

THAMARAISELVAN NATARAJAN

Professor

Department of Management Studies

National Institute of Technology Tiruchirappalli

Tiruchirappalli – 620015. Tamil Nadu, India

Hand Phone: +91 9443777217

Email: selvan@nitt.edu, selvanthamarai27@gmail.com



Dr. Thamaraiselvan Natarajan has a vast academic contribution and administrative acumen over two decades. He is a meticulous person possessing 23 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 35 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 was invited as a guest lecturer at the HR intervention programme to promote executives of BHEL, Tiruchirappalli. He has delivered lectures as a resource person at various reputed management institutes. 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.

Employment Profile

Job Title	Employer	From	To
Professor	National Institute of Technology, Trichy	2018	Till Now
Associate Professor	National Institute of Technology, Trichy	2010	2018
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

Academic Qualifications

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

Areas of Expertise

- a) Marketing
- b) Services Marketing
- c) Marketing Research
- d) Strategic Marketing
- e) Marketing Metrics
- f) Marketing Analytics
- g) Digital Marketing
- h) Sales Management
- i) Brand Management

Academic/Administrative Responsibilities within National Institute of Technology, Tiruchirappalli

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
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
Member	Strategic Implementation Committee	2013	Till date
Coordinator	MBA admission	2008	Till date
Member	MIS Implementation – outsourcing committee	2012	Till date

Academic/Administrative Responsibilities outside the University

Position	Institution	From	To
Reviewer	Journal of Retailing and Consumer Services	2017	Till date
Board of Studies Member	Sri Krishna College of Engineering and Technology, Coimbatore	2012	Till date
Academic Auditor	Kalasilingam University	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

External member	Governing Council of Erode Builder Educational Trust's Group of Institutions	2011	Till date
External expert member	Manonmaniam Sundaranar University, Tirunelveli.	2011	Till date
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
External Examiner	Anna University, Alagappa University, Bharathiyar University, SRM University, VIT University, Sathiyabama University, Manormaniam Sundranar University, Sardar Vallabhai 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 Examiner	Anna University, Alagappa University, Bharathiyar University, SRM University, VIT University, Sathiyabama University, Manormaniam Sundranar University, Sardar Vallabhai Patel Textiles and Management	2010	Till date

Organizing committee member	International conference on electronic commerce, Administration, Society and Education	August 2007	August 2007
-----------------------------	--	-------------	-------------

Awards, Associateships etc.

Year of Award	Name of the Award	Awarding Organization
2015	Distinguished Alumni 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,
2005	Best paper Award-Marketing session	PSG College of Technology
1992	Meritorious Student Award	National Institute of Technology, Tiruchirappalli

Consultancy

S. 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) –Research and Consultancy	From 2012 onwards	10 lakhs

Number of PhDs guided

S.No.	Name of the PhD Scholar	Title of PhD Thesis	Role(Supervisor/ Co-Supervisor)	Year of Award
-------	-------------------------	---------------------	---------------------------------	---------------

1	Saraswathy Arvind Rajah	Employer Branding in IT industry	Supervisor	2010
2	Sivagnanasundaram M	Consumer Adoption of Self Service Technologies in Retail Banking”	Supervisor	2011
3	Manigandan L	A framework to measure overall risk of supply chain	Supervisor	2011
4	Janarthanan B	Modelling the role of social media	Supervisor	2014
5	Daniel Inbaraj J	A Study on Consumers Attitude Towards Cause Related Marketing	Supervisor	2017
6	Thushara Srinivasan	Employee Branding	Supervisor	2017
7	Ande Raja Ambedkar	Brand Resonnance	Supervisor	2018
8	Dharunlingam	Intention to use Mobile apps and Chatbots	Supervisor	2018

Number of PhDs On-going

S.No.	Name of the PhD Scholar	Area of Research	Role(Supervisor/ Co-Supervisor)
1.	Thanigai Arul	Technology acceptance Marketing in Indian Airline Industry	Supervisor
2.	Arvind Rajah	Retail Analytics	Supervisor
3.	Iswariya P.M	Portrayal of women in Indian advertising	Supervisor
4.	Priya Verthini K	Role of celebrities in Commodity Branding	Supervisor
5.	Swaminanthan	Governance of R&D projects	Supervisor
6.	Monika Balakrishnan	Shopping Behaviour	Supervisor
7.	Mathangi Sri Ramachandran	Chat Bots	Supervisor

