Designs	Infosys Mysore
March 31- April 2, 2008.	Accrual Accounting Systems	TEQIP sponsored Programme conducted by NIT Trichy.	Tiruchirappalli
October 2- 4, 2008.	The Seven Habits of Highly Effective People	Franklin Covey South Asia	Munnar

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August 8-9, 2008	Right to information act, 2005 and the role of information officer	National Archive of India, RTI Cell	New Delhi
July 23-25, 2007	Educational Excellence in Colleges and Universities	Indian Institute of Management Calcutta	Calcutta
January 21-26, 2006	Data Analytics for Business Management	National Institute of Technology Trichy	Trichy
March 14-24, 2005	E-business and Supply Chain Management	AICTE sponsored Programme, NIT	Trichy
January 19-24, 2005	Services Management	Indian Institute of Technology, Madras	Chennai
January 24-February 14, 2004	Induction Training Programme in Management for Young Teachers	Indian Institute of Management, Kozhikode	Kozhikode
November 11-15, 2002.	Effective management of Sales Force and Distribution Channel	AICTE-sponsored Quality Improvement Programme	MDI, Gurgaon

Faculty Development Programmes – FDPs Conducted

Teaching Methodology

S. No.	Program Titles	Date (s)	No. of Days
1	Training of trainers in 21 st -century skills education	March 17-19 th 2022	3
2	Enhancing Competitiveness in Contemporary Research Methods	July 5- July 14 2021	10
3	Capacity Building for Teachers on 21 st Century Skills Education	June 21- July 2 2021	12
4	Academic Leadership and Team Building for Educational Excellence	November 23-27 2020	5
5	Training Tomorrow's Teacher Teaching Through Technology	November 20 – 24, 2017	5
6	Art of Edification Contemporary & Innovative practices for effective teaching	April 24 - 28, 2017	5

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7	The Art of Teaching: Pedagogical Tools and Techniques – Series III	November 17-21, 2014	5
8	The Art of Teaching: Pedagogical Tools and Technique, Series –II	March 3- 7, 2014	5
9	The Art of Teaching: Pedagogical Tools and Technique – Series I	November 18 – 22, 2013	5

Skill Enhancing

S. No.	Title of Activity	Date (s)	No. of Days
1	Training the Trainers in 21st Century Skills Education	May 8-10, 2019	3
2	Empowering Teachers on 21st Century Skills Education	April 29-03,2019	5
3	Training Tomorrow's Teacher Teaching Through Technology	November 20 – 24, 2017	5
4	Empowering Teachers in Life Skills Education	November 6 – 10, 2017	5
5	Training of Trainers in Life Skills	February 27 to March 3, 2017	5
6	Imparting Soft Skills for Success and Life Skills for Survival at the Work Place	November 24 – 28, 2014	5

Research Methods and Analysis

S. No.	Programme Titles	Date (s)	No. of Days
1	Using SPSS for Quantitative Analysis in the Management and Social Sciences	December 7-11, 2019	5
2	Structural Equation Modelling (SEM): Basic & Advanced Analysis	December 2-6,2019	5
3	Research Colloquium on Business and Social Sciences	November 29-December 3, 2019	5
4	Structural Equation Modelling: Basic and Advances Analysis	December 1 – 3, 2017	3
5	Data Analysis Using SPSS	November 25 – 27, 2017	3
6	Data Mining and Data Analytics	November 13 – 17, 2017	5
7	Research Colloquium on Business and Social Sciences	November 11 – 12, 2017	2

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8	Research Colloquium on Business and Social Sciences	April 29 – 30, 2017	2
9	Structural Equation Modelling: Basic and Advances Analysis	April 28-30, 2017	3
10	Data Analysis Using SPSS and R	April 21-23, 2017	3
11	Data Mining and Data Analytics	November 24-25, 2014	2
12	Data Mining and Data Analysis	March 10-14, 2014	5

Conclaves

S. No.	Title of Activity	Date (s)	No. of Days
1	Marketing conclave “MPULSE-2012”	February 23 rd , 2012	1
2	Finance conclave “Finecture-2012”	March 31 st , 2012	1
3	Human Resource Conclave “ Avance2012-Emerging trends in HR”	November 3 rd , 2012	1
4	General Management Conclave “Vyoog-2012”	December 8 th , 2012	1
5	Marketing Conclave “MPULSE-2013”	February, 23 rd , 2013	1
6	Analytics conclave “ SAMVID-2013”	August 18 th , 2013	1

Management Development Programmes

BHEL The outbound experiential program, Team Building, Achievement Motivation, Creativity, Problem Solving, Strategic Orientation, Organisational Excellence, and Risk Taking. For Senior Level, Middle-level Executives, and Engineering Trainees. 2012 –Till Now

Southern Railways Strategic Orientation, customer Satisfaction and feedback, 2018 to till Now

Other Corporates **TNPL, NLC, IMTI, BHELSEA, BSNL, INDIAN POSTS, TREC-STEP, etc.,**

Invited Talks

Topics	Achievement Motivation, Leadership, Creativity, Risk-Taking, Problem Solving, Innovative Teaching Methodology, Activity-Based Teaching, Flip Classroom, Online teaching methodology, and tools. Review of Literature, How to choose the research Topic, Art of Story Telling, Writing for scholarly Publications, Statistical Tools Marketing Metrics, Analytics, Services Marketing, Branding
Institutes	NITs, Central Universities, State Universities, International Research Forums, Rotary Clubs, Centre of Excellence in Universities, Human Resource Development Centres, ICSSR, AICTE, UGC, sponsored consortiums, workshops, and seminars.

