

EDITORIAL/REVIEW COMMITTEE

Key Roles & Responsibilities

- Served as the Founder President of Alagappa University Research Scholars Forum
- Served as the Founder President of Alagappa University Management Research Scholars Forum
- Nominated as Member of Library Advisory Committee by Registrar-Alagappa University from 2015 to March 2018
- Served as Coordinator for conferences, Research workshop and Management meet organized by Faculty of Management, Alagappa University
- Served as Chairman- Executive Committee of PG Men's Hostel in Alagappa University
- Serving as Joint Secretary, Aim Alumni Association
- Was the Organizing Secretary for Four Day Workshop on Applications of Research Techniques (ART 2017) held during April 02nd to 05 April 2017
- Served as Member in the Editorial Board of the Institute's In-House Newsletter
- As a Management Consultant, organized Skill Development Programmes for colleges like JSN School of Management, Sivanthi College of Engineering, Department of Women Studies, Alagappa University, Raja Rajan College of Engineering, Aditanar College of Arts and Science and Nachiappa Swamikal Arts & Science College

Achievements

- Qualified in the State Eligibility Test for Lectureship in the year October 2012
- Organized one National conference and two workshop for Research Scholars of Faculty of Management during the tenure of President- AUMRF
- Helped in strengthening of Infrastructural Facilities of the Faculty Library.
- Strengthened the activities of Alagappa University Scholars forum
- Successfully manage the activities of PG Men's Hostel, Alagappa University
- Increased the performance of the company during my tenure as HR-Manager, M. Edison & Company P Ltd
- Organized a Mega Event “SANGAMAM 2013”- A twentieth year celebration of AIM Alumni reunion.

Academic Profile

- Research Degree - Ph.D. in Management – Thesis entitled “Retail Marketing of Packaged Drinking water in Thoothukudi District- A Critical Review” – Thesis Awarded.
- Professional Degree - M.B.A. – with specialization in HR & Marketing – First Class, Period of study: 2009-2011, Degree Awarded during 2011 by Alagappa University, TamilNadu.
- Under-Graduate Degree - B.Sc. (Bachelor of Science) in Chemistry Passed during 2008 with First class from Manonmaniam Sundaranar University.
- UGC-SET - Qualified the State Eligibility Test for Lectureship in the year 2012 conducted by Bharathiyar University

Professional Experience

- Adjunct Faculty - Alagappa Institute of Management, Alagappa University, Karaikudi, August 2018- Till Date Teaching and Administration
- Research Scholar- Full Time - Alagappa Institute of Management, Alagappa University, Karaikudi - October 2013 – August 2018, Research Extension and Teaching PG Students
- Assistant Professor, Kottayam Institute of Technology and Science, Kottayam, June 2012 – July 2013, Teaching and Training Engineering Graduates.
- Manager- HR & Marketing - M. Edison & Company P Ltd, May 2011 – June 2012, Administration & Coordination of Sales activities in the company
- Management Trainee, Orchid Chemicals & Pharmaceuticals P Ltd, Chennai, June 2008 – July 2009, Trainee in Sterile Production

Research Publications

International Journals

- “Issues and Challenges of Women Empowerment in India” published in The IASMS Journal of Business Spectrum, Vol.10, Issue. No. 2, July 2017 Page No.40-45, (ISSN 0974-8016).
- “Promotional Mix of Insurance products- A Value Addition to sale of Insurance Products” published in Paripex- Indian Journal of Research, Vol.5, Issue. No.7, July 2016 Page No.07-089, (ISSN-2250-1991).
- “Knowledge Sharing in Marketing via SNS” published in Shanlax International Journal of Management, Vol.3, Special Issue. No. 2, Feb 2016 Page No.233-235, (ISSN-2321-4643).
- “Empowerment of Fisherwomen Entrepreneur in maintaining their family coastal area published in Shanlax International Journal of Management, Vol.3, Special Issue. No. 2, Feb 2016 Page No.266-268, (ISSN-2321-4643)
- “E Commerce- Credit Card Payment System” published in Shanlax International Journal of Management, Vol.3, Special Issue. No. 2, Feb 2016 Page No.320-323, (ISSN-2321-4643)
- “Impact of Regional packaged Drinking water in Karaikudi Region” published in Indian Journal of Applied Research, Vol.6, Issue. No. 2, Feb 2016 Page No.06-08, (ISSN-2249-555X).

