



Dr. K. MARAN

Professor & Director, Co-Ordinator –ED Cell, Sri Sai Ram Institute of Management Studies - Sri Sai Ram Engineering College, Chennai, Tamil Nadu, South India

Mobile: 8754501112, email: *maran.mba65@gmail.com, directorsims@sairam.edu.in*

Professional Summary

- Teaching experience of around 28 years
- Published around 201 articles in referred National and International journals
- Produced 30 Ph.D and 65 M.Phil candidates in Business Administration
- Acting as chief editor for an National and International journals.
- Participated in 200 conferences organized by reputed universities, B - Schools in India and Overseas
- Organized 12 International conferences, 40 National conferences, 250 Seminars and 34 FDP and workshop.
- Hosted around 700 programs for youth development and career guidance in various Television media in Tamil Nadu.
- Providing career guidance for more than 2 lakh students in Tamilnadu through various Institutions, print and Television media organized programs.
- Authored and Edited 20 Books
- Produced more than 100 university ranks and 3 gold medals

EDUCATIONAL QUALIFICATION

DEGREE	SPECIALIZATION	YEAR	UNIVERSITY
Ph.D.	Business Administration	2003	Annamalai University
M.B.A.	Finance & Hr. Control Marketing Research & Advt.	1997	Annamalai University
M.Com.	Income Tax and Advanced Accounts	1988	Annamalai University

B.Com.	Company Secretarial Practice & Cost Accounts	1985	M.K. University
P.G.D.I.B.A. (International Business)	International Marketing & Global Financial Market & Forex	1998	Pondicherry University
B.Ed.,	Education	1991	Annamalai University
P.G.D.P.M & I.R	Personnel Management & Industrial Relations	1991	Annamalai University
P.G.D.Co. Op. M	Co-operation	1990	Annamalai University
P.G.D.I.T.	Information Technology	2000	MAHE Mani pal
P.G.D.T.T	Telecommunication Technology	2001	MAHE Mani pal
D.P.C.M.	Capital Market	1999	I.C.F.A.I.
L.L.B	Law	S.V.University	
M Sc.	Psychology	M.S.University	

EXPERIENCE:

- **Teaching – 26 years**
- **Research – 15 years**
- **Training & Consultancy – 10 years**
- **Adjunct professor**
 - **Guest Lecture for 3 years (1993 – 97) Sengamalthayar Women’s College, Mannarugudi.**
 - **17 Years – PULC - Twining program me at Loyola college, Chennai.**
 - **Professional Apex university, Arunachal Pradesh.**

GRANT / SPONSORED RECEIVED

- **AICTE Grant received amount of Rs 8.Lakh 40 thousand for setting up ED CELL – for engineering and management students in Sairam Engineering College**
- **AICTE Sponsored received for conducting**
 - **Faculty development programme –**
 - **On Balance of Emotional Intelligence in working Environment for Teaching Faculty – December 2006 (Amount sponsored- 1.5 lakh)**
 - **On Balance Impact of cultural values on BPO/ITES employee for Teaching Faculty, - Dec.9 to 15th – 2008 (Amount sponsored- 1.25 lakh)**
 - **Seminar**

- International seminar on Viral marketing on December 2013
(Amount sponsored – 1.00 lakh)

SOCIAL RELEVANCE ACTIVITY

1. For the past 14 years, Acting as career guidance counselor for Engineering, Management and Industrial training Courses with the objective of societal orientation.
2. Mega survey conducted for 2006 Tamil Nadu Assembly Election with 5000 sample size, this result was published in all leading Tamil and English News dailies and broadcasted in the Jaya TV.
3. For past 6 years industry analysis was done under my guidance ,carried out by research team from Sai ram Institute and has given the following awards:
 4. Best FMCG – Aachi Masala, 2008.
 5. Best FM radio- Radio Mir chi, 2009.
 6. Best Service Industry award (Courier service), 2010 awarded to ST Courier.
 7. Best young Entrepreneur award 2012 awarded to Invictus Technology solutions (p).Ltd.
 8. Best Industry award for 2012 (Edible Oil Category) awarded to SVS Oil Mills, Chennai
 9. Best Industry award for 2013 (Textile – Dhoti Category) awarded to Ram raj cotton, Erode.
10. Career guidance for Vocational Education students through **Jaya TV** Live programme. on 4th October 2007 at 12 to 1.P.m
11. Career guidance for Technical Education students through **Jaya TV** Live programme. on 4th November 2008,12 to 1.P.m
12. Career guidance for Technical Education students through **Jaya plus TV** Live programme. on 4th November 2008 at 2 to 5.P.m
13. Career guidance for Management Education students through Win TV programme. on October 17th 2008 at 3 to 4.P.m
14. Civil Service awareness programme through Pothigai Channel on 15th June 2009, Chennai
15. Hosted the program “Santhitha vellai” program organized by Kalaignar TV on Recent trends in education August 10th, 2010
16. Hosted the program “Santhitha vellai” program organized by Kalaignar TV on Management education on August 15th,2010

17. Hosted the program "Santhitha vellai" program organized by Kalaignar TV re telecast on Management education on September 26th, 2010
18. Hosted the program "Santhitha vellai" program organized by Kalaignar News Channel on Career guidance and motivation on October 10th, 2010
19. Hosted a program on "Management and Higher Education" for Kalaignar News Channel –Live telecast on 18th December 2010.
20. Hosted a program on "Management and Higher Education" for Kalaignar News Channel –Live telecast on 14th Jan 2011.
21. Hosted a program on "Engineering and Management higher education" for Kalaignar News Channel –Live telecast on 22nd May 2011
22. Guest Appearance and discussion on "Higher Education in India" for Kaalai Vannakam -Makkal TV on 31st May 2011
23. Guest Appearance and discussion on "Higher Education in India" for Kaalai Vannakam -Makkal TV re telecast on 2nd June 2011
24. Hosted a program on "Engineering and Management higher education" for Kalaignar News Channel –Live telecast on 19th June 2011
25. Hosted a program on "Engineering and Management higher education" for Kalaignar News Channel –Live telecast on 17th July 2011
26. Hosted a program on "Engineering and Management higher education" for Kalaignar News Channel –Live telecast on 6th August 2011
27. Hosted a program on "Engineering and Management higher education" for Kalaignar News Channel –Live telecast on 20th August 2011
28. Hosted a program on "Placement opportunities for Engineering" for Kalaignar News Channel –Live telecast on 9th October 2011
29. Hosted a program on "Placement opportunities for Engineering" for Kalaignar News Channel –Live telecast on 31st December 2011
30. Hosted a program on "Placement opportunities for Engineering" for Kalaignar News Channel –Live telecast on 15th January, 2012
31. Hosted a program on "Engineering and Management career awareness" for Kalaignar News Channel – Live telecast on 1st April, 2012
32. Hosted a program on "Commerce and Finance related Courses for students" for Kalaignar News Channel – Live Telecast on 8th April, 2012.
33. Hosted a program on "Management Programme and Employment Opportunities in India and Abroad with **Dr.Bala V. Balachandran**, Founder & chairman Great Lake Institute of Management" for Kalaignar News Channel – Live Telecast on 14th May, 2012.

34. Last 10 years, organizing entrepreneurial awareness and development programme for Engineering and Non Engineering Students in Tamil Nadu level.

35. Hosted a program on “Career guidance” for Kalaignar News Channel – Live telecast on 31st, December 2011

36. Hosted a program on “Career guidance” for Kalaignar News Channel – Live telecast on 14th, January 2012.

37. Hosted a program on “Career guidance” for Sathyam TV – Live telecast on 16th, May 2012.

38. Hosted a program on “Career guidance” for Sathyam TV – Live telecast on 19th, May 2012.

39. Hosted a program on “ENA THEERVU” for Sathyam TV – Live telecast on 26th, May 2012.

40. Hosted a program on “ENA THEERVU” for Sathyam TV – Live telecast on 2nd, June 2012.

41. Hosted a program on “ENA THEERVU” for Sathyam TV – Live telecast on 2nd, June 2012.

42. Hosted a program on “ENA THEERVU” for Sathyam TV – Live telecast on 9th, June 2012.

43. Hosted a program on “ENA THEERVU” for Sathyam TV – Live telecast on 16th, June 2012.

44. Hosted a program on “ENA THEERVU” for Sathyam TV – Live telecast on 23rd, June 2012.

45. Hosted a program on “ENA THEERVU” for Sathyam TV – Live telecast on 30th, June 2012.

46. Hosted a program on “Engineering Education Opportunities In Karnataka” for Kalaignar News TV – Live telecast on 15th, July 2012.

47. Hosted a program on “vetriku vazhi” – Abroad Education and Employment Opportunities for Kalaignar News TV – Live telecast on 11th, August 2012.

48. Hosted a program on “vetriku vazhi”- career guidance for value added course for Kalaignar News TV – Live telecast on 8th, September 2012.

49. Hosted a program on “vetriku vazhi”- career guidance for value added course for Kalaignar News TV – Live telecast on 13th, October 2012.

50. Hosted a program on “karka kasadara”- career guidance for management for Pudhiya thalaimurai News TV – Live telecast on 28th, April 2013.

51. Hosted a program on “After +2 ENNA PADIKALAM”- guidance for Plus Two Students for CAPTAIN TV – Live telecast on 9th, May 2013.

52. Hosted a program on “UGC regulation for social science research and Eligibility of Distance Education Students for Employment in Tamil Nadu”- for Pudhiya thalaimurai News TV

53. Hosted a program on “Pros and cons of CCTV in educational institutions”- for CAPTAIN TV – Live telecast on August,2013

54. Hosted a program on “Pros and Cons of Usage of mobile phones by students”- for CAPTAIN TV – Live telecast on September, 2013

55. Hosted a program on “Impact of un employment and committed suicide”- for CAPTAIN TV – Live telecast on September, 2013

56. Hosted a program on “ ENA THEERVU” in the topic of “Management course entrance examination – MAT, CMAT,CAT,TANCET”- career guidance for students for Thanthi TV – Live telecast on August,2013

57. Hosted a program on “vetriku vazhi”- for MBA and Engineering course employment opportunities in India and Abroad- career guidance for value added course for Kalignar News TV – Live telecast on July, 2013

58. Hosted a program on “vetriku vazhi”- for Banking and Insurance course employment opportunities in India - career guidance for value added course for Kalignar News TV – Live telecast on August, 2013

59. Hosted a program on “vetriku vazhi”- for polytechnic and nursing course employment opportunities in India and Abroad- career guidance for value added course for Kalignar News TV – Live telecast on September, 2013

60. Hosted a program on “Theervu Enna”- for Engineering course employment opportunities in for Makkal TV –telecast on May,2013

61. Hosted a program on “vetriku vazhi”- for Medical course employment opportunities in for Makkal TV –telecast on May, 2013

62. Hosted a program on “vetriku vazhi”- for Arts and Science course employment opportunities in for Makkal TV –telecast on June, 2013

63. Hosted a program on “vetriku vazhi”- for Management course employment opportunities in for Makkal TV –telecast on June, 2013

64. Hosted a program on “Sun storm and its impact ”- for CAPTAIN TV – Live telecast on December, 2013

65. Hosted a program on “corruption and its Impact on economy”- for CAPTAIN TV – Live telecast on January, 2014

66. Hosted a program on “Adatha ezaku” –MBA course and Employment Opportunities for Kalignar News TV – Live telecast on November 2013.

67. Hosted a program on “Adatha Ezaku” – Polytechnic Education and Employment Opportunities for Kalignar News TV – Live telecast on December 2013.

68. Hosted a program on “Adatha Ezaku” –Engineering course and employment opportunities for Kalignar News TV – Live telecast on 24th January 2014
69. Hosted a program on “KARKA KASADARA” – TANCET Examination for PUTHIYA THALAIMURAI TV –telecast on 25th January 2014
70. Hosted a program on “VANGA PESALAM” – “Students Discipline and its impact” for Captain TV –telecast on 28th February 2014
71. Hosted a program on “VANGA PESALAM” – “Students Discipline and its impact” for Captain TV –telecast on 6th March 2014
72. Hosted a program on “NAMMA VIRUDHUNAR” – “Indian Higher Education” for Doordharshan- Podighai TV–telecast on 1st March 2014
73. Hosted a program on “NAMMA VIRUDHUNAR” – “Indian Higher Education” for Doordharshan- Podighai TV–telecast on 2nd March 2014(Retelecast)
74. Hosted a program on “VANGA PESALAM” – “+2 examination importance” for Captain TV –telecast on 24th February 2014
75. Hosted a program on Byte – “Parties prospectus in New Delhi parliamentary election 2014” for Thanthi TV –telecast on 21th march 2014
76. Hosted a program on “ELAKU” – “Engineering course opportunities for + 2 students” for Captain TV –telecast on 1st April 2014
77. Hosted a program on “Vetri padikatu” – “Management Education and its Employment opportunities” for Thanthi TV telecast on 28th April 2014.
78. Hosted a program on “ELAKU” – “Engineering course opportunities for + 2 students” for Captain TV –telecast on 29th April 2014
79. Hosted a program on “karka kasadara” – “Engineering course opportunities for + 2 students” for Puthiya thalaimurai TV telecast on 2nd May 2014.
80. Hosted a program on “vetriku vazhi”- for Engineering course and employment opportunities in for Makkal TV –telecast on 4th May 2014
81. Hosted a program on “karka kasadara” – “Engineering courses and opportunities” for Puthiya thalaimurai TV telecast on 7th May 2014.
82. Hosted a program on “vetriku vazhi”- for Engineering course and employment opportunities in for Makkal TV –telecast on 11th May 2014
83. Hosted a program on “ELAKU” – “Engineering course opportunities for + 2 students” for Captain News –telecast on 18th May 2014
84. Hosted a program on “karka kasadara” – “Arts and science course and employment opportunities” for Puthiya thalaimurai TV telecast on 25th May 2014.
85. Hosted a program on “vetriku vazhi”- for Engineering course and employment opportunities in for Makkal TV –telecast on 1st june 2014

86. Hosted a program on “ELAKU” – “Engineering course opportunities for + 2 students” for Captain Tv –telecast on 4th July 2014
87. Hosted a program on “Vetri padikatu” – “Management Education and its Employment opportunities” for Thanthi TV telecast on 6th July 2014.
88. Hosted a program on “ELAKU” – “Engineering course opportunities for + 2 students” for Captain Tv –telecast on 8th July 2014
89. Hosted a program on “ELAKU” – “Engineering course opportunities for + 2 students” for Captain News –telecast on 22nd July 2014
90. Hosted a program on “vivatha medai” – “Engineering course Recession in Tamilnadu” for Kalignar News TV – Live telecast on 24th July 2014
91. Hosted a program on “ADUTHA ELAKU” – “MBA course and opportunities” for Kalignar News TV – Live telecast on 2nd August 2014
92. Hosted a program on “ADUTHA ELAKU” – “MBA course and opportunities” for Kalignar News TV – Live telecast on 30th August 2014
93. Hosted a program on “NAMMA VIRUDHUNAR” – “Indian Higher Education” for Doordharshan- Podighai TV–telecast on 12th September 2014
94. Hosted a program on “Vanga peaslam” – “Diwali celebration and its safety ” for Captain Tv –telecast on October 2014
95. Hosted a program on “Aatha Ezaku” –Engineering students employability skills for Kalignar News TV – Live telecast on October 2014
96. Hosted a program on “Vanga peaslam” – “Sexual Harassment - Issues ” for Captain Tv –telecast on November 2014
97. Hosted a program on “Aatha Ezaku” –Engineering course and employment opportunities for Kalignar News TV – Live telecast on November 2014
98. Hosted a program on “Vanga peaslam” – “Sexual Harassment - Issues ” for Captain Tv –telecast on December 2014
99. Hosted a program on “karka kasadara” – “TANCET 2015” for Puthiya thalaimurai TV telecast on 26th February 2015.
100. Hosted a program on “Vanga peaslam” – “BUDGET 2015 Pros & Cons” for Captain Tv –telecast on 28.02.2015
101. Hosted a program on “ Ethanai Konam Ethanai Parvai ” – “Malpractice during +2 exam” for Kalignar News TV – Live telecast on 22.03.2015
102. Hosted a program on “ADATHA ILAKU” for Kalignar News TV – Live telecast on 4.04.2015
103. Hosted a program on “ADATHA ILAKU” for Kalignar News TV – Live telecast on 15.04.2015

104. Hosted a program on “ADATHA ILAKU” for Kalignar News TV – Live telecast on 18.04.2015
105. Hosted a program on “ADATHA ILAKU” for Kalignar News TV – Live telecast on 19.04.2015
106. Hosted a program on “ADATHA ILAKU” for Kalignar News TV – Live telecast on 21.04.2015
107. Hosted a program on “ENGU PADIKALAM EPADI PADIKALAM ” – “” for News 7 – Live telecast on 25.04.2015
108. Hosted a program on “ENGU PADIKALAM EPADI PADIKALAM” for News 7– Live telecast on 28.04.2015
109. Hosted a program on “ENGU PADIKALAM EPADI PADIKALAM” for News 7– Live telecast on 30.04.2015
110. Hosted a program on “ENGU PADIKALAM EPADI PADIKALAM” for News 7 – Live telecast on 31.04.2015
111. Hosted a program on “KARKA KASADARA” for Puthiya thalaimurai – Live telecast on 4.05.2015
112. Hosted a program on “KARKA KASADARA” for Puthiya thalaimurai – Live telecast on 6.05.2015
113. Hosted a program on “ENGU PADIKALAM EPADI PADIKALAM” for News 7 – Live telecast on 9.05.2015
114. Hosted a program on “ADATHA ILAKU” for Kalaaignar News TV – Live telecast on 21.05.2015
115. Hosted a program on “ENGU PADIKALAM EPADI PADIKALAM” for News 7 TV – Live telecast on 21.05.2015(3 HRS)
116. Hosted a program on “ENGU PADIKALAM EPADI PADIKALAM” for News 7– Live telecast on 30.05.2015
117. Hosted a program on “ADATHA ILAKU” for Kalaaignar News TV– Live telecast on 31.05.2015
118. Hosted a program on “KARKA KASADARA” – “” for Puthiya thalaimurai – Live telecast on 5.06.2015
119. Hosted a program on KALOORI VASAL” for Thanthi TV – Live telecast on 12.06.2015
120. Hosted a program on “ENGU PADIKALAM EPADI PADIKALAM” for News 7 TV – Live telecast on 14.06.2015
121. Hosted a program on “ENGU PADIKALAM EPADI PADIKALAM” for News 7 TV – Live telecast on 18.06.2015

122. Hosted a program on “ADATHA ILAKU”- Engineering counseling 2015 for Kalaingar News TV– Live telecast on 4.07.2015
123. Hosted a program on “ADATHA ILAKU”- MBA&MCA counseling 2015 for Kalaingar News TV– Live telecast on 2.08.2015
124. Hosted a program on “ Career opportunities in Advertisement field in Kalviyum velai vaippim” for News 7 TV– Live telecast on 23.08.2015
125. Hosted a program on “ Skilled enough to get best jobs in Kalviyum velai vaippim” for News 7 TV– Live telecast on 29.08.2015
126. Hosted a program on “ CAD is important for all engineer in Kalviyum velai vaippim” for News 7 TV– Live telecast on 13.09.2015
127. Hosted a program on “Abroad job opportunities for MBA graduates in Kalviyum velai vaippim” for News 7 TV– Live telecast on 20.09.2015
128. Hosted a program on “ How to succeed in competitive exam in Kalviyum velai vaippim” for News 7 TV– Live telecast on 26.09.2015
129. Hosted a program on “ADATHA ILAKU”- Value added courses for Engineering students for Kalaingar News TV– Live telecast on 24.10.2016
130. Hosted a program on “Debate program ”- Examination Postponed During Flood for Kalaingar News TV– Live telecast on 28.12.2015
131. Hosted a program on “ADATHA ILAKU”- Value added courses for Engineering students for Kalaingar News TV– Live telecast on 02.01.2016
132. Hosted a program on “ADATHA ILAKU”- Value added courses for Engineering students for Kalaingar News TV– Live telecast on 20.01.2016
133. Hosted a program on “ Career guidance for + 2 students for Radio one – Live telecast on 2.03.2016
134. Hosted a program on “ Career guidance for + 2 students for News 7 – Live telecast on 21.03.2016
135. Hosted a program on “ADATHA ILAKU”- Value added courses for Engineering students for Kalaingar News TV– Live telecast on 29.03.2016
136. Hosted a program on “ADATHA ILAKU”- Value added courses for Engineering students for Kalaingar News TV– Live telecast on 3.04.2016
137. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 11.04.2016
138. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 12.04.2016
139. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 14.04.2016

140. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 19.04.2016
141. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 21.04.2016
142. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 2.05.2016
143. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 5.05.2016
144. Hosted a program on “karka kasadara ” at Thiruvannamalai for Puthiyathalaimurai on 06.05.2016
145. Hosted a program on “Opportunity for +2 students – Seithi sudar ” for Doordarshan on 06.05.2016
146. Hosted a program on “Institutional infrastructure impact on quality in Nenju porukathilai program ” for Kalignar TV on 08.05.2016
147. Hosted a program on “ Dilution of engineering education quality” – Talk Show for Kalignar TV – Live telecast on June month 2016
148. Hosted a program on “Engineering education admission performance – Vivadha media Talk show ” for Sun News on June month 2016
149. Hosted a program on “ Career guidance for + 2 students for Radio one – Live telecast on June month 2016
150. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on June ,2016
151. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on July ,2016
152. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on July ,2016
153. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on July ,2016
154. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on July ,2016
155. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on July ,2016
156. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on July ,2016
157. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on July , 2016

158. Hosted a program on “ADUTHA ILAKU”- Value added courses for Engineering students for Kalaighar News TV– Live telecast on August 2016

159. Hosted a program on “ADUTHA ILAKU”- Value added courses for Engineering students for Kalaighar News TV– Live telecast on August 2016

160. Hosted a program on “Nadanthu enna”- New education policy in India 2016 – Live telecast on Jaya plus on August 2016

161. Hosted a program on “Nadanthu Enna”- Tamilnadu government education scheme and budget allocation Live telecast on Jaya plus on September 2016

162. Hosted a program on “ Fisheries Science education Scenario in India on Arivu viruthi sei News 18 on September 2016

163. Hosted a program on “ADUTHA ILAKU “- Engineering Examination And Opportunities for Kalaighar News TV– Live telecast on October 2016

164. Hosted a program on “Koppium “- NEET examination for Raj TV– Live telecast on January 2017

165. Hosted a program on “ Nenju porkathilai”- Talk show – New generation usage of Technology for Kalaighar News TV– Live telecast on January 2017

166. Hosted a program on “ Vanga pesalam “ – Jallikattu Issues for Captain TV– Live telecast on January 2017

167. Hosted a program on “ Vanga pesalam “ – Budget 2017 - Debate for Captain TV– Live telecast on February 2017

168. Hosted a program on “ Vivadha medai “ – HIB VISA ISSUES - Debate for Sun News – Live telecast on March 2017

169. Hosted a program on “ Arasiyal Sthurangam “ – Students suicides in Educational Institution - Debate for Captain TV– Live telecast on February 2017

170. Hosted a program on “ Arasiyal Sthurangam “ – World To 100 education Institution ranking - Debate for Captain TV– Live telecast on 3rd march 2017

171. Hosted a program on “ KARUTHU KALAM “ – Students discussion on employment or education for Doordarshan – Live telecast on 4th march 2017

172. Hosted a program on “ Arivai viruvu sei” Career guidance program for + 2 students - for News 18 TV– Live telecast on 3rd march 2017

173. Hosted a program on “ Karka kasadra”- TANCET Awareness program for Puthiya thaimaurai – Live telecast on 21st March 2017

174. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 5th Aril ,2017

175. Hosted a program on “ Arivai viruvu sei” Career guidance program for + 2 students - for News 18 TV– Live telecast on 10th April 2017

176. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 11th Aril ,2017

177. Hosted a program on “ Karka kasadra”- Career counseling for +2 students for Puthiya thaimaurai – Live telecast on 13th April 2017

178. Hosted a program on “ Arivai viruvu sei” Career guidance program for + 2 students - for News 18 TV– Live telecast on 17th April 2017

179. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 20th Aril ,2017

180. Hosted a program on “ Arivai viruvu sei” Career guidance program for + 2 students - for News 18 TV– Live telecast on 27th April 2017

181. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 29th Aril ,2017

182. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 1st May 2017

183. Hosted a program on “ Arivai viruvu sei” Career guidance program for + 2 students - for News 18 TV– Live telecast on 3rd May 2017

184. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 11th May 2017

185. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 17th May 2017

186. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 23rd May 2017

187. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 25th May 2017

188. Hosted a program on “Vivadha medai ”- Can we revised syllabus for school education Sun news – Live telecast on 12th may 2017

189. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 29th May 2017

190. Hosted a program on “ Education motivational program ”- for BIG FM – Live telecast on 18th June 2017

191. Hosted a program on “ + 2 Result analysis ”- for Jaya TV – Live telecast on June 2017

192. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 1st June 2017

193. Hosted a program on “ Karka kasadra”- Career counseling for +2 students for Puthiya thaimaurai – Live telecast on 13th June 2017

194. Hosted a program on “Ethanai konam ethanai parvai”- NEET Examination confusion and conflict for Kalignar news – Live telecast on 15th June 2017

195. Hosted a program on “Ungalal mudiyum ”- Career guidance program in Dinamalar Web tv – Live telecast on 15th June 2017

196. Hosted a program on “Vivadha medai ”- Teachers performance and students admission in government school for Sun news – Live telecast on 7th July 2017

197. Hosted a program on “Ethanai konam ethanai parvai”- Reframing school education policy and quality in Tamilnadu for Kalignar news – Live telecast on 11th July 2017

198. Hosted a program on “ Yavaram Keleer”- Post war and development of srilankan Tamil People for Dan TV – Live telecast on 23rd July 2017

199. Hosted a program on “ Nenju porkathilai”- Talk show”- Education Institution Infrastructure and Quality of education for Kalignar TV – Live telecast on 13th August 2017

200. Hosted a program on “Vivadha medai ”- NEET Exemption for Tamilnadu + 2Students for Sun news – Live telecast on 14th August 2017

201. Hosted a program on “Achamillai”- Supreme Court intervention in Tamilnadu Medical admission for Makkal TV – Live telecast on 17th August 2017

202. Hosted a program on “Vivadha medai ”- Impact of NEET examination and students committed suicide for Sun news – Live telecast on 1st September 2017

203. Hosted a program on “Ethanai konam ethanai parvai ”- Impact of NEET examination and students committed suicide for Kalignar news – Live telecast on 2nd September 2017

204. Hosted a program on “MAANAVARE MAANAVARE ”- for Kaveri news – Live telecast on 2nd September 2017

205. Hosted a program on “Vivadha medai ”- Tamilnadu government Intiating to work on Novadhaya school for Sun news – Live telecast on 11th September 2017

206. Hosted a program on “Enthaiyum Thaaym ”- for Doordarshan Podigai– Live telecast on 18th September 2017

207. Hosted a program on “Koppium- Students involved in violence and its consequences ”- for Raj TV– Live telecast on 11th October 2017

208. Hosted a program on “Achamillai”-New regulation for the appointment of vice chancellor in Tamilnadu for Makkal TV – Live telecast on 13th December 2017

209. Hosted a program on “Ethanai konam ethanai parvai ”- NEET In Tamilnadu for Kalignar news – Live telecast on 22nd January 2018

210. Hosted a program on “Achamillai”- Vice Chancellor Corruption in Tamilnadu for Makkal TV – Live telecast on 5th February 2017

211. Hosted a program on World Mother language day for Makkal TV – telecast on 21st February 2017

AWARDS WON

- **BEST PAPER AWARDED BY SAIRAM IM AND AIMS,CANADIAN UNIVERSITY BANGLADESH** Application of stimulus –organism response Model to understand Consumers’International towards M-Commerce Apps a srilanka study,10th International online conference on Local and Global Economy & Recovery Strategies on 16th and 17th June 2020 Sri Sairam IMS
- **BEST PAPER AWARDED BY SAIRAM IM AND AIMS,CANADIAN UNIVERSITY BANGLADESH** Oil price crisis: Financial Risk and Strategies for greater Sustainability in the post Covid’19,10th International Conference online conference on Local and Global Economy & Recovery Strategies on 16th and 17th June 2020 Sri Sairam IMS
- **EDUCATION LEADERSHIP AWARD** awarded by 26th Business School affairs & **DEWANG MEHTA** National Education Awards, 11th December, 2018@ Taj Club House, Chennai.
- **BEST Distinguished Educator & Scholar Award 2018** awarded by NATIONAL FOUNDATION FOR ENTREPRENEURSHIP DEVELOPMENT (NFED) 05th September 2018 @ Coimbatore.
- **BEST ENTREPRENEURSHIP DEVELOPMENT CELL COORDINATOR AWARD 2017** awarded by SEED (Society for educational and entrepreneurship development), 20th September 2017 @ IIT Madras, Chennai
- **AIMS BEST TEACHER AWARD** awarded by Association of Indian management schools, Ranchi, 19th August 2016
- **YOUNG MANAGEMENT SCIENTIST AWARD** awarded by **SMART Journal Of Business Management Studies – Scientific management and ADVANCED Research Trust**, Tiruchy, 9th January 2016
- **BEST RESEARCH PAPER AWARD** for Research Paper Titled “ Impact Of Foreign Direct Investment On Automobile Sector: An Empirical Study With Reference To India” in Pursuing **Pentahelix Industry Collaboration: An ASEAN Regional Integration Challenge in Global Advanced Research Conference on Management and Business Studies (Garcombs) 2015** organized by DPU & Kedge business school, Bali on 14th October 2015.
- **ISTE- PERIYAR AWARD FOR THE BEST ENGINEERING COLLEGE TEACHER** awarded by, ISTE , New Delhi ,on 7th November 2014
- **ACADEMIC EXCELLENCE AWARD** awarded by, Bharath College of Science and management ,Thanjavur on 22nd February 2014

- **BEST FACULTY AWARD -2013** awarded by Navraj Academy for Managerial Excellence – A unit of Navraj Educational Trust, Coimbatore on 25th January 2014 at The Residency Hotel, Coimbatore.
- **BHARAT JYOTHI AWARD** for Scoring a String Of Outstanding Achievement In Chosen Field Of Activity awarded by **International Integrity Peace And Friendship Society** on February 2013
- **BEST DIRECTOR AWARD** awarded by World Education Congress - Global awards for Excellence in Education, Leadership and Teaching on 29th June 2012 at Taj Lands End, Mumbai.
- **PK DAS MEMORIAL BEST FACULTY AWARD** awarded by **Nehru Group of Institution, Coimbatore, 2011(With Cash Award of Rs. 10,000).**
- **BEST MANAGEMENT INSTITUTE DIRECTOR AWARD** by Education Today Magazine, 2008
- **KARMA VEER CHAKRA (BEST CITIZENSHIP AWARD),** awarded INCON, New Delhi, 2011.
- **BEST FACULTY AWARD** by Lions Club , Chennai , 2009
- **BEST RESEARCH PAPER AWARD** on Financial performance of software industry in global recession “ Annual International conference on Global Business” , Dubai, 2009

RESOURCE PERSON

1. Acted as a **Chairperson** in International Conference on “New Teaching Techniques”, 9th – 12th May, 2007 at University of Malaysia, Kulalumpur.
2. Acted as a **Chairperson** in International Conference on Banking Technology on 10th 11th Jan 2008, organized by Karpagam College of Arts & Science, Coimbatore.
3. Acted as a **Chairperson** in National Conference on Service Sector organized by Kalasalingam University, Shrivilliputhur December 2007
4. Acted as a **Chairperson** in National Conference on Innovative Management Practices on 11th April 2008 Organized by AVC College of Engineering.
5. Acted as a **Resource Person** in National Level Management Seminar organized by Arulmigu Meenakshi Amman College, Kanchipuram.
6. Acted as a **Resource Person**, Anna University Sponsored, FDP on “Total Quality Management” organized by Sri Sairam Engineering College,2005
7. Acted as a **Resource Person**, Anna University Sponsored, FDP on “Advertising & Sales Promotion” organized by Prathuksha Engineering College, June – July, 2007
8. Acted as a **Resource Person**, Anna University Sponsored, FDP on “Project Management” organized by BSA Crescent Engineering college,13th –Dec, 2007

9. Acted as a **Chairperson** in National Conference on Consumerism organized by Kalasalingam University, Shrivilliputhur 17th December 2008

10. Acted as **Moderator In Panel Discussion And Chairperson** at national level conference on Innovative HR Practices, held on 30/10/09 organised by Karpagam University, Coimbatore

11. Acted as a **Chairperson** in Inter National Conference on Retail Excellence organized by SRM University, 23 December 2009

12. Acted as a **Chairperson** in Inter National Conference on “Survival growth strategy in changing Business scenario” organized by Annamalai University, 28 & 29th December 2009

13. Acted as **Chairperson** for International conference on retailing excellence during 22 -24th December 2009, organized by School of Management, SRM University Chennai

14. Acted as **Chairperson** for National seminar on “Role of IT in Management” organized by Jain College of Management on 22nd January, 2010

15. Acted as **Chairperson** for Loyola college UGC sponsored National seminar on “Impact of FDI on Indian economy” on 10th February, 2009

16. Delivered special address on **career guidance and placement opportunities** for + 2 students organized by Pasumpon fine arts, Chennai held on 16th June 2012

17. Delivered **key note address** for UGC sponsored National Seminar on “Managing Global Recession” organized by PESE college, Mandya-Karnataka

18. Acted as **Chair Person** for International conference on “Sustainable strategies on technology and Management for developing countries”, 10th May 2010, Tyndale College, Singapore

19. Delivered **Key note address** on “Career guidance and motivation” for Vidyasagar College on 16th December, 2010.

20. Delivered **Special address** on “Career guidance and opportunities for software engineers” organized by Computer Association, Department of Computer Science, SDNB Vaishnava College on 10th January, 2011

21. Delivered **Inaugural address** for MDP on “Supply chain Management” on 19th January, 2011, organized by S.A. Engineering college in association with MSME

22. Delivered **special address** for NSS camp- Sai Ram Polytechnic students on “Motivation and Career growth” on 12th Feb 2011

23. **Resource Person** for “Writing Research article” Magna College of Engineering on 21st October, 2011

24. Acted as **Chair Person** for international conference on “Changing perspective of Management: Resisting the past analyzing the present and exploring the future”, on 26th August, 2011

25. **Chaired A Session** for International Conference on Computer Application, organized by Techno forum Inc, Puducherry, on 24th & 25th December, 2010.

26. **Chaired A Session** for International conference on “Business Strategy on Corporate Race –A Multidisciplinary in global perspective” organized by Dhanalakshmi Srinivasan Engineering College on 6th May,2011

27. **.Guest of Honor** for National seminar on “Emerging trends in Financial Services: Challenges and Opportunities” organized by Sri Padmavati Mahila Visvavidyalayam, (Women’s University) Tirupati – AP, 25th August, 2011

28. Acted as **Chairperson** for International conference on “ Leading Beyond Horizon: Engaging future” organized by Annamalai University, on 28-30th July,2011

29. Participated in Conclave “Energy as a factor for sustainable development ” Organised by MMA at Taj Connemara ,Chennai,October31,2011

30. Delivered a **Special Lecture** for research scholars on “Significance of data analysis for valuable research” for the Workshop on Research Methodology organized by St peters University, Chennai, on 18th November, 2011

31. Delivered a **keynote address** in International conference on “Innovative Business and Technology Strategies for Developing Countries” held in Dubai, December 2011.

32. Acted as **Resource Person And Delivered Lecture** on “Vitamin M(Money)-Need & Importance for SSI” for “ Entrepreneurial development program” organized by Dhanish Ahmed College of engineering on February 2nd ,2012

33. Acted as **Chair Person** –management stream for International Conference on Computer Application , organized by Techno forum Inc , on 28th January,2012, Puducherry

34. Acted as chief guest for the award of Best Faculty by Techno forum Inc, Puducherry, on January 2012

35. Acted as a chairperson on national level Seminar on “Inclusive Business Practices – Its role and relevance from social empowerment perspective” held on 10th February, 2012 organised by PG &research Department of Commerce, BONSECOURSE College for Women, Thanjavur.

36. Delivered **Inaugural address** in National Conference on “Emerging Trends in Business research” held on 16th February, 2012, organized by MEASI Institute of Management, Chennai.

37. Acted as a chairperson in National conference on ‘Contemporary benchmarking in Banking & Insurance sector in India’ held on 16th February 2012. Organised by Department Of Commerce, Loyola College, and Chennai.

38. Delivered **Valedictory address** in International Conference on “Global Business management” held on 17th February, 2012. Organized by Department studies, SA Engineering College.

39. **Delivered a Key note address** on “Career Path Awareness Programme” for +2 students organized by Pasumpon Fine Arts at T.Nagar on 23rd July 2012.

40. **Acted as a National Jury** for Young Manager Competition organized by AIMA on 27th 28th July 2012.

41. **Delivered a Key note address** on “Entrepreneurial Motivation to Engineering & Management students organized by ED Cell, Sridi Sai Engineering College, Bengaluru held on 4th August 2012.

42. **Acted as a Chief Guest for the Inauguration** of Associations of Commerce, Accounting and Finance at Thiruthangal Nadar College on 28th August 2002.

43. **Acted as a Panel discussion member** on “Utilization of Global IT Work force” in the International Conference on “International Challenges on Global Entrepreneurship” organized by BON SECOURS College for Women, Thanjavur, on 31st August 2012.

44. **Delivered a Special address** in the International Conference on “International Challenges on Global Entrepreneurship” organized by BON SECOURS College for Women, Thanjavur, on 31st August 2012.

45. **Delivered a Key note address** on “Business Innovations in Global, organized by AVVS PUSHPAM College, Thanjavur, on 22nd September 2012.

46. **Acted as a Panel discussion member** on “Innovative strategies” in the International Conference on “Business Innovations in Global” organized by AVVS PUSHPAM College, Thanjavur, on 22nd September 2012.

47. **Delivered a Special lecture** on “**Alphabetic Career Guidance and Motivation for Accounting and Finance Managers**” organized by LINTON University College, Malaysia on 27th September, 2012.

48. **Delivered Inaugural address** in National Level Management Meet held on 20th October, 2012, organized by Department of Management Studies, G.Tech College, Vellore.

49. **Delivered Valedictory address** on National level workshop on “Research Article writing and publications in National and International journals” on 20th October, 2012. Organized by LISSTAR , Loyola College autonomous, Chennai.

50. **Delivered Valedictory address** on National level workshop on “ERP” on 5th January, 2013. Organized by Centre for industrial research and development, Chennai.

51. **Acted as a Resource Person**, for one day workshop on “Effective Writing Of Research Project Proposal” organized by LISSTAR, on 23rd –Jan, 2013

52. **Acted as a Chief Guest** National Conference On Emerging Trends In Business, Organized by Sacred Heart College, Thirupathur.

53. **Acted as a Chief Guest** National Conference On Child Fest, on February 2013 Organized by Loyola College, Chennai.

54. **Acted as resource person** for panel discussion on “commerce curriculum for contemporary education” on 10.03.2013 organized by M.S University, Tirunelveli

55. Acted as **resource person** for panel discussion on “GROWTH OF GLOBAL BUSINESS MANAGEMENT” on 17.05.2013 organized by Srinivasan Engineering college, Perambalur.

56. Acted as a chief guest for “INTERNATIONAL CONFERENCE ON SCIENCE , ENGINEERING AND MANAGEMENT –ICSEM 2013” on 17.05.2013 organized by Srinivasan Engineering college, Perambalur.

57. Acted as **Resource person** for Career guidance of Engineering, Arts and Science at Kalangarai Villakam organized by pudhiya thalaimurai News TV at Chengalpet on 17th May 2013

58. Acted as **resource person** for Career guidance of Engineering, Arts and Science at Kalangarai Villakam organized by pudhiya thalaimurai News TV at Villupuram on 4th June 2013

59. Delivered **Inaugural address** on National Level Seminar on Research Colloquium for business held on 9th august, 2013, organized by Department of Commerce, M.S University, Tirunelveli.

60. Acted as a **Resource Person** for National Level Seminar on Research Colloquium for business held on 9th august, 2013, organized by Department of Commerce, M.S University, Tirunelveli.