Networking with other Institutes

Academic/Administrative Responsibilities outside the University

Position	Institutions
Reviewer	Scopus Indexed, ABDC categories, Web of Science Journals Technology in Society, Journal of Services Research International Journal on Contemporary Management Research International Journal of Business and Information International Journal of Business and Management Benchmarking: An International Journal
Expert Member in Recruitment	Central University of Hyderabad, BITS Pilani, SRM Athirapalli, Andhra, Annamalai University Chidambaram, and other self-financing colleges.
Academic Auditor	Kalasalingam University, PSGIM
Board of Studies Member	PSG Institute of Management, Coimbatore, Kalasalingam University, Karunya University Business School, Sri Krishna College of Engineering and Technology, Coimbatore, Kumaraguru College of Engineering and Technology, Coimbatore, Bannari college of

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	technology, Coimbatore, Mepco Schlenk Engineering College, Sivakasi, etc.,
External Board member	Governing Council of Erode Builder Educational Trust's Group of Institutions
External Thesis Examiner	Central University of Hyderabad, NIT Warangal, NIT Calicut, Anna University, Alagappa University, Bharathiyar University, SRM University, VIT University, Sathyabama Institute of Science and Technology, Manomaniam Sundranar University, Sardar Vallabhbhai Patel international school of Textiles and Management, Bharathidasan University, Bharathiyar University, etc.,
Organizing committee member	International conference on electronic commerce, Administration, Society and Education, Various Indian Universities, Colleges, etc.,

Scholarly Research Publications

S.No	Scholarly Publications	Indexing
01	Natarajan, Thamaraiselvan, et al. "Brand Placements: An Exemplary Integration in Reality Shows." <i>Quarterly Review of Film and Video</i> , October 11, 2021, pp. 1–26	Scopus
02	Natarajan, T. and GR, J. (2022), "COVID-19 pandemic and the consumption behavior of branded functional beverages in India: a conceptual framework", <i>Nutrition & Food Science</i> , Vol. 52 No. 3, pp. 423-444.	Scopus
03	Thamaraiselvan Natarajan, Jegan Jayapal & Nakul Gangadharan (2021) The Television Cult: Prevalence of Brand Placements in an Indian Reality Show, <i>Journal of Promotion Management</i> , 27:7, 971-997	Scopus ABDC-B
04	Thamaraiselvan Natarajan, Iswariya Muthulingam (2020): Portrayal of women in Indian Print Advertising Commercials, <i>Test Engineering and Management</i> , Vol 83, April 2020	Scopus
05	Thamaraiselvan Natarajan, Iswariya Muthulingam (2020): A Study on the Perception of Audience towards the Portrayal of Women in Indian Television Commercials– <i>International Journal of Business Excellence</i>	Scopus
06	Thamaraiselvan Natarajan, Iswariya Muthulingam (2020): A Study on the Perception of Audience towards the Portrayal of Women in Indian Television Commercials – <i>International Journal of Business Excellence</i>	Scopus
07	Natarajan, N. T., & Verthini Kanagarathinam, K. P. (2020). A Study On Factors Influencing Purchase And Analyzing Satisfaction Among	Scopus

