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## Qualifications

- B.E (Agri)., MBA., M.Phil., Ph.D.,

## Experience

- 19 Years

## Research Experience

- 10 Years

## Additional Responsibilities

- Coordinator - Green Campus Committee

## Areas of Research

- Marketing Management
- Agricultural Marketing
- International Logistics
- Retail Logistics
- Consumer Research

## Research Guidance

- M. Phil. - 5
- PG - 78

## Publications

- International Journals - 18
- International Conferences - 15
- National Journals - 6
- National Conferences - 2
- Books - 6

## Seminars / Conferences / Workshops / Events organized

- Faculty Coordinator for conducting National Level Management Meet under the banner “SAMRAJAIM “for the period 2005 to 2012.
- Member, Organising Team of National Conference on Emerging Entrepreneurial and Economic Environment, Alagappa Institute of Management, Alagappa University, Karaikudi, March 9-10 2012.
- Member, Organising Team of UGC sponsored FDP on Small Business Management, Alagappa Institute of Management, Alagappa University, Karaikudi, March 8-9 2014.

- Member, Organising Team of UGC sponsored FDP on Diversity in Teaching, Alagappa Institute of Management, Alagappa University, Karaikudi, March 7-8, 2014.
- Programme co-ordinator, World Tourism Day, Alagappa University, Karaikudi, September 28th 2015.
- Member, Organising Team of National Conference on Recent Trends in Management Research, Faculty of Management, Alagappa University, Karaikudi, March 19 2016.
- Programme co-ordinator, World Tourism Day, Alagappa University, Karaikudi, September 28th 2016.
- Member, Organising Team of Small Business Day, Department of Logistics Management, Business Collaboration Centre and Technology Incubation Centre, Alagappa University September 2016.
- Organising Secretary, National Conference on Global Strategies for Inclusive Growth, Department of Logistics Management, Alagappa University, January 19 2017.

### **Events Participated**

- Conferences / Seminars / Workshops: 37
- Other Training Programs - 6

### **Membership**

- Life Member of the Indian Society of Agricultural Marketing, Nagpur
- Life Member AIMS International Management Scholars, USA
- Associate Editor, Shanlax International Journal of Management, A Peer Reviewed, Refereed Scholarly Quarterly Journal.
- Member, Editorial Board, Amity Journal of Agri Business, A Peer Reviewed, Refereed Scholarly Quarterly Journal.
- Reviewer, Universal Journal of Management, Horizon Research Publishing, USA.
- Editor for Special issue of Conference Proceedings' of National Conference on Recent Trends in Management Research organised by Faculty of management, Alagappa University, February 2016.
- Reviewer for International Conference on Innovations in Computer Science and Technology, Department of Computer Science and Engineering, Alagappa University, Karaikudi, April 4-5 2016.

### **Academic Bodies**

- Member Board of Studies for MBA (Logistics Management), Department of Logistics Management, Alagappa University, Karaikudi.
- Member Board of Studies for M.Phil (Management), RL Institute of Management Studies, Madurai.

### **Resource persons in various capacities**

- Number of Invited / Special Lectures delivered: 12
- Acted as chief guest in Youth Day Celebrations organized by Dr. Umayal Ramanathan College for Women, Karaikudi
- Acted as Resource person in National Workshop on Avenues in Management Education, organized by ANJA College, Sivakasi on 22nd Feb 2013.
- Acted as Chairperson for a technical session in International Conference on Sustainable Marketing Strategies-Issues and Challenges organized by Department of Management Studies, Manonmaniam Sundaranar University, Tirunelveli, on 25th August 2012.
- Acted as Resource person in National Workshop on Avenues in Management Education organized by ANJA College, Sivakasi on 27th march 2010.