61. Acted as a **Chairperson** in National Conference on “Emerging trends in Engineering and Management”, 4th- 5th July , 2013at JSS College of Engineering and technology, Bangalore

62. Acted as a **Co-Chairperson** in International conference on "Contemporary Issues In Business Management And Finance - 2013" - September 28th &29th 2013 – organized by Department of Business Management and Finance , University of Kashmir, Srinagar.

63. **Acted as a Guest Of Honour** on December 2013 Organized by **Jai Gopal Karodia school**, Chennai

64. Acted as **Resource Person** for FDP on “Empowering the Teaching Methods” on December 2013 organized by Bharat Science College, Tanjore.

65. Acted as **Resource Person** for FDP on “Alphabetic career guidance for business and commerce students” on December 2013 organized by Bharat Science College, Tanjore.

66. Acted as a **Resource Person** in ICCSR sponsored National Level Training programme on Research Methodology for Ph.D Scholars in Social Sciences on 20th January 2014 to 29th January 2014 organized by Department of Studies & Research in Commerce, University of Mysore.

67. Delivered **Key Note address** on International conference on 22nd February, 2014, organized by , Bharath College of Science and management ,Thanjavur

68. **Acted as a Panel discussion member** on “International conference on 22nd February, 2014, organized by , Bharath College of Science and management ,Thanjavur

69. Delivered **Inaugural address** on UGC sponsored National conference on “Human Resource Development perspective and challenges” organized by Department of economics , St.Marys college , Tirunelveli on 20th February 2014

70. **Acted as a Panel discussion member** on “International conference on contemporary management (ICCM)-2014 on 14th march , 2014, organized by , faculty of management studies& commerce , university of Jaffna , Srilanka

71. **Acted as a chairperson** on “International conference on contemporary management (ICCM)-2014 on 14th march , 2014,organized by , faculty of management studies& commerce , university of Jaffna , Srilanka

72. Delivered **Inaugural address** on International FDP On Human resource management strategy in Global perspective ” organized by Department of commerce , M.S University, Tirunelveli on 27th march 2014

73. Acted as a **Resource Person** in Human resource management challenges and opportunities in International FDP On Human resource management strategy in Global perspective ” organized by Department of commerce , M.S University, Tirunelveli on 27th march 2014

74. Acted as a **Panel Member For CII-UNICEF Program on CSR For World Quality Education at Residency Tower Hotel, Chennai** on 12th May 2014

75. Acted as a **Expert Member For ICSSR- Major Research Project on “ Livelihood improvement of fisheries by improving marketing and business strategies on fish selling by the women”**, for Department of Business administration, Annamalai University, Chidambaram.

76. Acted as a **Resource person for veetuku oru vinganai Program, for Puthiya Thalaimurai Tv, Chennai** On 23rd August 2014

77. Delivered **Inaugural address** on MBA – Induction day for first year fresh MBA students in Ethiraj college, Chennai on 27th August ,2014

78. Acted as a **Resource person For "Social Inclusion in Higher Education"** organized by Department of Social Work, Loyola College, Chennai & Rajiv Gandhi National Institute of Youth Development, Sriperumbudur, Chennai On 28th August 2014

79. Delivered **Inaugural address** on International conference “**Biggest challenge facing education Today**” organized by University of Malaya & SIMS at River View Hotel, Kodaikanal, on 13th -14th December 2014

80. Acted as a **Chair person** on International conference “**Biggest challenge facing education Today**” organized by University of Malaya & SIMS at River View Hotel, Kodaikanal, on 13th -14th December 2014

81. Acted as a **Resource person – Motivating +2 Students “To score more marks and determine the career path”** organized by Education Today magazine at Don Bosco Higher Secondary School, Kolathur on 15th November 2014

82. Acted as a **Resource person – Motivating +2 Students “To score more marks and determine the career path”** organized by Education Today magazine at, Vivekananda vidalaya, Arakonam on 6th December 2014

83. Acted as a **Chair person** on International conference “ Materials and Manufacturing Engineering “ Organizes by Department of production engineering, SSEC on 19 & 20th December 2014

84. Acted as a **Resource person for vetri padigal – Motivating +2 Students “To score more marks and determine the career path”** Puthiya Thalaimurai Tv, Hosur On 10th February 2015

85. Acted as a **Resource person for vetri padigal”** for Puthiya Thalaimurai Tv, Coimbatore On 15th February 2015

86. Acted as a **Resource person for International conference on Paradigm shift in Management on February 2015** organized by Department of Management Studies, a. St.Peter's University, Chennai

87. Acted as a **Resource person for Entrepreneurship development program me on project feasibility** Organizes by Department of electrical engineering, SSEC on 20.03.2015

88. Acted as a **Resource person for vetri padigal”** for Puthiya Thalaimurai Tv, Vellore On 11th April 2015

89. Acted as a **Resource person for vetri padigal – Career Guidance for +2 students & parents for Puthiya Thalaimurai Tv, Tiruvallur** On 12th April 2015

90. Acted as a **Resource person for vetri padigal - Career Guidance for +2 students & parents for Puthiya Thalaimurai Tv, Kanchipuram** On 18th April 2015

91. Acted as a **Resource person for vetri padigal - Career Guidance for +2 students & parents for Puthiya Thalaimurai Tv, Chennai** On 19th April 2015

92. Acted as a **Resource person for Career Guidance for +2 students & parents in Pasumpon devar school ,** On 14th June 2015

93. Acted as a **Resource person for 24th UGC Refresh programme for commerce faculty,2015** Organized by Department of commerce, Mysore University, Mysore on 14th July 2015

94. Acted as a **Resource person for National conference on Make in India** organized by department of commerce and business administration, KPM COLLEGE on 8th September 2015

95. Acted as a **Resource person for work shop on Alphabetic career guidance for successful Managers** Organized by Department of Business Administration, Auxilum college, Vellore on 8th September 2015

96. Acted as a **Chair person** on International conference - Pursuing Pentahelix Industry Collaboration: An ASEAN Regional Integration Challenge in Global Advanced Research Conference on Management and Business Studies (Garcombs) 2015 organized by DPU & Kedge business school, Bali on 14th October 2015.

97. Delivered **Valedictory address on Students Convention – Emerging executive meet** on 28th January, 2015, organized by , Auxilium College, Vellore

98. Acted as a **Chair person** on “**National level conference on Educate, Enable, Engage, Enrich and Empower Human Resources**” on 29th January 2016 organized by SDNB Vaishnav college for women, Chennai.

99. Acted as a **Resource person for planetary session** “**National level conference on Educate, Enable, Engage, Enrich and Empower Human Resources**” on 29th January 2016 organized by SDNB Vaishnav college for women, Chennai

100. Delivered **Inaugural address** on Mathematics club in MCC College, Chennai on 30th January 2016

101. Delivered **Valedictory address** on **NSS Camp** organized by Sri Sai Ram Polytechnic college on 2nd February 2016

102. Acted as a **Resource person for “Entrepreneurship Awareness camp”** organized by Department of Mechanical Engineering , Sri Sai Institute of technology , Chennai on 5th February 2016

103. Acted as a **Resource person for “Creativity In Problem Solving For Budding Managers ”** organized by **Linton University**, Malaysia on 20th February 2016

104. Acted as a **Resource person for “ Budget analysis ”** organized by FICCI & Puthiya thalaimurai, Chennai and live telecast on 29th February 2016

105. Acted as a **Resource person for “ Entrepreneurship Talk ”** organized by Tagore engineering college, Chennai on 3rd March 2016

106. Acted as a **Resource person for “UNION BUDGET ANALYSIS ”** organized by Department of Management Studies, Sri Sai Ram engineering college , Chennai on 18th March 2016

107. Acted as a **Resource person for “Entrepreneurship Awareness camp ”** organized by Department of computer science , Sri Sai Ram engineering college , Chennai on 30th MARCH 2016

108. Acted as a **Resource person for “Entrepreneurship Awareness camp”** organized by Department of Civil engineering Sri Sai Ram engineering college , Chennai on 9th march 2016

109. Acted as a **Resource person for “ VALIKATTI -Career Guidance program”** Organized by Dinamalar , Madurai on 4th April 2016

110. Acted as a **Resource person for “Career Guidance program”** for the employees children of Honey well electrical Pvt ltd , Chennai on 9th April 2016

111. Acted as a **Resource person for “ VALIKATTI -Career Guidance program”** Organized by Dinamalar , Dharmapuri on 24th April 2016

112. Acted as a **Resource person for 24th UGC Refresh programme for commerce faculty,2015- Recent trends in teaching pedagogy** Organized by Department of commerce, Mysore University, Mysore on 24th &25th June 2016.

113. Acted as a **Resource person** for Panel discussion on **Skill Development** in **“National level technical symposium** “Organized by ETHIRAJ COLLEGE FOR WOMEN (Autonomous) Chennai on 6th October 2016

114. Delivered **Inaugural address** on “State level Seminar on Role of Business Intelligence and Analytics in Decision Making “Organized by THEIVANAI AMMAL COLLEGE FOR WOMEN (Autonomous) Villupuram on 14th October 2016.

115. Acted as a **Resource person** for technical session in **“State level Seminar on Role of Business Intelligence and Analytics in Decision Making - Role of Online Analytical Processing in BI Technologies** “Organized by THEIVANAI AMMAL COLLEGE FOR WOMEN (Autonomous) Villupuram on 14th October 2016

116. Acted as a **Resource person** for Faculty development programme on **Teaching Strategies For Students Excellence in Global Scenario”** Organized by Bharath college of science and management Tanjavur on 1/11/2016

117. Delivered **Key note address** on **International Conference on Business Management, Economics and Social Sciences (ICBMESS 2016)** organized by Uttara University (Bangladesh), Association of Management Development Institutions in South Asia (AMDISA – A SAARC Recognized Body), and Global Business and Management Forum (GBMF – USA) on 21-23 December 2016, Dakha.

118. Acted as a Chair person on **International Conference on Business Management, Economics and Social Sciences (ICBMESS 2016)** organized by Uttara University (Bangladesh), Association of Management Development Institutions in South Asia (AMDISA – A SAARC Recognized Body), and Global Business and Management Forum (GBMF – USA) on 21-23 December 2016, Dakha.

119. Acted as a **Resource person for “Entrepreneurship Awareness camp ”** organized by Department of computer science , Sri Sai Ram engineering college , Chennai on February 2017

120. Acted as a **Resource person for “Entrepreneurship Awareness camp ”** organized by Department of Electronic and computer science, Sri Sai Ram engineering college , Chennai on February 2017

121. Acted as a **Chair person** for **International conference on “Prism of Possibilities - Business Opportunities and Challenges in the Global Era”**, organized by the PG & Research Department of Commerce, Loyola College, on 19th and 20th January,2017.

122. Acted as a **Resource person for “Career Guidance program”** for the Students of Sairam Matriculation school , Chennai Madippakam on February 2017

123. Acted as a **Resource person for “Career Guidance program”** for the Students of Sairam Matriculation school , Madurai on February 2017

124. Acted as a **Resource person for “Career Guidance program”** for the Students of Sairam Vidhyalaya , Pondicherry on February 2017

125. Delivered **Valedictory address** on “ Innovative strategies and practices for Business Excellence Organized by School of management studies and commerce , Vels University , Chennai on 15th March 2017

126. Acted as a **Resource person for “Career Guidance program”** for + 2 students , organized by Dinamalar , YMCA Chennai on 2nd April 2017

127. Acted as a **Resource person for “Career Guidance program”** for + 2 students , organized by Dinamalar , codissia , Coimbatore on 1st April 2017

128. Delivered **Key note address** in International Conference on Emerging Management & Technology for Economic Sustainability (Emtes' 17) 22-23 April 2017 ALHOSN University, Abu Dhabi, UAE.

129. Acted as a **Resource person for “Career Guidance program”** for Honey well (MNC0 Employee children , Chennai on 30th April 2017

130. Invited as a **Chief Guest** For Career guidance for polytechnic students on 1st year Induction day programme organized by Sai Ram Polytechnic college , Chennai on 6th July 2017

131. Acted as a **Resource person for Managerial excellence for business man in the Innovation Entrepreneurship Awareness camp ”** organized by Department of Production engineering , Sri Sai Ram engineering college , Chennai on 13th July 2017.

132. Acted as a **Resource person for “Entrepreneurship awareness and development program for engineering management students** organized by Tagore engineering college in association with ED institute Ahmadabad on 19th July 2017.

133. Delivered **Key note address** in International Conference on Management – Inspiring pledge for sustainability over challenge 25-26 July 2017 University of Jaffna, Srilanka.

134. Invited as a **Chief Guest** For 71st Independence day celebration organized by Shree Niketan Matriculation Hr secondary school , Tiruvallur on 15th August 2017

135. Invited as a **Chief Guest** For 1st Year MBA Induction programme students organized by ethiraj women's on 21st August 2017

136. Invited as a **Chief Guest** and delivered the motivational talk for computer science students on Intrafacet competition Festival organized by Anna adarsh women's college on 15th September 2017

137. **Guest of Honour** for Gold Hat Foundation on 8th October 2017
138. Acted as a **Chief coordinator for “+2 Management course new syllabus framing”** for, Pondicherry on 11-13th October 2017
139. Acted as a **Resource person for “Career Guidance program”** for the Students of Amalorpove Higher secondary school, Pondicherry on 21st October 2017
140. Acted as a **Chair person** for “International Conference on “ Managing metamorphosis of Make in India in the Global era -Roadmap and challenges ahead”, organized by the Saveetha Engineering College, Chennai on 21.12.2017
141. **Guest of Honour** for **ASDF Award Function** held at Royal Inn , Goa on 31.12.2017
142. Acted as a **Resource person for “Career Guidance program” – Vetri padigal** for school students , organized by Puthiyathalimurai, Hosur on 6th January 2018
143. Acted as a **Resource person for “Career Guidance program”** – for school students , organized by Rane TRW On 10th January 2018
144. Delivered **Key note address** in National Conference on Infrastructure and sustainable development : issues and challenges organized by Basudev somani college, Mysuru on 19th January 2018
145. Invited as a **Chief Guest** For NSS valedictory function organized by Sai Ram Polytechnic college , Chennai on 31st January 2018
146. Acted as a **Resource person for Feasibility study in Entrepreneurship Awareness camp ”** organized by Department of Electrical and electronics , Sri Sai Ram engineering college , Chennai on 6th February 2018
147. Acted as a **Resource person for Feasibility study in Entrepreneurship Awareness camp ”** organized by Department of Computer Science , Sri Sai Ram engineering college , Chennai on 21st February 2018
148. Acted as a **Resource person for FDP – Training for diet lecturer** organized by government of Tamilnadu, SCERT On 8th February 2018
149. Acted as a **Resource person** – Panel discussion and chairing session for “International Conference on “ emerging global issues and challenges ”, organized by the Department of commerce, SSS Jain college for women, Chennai on 17th February 2018.
150. Delivered **Keynote Address** on Infratructure and Sustainable Development,Basudev Somani College Mysore, on19.01.2018

151. Delivered **Keynote Address** on Emerging Trends on engineering Technology and Management on 29th to 30th Nov 2018, Adithya Institute of Technology and Management & IFERP, Andhra Pradesh, Srikakulam

152. Delivered **Keynote Address** on Green Environment and Technology for Business Development, 7th AIRC 20.12.2018, South Eastern University (Srilanka).

153. Delivered **Keynote Address** on Multidisciplinary research and Education for enhancing economy ICMDRSE2019 on 29.03.2019, IFERP.chennai

154. Delivered **Key note Address** on Business Ideology for communities for well being, ARC 29.11.2019 Eastern University Srilanka

155. Delivered **Keynote Address** on Reimagining Business resilience in current Economy 08.05.2020, DG Vaishnav School of Management

156. Acted as a **Resource Person** Contemporary teaching methodology for commerce and management faculty on 5.11.2019 Refresher program, UGC HRD Center University of Mysore.

157. Acted as a **Resource Person** in Emotional Intelligence for sustainability development on 28.11.2019, Department of Training and Development South East Province Srilanka (SLAS).

158. Acted as a **Resource Person**, Ethics & social responsibility of graduate student on 1.12.2019, Eastern University

159. Acted as a **Resource Person**, How to be an Entrepreneur for Executive MBA on 30.11.2019, Eastern University Srilanka

160. Acted as a **Resource Person**, Innovative Methods and Social media & Social media tools for effective education on 05.12.2019, Sponsored by AICTE at SSEC

161. Acted as a **Resource Person**, Innovative Teaching Methodology for engineering faculty, on 12.02.2019 FDP at SSEC

162. Acted as a **Resource Person**, Teaching Methodology Orientation program for University & college Teacher on 10.03.2020, UGC HRD Center University of Kashmir

163. Acted as a **Resource Person**, Social Science Research and importance in Business Decision making on 10.03.2020, Department of commerce & financial Studies University of Kashmir

164. Acted as a **Resource Person**, Understanding self concept for management student, 10.03.2020, Department of Management Studies University of Kashmir

165. Acted as a **Resource Person**, Market & Business Development Model **23.04.2020**, IIC & EDC at SSEC

166. Acted as a **Resource person**, IQ or EQ- Tools for leadership success in digital era, 27.04.2020, Refresher Program SSEC

167. Acted as a **Resource person**, Quality for women leaders, All India Hair and Beauty Association, Motivation talk on 04.05.2020

168. Acted as a **Resource person**, No medicines for your stress heart, All India Hair and Beauty Association, Motivation talk on 04.05.2020

169. Acted as a **Resource person**, Who I am, workshop in APC Mahalakshmi College of women thuthodi on 12.05.2020

170. Acted as a **Resource Person**, "Shape your career 360", Annai Vellankanni college for women Saidapet, on 06.06.2020

171. Acted as a **Resource Person** "E-Learning and Tools for Effective Teaching and Learning, Voorhees College, vellore on 06.06.2020

172. Acted as a **Resource Person** "Online Education the New Normal" S.A Engineering College, Chennai on 16.06.2020.

173. Acted as a **Resource Person** "Startup Teaching Methodology for Sustainable Development" Sairam IM on 24.06.2020 to 30.06.2020

174. Acted as a **Resource Person** "E-Learning Resources and the Tools for Quality of Education" P.E.S College of Science, Arts and Commerce" on 25.06.2020

175. Acted as a **Resource Person** "Lecture Series" Sathyabama Institute of Science and Technology" on 27.06.2020

176. Acted as a **Resource Person** "Commerce Trends during Covid 19" Department of studies in commerce Mangalore University on 10.07.2020

177. Acted as a **Resource Person** "Online Career Guidance program for +2 Students " Bharath college of science and Management, Thanjavur on 08.06.2020

178. Acted as a **Resource Person** "Teaching strategy to Enhance Dynamism among the faculty" Government First Grade college Bannur, Karnataka on 29.05.2020

179. Acted as a **Resource Person** "E-Learning Resources and Tools for Enhancing Teachers and students Quality" Nallamuthu Gounder Mahalingam College on 25.05.2020

180. Acted as a **Resource Person** "Global Entrepreneurship Survival Post COVID'19" on 11.07.2020 to 14.07.2020

181. Acted as a **Resource Person** "Innovative Teaching pedagogy in Engineering and Technology" on 19.05.2020

182. Acted as a **Resource Person** "Qualitative and Quantative Research" Tribhuvan University Kritphuar, Nepal on 24.05.2020

183. Acted as a **Resource Person** "Education Empowering in post Pandamic Environment" Sri Ramkrishna college of arts and Science on 15.05.2020

184. Acted as a **Keynote Speaker** "Confluence 2k20" DG Vaishnav School of Management on 7th and 8th May 2020.

185. Acted as a Resource Person "Empowerment of Education in post Covid" Anni Therasa Arts and Science College. Thirukazhikundram on 23.05.2020

MANAGEMENT TRAINING IMPARTED (MDP)