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	Indian Consumers Towards OTC Analgesic Drugs. Journal of Critical Reviews, 7(17), 2073-2086.	
08	Natarajan, N. T., & Verthini Kanagarathinam, K. P. (2020). A Study On Factors Influencing Purchase Of OTC Analgesic Drugs. International Journal of Advanced Science and Technology, 29(7), 8509-8527.	Scopus
09	Arasu, B. S., Seelan, B. J. B., & Thamaraiselvan, N. (2020). A machine learning-based approach to enhancing social media marketing. Computers & Electrical Engineering, 86, 106723.	Scopus SCIE
10	Balasubramanian, S. A., Radhakrishna, G. S., Sridevi, P., & Natarajan, T. (2019). Modeling corporate financial distress using financial and non-financial variables. International Journal of Law and Management.	ABDC C Scopus
11	Balasubramanian, S. A., Radhakrishna, G. S., Sridevi, P., & Natarajan, T. (2019). Business health characterization of listed Indian companies using data mining techniques. International Journal of Business Information Systems, 32(3), 324-363.	ABDC C Scopus
12	Thamaraiselvan, N., Arul, S. T., & Kasilingam, D. (2019). Understanding the intention to use self-service technologies in the airline industry. International Journal of Services, Economics, and Management, 10(2), 89-109.	Scopus
13	N.Thamaraiselvan, S.Thanigai Arul (2019) "Understanding the attitudes and purpose for usage of self-service technologies (SSTs) at Airports in India" International Journal of recent Technologies and Engineering 2019 Volume 8 issue 3 Page 7034-39	Scopus
14	N.Thamaraiselvan, S.Thanigai Arul (2018) Dharun Lingam K "Understanding the intention to use self-service Technologies in the airlines' Industry." International Journal of services Economics and Management 2019 volume 10-2 page 89-109	Scopus
15	Balasubramanian, S. A., Kuppusamy, T., & Natarajan, T. (2019). Financial inclusion and land ownership status of women. International Journal of Development Issues.	ABDC C Scopus
16	Natarajan, T., Jublee, D. I., Kasilingam, D. L., & Stephen, G. (2018). The moderating role of social themes in cause-related marketing advertisements. International Review on Public and Non-profit Marketing, 15(4), 433-454.	Scopus
17	Jagannathan, V., Balasubramanian, S., & Natarajan, T. (2018). An extension to the Delone and Mclean information systems success model and validation in the internet banking context. In Encyclopaedia of Information Science and Technology, Fourth Edition (pp. 49-60). IGI Global.	Scopus

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18	Natarajan, T., Balasubramaniam, S. A., Stephen, G., Jublee, D. I., & Kasilingam, D. L. (2018). The influence of audience characteristics on the effectiveness of brand placement memory. <i>Journal of Retailing and Consumer Services</i> , 44, 134-149.	ABDC A
19	Natarajan, T., Balasubramaniam, S. A., & Kasilingam, D. L. (2018). The moderating role of device type and age of users on the intention to use mobile shopping applications. <i>Technology in Society</i> , 53, 79-90.	Scopus
20	Thamaraiselvan, N., Arasu, B. S., Stephen, G., & Inbaraj, J. D. (2017). Bollywood Industry in the Wake of Cost-Cutting Measures: Role of Quality Cues on Brand Placements. <i>Media Watch</i> , 8(3), 311-326.	Scopus
21	Lathabhavan, R., Balasubramaniam, S. A., & Natarajan, T. (2017). A psychometric analysis of the Utrecht Work Engagement Scale in the Indian banking sector. <i>Industrial and Commercial Training</i> .	ESCI Scopus
22	Natarajan, T., Balasubramaniam, S. A., & Kasilingam, D. L. (2017). Understanding the intention to use mobile shopping applications and their influence on price sensitivity. <i>Journal of Retailing and Consumer Services</i> , 37, 8-22.	ESCI ABDC A Scopus
23	Thamaraiselvan, N., Arasu, B. S., & Inbaraj, J. D. (2017). Role of celebrity in cause-related marketing. <i>International Review on Public and Nonprofit Marketing</i> , 14(3), 341-357.	Scopus ABDC C
24	Thamaraiselvan, N., Sridevi, P., Arasu, B. S., & Srinivasan, T. (2017). Identification of the clusters of employee brand using FIMIX-PLS and FCM. <i>International Journal of Business Forecasting and Marketing Intelligence</i> , 3(2), 165-184.	Non-Scopus
25	Natarajan, T., Balasubramaniam, S. A., & Srinivasan, T. (2017). Relationship between internal branding, employee brand, and brand endorsement. <i>International Journal of Business and Management</i> , 12(1).	ABDC C
26	Ande, R. A., Gunasekaran, A., Murugesan, P., & Natarajan, T. (2017). Brand resonance score for CBBE model: an application in financial services. <i>Benchmarking: An International Journal</i> .	Scopus ABDC B
27	Ambedkar, A. R., Murugesan, P., & Thamaraiselvan, N. (2018). Modeling Brand resonance score (BRS)—an application in financial services. <i>Journal of Modelling in Management</i> .	Scopus ABDC C
28	Natarajan, T., Periaiya, S., Balasubramaniam, S. A., & Srinivasan, T. (2017). Identification and analysis of employee branding typology using fuzzy c-means clustering. <i>Benchmarking: An International Journal</i> .	Scopus ABDC B
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PERSONAL DETAILS

1	Date of Birth and Age	07.03.1970 52 years
2	Family	
	Mother	Thenmozhi R. Retired Professor of English
	Wife	Shyamala R. B.D.S., Dentist
	Son	Poongkundran T.B.Tech Mechanical Program Analyst CTS Chennai
	Daughter	Saghana T, 8 th Standard, BVIS Trichy.
3	Permanent Address	Plot No.10, 15 th Cross East Balaji Nagar Near Montfort School Kattur Tiruchirappalli – 620019. Tamil Nadu, INDIA
4	Sports Recognitions	Lawn Tennis, Badminton, and Cricket
	Hobbies	Watching all Genres of Movies
5	Foreign Places Visited- official	Singapore, Greece, Dubai