Books

- “Marketing channel Strategies of Packaged Drinking Water Industry: A Theoretical Review” published in Global Growth: Gears & Glows, by Faculty of Management, Alagappa University, January 2017 Page No.27-31, (ISBN 978-81-933316-4-4).
- “Changing Purchase Intention towards Organic Food Products- Gears of Agri Business in Tamilnadu” published in Global Growth: Gears & Glows, by Faculty of Management, Alagappa University, January 2017 Page No.200-205, (ISBN 978-81-933316-4-4).
- “Retailers Choice of Innovative Trade Promotion Practices of Single Serve Softdrinks” published in Global Growth: Gears & Glows, by Faculty of Management, Alagappa University, January 2017 Page No.278-283, (ISBN 978-81-933316-4-4).
- “Social Media Marketing as strategic Promotional weapon for Small Medium Enterprises” published in The Fourth International Conference on Contemporary Issues in Engineering, Management, Information Technology and Life Sciences by Siam Technology, 7 th to 9th November 2016 Page No.24-28, (ISBN 978-81-90917-7-7).
- “Consumer Rights Awareness: Problems and prospects” published in The National Conference on Consumer Protection and Empowerment in India by Alagappa University, August 2016 Page No.153-157, (ISBN 978-81-928690-1-8).
- “Emergence of Young minds in Social Entrepreneurship” published in The National Conference on Entrepreneurial Perspectives & Emergence by Alagappa Institute of Management, Alagappa University, August 2016 Page No.153-157, (ISBN 978-81-928690-1-8).

- “Entrepreneurial Opportunities in Beverage Retailing with Special reference to SPD Industry” published in The National Conference on Entrepreneurial Perspectives & Emergence by Alagappa Institute of Management, Alagappa University, August 2016 Page No.183-185, (ISBN 978-81-928690-1-8).
- “Ecopreneurship- A Sustainable Business model for Emerging Entrepreneurs” published in Perspectives of Entrepreneurial Resurgence and Innovations by Entrepreneurship & Skill Development Centre, Alagappa University, August 2016 Page No.153-157, (ISBN 978-81-928690-1-8).
- “Successful Techniques in Indian Retail Industry” published in The National Conference on Entrepreneurship and Socio Economic Development by Xavier Institute of Business Administration, February 2014 Page No.204-212, (ISBN 978-81-928901-0-4).
- “Innovative Customer Services in Organized Retail” published in Essence of Management by Archers and Elevators, January 2014 Page No.5-8 (ISBN 978-93-83241-39-2).

Awards

- Won the Overall Champion title in the 10 Day Residential Personality Development Camp held at CMS Institute of Management Studies, Coimbatore
- Won First Prize in the University Level competition held at John's College, Tirunelveli
- Qualified the National level Examination conducted by NCC with "C" Certificate (2005-2008)
- Event Coordinator of the Event “SAMRAJIAIM 2011” –A National level Management meet for MBA students
- Coordinator of the Event “HUNGAMA 2011”- A University level Cultural Programme Organized by Alagappa Institute of Management, Karaikudi
- Served as Trainer for various MDP/Personality Development programmes.
- Served as Organizing Committee in the one day National Conference on “Recent Trends in Management Research” by Faculty of Management, Alagappa University, Karaikudi
- Assisting Various Institute activities like MBA Orientation, Placement, Examination, Valuation of answer Scripts and documentation work for NAAC & Institute of Eminence Accreditation.