- Imparted training on Leadership and Innovation for Goal Attainment on 03.08.2019 at SSEC
- Imparted training on Change Management And Achieving Results on 15.10.2019 at ISSEC
- Imparted training to Deputy Chief Secretary- Personnel and Training, Secretaries, Department Heads and several senior officials, organized by Management Development Training Unit on "Need for the Understanding of Human Behavior" for **SLAS** on 16 August 2018 at MDTU Auditorium
- Imparted EDP training program on " Change Management " for NLC New Joining Executives at NLC Training academy , Neyveli (30/01/2018)
- Imparted EDP training program on " Change Management " for NLC New Joining Executives at NLC Training academy , Neyveli (27/09/2017)
- Imparted training program on "Understanding self" for NLC New Joining Executives at NLC Training academy , Chennai (3/03/2017)
- Imparted training program on "Understanding self and personality development " for NLC New Joining Executives at NLC Training academy , Neyveli (27/07/2016)
- Imparted training program on "Understanding others and building relationship " for NLC New Joining Executives at NLC Training academy , Neyveli (27/07/2016)

- Imparted training program on “Creativity in problem Solving ” for NLC Managers at NLC Training academy , Neyveli (5/01/2016)
- Imparted training program on “Achieving results ” for NLC Managers at NLC Training academy , Neyveli (5/01/2016)
- Imparted training program on “Creativity in problem Solving ” for NLC Managers at NLC Training academy , Neyveli (16/09/2015)
- Imparted training program on “Achieving results ” for NLC Managers at NLC Training academy , Neyveli (16/09/2015)
- Imparted training program on “Need for the Understanding of Human behavior” for DSP at Tamilnadu police training academy, Chennai
- Imparted training program on “Communication skills” for DSP at Tamilnadu police training academy, Chennai
- Imparted training program on “Leadership style in Indian context” for DSP at Tamilnadu police training academy, Chennai
- Imparted training program on “Motivation ” for DSP at Tamilnadu police training academy, Chennai

PhD- THESIS EVALUATION & VIVA VOCE EXAMINER

- Acted as Viva voce examiner for a Thesis Titled “Understanding the complexities of internal communication in a multinational organization ” By Ms.B.Nalina To Vels university,2018
- Acted as Viva voce examiner for a Thesis Titled “A Study On Role Of Quality Of Worklife On Behaviour Od Women Employee In Software Companies With Reference To Chennai” By K.Padmini To Bharath University,2017
- Acted as Viva voce examiner for a Thesis Titled “A Study On Effectiveness Of Hrd Practices In Cement Industry With Reference To Tamilnadu” by P. SIVAKUMAR to Annamalai University,2016
- Acted as Viva voce examiner for a Thesis Titled “Mathematical Analysis On Success Rate Forecast Of A Product Using Integration” by Mr.J.SURESH to Annamalai University,2016
- Acted as Viva voce examiner for a Thesis Titled “An Evaluation Of Product Quality Perception And Customer Satisfaction In Nilgiris Supermarket” by S.PADMANABAN to Annamalai University,2016
- Acted as Viva voce examiner for a Thesis Titled “Competency Development Among Fisheries Women Through Various Skills Training” by P.SURYA to Annamalai University,2016

- Acted as Viva voce examiner for a Thesis Titled “A Study On Guest Satisfaction In Hotel Industry Aparna Hotel Tiruvannamalai” by A.K.M. MANIMEGALAI to Annamalai University,2012
- Acted as Viva voce examiner for a Thesis Titled “Cause Related Marketing Campaigns On FMCG Products” by R. KANTHIAH ALIAS DEEPAK to Annamalai University,2016
- Acted as Viva voce examiner for a Thesis Titled “Customers’ Perspective In Adoption Of Financial Services Through Mobile Phone” by T.VELMURUGAN to Annamalai University,2015
- Acted as Viva voce examiner for a Thesis Titled “Performance Measurement of Small and Medium Sized Enterprises (Sme) In Sipcot Industrial Region, Tamil Nadu.” by S.NAGARAJAN to Annamalai University,2014
- Acted as Viva voce examiner for a Thesis Titled “Determinants Of Consumer Complaining Behaviour In The Hotel Industry With Special Reference To Chennai” by M.ANBALAGAN to Annamalai University,2015
- Acted as Viva voce examiner for a Thesis Titled “Impact Of Organised Retailing On The Unorganised Retail In India” by C.CHINNARAJA to Annamalai University,2015
- Acted as Viva voce examiner for a Thesis Titled “ A study on challenges in manufacture and marketing of cost effective handicrafts with special reference to quality, Price, Packaging, Timely delivery and logistics for export market ” by D.Subramaniam to SCSV university ,February 2016
- Acted as Viva voce examiner for a Thesis Titled “Impact of servant leadership on organizational commitment among college teachers ” by kamala kannan to Annamalai university ,October 2015
- Acted as Viva voce examiner for a Thesis Titled “ A study of emotional intelligence among middle level managers and its relation to the motivation, job satisfaction and attrition level of employees with reference to insurance sector ” by Gayatri babu to Bharathiar university ,March 2015
- Acted as Viva voce examiner for a Thesis Titled “ A study on knowledge management input to services management with a special reference to tourism in India – a case study at Mysore ” by shaheeda banu to Bharathiar university ,March 2015
- Acted as Viva voce examiner for a Thesis Titled “ A study on job satisfaction among women entrepreneurs in leather goods manufacturing industry with special reference to vellore district ” by Elanchezhian to Annamalai University , chidambaram ,February 2015
- Evaluate a Thesis and conduct a viva voce Titled “The Role Of Knowledge Management And Career Development Practices Among It Professionals- An Empirical Study” by P.Divya Priya to Karpagam University , Coimbatore ,February 2014

- Evaluate a Thesis and conduct a viva voce Titled “A Study On Emotional Intelligence Among Middle Level Managers And Its Relation To The Motivation, Job Satisfaction And Attrition Level Of Employees” by J.Gayatri.Babu to Bharathiar University, Coimbatore ,January 2014
- Evaluate a Thesis Titled “ A Comparative Study On Job Stress Among Public And Private School Teachers” by V.Sumathy to Annamalai university on January 2014
- Evaluate a Thesis Titled “A Study On Job Satisfaction Among Women Employees Inn Leather Goods Manufacturing Industry With Special Reference To Vellore District” By T.Elanchezhian to Annamalai university on December 2013
- Evaluate a Thesis and conduct the viva voce exam for Titled “ Work Life Balance Assessment Among Nurses” by D.Sakthivel to Aannamalai university on September 2013
- Evaluate a Thesis and conduct the Viva- Voce exam- Titled “ A Study On Knowledge Management Inputs To Services Management With A special Reference To Tourism In India ” by S.Shaheeda banu to Bharathiar University, Coimbatore ,August 2013
- Evaluate a Thesis and conduct the Viva- Voce Titled “ A Study On Employee Empowerment And Engagement As a tool To Build Ownership Trait Among Middle Level Managers” by P.Nagaraja Rao to Bharathiar University, Coimbatore ,June 2013
- Evaluate a Thesis and conduct the Viva- Voce Titled “ The Comparative Study Of Venture Capital Funding Angel Investment & Project Seed Financing With SFC’S Lending Options In Karnataka” by G.Srinivasa to Bharathiar University, Coimbatore ,June 2013
- Evaluate a Thesis and conduct the Viva- Voce Titled “Survey And Analysis Of Internal Organizational Communication In Construction Industry In Chennai” by S.Jayachandran to Bharath University on 22nd January 2014
- Evaluate a Thesis and conduct viva voce Titled “Application Of Inferential Statistics As a Measure Of Analyzing Financial Performance: A Case Study Of Selected Petroleum Companies In India” by Garima Jain to university of Rajasthan, Jaipur may 2013
- Impact of Return on Purchase of FMCG in Rural Tamilnadu by M.Balasubramaniam, Madras University, Chennai. May 2013
- A Study on the impact of FDI in Indian economy by SA. Bhaskar, Bharathiar University, Coimbatore. September 2012.
- A Study On Training And Development for Managers With reference to Krishnagiri District, 3rd August 2012
- A study on sales offer promotion with reference to consumer goods, University Of Madras, 13th August 2012

- The Impact of FDI on Indian Economy, Bharathidasan University, Trichy. 14th August 2012
- A study on customer perception towards jewelry product with reference to Tamilnadu by Jambulingam - Annamalai University
- A Study on Consumer Behavior in Rural Market of Trichy with Reference to Toilet Soaps by Sw. Rajamanoharane, Bharathiar University, Coimbatore.
- Customer Preference and satisfaction towards Information Technology Based Products and Services in Banking Industry” by Ms B.Kannika,University of Madras On 17.10.11
- Knowledge worker productivity improvement process technology in defense R&D Laboratory- Evaluation study by G.T.Mohantha, Bharath University,Chennai
- A Study on Post Purchase Decision of Entertainment product with reference to Cudalooore District, by Mr Natarajan, 26th December 2011,Annamalai University

Ph.D PRODUCED

1. **Mr.Selvakumar** awarded Doctoral thesis on the title” A study on Teaching Professionals Perception Towards Institutional Climate with Reference to Self Finacing Engineering College In Tamilnadu for Anna University on 20th Feburary 2020.
2. **Ms.S.Sivagami** awarded Doctoral thesis on the title”A study on Empowerment of Rural Enterpreneurs in Agro And Manufacturing industries with reference to Krishnagiri for .Anna University 21st February 2020.
3. **Ms.Arthi** awarded Doctoral thesis on the title” A study on Useres Preception Towards White Durabale Goots With Reference to Chennai City“ for Bharathiyar university on 8th January 2020.
4. **Mr..J.Bhardri Narayan** awarded Doctoral thesis on the title” CustomersPerception on Branded Apparels –And Embrical study with reference to Indian for Vels university on 19th March 2020
5. **Ms.Jayalakshmi** awarded Doctoral thesis on the title: Impact of Macro Economic Factors on Stock Prize volatility – A Study with Reference to India And China.Bharathiyar university on 11 April 2019.
6. **Mr..P.Venkatesh** awarded Doctoral thesis on the title” A study on Impact of Profit,Earning Per Share And Divident on Equity Performance With Reference to Steel Sector for Bharathiyar university on 4 th September 2019.
7. **Ms.Mahisha Suramardhini** awarded Doctoral thesis on the title” A Study on Software Employees Retention Strategy : An Embrical Study With Reference to IT Secter in Chennai for Vels university on 1st November 2019.

8. **Ms.L.Sujatha** awarded Doctoral thesis on the title "Impact of Foreign Direct investment In Indian Economy–A study with Reference to Automobile Industry In India for .Manomaniyam Sundarnar University 15th July 2019.
9. **Mr. V.Suresh** awarded Doctoral thesis on the title " Impact of online purchasing of branded laptops and customers branded laptops and customers chennai city for bharathiar University 08th November 2018.
10. **Mr.Uma Raman** awarded Doctoral thesis on the title " A Study an Employee perception about job security with reference to software companies in Chennai City for MS University 11th July 2018.
11. **Mrs Usha** awarded Doctoral thesis on the title " Personality And Transformational leadership As Antecedents Of Organizational Citizenship Behaviour: An Empirical Analysis With Reference To It Industry" for Manonmanium Sundaranar university on January 2017
12. **Mr Mr.V.Anbazhagan** awarded Doctoral thesis on the title " Users perception of two wheeler a study with reference to 100 cc motorcycle " for St Peters university on 18th July 2017
13. **Mr R.Arun Kumar** awarded Doctoral thesis on the title " Analysis of employees stress with reference to BPO Sector " for St Peters university on 22 nd February 2017
14. **Mr V Chandra Shekar** awarded Doctoral thesis on the title " "A study on students perception of employability skills with reference to engineering institution" for St Peters university on March 2017
15. **Mr K Gopi Krishnan** awarded Doctoral thesis on the title " Analysis of user's perception of consumers durable products: an empirical study with reference to Tamil Nadu" for St Peters university on March 2017
16. **Mr Ramakrishnan** awarded Doctoral thesis on the title " Analysis of Employees 'Perception on retention strategy-an empirical study with reference to beverage industry " for Vels university on 8 February 2017
17. **Mrs.S.Panboli** awarded Doctoral thesis on the title "Analysis Of Emotional Intelligence (Ei) On Perceived Stress Of Employees: An Empirical Study With Reference To Information Technology Enabled Services (ITES)" for Mother Theresa Women's University-Kodaikanal, 15th April 2015
18. **Mrs Prema monaharan** awarded Doctoral thesis on the title "Impact Of Quality Of Work Life: A Study With Reference To Private Sector And Public Sector Enterprises In Chennai" for Jawaharlal Nehru Technical University , Hyderabad, 16th June 2015
19. **Mr Saju John** awarded Doctoral thesis on the title "An Analysis Of Customers Perception On Branded Fuel Products" for Jawaharlal Nehru Technical University , Hyderabad, 2th June 2015.

20. **Mrs Usha** awarded Doctoral thesis on the title” Work life balance of women employees in IT sector” for Manonmanium Sundaranar university on July 2015
21. **Mrs Rohini** awarded Doctoral thesis on the title” A Study on employee Attrition with reference to BPO Sector in chennai” for Bharathiyar university on August 2015
22. **Mr V.Dhayalan** awarded Doctoral thesis on the title” A Study on Job satisfaction of teaching professionals with reference to self financing Institution for Manonmanium Sundaranar university on 13th November 2015
23. **Ms.J.Rani** awarded Doctoral thesis on the title” Consumer Preception on White Durabale Products –A study with Reference to Retail Outlets In Chennai.Sathiyabama university on 25 April 2015.
24. **Mrs Sheeba sangeetha** awarded Doctoral thesis on the title “Self help group attitude towards micro finance –An empirical study” for Bharathiyar University on june 2014
25. **Mr Senthilnathan** awarded Doctoral thesis on the title “CRM on organized retail sector with special reference to departmental stores” for Manonmanium Sundaranar university on 18th July 2014
26. **Mrs Swarnalatha** awarded Doctoral thesis on the title “An Empirical Analysis Of Work-Life Balance On Women Employees: A Study With Reference To Banking Sector At Chennai” for Manonmanium Sundaranar university on August 2014
27. **Mr Shankar** awarded Doctoral thesis on the title “A Study On Performance Evaluation Of Public Sector Banks In India With Reference To Present Global Meltdown” for Manonmanium Sundaranar university on September 2014
28. **Mrs Joy** awarded Doctoral thesis on the title “A Study On Work Life Conflict Of Women Employees In Software Industry ” for Mother Teresa university on August 2014
29. **Mrs Hemamary** awarded Doctoral thesis on the title “users perception of mobile service quality ” for Bharathiyar University on 13 November 2014.
30. **Mr Venkateswara prasad** awarded Doctoral thesis on the title “Employee Attrition: An Empirical Insight Into Causes And Consequences With Reference To Software Industry “for Bharathiyar University on 4th December 2014
31. **Mr Kolanjiappan** awarded Doctoral thesis on the title “Lean Principles In Maintenance of Aircraft” for Sathiyabamba University on February 2013
32. **Mr Sathya Narayanan** awarded Doctoral thesis on the title “A Study On Stress Management Of Employees In Software Industry With Reference To

South India” for Sathyabamba University on 26th March 2013

33. **Ms Anitha** awarded Doctoral thesis on the title “ Impact of FDI on Indian economy” for Bharathiyar University on September 2012
34. **Mrs Nirmala venkatramani** awarded Doctoral thesis on the title “A Study On Women Employees’ Stress With Reference To Educational Institutions” for Mother Teresa University on October 2012
35. **Ms Chitradevi** awarded Doctoral thesis on the title “A study on problems faced by women entrepreneur in small scale sector with reference to Chennai city “for Mother Theresa Women’s University- Kodaikanal, March 2011
36. **Mr Pravat Kumar Sarangi** awarded Doctoral thesis on the title “ A study on Financial Performance of Software Industries With reference to India” for MGR University on 11th September,2011
37. **Ms Sasirekharamani** awarded Doctoral thesis on the title “Impact of Advertisement on women perception: An empirical analysis with reference to physical appearance” for Mother Theresa Women’s University-Kodaikanal, 29th September 2011.
38. **Mr Natarajan** awarded Doctoral thesis on the title “ A study on Stake holders perception on corporate Governance with reference to software Industries in India” for MGR University on November2011
39. **Ms Mily Velayudan** awarded Doctoral thesis on the title “A study on competency mapping of software industries with reference to Chennai” for Satyabama University, Chennai, 29th January 2011
40. **Ms P.Priyadarsini** awarded Doctoral thesis on the title “Emotional Intelligence of women employees: Study with reference to BPO industry “for Satyabama University, Chennai, and August2010
41. **Ms Babita Prem** awarded Doctoral thesis on the title “A study on Women perception on small car segment “for Mother Theresa Women’s University-Kodaikanal,October2010

CONSULTANT

- SFP & Sons (I) Pvt Ltd., Chennai (TARA Talcum Powder)
- Aachi Masala Foods Pvt. Ltd., Chennai.
- Lakshmi Foods Pvt Ltd., Chennai.
- Promotional consultancy for B Schools in Tamilnadu, Andrapradesh, Karnataka
- SVS Oil Mills, Chennai.

DOCTORAL COMMITTEE MEMBER

- Mother Teresa Women`s University
- Sathyabama University
- MGR University
- Bharathiar University, Coimbatore.
- Anna University Of Technology, Chennai
- St Peters University, Chennai
- B.S Abdhur Rahman University, Chennai
- Vel`s University Chennai
- AMET University, Chennai
- Manonmaniam Sundaranar university, Tirunelveli
- Sankara University, Kanchipuram

MEMBER IN BOARD OF STUDIES

- Anna University, Chennai
- Ethiraj College For Women, Chennai
- Jamal Mohammad arts and science college, Tiruchy
- Tamil Nadu Open University – (TNOU) MBA & M.Phil.
- MBA (Regular and Distance) Anna University, Chennai.
- MBA(Logistics) Manonmaniam Sundaranar University
- MA (Human Resource Management),University Nominee for DKM college for women, Vellore
- BBA, College Nominee for DKM college for women, Vellore
- BISM, University Nominee for DKM college for women, Vellore

MEMBER OF COMMISSION FOR UNIVERSITY AFFILIATED COURSE

- Member for Quality Audit for MBA – Ethiraj College For Women, Chennai in the year 2012& 2014
- Member for BBA Degree course Aravindar Arts and Science College at Vannur (Affiliated to University of Madras)

- Member for BISM Degree course Agarwal Jain Arts and Science College at Meenjur (Affiliated to University of Madras)

BOOKS PUBLISHED

1. Financial Management, Sahara Publication , Chennai, Edition 2015
2. Total Quality Management- Revised edition, 2014 , Easwar Publication Chennai.
3. Merchant Banking and Security Market, Distance Education Anna University, Chennai.
4. Principle of Marketing Management, Charulatha Publications, Chennai.

BOOKS EDITED

- “Learning and Application” department of Indian studies , University of Malaya, First Edition 2012
- “Management Principles” for Tamilnadu Open University, Chennai
- “Financial Management” for Tamilnadu Open University, Chennai
- Global Business strategy in Competitive Environment, Kalaignan Publishers, Chennai.
- Impact of economic crisis on global business scenario, Human Resource Management Kalaignan Publishers, Chennai
- Impact of economic crisis on global business scenario, Quality Management Anuragam publications
- Impact of economic crisis on global business scenario, Marketing Management, IT Kalaignan Publishers, Chennai
- Sustainable strategies on technology and Management for developing countries Anuragam publications, Chennai, Volume 1,2009
- Sustainable strategies on technology and Management for developing countries, Anuragam publications, Chennai, Volume 2, 2009
- Innovative Thoughts-education, Management, Arts, Science ,Linguistics(Teaching & Learning),Volume1,2011
- Innovative Thoughts-education, Management, Arts, Science ,Linguistics(Teaching & Learning),Volume2,2011
- Competency Building strategies in Business & Technology, MP Publications 2011. Volume I
- Competency Building strategies in Business & Technology, MP Publications 2011. Volume II

- Competency Building strategies in Business & Technology, MP Publications 2011. Volume III
- Innovative Business & Technology Strategies for Developing countries, 2011, MP Publications.
- Competency Building strategies in Business & Technology, MP Publications 2012. Volume IV

CASES DEVELOPMENT

- **Crucial Decision for Public Holiday** published in M .Infiniti Journal of Management (Bi-annual), 2012 December. pp
- **Competitive Strategies For The Growth Of Air Asia In Asian Aviation Market**, published in M .Infiniti Journal of Management (Bi-annual),2012 December. pp
- **Retaining or Reliving Strategy**, 2012 published in M .Infiniti Journal of Management (Bi-annual).
- **Kingfisher Fall or Fly**, 2012 Sankhya, International Journal of Management and Technologies (Bi-annual)
- **360 Degree Appraisal**, published in M .Infiniti Journal of Management
- **“Professor recruitment through handout”** - Is this a ethical practice for HRM,

JOURNAL EDITOR

- Acting as a Chief Editor, M.Infiniti Journal of Management (Bi-annual) Published by Sri Sai Ram Institute of Management Studies, Chennai.
- Acting as a Chief Editor, Sankhya, International Journal of Management and Technologies (Bi-annual) Published by Sri Sai Ram Institute of Management Studies, Chennai.
- Acting as a Chief Editor, GLOBAL Journal of Business and Management Research (Bi-annual) Published by Sri Sai Ram Institute of Management Studies, Chennai.