**Projects guided at Postgraduate (MBA) level - 100
Publications**

Refereed International Research Journals:

1. **N. Thamaraiselvan**, B. Senthil Arasu, Gladys Stephen, & J. Daniel Inbaraj (2017). "Bollywood Industry in the Wake of Cost Cutting Measures: Role of Quality Cues on Brand Placements", *Media Watch* 8 (3) 311-326. DOI: 10.15655/mw/2017/v8i3/49149
2. Remya Lathabhavan, Senthil Arasu Balasubramanian and **Thamaraiselvan Natarajan** (in press), A Psychometric Analysis of the Utrecht Work Engagement Scale in Indian Banking Sector, *Industrial and Commercial Training*, 2017.
3. **Natarajan, T.**, Balasubramanian, S. A. & Kasilingam, D. L. (2017), "Understanding the intention to use mobile shopping applications and its influence on price sensitivity," *Journal of Retailing and Consumer Services*, Vol.37 No., pp.8-22.
4. **Thamaraiselvan, N.**, Arasu, B. S., & Inbaraj, J. D. (2017). "Role of celebrity in cause related marketing." *International Review on Public and Nonprofit Marketing*, 1-17. doi: 10.1007/s12208-017-0176-0
5. **Thamaraiselvan Natarajan** , Senthilarasu Balasubramaniam, Sridevi Periaya , Thushara Srinivasan (2017), "Identification of the clusters of employee brand using FIMIX-PLS and FCM." *International Journal of Business Forecasting and Marketing Intelligence*.
6. **Thamaraiselvan Natarajan** , Senthilarasu Balasubramaniam, Sridevi Periaya , Thushara Srinivasan (2017), "Relationship between Internal Branding, Employee Brand and Brand Endorsement." *International Journal of Business and Management*.
7. Punniyamorthy M, Ande Raja Ambedhkar, **Thamaraiselvan Natarajan** (2017), "Brand Resonance Score for customer based brand equity model: An application in financial services(to be published)." *Benchmarking: An International journal*.
8. Ande Raja Ambedkar, Punniyamorthy, M., **Thamaraiselvan, N** (2017). "Modeling Brand Resonance Score- An application in Financial Services", *Journal of Modelling in Management*.
9. **Thamaraiselvan Natarajan**, Senthilarasu B, Sridevi P, Thushara Srinivasan (2017), "Identification and analysis of employees branding typology using fuzzy c-means clustering." *Benchmarking: An International journal*.
10. **Thamaraiselvan Natarajan**, Senthilarasu B, Daniel Inbaraj J (2016), "A Journey of Cause Related Marketing from 1988 to 2016." *International Journal of Business and Management*, Vol. 11, Pgs: 247.
11. Senthilarasu B, Veera Ragavan J, **Thamaraiselvan Natarajan** (2016), "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*. Vol. 12, Pages: 26-43.
12. **Natarajan, Thamaraiselvan**; Balakrishnan, Janarthanan; Balasubramanian, Senthilarasu; Manickavasagam, Jeevananthan; "The State Of Internet Marketing Research (2005-2012):

A Systematic Review Using Classification and Relationship Analysis.” International Journal of Online Marketing (IJOM), 3 (4), 43-67, 2014.

