

DEPARTMENT OF MANAGEMENT STUDIES

Sl. No.	Name of the Faculty	RESEARCH INTERESTS
1.	Dr. G. KANNABIRAN	Information Systems, Entrepreneurship Development, KM, Business Analytics
2.	Dr. M. PUNNIYAMOORTHY	Supply Chain performance, Supplier Selection, Technology Selection, Data Analysis, Performance Measurement and Balanced Scorecard.
3.	Dr. B. SENTHIL ARASU	Stock price prediction using data mining techniques, Equity crowd funding, Performance Management of SME's
4.	Dr. V. J. SIVAKUMAR	Retail Management, Customer Relationship Management, Sales Management, Brand Management and Services Marketing
5.	Dr. N. THAMARAISELVAN	Services Marketing, Marketing metrics and Strategy Marketin
6.	Dr. G. MURUGANANTHAM	Brand Management, Consumer Behaviour, Marketing and Advertising insights and Quality Management
7.	Dr. P. SRIDEVI	Data mining, Information systems, System analysis & Design
8.	Dr. V. LAVANYA	Human Resource Management and Organizational Behavior
9.	Dr. S. NIVETHITHA	Human resource management practices, employment relationships, employee engagement, Gig work, Corporate Entrepreneurship, Psychological well-being