EDITORIAL BOARD MEMBER

- Editorial Board of International Journal of Business Intelligence and Social Science(IJBISS) as an Associate Editor-HRM Area
- Member of editorial advisory board in SMART Journal of Business Management Studies-Professional, Refereed International And Indexed Journal,
- International Journal of Emerging Business published by Alpha Institute Of Management Studies, Tiruchengode
- International Journal Of Business Management and Administration, Nigeria
- International Journal of Information Technology and Management sciences

- BULETINUL Petroleum Gas university, Romania
- Journal of Management Engineering and Information Technology (JMEIT), Jaipur
- Annamalai International Journal of Business Studies & Research (AIJBSR) , A peer reviewed global impact factor journal, Chidambaram

ADVISORY BOARD MEMBER

- Bharath University, Chennai
- Galaxy Institute Of Management Studies, Chennai
- Eva Stalin School of Business, Chennai
- International Conference on Innovative and Competent Global Business Strategies- opportunities and challenges, 2013, kualalumpur, Malaysia.
- Jaffna university international conference , 2012 Jaffna, Srilanka
- Jaffna university international conference , June - 2015 Jaffna, Srilanka

LIST OF PAPERS / ARTICLES PUBLISHED

1. **Immaculate, P.S., Maran, K.(2020)**Work life balance of women employees in manufacturing sector with respect to madras export processing zone (MEPZ), Test Engineering and Management vol:83,pp:7469 7475,ISSN:0193 4120
2. **R.Sangeetha Lakshmi and K.Maran(2020)** “Influence of brand name on car purchase decision with special reference to Chennai South Zone” International Journal of Business Intelligence and Innovation, Vol.1, ISSN:2348-4708, PP.94-100
3. **C.Padmaprabha.K.Maran (2019)**Testing for Random-walk Behavior of stock prices in select Asian stock markets,International journal of research and Analytical Reviews vol-6,pp-2349-5138,E –ISSN 2348-1269
4. **H.Mickal Aancy,K.Maran(2019)**Influence of Television Advertisements on school going Children’s buying Behaviour of Junk foods in Chennai, International journal of research and Analytical Reviews vol-6, pp-30-33,E –ISSN 2348-1269
5. **V.Selvakumar and K.Maran (2019)** “Role of e-learning practices for teaching faculty on enhancing institutional climate at self-finance

engineering colleges at Chennai city” The online journal of distance education and e- learning, Vol.7, Issue.1, ISSN: 2147-6454.

6. **V.Selvakumar, K.S.Usman Mohideen, H.Hari Harasudha and K.Maran (2019)** “A factual research on employee green behaviour in selected medical research centres-medical tourist staff’s perspective” International Journal of Recent Technology and Engineering, Vol.8, Issue.2S11, ISSN: 2277-3878.
7. **K.Santhi and K.Maran(2019)** “Cashew nut shell liquid and kernel export performance of India” International Journal of Advanced Scientific Research and Management, Vol.4, Issue.2, ISSN: 2455-6378, PP.55-62.
8. **P.Venkatesh and K.Maran(2019)** “ A study on risk management with reference to Ashok Leyland” International Journal of Management, Technology and Engineering, Vol.IX, Issue.VI, ISSN: 2249-7455, PP.2451-2464.
9. **K.Santhi and K.Maran(2019)** “Forecasting export of cashew kernel from India using ARIMA model” Think India Quarterly Journal, Vol.22, Issue.4, ISSN: 0971-1260, PP.6843-6852.
10. **S.Gunapalan & K.Maran (2019)** The Impact Of Emotional Intelligence On Leadership Excellence Of Executive Empoloyees In Public Sector Organizationin Ampara District Of Sri Lanka ,Restaturant Business Vol-118-Issue-9- ISSN:0097-8043
11. **K.Maran & K.Shanthi(2018)** An Overview on Export of Cashew nuts from India,Shankya International Journal of Management & Technology ,vol-7,Issue -1 pp-117-126 ISSN-0975-3915
12. **Mickleancy & K.Maran(2018)** Advertising Foods To Children-M-infiniti-Journal of Management Vol-13,Issue -2,pp-37-45 ISSN 0973-7197
13. **P.Venkatesh and K.Maran(2018)** “Impact of various financial indicators on profitability of selected steel companies in India” M-infiniti Journal of Management, Vol.12, Issue.1, ISSN: 0973-7197, PP.73-79.
14. **M.Vetriselvi, V.Suresh, K.Maran and V.M.Ponniah(2018)** “A study on customer’s satisfaction on affiliate marketing in E-Commerce business with reference to Chennai city” International Journal of Pure and Applied Mathematics, Vol.3, Issue.1, ISSN: 1314-3395, PP.735-743.

15. **k.S.Usman mohideen, S.Vasantha kumar and K.Maran(2018)** “An empirical evaluation of interdependence between underlying factors directing consumer’s response creation and media advertisement-A special focus on consumer packaged goods in south Indian stance” International Journal of Mechanical and Production Engineering Research and Development, Vol.8, Issue.3, ISSN: 2249-6890, PP.985-991.
16. **V.Suresh, M.Vetriselvi, K.Maran and A.R.Shanmuga Priya(2018)** “A study on impact of an affiliate marketing in E-business for consumer’s perspective” International Journal of Engineering and Technology, Vol.10, Issue.2, ISSN: 2319-8613, PP.471-475.
17. **V.Suresh, K.Sadasivan, M.Vetriselvi and K.Maran(2018)** “Determinants of factors influence to purchase the branded laptop on E-Commerce” Asian-African Journal of Economics and Econometrics, Vol.18, Issue.1, PP.93-99.
18. **J.Badrinarayanan, K.Maran and S.Gunapalan(2018)** “An empirical study on factors influencing consumer satisfaction: A study in relation to branded shirts” International Journal of Mechanical and Production Engineering Research and Development, Vol.8, Issue.3, ISSN: 2249-6890, PP.1644-1649.
19. **R.Jeyalakshmi and K.Maran(2018)** “Potential market identification for petroleum coke in South India” M-Infiniti Journal of Management, vol.12, Issue.1.ISSn:0973 7197
20. **R.Aarthi alamelu and K.Maran(2018)** “Influence of word of mouth communication on consumer buying behaviour towards white durable goods” International Journal of Commerce, Vol.6, Issue.1, ISSN: 2320-4168, PP.206-255.
21. **R.Aarthi alamelu and K.Maran(2018)** “A measure on perceived service quality of white durable goods retailers” International Journal of Multidisciplinary Researches, Vol04, Issue.5, ISSN: 2349-8684, PP.108-111.
22. **R.Aarthi alamelu and K.Maran(2018)** “A study on consumer’s preference towards product features with reference to white durable goods” M-infiniti Journal of Management, VOL.12, Issue.3.
23. **R.Aarthi alamelu and K.Maran(2018)** “A study on customer satisfaction-customer loyalty relationship: An empirical analysis of durable goods.” International Journal of Research and Analytical Reviews, Vol.5, Issue.4, ISSN: 2348-1269.

24. **V.Selvakumar and K.Maran (2018)** “Perception on faculty academic relationship management in higher education with reference to self financing engineering colleges” *International Journal of Engineering and Technology*, Vol.7, Issue.1, ISSN: 1793-8236, PP.56-59.
25. **V.Suresh, S.Jahira Parveen, A.R.Shanmuga priya and K.Maran (2017)** “A study on online user’s perception on branded laptops at Chennai” *Journal of Advanced Research in Dynamics and Control Systems*, Issue.15, ISSN: 1943-023X, PP.720-724.
26. **R.Jeyalakshmi and K.Maran(2017)** “Effectiveness of print advertising among parenting magazines-A study with reference to parent circle, the child and mother and baby” *Annamalai International Journal of Business Studies and Research*, vol.8,Issue 2, ISSN-0975-749X, PP.57-64.
27. **P.Venkatesh and K.Maran(2017)** “Dividend behavior analysis of selected steel companies in India-A descriptive study” *International Journal of Multidisciplinary Research*, Vol.5A, Issue 2, ISSN: 2321-5739, PP.68-74.
28. **R.Jeyalakshmi and K.Maran(2017)** “Credit appraisal process using Z-score-A study with reference to state bank of India” *Sankalan International Multidisciplinary Peer Reviewed Research Journal*, vol.2, Issue.2,PP.594-597.
29. **R.Aarthi alamelu and K.Maran(2017)** “Consumers perception towards white durable goods-A review model and conceptual framework” *TRANS Asian research Journal*, Vol.6, Issue.12, ISSN: 2279-0667, PP.50-56.
30. **G.Sridhar, T.R.Rangarajan and K.Maran (2017)** “A study on risk transfer due to partially completed inputs from home office to agencies in project and engineering management of EPC projects” *Journal of Advanced Research in Dynamics and Control Systems*, Issue.13, ISSN: 1943-023X, PP.692-699.
31. **K.Maran and G.Sridhar (2017)** “A study on the effectiveness of historic data in optimizing the efforts and resource allocation for design and engineering activities of an EPC project” *Journal of Advanced Research in Dynamics and Control Systems*, Issue.15, ISSN: 1943-023X, PP.383-391.
32. **V.Suresh, A.R.Shanmuga priya,V.M.Ponniah, R.Seetharaman and K.Maran(2017)** “A study on conceptual framework of technology acceptance model for online purchasing of branded laptop” *International Journal of Pure and Applied Mathematics*, Vol.118, Issue.20, ISSN: 2279-0667, PP.50-56.

33. **K.Maran and T.Praven Kumar (2017)** "A Study on Employee Perception of Retention Strategies With Reference To Software Industry in India" SCOPUS INDEX JOURNAL titled Man In India Vol.97 April (2017). ISSN : 0025-1569
34. **Jayamukundan, and K.Maran (2017)** "Analysis of Factors Determinant Professional Students Employability Skills With Reference To Engineering Education in India" SCOPUS INDEX JOURNAL titled International Journal of Economic Research (IJER), Vol.14 April . (ISSN: 0972-9380)
35. **BadhriNarayana, and K.Maran(2017)** "A Study On Branded Apparels Customers Purchase Behavior With Reference To India" SCOPUS INDEX JOURNAL titled "International Journal of Applied Business and Economic Research, Vo15 April . ISSN : 0972-7302
36. **Suresh, and K.Maran(2017)** Published a Research paper titled "The Factors Influencing Customer Satisfaction on Branded Laptops through E-Commerce in Chennai" SCOPUS INDEX JOURNAL titled "International Journal of Applied Business and Economic Research, Vo15 April (2017). ISSN : 0972-7302
37. **Mr.Selvakumar, K.Maran(2017)** "Impact of faculty involvement in self financing institutions towards job satisfaction " in conference proceedings of 4 th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July Held at University of Jaffna, Srilanka. ISBN –2448-9883 pp351-359
38. **K.Maran(2017)** "Impact of advertising on consumer purchase decision with reference to shri harini media ltd Chennai " in conference proceedings of 4 th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July Held at University of Jaffna, Srilanka. ISBN –2448-9883 pp525-535
39. **Sridhar,and K.Maran(2017)** Published a Research paper titled “ An empirical study on supplier relationship using vendor analysis with special reference to it infrastructure service sector, Chennai, India " in conference proceedings of 4 th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th JulyHeld at University of Jaffna, Srilanka. ISBN –2448-9883 pp536-542

40. **V.Suresh, K.Prabhakar, K.Santhanalakshmi and K.Maran(2016)**“Applying Technology Acceptance Model(TAM) to determine the factors of acceptance in out-patient information system in private hospital sectors in Chennai city” Journal of Pharmaceutical Sciences and Research, Vol.8, Issue.12, ISSN: 0975-1459, PP.1373-1377.
41. **V.Selvakumar and K.Maran(2016)** “An analytical study on engineering faculty perception on key institutional climate with reference to Tamil Nadu” International Journal of Printing, Packaging and Allied Sciences, Vol.4, Issue.6, ISSN: 2320-4387.
42. **K.Maran(2016)** Published a Research paper titled “Role of micro finance in the growth of SHG – A recent literature review in India” in Intercontinental journal of finance research review Vol.4, Issue 4 pp.92-100 , ISSN 2347-1654
43. **Anbazhgan, and K.Maran(2016)** “Post purchase behavior of two wheelers with respect to 100cc motorcycles” in Annamalai business review Vol.10, pp.-12, ISSN 0974-1690 Jan- Jun
44. **Jayalakshmi, and K.Maran(2016)** “ Monetary policies and the Indian stock market” in International Journal of Trade and global business perspectives Vol.3, pp. 2706-2713, ISSN 2319-9059 July- Sep 2016
45. **Swaranalatha, and K.Maran (2016)**“ An analysis of work life balance of women employees & the quality of worklife in manufacturing sector” in International Journal of entrepreneurship and business environment perspectives Vol.5(3), pp. 2608-2615, ISSN 2279-0918 July- Sep 2016
46. **Ramkrishnan, and K.Maran(2016)** “A Study On Employees’ Perception On Retention Strategy Based On Present Working Environment In Beverage Industry In Chennai” in International Journal of Recent Scientific Research Vol. 7, Issue, 7, pp. 12536-12540, July, 2016 ISSN: 0976-3031
47. **Ramkrishnan, and K.Maran(2016),** “ Analysis of Generation Y's Perception on Leadership Factors Affecting Retention in the Beverage Industry” in Prabandhan : Indian Journal of Management ,Vol 9 Issue 8 ISSN 0975-2854 (Scopus listed)August P.no 41-49
48. **Suresh, and K.Maran(2016)** “A Study on Factors Determining Social Media onCosmetic Products” in Journal Of Pharmaceutical Science And Research , Vol. 8(1), 2016, 1-5 ISSN- 0975-1459

49. **V.M.Ponniah, R.Seetharaman and K.Maran(2015)** “A study about user perception towards social media marketing” International Journal of Applied Engineering Research, Vol.10, Issue.20, ISSN: 0973-4562, PP.41629-41635.
- 50.**Suresh, and K.Maran (2015)** “A Study on Factors Determining Social Media on Cosmetic Products” in International Journal of Applied Engineering Research ISSN 0973-4562 Volume 10, Number 20 pp 41629-41635
- 51.**Sujatha, and K.Maran (2015)** “Impact Of Foreign Direct Investment On Automobile Sector: An Empirical Study With Reference To India” in proceeding of International conference - Global Advanced Research Conference on Management and Business Studies (Garcombs) , Bali organized by DPU & Kedge business school , Bali
- 52.**Usha, and K.Maran (2015)** “A Study On Employee Perception Of Retention Strategies With Reference To Software Industry In India ” in proceeding of International conference - Global Advanced Research Conference on Management and Business Studies (Garcombs) , Bali organized by DPU & Kedge business school , Bali
- 53.**K.Maran (2015)** “A Study On Buyers Perception Of Online Marketing With Reference To Consumer Durable Product” in INTERNATIONAL JOURNAL ON ADVANCED RESEARCH, Special Issue, ISSN-2347-8446, October
- 54.**Jayalakshmi, and K.Maran(2015)**” A Study On Day Of The Week Affects On Share Price Volatility For Select Companies Listed In NSE ” in INTERNATIONAL JOURNAL ON ADVANCED RESEARCH, Special Issue, ISSN-2347-8446, October
- 55.**Imaculate, and K.Maran(2015)**“Study On Employees’ Retention Rate In Sriperumbudur Industrial Area” in Annamalai Business Review, Special Issue, October –ISSN 0974-1690
56. **K.Maran (2015)** “A Study On Employee Engagement In Ashok Leyland Limited, Chennai” in International Journal of Business Intelligence & Innovation, Special Volume ISSN 2348 4705
- 57.**K.Maran(2015)**” An Comparative Study Of Work life Balance In Various Industrial Sectors In Chennai” in INTERNATIONAL JOURNAL ON ADVANCED RESEARCH, Special Issue, ISSN-2347-8446, October
- 58.**Selvakumar and K.Maran(2015)**” Faculty Perception Towards Institutional Climate With Respect To Self Financing Engineering Colleges” in INTERNATIONAL JOURNAL ON ADVANCED RESEARCH, Special Issue, ISSN-2347-8446, October

59. **Imaculate, and K.Maran (2015)** “A Study On Managing Employee Retention In It Industries, Chennai” in Annamalai International Journal of Business Studies and Research, Special Issue, October 2015-ISSN- 0975-749X
60. **S.Usha, and K.Maran (2015)** “Work life Balance Of Women Employees In Banking Sector With Special Reference To Chennai City” in Annamalai Journal of Management” A Journal of Virtu”, Special Issue, ISSN -0974-0406, PP-74-78.
61. **K.Maran(2015)**” Impact Of Online Advertising And Sales Promotion In Revenue: An Empirical Study With Reference To FMCG” in INTERNATIONAL JOURNAL ON ADVANCED RESEARCH, Special Issue, ISSN-2347-8446, October.
62. **K.Maran(2015)** “A Study On The Impact Of As-Built Documentation In The Management Of Brown- Field EPC Projects” in Vels Management Journal A Half Yearly Journal Of Management And Research-Volume: 3 Issue No.: 2 June ISSN:2250-123
63. **Suresh, and K.Maran(2015)** “ Innovative Strategic Issues Social Media Networking” in Impact International Journal of Advance Research, Vol.7, Issue 1, October - ISSN 2347-8446
64. **K.Maran(2015)** ” The Fertilizer Scenario And Need For Joint Ventures Abroad” in International Journal Of Commerce, Vol.2 Issue No.3 July-December ISSN:2394-9597
65. **Usha, and K.Maran (2015)**” A Study on Factor Hindrance of Work Life Balance of Women Employees in IT sector with reference to Chennai” in Impact International Journal Of Management Science Volume – 7 Issue – 1 October - ISSN 2347 – 856
66. **S.Sankar, and K.Maran (2015)** “Performance evaluation of selected leading public sector banks in India ” in International journal of management and behavioral sciences (IJMBS) ISSN -2278-5671, Vol ,6-7, PP- 326-332.
67. **K.Maran, C.V. Jayakumar, and Lawrence Thomas (2015)** “ A Study on institutional influence on effectiveness of entrepreneurial development programme with reference to engineering students “ in International journal of management and behavioral sciences (IJMBS) ISSN -2278-5671, Vol ,6-7, PP. 327-332.
68. **S.Usha, and K.Maran (2015)** “ A work life balance of women employees – A study with reference to banking sector in Chennai ” Annamalai International Journal of Business Studies & Research (AIJBSR) , A peer reviewed global impact factor journal ISSN -0975-749X, Special Issue, PP.74-77.