13. **Natarajan, Thamaraiselvan**; Balasubramanian, Senthilarasu; Balakrishnan, Janarthanan; Manickavasagam, Jeevananthan; “Examining Beliefs towards Social Media Advertisements among Students and Working Professionals: An Application of Discriminant Analysis.” Australian Journal of Basic & Applied Sciences, Vol. 7 (8), 697-705, 2013.
14. **Thamaraiselvan Natarajan**, Janarthanan Balakrishnan, Senthilarasu Balasubramaniam, Jeevananthan Manickavasagam; “Examining beliefs, values and attitudes towards social media advertisements: results from India.” International Journal of Business Information Systems. 2014 (accepted for publication)
15. **Thamaraiselvan Natarajan**, Janarthanan Balakrishnan; “Multiple discriminant analysis of consumer response to social media advertisements in Facebook, LinkedIn, YouTube, and Twitter.” International Journal of Internet Marketing and Advertising, 2014 (accepted for publication)
16. Senthil Arasu Balasubramanian, Jeevananthan Mancikavasagam, **Thamaraiselvan Natarajan**, Janarthanan Balakrishnan; “An Experimental analysis of forecasting high frequency data of matured and emerging economies stock index using data mining techniques.” International Journal of Operational Research.2014 (accepted for publication)
17. Senthil Arasu Balasubramanian, Jeevananthan Mancikavasagam, **Thamaraiselvan Natarajan**, Janarthanan Balakrishnan; “Performances of data mining techniques in forecasting stock index – evidence from India and US.” Journal of national science foundation Srilanka, 42 (2): 177–191, 2014. *SCI impact factor.231
18. Lakshmi, Visalakshmi, **Thamaraiselvan** and Senthilarasu, “Assessing the Linkage of Behavioural Traits and Investment Decisions using SEM Approach,” Int. Journal of Economics and Management 7(2): 221 – 241, 2013.
19. Punniyamoorthy M, **Thamaraiselvan.N**, and Manigandan L, “Assessment of supply chain risk - Scale Development and Validation.” Benchmarking: an International Journal. Vol. 20 No. 1, 79-105, 2013
20. Ramasamy, Murugesan; **Thamaraiselvan, Natarajan**, “Knowledge Sharing and Organizational Citizenship Behavior.” Vol.18. 4 (Oct-Dec 2011): 278.
21. Manigandan L, **Thamaraiselvan.N**, and Punniyamoorthy M “An instrument to measure supply chain risk: establishing content validity.” International Journal Network Enterprise Management vol.4, No.4, 2011.
22. Mohammad Abdi, PDD.Dominic, Alan G Downe,Siew-Phaik Loke, **Thamaraiselvan N**, “ Aligning IT strategy with business strategy for competitive intelligence – A structure equation model.” International journal of business excellence, Vol 6, No.4, 2013
23. **Thamaraiselvan.N**, Senthil Arasu.B, Sivagnanasundaram.M, “Behavioral intention towards mobile banking in India: The case of State Bank of India (SBI).” International Journal of E-Services and Mobile Applications., Vol 3, Issue 4, 2011

24. **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, Vol 45, No 1, 2011
25. **Thamaraiselvan. N** and R.Saraswathy “An Empirical Study of Employer Attractiveness in IT Industry: An Indian Perspective.” International Journal of Indian Culture and Business Management (IJICBM) Vol 4, No.5, 2011
26. **Thamaraiselvan.N**, R.Saraswathy and M.Sivagnanasundaram (2011) “Snapshot of Personnel Productivity Assessment in Indian IT Industry.” International Journal of Information Technology Project Management (IJITPM), 2(1) 48-61, 2011
27. **Thamaraiselvan.N**, Senthil Arasu.B, Sivagnanasundaram.M, “Customer’s Choice amongst Self Service Technology (SST) Channels in Retail Banking: A Study Using Analytical Hierarchy Process (AHP).” Journal of Internet Banking and Commerce, Vol 15, No 2, 2010
28. **Thamaraiselvan.N**, R.Saraswathy, B.Senthil Arasu and M.Sivagnanasundaram, “Facades of Attractive Employer in Indian IT Industry: Existing Employee Perspective.” International Journal of Human Capital and IT professionals (IJHCITP), 2(1). 2011
29. **Thamaraiselvan N** and Raja J, “How do consumers evaluate brand extensions – Research finding from India.” Journal of Services Research, Vol.8, No.1. 2008

National Journals

1. R. Saraswathy and **N. Thamaraiselvan**, “An Empirical Study of Most Attractive Employer in Indian IT Industry: Potential Employee Perspective.” Sugyan, Volume II Issue I, Jan - June, 2010
2. **Thamaraiselvan N** and Raja J, (2007),” Customer evaluations of automated teller machines (ATMs) service encounter – An empirical model.” Journal of Contemporary Management Research 1 (1): 52-71.
3. **Thamaraiselvan N** and Raja J, (2006), “Consumer evaluation of service brand extensions – An Indian perspective.” PSG Journal of Management Research 1(1): 41-56.
4. **Thamaraiselvan N** and David Jawahar P.(2004). “Success Determinants of Brand extensions: An Indian perspective.” The ICFAI Journal of Marketing Management, Vol.III, No.3:66-77.
5. **Thamaraiselvan N** and David Jawahar P. (2002). “Recruitment in the new age: Issues and Challenges.” Kerala Personnel: 17-21.

Research papers published in Conferences

International: Outside India

1. Thamaraiselvan Natarajan, Senthil Arasu Balasubramanian, Dharun Lingam Kasilingam. (2016). Multi-group Analysis of Antecedents to the Intention to Use Mobile Shopping Applications between different device types. 32nd International Research Conference on

Business, Economics and Social Sciences, IRC-2016 December 30-31, 2016 Dubai, U.A.E.

2. **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 which will be held at Ryerson University, Toronto, Canada (May 23 – 26, 2011). - Accepted for presentation.
3. **Thamaraiselvan N.** Punniyamoorthy M, Raja J, and Senthil Arasu B “*Success Determinants of Service Brand Extensions in India-An Empirical Study.*” Paper presented at the international conference on marketing 2008 organised by ATINER (Athens institute for education and research) held at Athens, Greece, August 7-10, 2008.
4. **Thamaraiselvan N**, Raja J and Vishakarajan, “*How do consumers evaluate brand extensions? – Research findings from India.*” Paper presented at the international conference on Business and Information 2006 organized by Academy of Taiwan Information Systems Research, Department of Marketing, Hong Kong Baptist University National Taipei University and Shih-Chien University, held at Singapore, July 12-14, 2006.

International: In India

1. **Thamaraiselvan Natarajan**, Senthil Arasu Balasubramanian, Dharun Lingam Kasilingam. (2017). The Moderating Role of Device Type and Age of Users on the Intention to Use Mobile Shopping Applications. North American Society for Marketing Education in India (NASMEI) Summer Marketing Conference. IIM Indore
2. **N.Thamaraiselvan**, J.Daniel Inbaraj, B.Senthil Arasu, A Literature Review on Cause Related Marketing, 2nd International Conference on Emerging Markets and Issues in Management, 19th -20th April 2013,VIT Business School, VIT University, Vellore, India.(ISBN: 978-93-5104-881-7)
3. **Thamaraiselvan.N** Senthil Arasu.B, Sivagnanasundaram.M (2010), “*Factors influencing consumer choice of SST channels in retail banking: An empirical study using AHP,*” Conference for Doctoral Research in Management, Nirma University, Ahmadabad.
4. **Thamaraiselvan.N** Senthil Arasu.B, Sivagnanasundaram.M (2010), “*Service design using Taguchi’s technique,*” Athenaeum 2010, Bharathidasan Institute of Management, Tiruchirappalli
5. **Thamaraiselvan.N**, Senthil Arasu.B, Sivagnanasundaram.M (2009), “*Determinants of SST usage in retail banking,*” 3rd Great Lakes NASMEI Marketing Conference, Chennai.
6. **N.Thamaraiselvan** and R.Saraswathy “*Potential hires perspective of employer attractiveness in IT & ITTES Industry,*” (PABCET 2009).
7. **N.Thamaraiselvan** and R.Saraswathy, “*The Impact of Clearance Sales Store attributes on Store Loyalty,*” (PABCET 2009).

8. **N.Thamaraiselvan** and R.Saraswathy, “*An empirical study of Employer Attractiveness Indian Perspective,*” Athenaeum 2010, Bharathidasan Institute of Management, Tiruchirappalli
9. **N.Thamaraiselvan** and R.Saraswathy, “*An Empirical Study of Most Attractive Employer in Indian IT Industry: existing employee perspective,*” (ICMPSG 2010).
10. **N.Thamaraiselvan** and R.Saraswathy, “*Modeling Employee Branding : The Spin –Off of Employer Branding,*”(TRIM 2011)
11. **Thamaraiselvan N** and David Jawahar P, “*How do consumers evaluate service brand extensions? – Indian Insights,*” Paper presented at the International Conference on Marketing Strategies for emerging markets held at Indian Institute of Management, Kozhikode. December 12-13, 2004.