69. **C.R.Senthilnathan, and K.Maran (2015)** “Entrepreneurial climate for the development of entrepreneurs in Tamilnadu” Annamalai Business Review, ISSN -0974-1690 Special Issue, PP.202-207.
70. **K.Maran, and P.Venkatesh (2015)** “ Futures and option (F& o) Market in India ” in Annamalai International Journal of Business Studies & Research (AIJBSR) , A peer reviewed global impact factor journal ISSN -0975-749X, Special Issue, PP-79.
71. **K.Maran, and R.Arun kumar(2015)** “A Study on Impact of Stress on Job Satisfaction with reference to BPO Employees in Chennai” in SSN 2251-1571- Volume :05, PP. 188-195.
72. **K.Maran and R.Jayalakshmi (2015)** “ The impact of macroeconomic factors on Indian stock market ” in Annamalai International Journal of Business Studies & Research (AIJBSR)a. peer reviewed global impact factor journal ISSN -0975-749X, Special Issue,.PP-8-13.
73. **K.Maran and V.Dhayalan (2015)** “ Impact of infrastructure in self financing institutes towards job satisfaction ” in M-Infiniti Journal of Management, ISSN -0973-7197,Special Issue, PP-297-303.
74. **Arthi,Alamelu,and K.Maran(2015)** “A Study on factors influences Consumers Durable users with reference to Refrigerator in Chennai” in International Research Journal of Business and Management [IRJBM] ISSN: 2322 – 083X, **Impact Factor: 2.93**, Volume 8 Issue6,
75. **K.Maran, and V.Chandrashekar (2015)** “A Study On Students Perception Of Employability Skills With Respect To Engineering Institution” in International Journal of Research in Engineering, Social Sciences ((ISSN 2249-9482), Volume 5 Issue 3, PP. 21-3
76. **Anbazhagan, and K.Maran(2015)** “A Study On Factors Influence On Two Wheeler Customer Satisfaction With Reference to Chennai” in International Journal of Management And Social Science Research Review - IJMSRR (**Impact Factor 0.348** E- ISSN - 2349-6746 , ISSN-2349-6738 PP- 13-148
77. **K.Maran, V.Rohini and T.Praveen kumar (201)**“A Study On Employee Perception On Attrition With Reference To BPO In India ” in MANAGEMENT TODAY , ISBN-9789384389048, PP-93-96.
78. **Rohini, and K.Maran(2015)** “ A study on BPO employees stress on balancing the job with reference to Bangalore city” in SPIM INTERNATIONAL JOURNAL OF MANAGEMENT RESEARCH, ISSN 2394- 5842 Volume 1, Issue 1 pp. 5-13

79. **Chandrasekar, and K.Maran(2015)** “ A Study On Engineering Students Employability Skills For Excellence In Career With Reference To India” in SPIM INTERNATIONAL JOURNAL OF MANAGEMENT RESEARCH, ISSN 2394- 5842 Volume 1, Issue 1 (2015) pp. 79-84
80. **Rohini, and K.Maran(2015)** “Analysis Of Personal , Social & Professional Wellbeing Of Women Employees: An Empirical Study With Reference To Indian BPO Sector, in International Journal of Applied Engineering Research ISSN 0973-4562 Volume 10, Number 2 pp. 2749-2759 ,Research India Publications(SCOPUS LISTED)
81. **Rani, and K.Maran(2015)** “ A Study On consumer durables users satisfaction and preference with reference to refrigerator in Chennai” in SPIM INTERNATIONAL JOURNAL OF MANAGEMENT RESEARCH, ISSN 2394- 5842 Volume 1, Issue 1 pp. 58-63
82. **Anbazhgan, and K.Maran(2015)** “A Study On Factors Influence On Two Wheeler Users Satisfaction With Reference To Chennai” in SPIM INTERNATIONAL JOURNAL OF MANAGEMENT RESEARCH, ISSN 2394- 5842 Volume 1, Issue 1 pp. 58-63
83. **K.Maran & Lawrence Thomas &Priyadharshini Palanichamy(2015)** Professional Student’s Perception on Effectiveness of Entrepreneurship Development in “Twelfth AIMS International Conference on Management(AIMS- 12) January 2-5, 2015 IIM Kozhikode” ISDN: 978-81-924713-89
84. **S.Sankar, and K.Maran (2014)** “Niche Areas of improvement in Banking education" in International conference on Biggest challenge facing education today (ISBN 978-93-83869-11-4), PP-325-331.
85. **Selvakumar, and K.Maran(2014)** “Impact of infrastructure in self financing institutes towards job satisfaction”- Biggest Challenge facing Education Today" (ISBN 978-93-83869-11-4)
86. **K.Maran, A.Shobana and B.Ramya (2014)** “Quality of engineering and management education – A key factor for sustainable education in India" Biggest challenge facing education today (ISBN 978-93-83869-11-4), PP-366-372.

87. **S.Usha, and K.Maran(2014)** Published a Research paper titled "Relationship between Transformational Leadership And Organizational Citizenship Behaviour In Indian Banking Sector" in International Journal of world Research Vol: I Issue VIII, August , Print ISSN: 2347-937X
88. **K.Maran, and S.Usha (2014)** "Work Life Balance Of Women Employees Satisfaction – A Study With Reference To IT Sector In India" in Asia Pacific Journal of Research Vol: I Issue XV, ISSN: 2320-5504, E-ISSN-2347-4793.
89. **Rani, and K.Maran(2014)** Published a Research paper titled "A Consumer perception towards white goods study reference to washing machines in Chennai" in International Journal of Economic Research, vol: 11/Jan-Dec ISSN 0972 – 9380. (Page No: 549-553)
90. **Rani, and K.Maran (2014)** "A study on consumer's possession, purchase and usage of washing machines in Chennai" in International Journal of scientific research Indexed with international ISSN Directory, Paris. Vol: 3 Issue 4, April , Print ISSN: 2277-8179,PP-26-28.
91. **Nirmala venkatraman, and K.Maran(2014)** Published a Research paper titled "Teaching Professional Stress: An Empirical Study With Reference to Women in India" in International Journal Of Innovative Research & Development, vol: 3/ issue: 7/July ISSN 2278 – 0211 (Online)
92. **K.Maran(2014)**Published a article titled "Value added courses for engineering students" in Aval vikatan Tamil magazine, in May edition
93. **K.Maran, and Nirmala venkataramani (2014)** "Employee stress in Teaching Professional: An empirical study with reference to women in India "in Mc Stanford Journal of International Management, vol: 1, issue: 10, ISSN – 2321-1652, PP-1-6.
94. **V.Chandra Shekar, and K.Maran (2014)** "Engineering students perceptions on employability skills with reference to engineering graduates in India in "ICCM a.-proceedings " vol: 1/ issue: 1/. ISSN –2362-0536 ,pp383-391.
95. **P.S.Usha, and K.Maran (2014)**"Organizational commitment among IT professionals the effect of transformational leadership in "ICCM " vol: 1/ issue: 1/. ISSN–2362-0536 ,PP-392-398.
96. **K.Maran, and Venkathesh (2014)** "A study on performance evaluation of selected cement and steel companies listed in NSE, India" vol: 1/ issue: 1/. ISSN –2362-0536 ,pp399-403.

97. **K.Maran, and R.Arun kumar (2014)**“Analysis of employees stress on performance of job with reference to BPO” in “ICCM “ vol: 1/ issue: 1/. ISSN 2362-0536 ,404-412.
98. **K.Maran, and S.Sankar (2014)** “A study on performance evaluation of select banks in India in “ICCM “ vol: 1/ issue: 1/. ISSN –2362-0536 ,PP-413-419.
99. **K.Maran (2014)** “A study on faculty job satisfaction and its impact on students satisfaction with reference to management institutes in chennai “ICCM “ vol: 1/ issue: 1/. ISSN –2362-0536 ,pp 420-424
100. **Anbazgan, and K.Maran(2014)** “analysis of users satisfaction on two wheeler segment performance with reference to Chennai in “ICCM “ vol: 1/ issue: 1/. ISSN–2362-0536 ,pp 499-509
101. **K.Maran, and C.R.Senthilnathan (2014)** “Dimensions of store loyalty towards supermarkets in Chennai“vol:1/issue:1/.ISSN–2362-0536,pp511-517
102. **S.Sankar, and K.Maran (2013)** “Market trading in India – customer perception” in international journal of exclusive management research vol: 3, issue: 1, ISSN – 2249-8672, PP 3-8.
103. **K.Asokan, and K.Maran (2013)** “ A preliminary study on stress overcome factors among women medical practitioners in Chennai in Annamalai journal of management vol: 6/ issue:2. ISSN – 0974-0406, pp-20-21.
104. **V.Chandra shekar, and K.Maran (2013)** “Employability skills: Need of the hour of fresh engineering graduates in India in Global journal of Business and management Research vol: 1, issue: 1,ISSN – 2347-7814, pp-38-42.
105. **T.Sivagami, and K.Maran (2013)** “Study on perception of employee towards quality of work life with respect to granite industries in krishnagiri district “in Annamalai journal of management vol: 6/ issue: 1, ISSN – 0974-0406,pp-57-59.
106. **Premamanoharan, and K.Maran (2013)** “Impact of age on the perception about quality of work life in Sankhya- International journal of management and technology; vol: 3 / issue: 2 ISSN – 0975-3915, pp-74-78.
107. **C.R.Senthilnathan ,and K.Maran (2013)** “The impact of situational factors on purchasing in departmental store “in Annamalai Business Review vol: 4, issue :2,ISSN – 0974-1690, pp-17-20.

108. **K.Maran(2013)** “An Empirical analysis of work life balance of women employees in banking sector with reference to Chennai “in Annamalai journal of management vol: 6/ issue :2 / December 2013. ISSN – 0974-0406,pp76
109. **S.Ramakrishnan, and K.Maran (2013)** “Training and development in banking sector in International journal of management science; vol: 3 / issue: 4 / December 2013. ISSN – 2347-856,pp 31-34.
110. **Saiju, M john and K.Maran (2013)** “Exploring the Factors Influencing Retail and Bazaar Trade for Promoting Two Wheeler Lubricants “in Global journal of Business and management Research vol: 1, issue: 1. ISSN – 2347-7814, pp-101-104.
111. **S.Panboli, and K.Maran (2013)** “Level Of Emotional Intelligence Among Ites Employees In Chennai City “in Annamalai Business Review vol: 4, issue :1, ISSN – 0974-1690,pp1-5.
112. **K.Maran(2013)**“perceptive online shopping buying behaviour “in Annamalai journal of management vol: 6/ issue :2 /December. ISSN – 0974-0406,pp40
- 113.**J.Rani, and K.Maran (2013)** “An impact of demographic variables on consumer preference with reference to Air - conditioner” in PARIPEX - Indian Journal of Research ; vol: 2 issue:7 , ISSN - 2250 – 1991, PP:58-59.
114. **J.Rani, and K.Maran (2013)** “Study on consumers expectation, satisfaction and preference towards Refrigerator” in ICMIS - International conference on management and information system, Bangkok. ISBN - 978 -81-924713-4-1PP. 242-245.
115. **K.Maran(2013)** “Indraya Ilangargalin Kaiyal Ethirkala India” in Puthiya Tharisanam Tamil magazine, in June edition pp 26-27
116. **B.Venkateswara Prasad, and K.Maran (2013)** “Succession Planning Avoids Inevitable Attrition – A Empirical Insight ” in GITAM, Journal Of Management , Volume 1, Issue 1, ISSN :0972740X.
117. **C.R.Senthilnathan, and K.Maran (2013)** “Customer Satisfaction and Loyalty on Departmental Stores” in Business confluence, Loyala Journal Of Commerce, Volume 1, Issue 1, pp. 43-52.

118. **Saiju M John & K. Maran (2012)** Retailing and consumer Behavior Linkages to Branding at women apparel International Journal of research in commerce, IT Management, Vol-2, IssueNo-7 PP.-38 ISSN 2231-5756
119. **K.Marans & V.Dhayalan (2012)** Job satisfaction among Teaching professionals in self financing Engineering Colleges, Chennai, India.(P-No-44) in Research Paradigms in Management (P-No-44)ISBN 978-93-81568-82-8
120. **P.Priyadarsini, and K.Marans (2012)** “Employee Attitude Towards Organization Culture With Special Reference to Automobile Industry” In International Journal of contemporary commerce, Volume 1, Issue 1, pp. 43-47 ISSN : 2319-958X.
121. **K.Marans, Nirmala Venkataramani, and R.Udhayasankar (2012)** “An Empirical Study Of The Stress Management Of Women Faculty ” In Social Glance – Journal Of Social Science And Humanities, Volume 1, Issue 1,ISSN:2319-3654,PP-29-39.
122. **C.R.Senthil Nathan, and K.Marans (2012)** “CRM in cooperative banks A study with special references to Chennai city ” in Southern Economist, Volume 51, Issue 8, August , pp. 43, ISSN :0038-4046
123. **C.R.Senthil Nathan and K.Marans (2012)** “improving service quality through CRM in banking sector process model and its benefits- a review” in SRM Journal of management Research , Volume 11, Issue 1, March , pp 84, ISSN: 2231 -511X
124. **B.Venkateswara Prasad & K.Marans(2012)** “Succession Planning Avoids Inevitable Attrition- An Empirical Analysis” In AMET International Journal of Management–, Volume 3, Issue 2,Jan - June (2012), pp. 55-58ISSN :2231-6779
125. **C.R.Senthil Nathan and K.Marans (2012)** “Effect Of Demographic Variables In Selecting Retail Outlet With Reference To Durable Goods in Chennai” in IJM- International Journal Of Management, Volume 3, Issue 2, May- August , pp. 186-191, ISSN :0976 6367
126. **Anitha and K.Marans(2012)** “Analysis of FDI in service sector with reference to India” Learning And Application University Of Malaya, Anuragam Publications First Edition .Pp514

127. **Rani and K.Maran (2012)** Published a Research paper titled “The role of reference group in buying decision of micro wave oven with reference to Chennai city” Learning and Application University of Malaya, Anuragam Publications First Edition .Pp622.
128. **K.Maran(2012)**Published a Research paper titled “Innovation in Management of Stress for Women Faculty With reference to Educational Institution” at 24th AIMS – Annual Management Education Convention .
129. **B.Venkateswara prasad and K.Maran (2012)** “Employee engagements & job satisfaction – An empirical study” (Human Resource Management in the Knowledge economics, PP-No-4548.
130. **Priyadharshini and K.Maran(2012)** “Emotional Intelligence : A Key Factor For Solving Social Issues of Employees with Reference to BPO” In GYAN MANAGEMENT– International Refereed Journal Of Management & Technology, Volume 6, Issue 1, Jan - June , pp. 18-22, ISSN 0974-7621
131. **P. Priyadarsini, and K.Maran(2012)** “Employees attitude towards organization culture with reference to automobile industry” International journal of contemporary commerce, Vol:1, Issue:1, ISSN:2319-958, PP.43-46.k
132. **P.Priyadarsini and K.Maran (2011)** “Analysis of stakeholders perception on corporate governance: An Empirical study with reference to software in India, Innovative Business &
- a. Technology Strategies For Developing Countries” M P Publications, ISBN
 - b. -978-81-921764-4-4, PP-37-41.
133. **K.Maran and Pravat Kumar Sarangi (2011)** “Financial performance Of Software Companies in the Global recession With reference to India”, Finance India, Vol XXV No2,pp 461-475.
134. **Aslam Chinarong, K.Maran and B.Yamuna Krishna (2011)** “Comprehensive Financial Analysis of Aqua Culture feed Industries in South India,” International Journal of Research in commerce and Management, Vol No:2,Issue No 4, April PP-35-38.
135. **K.Maran(2011)**Recent trends in FDI, International Journal of Research in commerce and Management,Vol2 ,Issue No5

136. **K.Maran (2011)**Analysis of women Entrepreneur's Evils: An empirical study with reference to India International Journal of Research Journal of Social Sciences & Management,SingaporeVol1,No5,Sep
137. **Priyadharshini, and K.Maran (2011)**Work life Balance of women employees: An empirical study with reference to BPO sector, International Journal of Information technology and Management sciences”
138. **P.Priyadarsini and K.Maran (2011)** “Measuring the level of Emotional Intelligence of women employees an empirical study with reference to BPO sector” Annamalai Business Review, Vol 5, Issue 1, ISSN-0974-1690, PP-1-11.
139. **P.Priyadarsini and K.Maran(2011)** “Innovative strategies for Work life balance of women employees: A study with reference to BPO in India,” Kalignan publication, Vol 1.PP-344-352.
140. **P.Priyadarsini and K.Maran (2011)** “Employees attitude towards organization culture with reference to automobile industry in India”. Asian Management science association and Putra Inteltek International College, Malaysia,PP-193-196.
141. **V.Sasirekha and K.Maran (2011)**“Advertising targeted at children- a critical analysis” Asian Management science association and Putra Inteltek International College, Malaysia,PP-209-212.
142. **Ravichandran and K.Maran()**Bio-Fuel: as an advertising and its Feasibility,Asian Management science association and Putra Inteltek International College, Malaysia.
143. **K.Maran (2011)** “Evaluating the performance of Equity Mutual Funds with Reference to India” International Journal of Information Technology and Management studies, Vol:1, Issue:1,PP:23-29.
144. **S.Kolanjiappan and K.Maran (2011)**“Lean Practices in Aircraft Maintenance”, International Journal of Software and Technology, Coimbatore Institute of Information and Technology,Vol:3, No:10,PP-450-457.
145. **S.Kolanjiappan and K.Maran (2011)**) Improved Total Productive Maintenance using Lean Principles in Aircraft manufacturing and Maintenance”, International Journal on Information Sciences and Computing, Satyabama University, July

146. **S.Kolanjiappan and K.Maran** (2011) Performance Improvement through Implementation of Lean Practices in Aircraft Maintenance, Journal of Commerce and Trade, Society for Advanced Management Studies, Meerut-UP,vol-6(2) PP: 100-106
147. **S.Kolanjiappan and K.Maran (2010)** “Improved Total Productive Maintenance using Lean Principles in Aircraft manufacturing and Maintenance”, International Journal on Information Sciences and Computing, Satyabama University, Vol:4, PP-55-62
148. **K.Maran and Pravat Kumar Sarangi (2010)** “Analysis of Financial performance of Indian Software Industries: Analytical study with reference to Global Meltdown” in Journal of Pacific Management Review USA,Vol.: 1, Pg. 3147.
149. **K.Maran, S.Sankar, and S.Pravat Kumar(2010)** “Financial performance of software industr:An empirical analysis with reference to India” Published by Anuragam publications,PP-106
150. **P.Priyadarsini Nandakumar and K.Maran Kaliamoorthy (2009)** “A study on burnout of IT Professionals employed for Middle East countries” BULETINUL Petroleum gas university, Romania, Vol. LX1, PP-26-35.
151. **Anitha and K.Maran (2009)** Risk and Returns on Security and Investment of Indian Banks. Quarterly Journal of Business and Economics, University of Nebraska, Lincoln U.S.2009
152. **Papitha pream and K.Maran(2009)** Women’s Perception on small car segments , International Journal of Management Sciences, Shiva Institute Of Management Studies, Gaziabad,2009
153. **Nirmala Venkataramani and K.Maran (2009)** “Linkage between Work life balance And stress levels: A study of women employees in Chennai” ANVESHA, A journal of IES Management College & Research Centre,Vol:2 NO:1, ISSN:0974-5467,PP:12-21 .
154. **T.K.Mily Velayudhan and K.Maran (2009)** “A study on mapping core competencies and development of Employees for excellence with reference to HCL technologies” in Journal of Contemporary Research in Management, published by PSG college of Management, Vol.: 4, PP-53 – 68.