National

1. **N.Thamaraiselvan**, J.Daniel Inbaraj, B.Senthil Arasu, Cause Related Marketing-An Indian Way, National Conference on Recent Trends in Marketing-Opportunities and Challenges, 20th February 2013, National Institute of Technology, Tiruchirappalli, India.(ISBN: 978 93 81790 93 9).
2. **Thamaraiselvan N** and David Jawahar P, *Consumer evaluations of service brand extensions – Indian perspective.* Presented a paper in the Fourth National Seminar on Business Research held at PSG college of Technology, Coimbatore, December 02-03, 2005.
3. **Thamaraiselvan N** and David Jawahar P, *FMCG Brand extensions: Consumer evaluation Viewpoint.* Presented a paper at the Third National Seminar on Business Research held at PSG college of Technology, Coimbatore. November 19-20, 2004.
4. **Thamaraiselvan N** and David Jawahar P, Familiarity breeds profits: Brand extensions strategies in India. Presented in the National Seminar on Building brands in Indian Market held at Indian Institute of Management, Kozhikode. October 2003.
5. **Thamaraiselvan N** and Usha Nandhini N. *Service Sector: The Imperative to capture subjective factors for credit assessment.* Proceedings of the National Seminar on Management in Transition, held at Dept. of Management Studies, University of Madras, Madras, during February 20 -21, 2003.
6. **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, held at the Dept. of Management Studies, University of Madras, Madras, during February 20 -21, 2003.
7. **Thamaraiselvan N** and David Jawahar P, *Recruitment in the New Age: Issues and Challenges.* Paper presented at the national seminar on Information Technology revolution and human resource management held at the Department of Management Studies Vidya Bharati Mahavidyalaya, Amravati, January 2002.

8. **Thamaraiselvan N** and David Jawahar P, *Ethics in Advertising: Sense and Sensibility*. Paper presented *National Seminar on “Ethics and Management: Emerging Issues in the New Millennium”*. Presented at the North Gujarat University, India on January 2002.

Research Publications-Books, Chapters in a book

International:

1. **Thamaraiselvan.N**, R.Saraswathy and M.Sivagnanasundaram (2011) “Snapshot of Personnel Productivity Assessment in Indian IT Industry”, *Global Business*, Chapter 4.15 p.1094

National:

1. **Thamaraiselvan N**, David Jawahar P., *Familiarity Breeds Profits – Brand Extension Strategies in India*, Brand by Tapan K Panda, Excel Books 2003.
2. **Thamaraiselvan N**, Raja J, *FMCG Brand extensions: Consumer evaluation Viewpoint*. *Contemporary Trends in Business Research*, Nandagopal and Krishnaveni, Allied Publishers 2004, 172-188.
3. **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, 238-254.
4. **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.

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

S. No.	Title of Activity	Date (s)	No. of Days	Role/Venue
1	Structural Equation Modeling: Basic and Advances Analysis	December 1 – 3, 2017	3	Coordinator / NITT
2	Data Analysis Using SPSS	November 25 – 27, 2017	3	Coordinator / NITT
3	Training Tomorrow’s Teacher Teaching Through Technology	November 20 – 24, 2017	5	Coordinator / NITT
4	Data Mining and Data Analytics	November 13 – 17, 2017	5	Coordinator / NITT
5	Research Colloquium on Business and Social Sciences	November 11 – 12, 2017	2	Coordinator / NITT

6	Empowering Teachers in Life Skills Education	November 6 – 10, 2017	5	Coordinator / NITT
7	Research Colloquium on Business and Social Sciences	April 29 – 30, 2017	2	Coordinator / NITT
8	Structural Equation Modeling: Basic and Advances Analysis	April 28-30, 2017	3	Coordinator / NITT
9	Art of Edification Contemporary & Innovative practices for effective teaching	April 24 - 28, 2017	5	Coordinator / NITT
10	Data Analysis Using SPSS and R	April 21-23, 2017	3	Coordinator / NITT
11	Training of Trainers in Life Skills	February 27 to March 3, 2017	5	Coordinator / NITT
12	Empower Faculty Development Program - Faculty Members of IMTI Trichy	June 30 – July 2, 2015	3	Convener / Munnar
13	Imparting Soft Skills for Success and Life Skills for Survival at the Work Place	November 24 – 28, 2014	5	Coordinator / NITT
14	Data Mining and Data Analytics	November 24-25, 2014	2	Coordinator / NITT
15	Art of Teaching: Pedagogical Tools and Techniques – Series III	November 17-21, 2014	5	Coordinator / NITT
16	Data Mining and Data Analysis	March 10-14, 2014	5	Coordinator / NITT
17	The Art of Teaching: Pedagogical Tools and Technique, Series -II	March 3- 7, 2014	5	Coordinator / NITT
18	The Art of Teaching: Pedagogical Tools and Technique	November 18 – 22, 2013	5	Coordinator / NITT
19	Marketing conclave “MPULSE-2012”	February 23 rd , 2012	1	Chairman
20	Finance conclave “Finecture-2012”	March 31 st , 2012	1	Chairman
21	Human Resource Conclave “ Avance2012-Emerging trends in HR”	November 3 rd , 2012	1	Chairman
22	General Management Conclave “Vyoog-2012”	December 8 th , 2012	1	Chairman
23	Marketing Conclave “MPULSe-2013”	February, 23 rd , 2013	1	Chairman
24	Analytics conclave “ SAMVID-2013”	August 18 th , 2013	1	Chairman