155. **Mily velayatham & K.Maran (2009)** A study on competencies of the employees of 21st century in Management Prudence, Vol.– 37, IssueNo:., PP. 3146
156. **R.Stalin, Hansa Lysander Manohar, and K.Maran (2008)** “Users perception on small car segment-Study with reference to Chennai” International Journal of Information sciences and computing-Sathyabama University, Vol 2, Number1,PP:40-45.
157. **P.Priyadarsini, and K.Maran(2008)** “A study on lifestyle disorder of BPO employee” Annamalai Business Review ,Annamalai University,Vol:3, Issue:1, PP:78-82.
158. **P.Pramchand babu, V.Hemanth kumar, K.Maran (2007)** “Current Scenario of Stress Management Training (SMT) at IT Firms”A journal of New Delhi Institute of Management, New Delhi, Volume - 5,Issue 1, PP 50-52.
159. **K.Maran and Sathya Narayanan(2007)** Human Stress Management is Traditional or Modern Management, The new teaching techniques, First Edition, 2007. Kalaignan pathippagam, Chennai. PP 71 – 76
160. **K.Maran(2007)** Epitome of Imparting Managerial Qualities in Tamil Literatures First Edition, . Kalaignan pathippagam, Chennai. PP 77 – 84.
161. **K.Maran(2007)** Indian software industry in global economy, Global Business Strategy in Competitive Environment, Kalaignan Publications, First Edition .PP 143
162. **K.Maran(2007)** Organizational Climate – Paradigm Shift In Software CompanyIn South India, Global Business Strategy in Competitive Environment, Kalaignan Publications, Chennai, First Edition - .PP 305
163. **Sasirekha and K.Maran(2007)** Portrayal of Women In Advertisements – Dignity And Decency?, Global Business Strategy in Competitive Environment, Kalaignan Publications, Chennai, First Edition.PP143
164. **K.Maran(2007)** Human Resource Management Strategic in 21st Century, Management Strategic and Policies in the 21ST Century, Allied Publishers (p) Ltd, New Delhi, PP262-265
165. **K.Maran and Priyadharshini (2006)** Quality of Work Life Balance , HR Practices, Excel Publications, First Edition

166. **K.Maran(2006)** Development of Location value Index based on Geographic and Demographic Factors with Reference to New York city, Journal of Business Studies, Faculty of Management Studies & commerce, University Of Jaffna, Srilanka, Volume III December . PP 64-77
167. **K.Maran and C.Madhavi(2006)** User's opinion on small cars in Chennai, Journal of Management Matters,LIBA,Chennai,Volume-1,Issue 6, March , PP100
168. **K.Maran(2005)** Innovative Management Education in Global Context. Journal of Management Insight, Department of Management Studies, DG.Vaishnav College. Vol I Feb' P4.
169. **K.Maran(2004)** Customers Perception on Telephone: A Study with special reference to Chennai city. The ICFAI Journal of Marketing, Feb
170. **K.Maran, C.Madhavi and B.Venkateshwara Prasad(2004)** "Global business opportunists and challenges" The Industrial Herald, Gopali, ISSN 0377-0036, PP-21.
171. **K.Maran(2004)** Study on Working Capital Management with reference to Ramco Industries Ltd., The Journal of SCMS - Nov'
172. **K.Maran (2002)** Growing Scenario of Retail Marketing in India", The Indian Journal of Marketing, New Delhi, May – June .
173. **K.Maran(2002)**Enormous scope for small Car in India", The Motor India, The Industrial Herald, Gopali & Co August.
174. **K.Maran(2002)** FDI's in India", The HRD Times, Oct.
175. **K.Sundar and K.Maran (2002)** "Change and Resistance to Change": How to Mange? Indian Journal of Training and Development, Vol:32, PP:31-35.
176. **K.Maran, and C.Madhavi (2001)**Technology Management in Automobile Industry", The Mandate,(MMA) Chennai, Dec.
177. **K.Maran, and C.Madhavi(2001)** Passenger Car Market in India", the Motor India, the Industrial Herald, Gopali & Co Dec. .
178. **K.Maran (2001)** "Role of SSI in Growing Economy" The Industrial Herald, Gopali & Co, Chennai,ISSN-0377-0036,PP-10-11.

179. **K.Maran (2001)** The Impact of E-CRM”, the HRD Times, Chennai, Oct.
180. **Anbazhagan, and K.Maran(2001)** “A Study On Factors Influence On Two Wheeler Customer Satisfaction With Reference to Chennai” in International Journal of Management And Social Science Research Review - IJMSRR (Impact Factor 0.348 E- ISSN - 2349-6746 , ISSN-2349-6738 PP- 13-148
181. **K.Maran,and S.Usha (2014)**“Work Life Balance Of Women Employee As Study With Reference To IT Sector In Chennai” in MANAGEMENT TODAY , ISBN-9789384389048, PP-9-12.
182. **K.Maran(201)** “ Study on SCM on inventory control with reference to automobile industry “ in MANAGEMENT TODAY , ISBN-9789384389048, PP-43-48
183. **K.Maran, V.Rohini and T.Praveen kumar (201)**“A Study On Employee Perception On Attrition With Reference To BPO In India ” in MANAGEMENT TODAY , ISBN-9789384389048, PP-93-96.
184. **B.Venkateswara Prasad, and K.Maran** “Impact of demographic factors on employee morale and attrition – An empirical analysis “EP journal of Human Resource vol: 1 issue: 1/. ISSN –2348-5970,PP13-21.
185. **B.Venkateswra Prasad, and K.Maran** “Employee percepti0on on two critical components of HRD Practices with reference to cement company in Chennai city” EP journal of Human Resource vol: 1 issue: 1. ISSN – 2348-5970,pp 23-35.
186. **Ravichandran and K.Maran()**Bio-Fuel: as an advertising and its Feasibility,Asian Management science association and Putra Intelek International College, Malaysia.
187. **S.Kolanjiappan and K.Maran ()** Performance Improvement through Implementation of Lean Practices in Aircraft Maintenance, Journal of Commerce and Trade, Society for Advanced Management Studies, Meerut- UP
188. **S.Kolanjiappan and K.Maran (2011)** Lean Practices in Aircraft Maintenance, International Journal of Software and Technology, Coimbatore Institute of Information and Technology, vol 3, issue 10 ISSN-0974-9748

189. **S.Kolanjiappan and K.Maran** (2011) Performance Improvement through Implementation of Lean Practices in Aircraft Maintenance”, Journal of Commerce and Trade, Society for Advanced Management Studies, Meerut- UP, November ISSN 0973-4503
190. **Usha and K.Maran(2015)** Quality of work life of BPO employee, SMART Journal of Business, commerce wing of Bharathidasan University, ISSN:0973-1598
191. **Milly Velayudhan K.Maran(2009)** A Study on mapping core competency and development of employees, International Journal Of development Studies,PP-53-57
192. **T.K.Mily Velyadhan, and K.Maran(2010)** Leadership competency today’s requirement or future challenges Anuragam publications
193. **S.Sankar and K.Maran (2010)**“Financial performance of Banking sector: An analytical study with reference to India” Anuragam publications, PP-240-248.
194. **Priyadharshini and K.Maran(2010)** Impact of Globalisation in women working environment –A study with reference to BPO industry” Anuragam publications
195. **K.Maran(2009)**A study on software employee stress with reference to south India, Anuragam publications
196. **Nirmala venkaraman and K.Maran(2009)** “ A study on stress management in teaching profession ” Anuragam publications
197. **Sathya Narayana and K.Maran(2009)** “ A study on software employee stress with reference to south India”, Anuragam publications
198. **Priya Dharshini and K.Maran(2009)** “ A study on the cross cultural issues of BPO employee “Anuragam publications
199. **L.Sujatha and K.Maran (2009)** “The influence of FDI in Global Business Scenario” Published by Anuragam publications,PP-240-247, ISBN-978-93-80627-18-2
200. **Nirmala Venkatramani, and K.Maran (2010)** “Stress management and the sandwich generation- A study of women employees in Chennai”, Anuragam publications,Vol:1,PP-136-142,ISBN-978-93-80627-14-4

201. **Sankar, and K.Maran(2010)** “Financial performance of banking sector, An analytical study with reference to India”pp - Anuragam publications, ISBN-978-93-
202. **P.S.Usha, and K.Maran(2010)** “Emotional Intelligence :A key factor for effective leadership “Anuragam publications,PP-346-350,ISBN-978-93-
203. **Sasirekha, and K.Maran(2009)**“Potrayal of women in Women’s era advertisements-An empirical analysis with reference to body image & beauty “ Anuragam publishers, PP-311-319, ISBN 978-93-80627-18-2

PAPERS PRESENTED IN INTERNATIONAL CONFERENCE / SEMINAR

1. Paper presented on Application of stimulus –organism response Model to understand Consumers’International towards M-Commerce Apps a srilanka study,10th International online conference on Local and Global Economy & Recovery Strategies on 16th and 17th June 2020 Sri Sairam IMS
2. Paper presented on Oil price crisis: Financial Risk and Strategies for greater Sustainability in the post Covid’19,10th International Conference online conference on Local and Global Economy & Recovery Strategies on 16th and 17th June 2020 Sri Sairam IMS
3. Paper presented on A Study of Export Performance of cashew Kernal & Liquid with reference to India ,5th In Traders International conference on International Trade 13-14 April 2020 Turkey(online)
4. Paper presented on Dental Physician Empathy towards patients well being: Study with Reference to India, 5th In Traders International conference on International Trade 13-14 April 2020 Turkey(online)
5. Paper presented on Rural Entrepreneur ship and factor influences for business sustainability, International conference on Management Education, AIMS and IIM- Kozhikode, 2nd,3rdand 4.1.2020
6. Paper presented on impact on social media for empowerment of youth carrier development, International conference on Digital Economy, IIM Raipur, 7.12.2019
7. Presented Research paper titled “Effects of Television Advertising on Children: With Special Reference to Chennai School going Children’s” in International Conference on Future work organizations – ICFWO2017 ,held on 29th and 30th December,2017 at Goa University, Goa
8. Presented Research paper titled “Political events of Srilanka & their impact on market efficiency in stock prices : A case in Colombo stock exchange between the periods of 2005-

2014" in 2nd International Conference on ICMIIGE-17 on 21st December,2017 at Saveetha Engineering College, Chennai

9. Presented Research paper titled "Opportunities and challenges for employment in tourism Industry in Northern province - Srilanka" in 2nd International Conference on ICMIIGE-17 on 21st December,2017 at Saveetha Engineering College, Chennai
10. Presented Research paper titled " Employee motivational factors and its impact on employee retention in beverage industry located in Chennai" in conference proceedings of 4th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July 2017 Held at University of Jaffna, Srilanka.
11. Presented a Research paper titled "A study on dealers requirements towards two wheeler financing with reference to Chennai customers" in conference proceedings of 4th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July 2017 Held at University of Jaffna, Srilanka.
12. Presented a Research paper titled "Impact of faculty involvement in self financing institutions towards job satisfaction " in conference proceedings of 4th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July 2017 Held at University of Jaffna, Srilanka.
13. Presented a Research paper titled "Impact of advertising on consumer purchase decision with reference to shri harini media ltd Chennai " in conference proceedings of 4th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July 2017 Held at University of Jaffna, Srilanka.
14. Presented a Research paper titled " An empirical study on supplier relationship using vendor analysis with special reference to it infrastructure service sector, Chennai, India " in conference proceedings of 4th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July 2017 Held at University of Jaffna, Srilanka.
15. Presented a Research paper titled "Marketing strategies and customer satisfaction a study with reference to auto component vendors in Chennai " in conference proceedings of 4th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July 2017 Held at University of Jaffna, Srilanka
16. Presented a Research paper titled "An Empirical Study on Factors Influence on Two Wheeler Customer Satisfaction With Reference To Chennai" in conference proceedings of Emerging Management & Technology for Economic Sustainability (Emtes'17) on 22-23 April 2017 Held at ALHOSN University, Abu Dhabi, UAE.
17. Presented a Research paper titled "A Study on Consumer's Perception on Brand Loyalty with Reference to Fast Moving Consumer Goods (FMCG) in India" in **International Conference on Business Management, Economics and Social Sciences (ICBMESS 2016)** organized by Uttara University (Bangladesh), Association of Management Development Institutions in South Asia (AMDISA – A SAARC Recognized Body), and Global Business and Management Forum (GBMF – USA) on 21-23 December 2016, Dakha.
18. Presented a Research paper titled "A Study on Consumer Behavior of Junk Food with Reference to School Children's in Kerala" in **International Conference on Business**

Management, Economics and Social Sciences (ICBMESS 2016) organized by Uttara University (Bangladesh), Association of Management Development Institutions in South Asia (AMDISA – A SAARC Recognized Body), and Global Business and Management Forum (GBMF – USA) on 21-23 December 2016, Dakha.

19. Presented a Research paper titled “A Study on Factors Influence a Purchase Intention with Reference to Indian Apparel Brand” in **International Conference on Business Management, Economics and Social Sciences (ICBMESS 2016)** organized by Uttara University (Bangladesh), Association of Management Development Institutions in South Asia (AMDISA – A SAARC Recognized Body), and Global Business and Management Forum (GBMF – USA) on 21-23 December 2016, Dakha.
20. Presented a Research paper titled “A Study on Engineering Students Perception of Entrepreneurship Education and Development in Transformative Education Scenario With Reference to India” in First International Conference on Transformative Education Research and Sustainable Development, to be held in Dhulikhel, Nepal on 21 to 23 October 2016 organized by Kathmandu university school of education
21. Presented a Research paper titled “Analysis Of Factors Determinant Professional Students Employability Skills With Reference To Engineering Education In India” in First International Conference on Transformative Education Research and Sustainable Development, to be held in Dhulikhel, Nepal on 21 to 23 October 2016 organized by Kathmandu university school of education
22. Presented a Research paper titled “Impact Of Foreign Direct Investment On Automobile Sector: An Empirical Study With Reference To India” in International conference - Global Advanced Research Conference on Management and Business Studies (Garcombs) 2015 , Bali organized by DPU & Kedge business school , Bali
23. Presented a Research paper titled “A Study On Employee Perception Of Retention Strategies With Reference To Software Industry In India ”in International conference - Global Advanced Research Conference on Management and Business Studies (Garcombs) 2015 , Bali organized by DPU & Kedge business school , Bali
24. Presented a Research paper titled “A Study On Buyers Perception Of Online Marketing With Reference To Consumer Durable Product” in International Conference on “Banking, Finance, Business & Technology For Sustaining Economic Development In Global Market (IBFBT’ 15)” in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
25. Presented a Research paper titled “A Study On Day Of The Week Affects On Share Price Volatility For Select Companies Listed In NSE” in International Conference on “Banking, Finance, Business & Technology For Sustaining Economic Development In Global Market (IBFBT’ 15)” in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
26. Presented a Research paper titled “An Comparative Study Of Worklife Balance In Various Industrial Sectors In Chennai” in International Conference on “Banking, Finance, Business & Technology For Sustaining Economic Development In Global Market (IBFBT’ 15)” in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015

27. Presented a Research paper titled "Faculty Perception Towards Institutional Climate With Respect To Self Financing Engineering Colleges" in International Conference on "Banking, Finance, Business & Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
28. Presented a Research paper titled "Impact Of Online Advertising And Sales Promotion In Revenue: An Empirical Study With Reference To FMCG" in International Conference on "Banking, Finance, Business & Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
29. Presented a Research paper titled "Macroeconomic Variables And Stock Market Volatility In China - A Study With Reference To Shangai Stock Exchange Composite Index" in International Conference on "Banking, Finance, Business & Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
30. Presented a Research paper titled "Study On Employees' Retention Rate In Sriperumbudur Industrial Area" in International Conference on "Banking, Finance, Business & Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
31. Presented a Research paper titled "A Study On Employee Engagement In Ashok Leyland Limited, Chennai" in International Conference on "Banking, Finance, Business & Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
32. Presented a Research paper titled "A Study On Managing Employee Retention In It Industries, Chennai" in International Conference on "Banking, Finance, Business & Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
33. Presented a Research paper titled "Worklife Balance Of Women Employees In Banking Sector With Special Reference To Chennai City" in International Conference on "Banking, Finance, Business & Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
34. Presented a Research paper titled "A Study On The Impact Of As-Built Documentation In The Management Of Brown- Field EPC Projects" in International Conference on "Banking, Finance, Business & Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
35. Presented a Research paper titled ". Innovative Strategic Issues Social Media Networking" in International Conference on "Banking, Finance, Business & Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015

36. Presented a Research paper titled "The Fertiliser Scenario And Need For Joint Ventures Abroad" in International Conference on "Banking, Finance, Business & Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
37. Presented a Research paper titled "A Study on Factor Hindrance of Work Life Balance of Women Employees in IT sector with reference to Chennai" in International Conference on "Banking, Finance, Business & Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
38. Presented a Research paper titled "Performance evaluation of selected leading public sector banks in India " in Indo- Canadian International conference of business and behavioral sciences on 3rd & 4th July , 2015 at Taj hotel, Panaji,Goa, India
39. Presented a Research paper titled " A Study on institutional influence on effectiveness of entrepreneurial development program me with reference to engineering students "Indo-Canadian International conference of business and behavioral sciences on 3rd & 4th July , 2015 at Taj hotel, Panaji,Goa, India
40. Presented a Research paper titled "The Impact of Internship Experiences on the Engineering students Behavioural Intentions with Reference to India Universities "in The Third International Conference on Advancement of Development Administration 2014—Social Sciences and Interdisciplinary Studies (the 3rd ICADA 2014—SSIS)Held on 9th October 2014.
41. Presented a Research paper titled "A Study on Teaching Professionals satisfaction With Reference To Self supporting Institution in India "in 7th International Conference on Innovation and Knowledge Management in Asia Pacific (IKMAP 2014) organized by the Knowledge Management and Innovation Research Centre of The Hong Kong Polytechnic University and Bangkok University.Held on 10th October 2014.
42. Presented a Research paper titled "Engineering students perceptions on employability skills with reference to engineering graduates in India in "ICCM -2014
43. Presented a Research paper titled "Organizational commitment among IT professionals the effect of transformational leadership in "ICCM -2014
44. Presented a Research paper titled "A study on performance evaluation of selected cement and steel companies listed in NSE, India" in "ICCM -2014
45. Presented a Research paper titled "Analysis of employees stress on performance of job with reference to BPO" in "ICCM -2014
46. Presented a Research paper titled "A study on performance evaluation of select banks in India in "ICCM -2014
47. Presented Research paper titled "A study on faculty job satisfaction and its impact on students satisfaction with reference to management institutes in chennai "ICCM -2014
48. Presented a Research paper titled "analysis of users satisfaction on two wheeler segment performance with reference to Chennai " in "ICCM -2014

49. Presented a Research paper titled “Dimensions of story loyalty towards supermarkets in Chennai “ in “ICCM –2014
50. Presented a paper titled “A study on performance evaluation of selected cement & steel companies listed in NSE, India.” in International conference on contemporary management (ICCM)-2014 on 14th march , 2014, organized by , faculty of management studies & commerce , university of Jaffna , Srilanka.
51. Presented a paper titled “Impact of FDI in housing and real estate with reference to India .” in International conference on "Contemporary Issues In Business Management And Finance - 2013" - September 28th & 29th 2013 –organized by Department of Business Management and Finance , University of Kashmir, Srinagar..
52. Presented a paper titled “Title - "Customers perception on Durable goods with reference to Big Bazaar, Chennai.” in Two day National conference on "Sustainable development and planning - 2013" - September 6th & 7th 2013 - Organized by Central University of Karnataka.
53. Presented a paper titled “An Analysis of women employees stress: An Empirical study with reference to teaching professional in India” in the “ Annual Conference on Global Economics, Business, and Finance (GEBF)-2012” ,Hong honk, on 15-17th December 2012
54. Presented a paper titled “An Analysis of FDI on service sector : A study with reference to in India” in the “ Annual Conference on Global Economics, Business, and Finance (GEBF)-2012” ,Hong honk, on 15-17th December 2012
55. Presented a paper titled “Islamic Entrepreneurship Risk An Empirical Study With Reference To India” in International Conference on “ Intellectuality and Leadership of Muslim Scholars In Research, Innovation and Creativity” organized by INTERNATIONAL CONFERENCE ON ISLAMIC LEADERSHIP, Malaysia, on 26th September 2012
56. Presented a paper titled “A profitability analysis of selected Steel companies in India” in International Conference on “Business Innovations in Global” organized by AVVMS PUSHPAM College, Thanjavur, 22nd September 2012
57. Presented a paper titled “A job satisfaction among teaching professionals in self financing arts and science college with reference to Chennai ” in International Conference on “Business Innovations in Global” organized by AVVMS PUSHPAM College, Thanjavur, 22nd September 2012
58. Presented a paper titled “Job Stress of Employee in IT Industry” in International Conference on Emerging Market and Issues in Management” organized by VIT university, Vellore, 16th March 2012
59. Presented a paper titled “Analysis of stakeholders perception on Corporate Governance: An Empirical study with reference to Software industry in India” in International conference organized by Asian Management Science Association and Putra Intelek International college, Malaysia held on 2011.
60. Presented a paper titled ““A comprehensive Financial analysis of Aqua culture feed Industries in South India” for International conference organized by **RBAC University, Bangkok, Thailand** on 3rd and 4th March, 2011