Participation in Workshops/ Symposia/ Conferences/ Colloquia /Seminars/ Schools

Date(s)	Title of Activity	Level of Event (International/ National/ Local)	Role (Participant /Speaker/ Chairperson, Paper presenter, Any other)	Event Organized by	Venue
2017	The Moderating Role of Device Type and Age of Users on the Intention to Use Mobile Shopping Applications.	National	Participant	North American Society for Marketing Education in India (NASMEI) Summer Marketing Conference.	IIM Indore
December 30-31, 2016	Multi-group Analysis of Antecedents to the Intention to Use Mobile Shopping Applications between different device types.	International	Participant	32nd International Research Conference on Business, Economics and Social Sciences, IRC-2016	Dubai, U.A.E.
Feb 11-12 2013.	Outbound Experiential Learning Camp for Team Building and Effective Group Dynamics	National	Participant	Adventure Zone, NIT	NIT Trichy

15th -17th April 2013	Cause Related Marketing: A Review of Literature	International		Academy of International Business Conference 2013	Indian Institute of Management, Bangalore, India.
May 9-10, 2013	Perspectives on Curriculum	National	Participant	TEQIP, NIT	NIT Trichy
January, 22-23 2011	Emerging Trends in Supply Chain and Changing Business Environment”	National	Participant	NIT	Trichy
February 17-19, 2010	Using Simulation as Pedagogical Tool in Marketing and Strategy	National	Participant	IBS	Hyderabad
September 18-19,2010	Capstone Business Simulation Programme	National	Participant	CAPSIM Management Simulations Inc., in ICRISAT,	Hyderabad
June 29 - July 1, 2009	Effective Teaching: Cooperative Learning	National	Participant	N. Carolina State University and Rebecca Brent, Education Designs	Mysore
31 March-2 April, 2008.	Accrual Accounting Systems	National	Participant	TEQIP sponsored Programme conducted by National Institute of Technology Tiruchirappalli	Tiruchirappalli

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
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 Management	National	Participant	National Institute of Technology Trichy	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	National	Participant	Indian Institute of Management, Kozhikode	Kozhikode

	for Young Teachers				
November 11–15, 2002.	Effective management of Sales Force and Distribution Channel	National	Participant	AICTE sponsored Quality Improvement Programme, Management Development Institute, Gurgaon	Gurgaon

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.
- Resource person for Outbound Experiential Leadership Program for BHEL small-scale industries association, Tiruchirappalli conducted during July 17-19 2004.
- Trainer at the Experiential Training Programme organized jointly by BHELSSIA and TREC-STEP from 17-06-2005 to 19.06.2005.
- Resource person for Outbound Experiential Leadership Program for BHEL small-scale industries association, Tiruchirappalli conducted during October 1-3, 2005.
- Delivered guest lectures at various management institutes on Marketing, Services Marketing, and Strategic Marketing.
- 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.
- Resource person for faculty development programme on “Application of research techniques and case methods in management” 25 August 2009.
- Resource person for one-day national conference on mobile marketing conducted by the CARE school of business management, Tiruchirappalli on April 18 2010.
- 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.
- Chaired the session on Marketing Track in a National level Seminar on “Emerging Trends in Management Research” on March 25, 2011.
- Resource person for state level seminar on “Emerging trends in Business Environment,” on 20 March 2012.
- Resource person for “Business Analytics for Gen-Z Managers,” 27 February 2014 conducted by CARE school of business management, Tiruchirappalli.
- 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.

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	

Academic Foreign Visits

Country	Duration of Visit	Programme

Greece	5 days	International Conference
Dubai	5 days	International Conference
Singapore	8 days	International Conference