61. Presented a paper titled “Employees attitude towards Organisation Culture with reference to automobile industry in India” in International conference organized by Asian Management Science Association and Putra Inteltek International College, Malaysia held on 2011.
62. Presented a paper titled “Recent trends in foreign direct investment’ for International conference organized by **RBAC University, Bangkok, Thailand** on 3 rd and 4th March, 2011
63. Presented a paper titled “Advertising Targeted at children – A critical Analysis” in International conference organized by Asian Management Science Association and Putra Inteltek International College, Malaysia held on 2011.
64. Presented a paper titled “Bio-Fuel: as an alternative and its feasibility”” in International conference organized by Asian Management Science Association and PutraInteltek International college, Malaysia held on 2011.
65. Presented on “Evolving organized food and grocery retail in In India ”Presented for Third International conference on Management Research, 14th &15th February ‘09
66. Presented on “Capitalization of software development cost : a survey of accounting standard practices in the software industry” for International conference -Impact of economic crisis on global business scenario, September 23&24,2009
67. Presented on “Employee turnover in small scale industries” for International conference on Impact of economic crisis on global business scenario, September 23&24,2009
68. Paper presented on “Leadership competency today’s requirement or future challenges”
 - a. For International conference on Impact of economic crisis on global business scenario, September 23&24,2009
69. A paper presented on “A study on stress management in teaching profession” for International conference on Impact of economic crisis on global business scenario, 23&24,2009
70. A paper presented on “A study on software employee stress with reference to south India”, for International conference on Impact of economic crisis on global business scenario, September 23&24,2009
71. Paper presented on “Study on the cross cultural issues of BPO employee “for International conference on Impact of economic crisis on global business scenario, September 23&24,2009
72. Presented a paper titled“ Capitalization of software development cost : a survey of accounting standard practices in the software industry” for “Sustainable strategies on technology and Management for developing countries, **Tyndale college of business, Singapore, May 2010**
73. Presented a paper titled “Stress management and the sandwich generation- A study of women employees in Chennai”” for “Sustainable strategies on technology and Management for developing countries, **Tyndale college of business, Singapore, May 2010**

74. Presented a paper titled “Financial performance of Banking sector: An analytical study with reference to India” for “Sustainable strategies on technology and Management for developing countries, **Tyndale college of business, Singapore**, May 2010
75. Presented a paper titled “Emotional Intelligence: A key factor for effective leadership” for “Sustainable strategies on technology and Management for developing countries, **Tyndale college of business, Singapore**, May 2010
76. Presented a paper titled “Emotional Intelligence: A key factor for effective leadership” for “Sustainable strategies on technology and Management for developing countries, **Tyndale college of business, Singapore**, May 2010
77. Presented a paper titled “Impact of Globalization in women working environment: A study with reference to BPO industry” for “Sustainable strategies on technology and Management for developing countries, **Tyndale college of business, Singapore**, May 2010
78. Presented a paper titled “Job stress in IT industry” for “Sustainable strategies on technology and Management for developing countries, **Tyndale college of business, Singapore**, May 2010
79. Presented a paper titled “Financial Performance of Software industry: An empirical analysis with reference to India” for “Sustainable strategies on technology and Management for developing countries, **Tyndale college of business, Singapore**, May 2010
80. A paper presented on “A study on financial performance of software companies with reference to India” for **Annual International conference on Global Business , Dubai ,2009**
81. A paper presented on “ Indian SME’s – The Key Competitive Factors for Success in Growing Economy” for International Conference on Entrepreneurship organized by Faculty of Management and Muamalah, **Selangor International Islamic University College, Malaysia**, 27th – 28th May, 2008
82. A paper presented on “Human Stress Management is Traditional or Modern Management”, for International conference on “The new teaching techniques”, organized by **University of Malaysia, Kuala Lumpur**, May 9-11, 2007
83. A paper presented on “ Epitome of Imparting Managerial Qualities in Tamil Literatures” for International conference on “The new teaching techniques”, organized by university of Malaysia, Kuala Lumpur May 9-11 ,2007
84. A paper presented on “Lean management of Aircraft Maintenance” in the International conference International conference on “Trends in information Sciences and Computing” organized by sathyabama University on 12th -14th December, 2007
85. A paper presented on “Bridging the skill gap through quality training” in the International conference International conference on “Trends in information Sciences and Computing” organized by sathyabama University on 12th -14th December, 2007
86. A paper presented on “ Promotional strategy – A key element in emerging business scenario” in the International conference organized by Indian Institute of Management – Kozhikode on “ Marketing in the age of convergence “ on 7th and 8th January 2006

87. A paper presented on “ Social relevance in management education – paradigm perspectives” in an International Conference organized by Cardamom planter Association college, Bodinayakanur on 21st, 22nd and 23rd, Feb 2006
88. A paper presented on “ Emotional Intelligence – A key to success in Global HR – practice” in the International Conference organized by Adaikalamatha Institute of Management, Thanjavur on 21st and 22nd Sep, 2006
89. A paper presented on “ Working women and stress global environment” in the International conference organized by Adaikalamatha Institute of Management, Thanjavur on 21st and 22nd September , 2006
90. A paper presented on “ Role of HR in Work Life Balance” in the International conference organized by Adaikalamatha Institute of Management, Thanjavur on 21st and 22nd September , 2006
91. A paper presented on “ Raising level of Indian Car performance in Global Scenario” in the International conference organized by Adaikalamatha Institute of Management, Thanjavur on 21st and 22nd September , 2006
92. A paper presented on “ Growth and constraints of Women Entrepreneurship in India” in the International conference organized by Department of Commerce, Loyola College, Chennai 15th and 16th , Feb 2007
93. A paper presented on “ Human Resource Management strategies in 21st century” in the International Conference organized by Jansons School of Business, Karumathampatti, Coimbatore, May 20-21, 2005.
94. A paper presented on “ E-CRM – A paradigm shift in hospitality services” in the International Seminar conducted by Muthayammal Engineering College, Rasipuram on 2nd Nov, 2006
95. A paper presented on “ Small Car Segment – Global Competitive Strategies” in the International conference organized by Department of Commerce, Loyola College, Chennai 15th and 16th , Feb 2007
96. A paper presented on “ Reshaping management education in the Global context” in the International conference organized by Devi Ahilya Vishwavidyayaiya, Indore on 15th & 16th Nov,2003
97. A paper presented on “Emerging trends in global business Challenges and Opportunities” in the International seminar on P.R.Institute of management, Thanjavur on 6th & 7th Feb, 2004
98. A paper presented on “ Portrayal of women in advertisements – Dignity and decency” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st & 22nd Sep,2007
99. A paper presented on “A study on corporate governance Practices existing in software industry in India” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st & 22nd Sep,2007
100. A paper presented on “An analysis of employee attitude on pay and performance appraisal with reference to self financing engineering colleges” in the International

Conference organized by Sri Sairam Institute of Management Studies on 21st & 22nd Sep,2007

101. A paper presented on “Customer retention and brand loyalty in Car Industry” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st & 22nd Sep,2007
102. A paper presented on “The impact of stress among software Professionals” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st & 22nd Sep,2007
103. A paper presented on “LCD effectiveness in training – Global scenario” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st & 22nd Sep,2007
104. A paper presented on “Organizational climate paradigm shift in software company in south India” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st & 22nd Sep,2007
105. A paper presented on “Strategy on training development on IT industry in global scenario” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st & 22nd Sep,2007
106. A paper presented on “Stress management strategy in global competitive environment” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st & 22nd Sep,2007
107. A paper presented on “Work life balance” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st & 22nd Sep,2007
108. A paper presented on “ Car Driving – A symbol of women empowerment” in the International seminar organized by Mother Teresa University on 8th & 9th Mar, 2006
109. A paper presented on “Indian entrepreneur competitive strategy in global environment” in the 9th International conference, Professional Institute of Management, New Delhi. 3rd-5th Jan 2008
110. A paper presented on “SME competitive strategy in global environment” on 22nd & 23rd Dec., 2008. SRM University, Chennai.
111. Bridging the skill gap through Quality Training on 12 – 14th December 2007, International Conference organized by Sathyabama University, Chennai.
112. Lean Management of Aircraft Maintenance on 12 – 14th December 2007, International Conference organized by Sathyabama University, Chennai
113. Presented a Research paper titled “ An Effectiveness of supply chain management on Inventory control with reference to automobile industry “in National Conference on emerging trends in Engineering Management (NCETEM -2014) Held on 6th and 7th November 2014
114. A paper titled “A Key Factor Determinant of Attrition With Reference To BPO Industry in India” presented on UGC sponsored National conference on “Human Resource

Development perspective and challenges” organized by Department of economics , St.Marys college , Tirunelveli on 20th February 2014

115. A paper presented on “Entrepreneurship opportunities and Challenges” in the National Level Seminar organized by Rajalakshmi Engineering College, Chennai on July 25 - 27, 2005.
116. A paper presented on “ Global Advertising Strategies – Opportunities and Challenges” organized by SRM Institute of Science and Technology, Deemed University – National Conference, Feb 23rd and 24th on “ Indian MNC`s Opportunities and Challenges”
117. A paper presented on “ Emerging trend in business research – Marketing and social sciences” organized by SRM Eswari Engineering college on 31st March 2006
118. A paper presented on “ Role of women Entrepreneur in Global Scenario” in the National conference organized by St. Joseph college, Chennai, 15th and 16th Feb, 2007
119. A paper presented on “ Global Industry Brand Extension Bench Marking Quality” in the National conference organized by St. Joseph college, Chennai, 15th and 16th Feb, 2007
120. A paper presented on“ Indian Small Car – Challenges in Global Competitiveness “in the National conference organized by MNM Jain Engineering College, 8th March,2007
121. A paper presented on“ Secondary education system in India – strategy to march towards leadership” in the National Seminar organized by University of Madras,3rd and 4th March,2005
122. A paper presented on “ Current scenario and issues of NBFC in India in the national seminar organized by A.V.V.M Sri Pushpam College,Thanjavur,18th and 19th, Feb,2005
123. A paper presented on “ Regulations and operational problems of NBFC in India” in the national seminar organized by A.V.V.M Sri Pushpam College,Thanjavur,18th and 19th, Feb,2005
124. A paper presented on “ Entrepreneurs : Challenges and Opportunities” in the National seminar organized by Annamalai University,29th & 30th Mar,2001
125. A paper presented on “ Strengthening of the Non – Banking Finance Companies” in the Sate level UGC sponsored seminar organized by D.G. Vaishnav College on 16th Mar,2001
126. A paper presented on “Impact of E-CRM” in the State level seminar organized by Kongu Engineering College, Erode on 4th Sep,2001
127. A paper presented on “ Revitalizing the Indian Capital Market” in the national seminar organized by University of Madras, Chennai on 20th and 21st Feb,2003
128. A paper presented on “ Recent trends in Foreign Direct Investment” in the national level conference organized by St. Joseph`s College of Engineering, Chennai on 27th and 28th Feb,2004
129. A paper presented on “ Role of FDI`S in multinational companies” in the National seminar organized by Annamalai University on 27th Mar 2002

130. A paper presented on “ Marketing is the key to success in automobile industries” in the seminar organized by FASOHD, Karaikudi on 26th & 27th July,2003
131. A paper presented on “ CRM in pharmaceutical Industry” in the National seminar organized by Annamalai University on 12th & 13th Mar,2003

PAPERS PRESENTED IN NATIONAL CONFERENCE / SEMINAR

1. Presented a Research paper titled “ An Effectiveness of supply chain management on Inventory control with reference to automobile industry “in National Conference on emerging trends in Engineering Management (NCETEM -2014) Held on 6th and 7th November 2014
2. A paper titled “A Key Factor Determinant of Attrition With Reference To BPO Industry in India” presented on UGC sponsored National conference on “Human Resource Development perspective and challenges” organized by Department of economics , St.Marys college , Tirunelveli on 20th February 2014
3. A paper presented on “Entrepreneurship opportunities and Challenges” in the National Level Seminar organized by Rajalakshmi Engineering College, Chennai on July 25 -27, 2005.
4. A paper presented on “ Global Advertising Strategies – Opportunities and Challenges” organized by SRM Institute of Science and Technology, Deemed University – National Conference, Feb 23rd and 24th on “ Indian MNC`s Opportunities and Challenges”
5. A paper presented on “ Emerging trend in business research – Marketing and social sciences” organized by SRM Eswari Engineering college on 31st March 2006
6. A paper presented on “ Role of women Entrepreneur in Global Scenario” in the National conference organized by St. Joseph college, Chennai, 15th and 16th Feb, 2007
7. A paper presented on “ Global Industry Brand Extension Bench Marking Quality” in the National conference organized by St. Joseph college, Chennai, 15th and 16th Feb, 2007
8. A paper presented on“ Indian Small Car – Challenges in Global Competitiveness “in the National conference organized by MNM Jain Engineering College, 8th March,2007
9. A paper presented on“ Secondary education system in India – strategy to march towards leadership” in the National Seminar organized by University of Madras,3rd and 4th March,2005
10. A paper presented on “ Current scenario and issues of NBFC in India in the national seminar organized by A.V.V.M Sri Pushpam College,Thanjavur,18th and 19th, Feb,2005
11. A paper presented on “ Regulations and operational problems of NBFC in India” in the national seminar organized by A.V.V.M Sri Pushpam College,Thanjavur,18th and 19th, Feb,2005
12. A paper presented on “ Entrepreneurs : Challenges and Opportunities” in the National seminar organized by Annamalai University,29th & 30th Mar,2001
13. A paper presented on “ Strengthening of the Non – Banking Finance Companies” in the Sate level UGC sponsored seminar organized by D.G. Vaishnav College on 16th Mar,2001

14. A paper presented on “Impact of E-CRM” in the State level seminar organized by Kongu Engineering College, Erode on 4th Sep,2001
15. A paper presented on “ Revitalizing the Indian Capital Market” in the national seminar organized by University of Madras, Chennai on 20th and 21st Feb,2003
16. A paper presented on “ Recent trends in Foreign Direct Investment” in the national level conference organized by St. Joseph’s College of Engineering, Chennai on 27th and 28th Feb,2004
17. A paper presented on “ Role of FDI’S in multinational companies” in the National seminar organized by Annamalai University on 27th Mar 2002
18. A paper presented on “ Marketing is the key to success in automobile industries” in the seminar organized by FASOHD, Karaikudi on 26th & 27th July,2003
19. A paper presented on “ CRM in pharmaceutical Industry” in the National seminar organized by Annamalai University on 12th & 13th Mar,2003

INTERNATIONAL CONFERENCE ORGANIZED

1. **Convener** - Global Business Strategy in Competitive Environment on Sep 21st & 22nd 2007
2. **Convener** - Research methodology workshop for social science scholars on December 20th & 21st 2009, Mysore
3. **Convener**-Impact of economic crisis on global business scenario, September 23&24,2009
4. **Convener**-International seminar on “Employability skills on Global perspective”December31st -2009
5. **Coordinator**- International conference on “Sustainable strategies on technology and Management for developing countries, Tyndale college of business, Singapore, May 2010
6. **Convener**- International FDP on “Global Education Strategy for Business and Technology”,July,2011
7. **Convener**- International Conference on “Competency Building Strategy in Business and Technology for Sustainable Development” Sep 22nd & 23rd 2011
8. **Chairman**-International Conference on “ Innovative Business and Technology Strategies for Developing Countries” ,Organised in Dubai,December,2011
9. **Convener** – International Conference on “Application of management and Technology Research ion Global economy” organized in association with University of Malaya, Kuala lampur, Malaysia on 2nd and 3rd June, 2012.
10. **Convener** – International Conference on “Economics, Business, Human Resource, & Technology For Sustainable Development”(IEBFHT’13)organized in association with Petroleum Gas University of Poliesti, Romania, and Linton university, Malaysia on 20th and 21st December, 2013.

11. **Convener** – International Conference on “Banking, Finance, Business & Technology For Sustaining Economic Development In Global Market (IBFBT’ 15)” in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015.

12. **Convener** – International Conference on “Banking, Finance, Business & Technology For Sustaining Economic Development In Global Market (IBFBT’ 15)” in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 20th and 21st September , 2017 .

13. **Convener**-International online Conference on Impact of “Covid-19” on Local and Global Economy & Recovery Strategies on 16th June & 17th June 2020

NATIONAL LEVEL CONFERENCE /WORKSHOP ORGANIZED

Convener

1. National Level Management Meet – MANFEST - 03 during the year 2003-2004
2. National Level Management Meet – MANFEST - 04 during the year 2003-2004
3. National Level Seminar on Research Methodology(FDP) during the year 2004 – 2005
4. National Level Workshop on Personality Development (FDP) during the year 2004 – 2005
5. National Level Best Summer Project Contest Pro Pinnacle 05 during the year 2004 – 2005
6. National Level Management Meet – MANFEST during the year 2004 – 2005
7. National level case writing workshop during the year 2005 – 2006
8. Fundamental principles of psychology and counseling for Engineering Faculty (FDP) during the year 2005-2006
9. National Level Management Meet – MANFEST during the year 2005 – 2006
10. National level entrepreneurial awareness and development programme during the year 2006-2007
11. National level Seminar on Research Methodology and Application of SPSS (FDP) during the year 2006 – 2007
12. National level Management Meet – MANFEST during the year 2007-2008
13. National Level Seminar on Entrepreneurial Awareness and Development on 15th , 16th Feb. 2008 in Association with Micro Small and Medium Enterprise, Chennai.
14. National level workshop on "Structured Equation Modeling (SEM) using SPSS & AMOS for Quantitative Data Analysis" on 16th & 17th April 2014
15. National level Work shop on “The art of case analysis and methods for B School faculty” on 31st July 2015

FDP Organized

- a. National level FDP on Balance of Emotional Intelligence in working Environment for Teaching Faculty, AICTE Sponsored on Dec.6th to 12th – 2007
- b. National level FDP on Balance Impact of cultural values on BPO/ITES employee for Teaching Faculty, AICTE Sponsored on Dec.9 to 15th – 2008
- c. National level FDP on Retention of Retailing strategies for Teaching Faculty, AICTE Sponsored on 12th & 13th August 2013
- d. Two day FDP on Goal Setting on 20th to 21st Dec 2018
- e. International FDP on |Effective Teaching Strategies for Business Institute Interaction SSEC on 10th to 14th Dec 2018
- f. Five days National FDP on Engineering Teaching pedagogy and Effective Learning Process SSEC on 3rd to 7th Dec 2018
- g. Two Weeks AICTE Sponsored FDP(Winter School) On “Opinion mining an insight into social media and customer services SSEC on 5th to 12th Dec 2019
- h. Five days FDP on Entrepreneurship carrier Development Program SSEC 8th to 12th April 2019
- i. Two weeks Online Refresher Course on E-Learning Resource and Teaching Methodology in Education and Research Development SSEC through ZOOM 27th April to 7th May 2020
- j. One week Online International FDP 360 Degree classroom Management-Teaching Methodology SSEC through ZOOM on 16th to 22nd May 2020

PROJECT GUIDANCE

- Guided 560 MBA students
- Guided 60 M.Phil Scholars in Management, Commerce, And Corporate Secretaryship.

UNIVERSITY EXAMINATION BOARD CHAIRMAN &MEMBER

- Anna University – Jan & May, 2004 – Zone 4
- Anna University – Jan & May, 2005 – Zone 4
- Anna University – Jan & May, 2006 – Zone 4
- Anna University – Jan & May, 2007 – Zone 4
- Sathyabama University – Dec & May ,2004 – 2005
- Sathyabama University – Dec & May ,2005 – 2006

- Anna University – Jan 2008 – Zone 4
- Kanchi Shankara Deemed University, Kanchipuram – Dec, 2004
- University of Madras, Dec 2009

MEMBERS IN ASSOCIATION ACTIVITIES

- AIMS- CHAIRMAN – TAMILNADU AND PONDICHEERY
- AIMA (All India Management Association)
- MMA (Madras Management Association)
- MISTE (Member in Institute of Science & Technology Engineering)
- MCC (Madras Chamber of Commerce)
- TAMIL CHAMBER OF COMMERCE , Chennai

COUNTRIES VISITED

- **UAE**
- **Indonesia**
- **Thailand**
- **Sri Lanka**
- **Malaysia**
- **Singapore**
- **Hong Kong**
- **China**
- **Macau**
- **Nepal**

PERSONAL DETAILS

Date of Birth : 07.05.1965

Nationality : Indian

Religion : Hindu

Address for Communication : Plot No. 1, Agathiyar Street, Durga Nagar, Sanitorium,
Chennai -47, Tamilnadu, India .

E-Mail ID : maran.mba65@gmail.com

Place: Chennai

Date:

Signature
(Dr.K.Maran)