

CURRICULAM VITAE

Name : **Dr. G. VEERAMANI, M.Com., M.B.A., Ph.D.,**

Father's Name : M. Govindaraju

Date of Birth & Age : 13.04.1964 & 57 Years

Nationality & Religion: Indian, Hindu

Current Designation : Professor and Head

Current Institution : Sri Sankara Arts and Science College
Enathur, Kanchipuram-631561

Career Summary : **28 years** - Teaching Experience
15 Years - Research Experience
21 Years of Experience as Head of Department
Produced 13 Ph.D and 16 M.Phil. Research Scholars



Academic Summary:

Degree	College/University	Year	Class	Specialization
M.Com	Thiru Vi.Ka. Govt. Arts College, Tiruvarur	April 1986	I (61.00)	Personnel Management
M.B.A.,	Tamil Nadu Open University, Chennai	June 2006	I (71.15)	Marketing
M.Phil	Department of Commerce, Pondicherry University, Pondicherry.	May 1987	II (55.56)	Marketing Management
Ph.D.,	University of Madras, Chennai.	March 2005	Commended	Marketing

Publication Details:

1	Research Paper titled ' Empowering Eve ' published in the National Journal, Readers' Shelf , September 2009, Volume 5, issue No. 12.
2	Research Paper titled " Internet Marketing – One of the best Marketing Tools ", published in www.fibre2fashion , October 13, 2010.
3	Research Paper titled, " Present Scenario of Derivatives Market Operations in India ", Published in the Book "Building Global Leadership", Excel Books, New Delhi, ISBN: 978-81-7446-899-5, 2010.
4	Research Paper titled, " How to decide for opportunities effectively " Published in the book Enhancing Managerial Skills, Vijay Nicole Imprints Private Limited, Chennai, ISBN 978-81-8209-280-8, February 2011.
5	Research paper titled " Payment system of banks in India " published in JM International Journal of Finance, JM Publishers, ISSN 2229-6123, volume -1, issue 2 February 2011.
6	Research paper titled, " An overview of employee's socialization and organizational culture " published in JM International Journal of HR Review, JM Publishers, ISSN 2230-9233, volume-1, issue 2, February 2011.
7	Research paper titled, " Social Networking – A Step ahead in Online Advertising " Published in JM International Journal of Management Research, JM publishers, ISSN 2229-4562 Volume-2, issue 1, November 2011.
8	Research paper titled, " An analysis on advancement of selected cement industries in India " published in JM International Journal of Finance, January 2013.
9	Research paper titled, " Motives for savings in gold ornaments by households in Kanchipuram " published in JM International Journal of Finance, January 2013.
10	Research paper titled, " A study on pair trading strategies in indexing futures traded in National Stock Exchange, India " published in International Journal of Finance Research Review, ISSN – 2321 – 0354, Vol: 2, Issue: 6, June 2014.
11	Research paper titled, " Arbitrage Opportunities in Spread Trading of Gold or Silver in Multi Commodity Exchange, India " published in The International Journal of Business and Management, ISSN – 2321 – 8916, Vol: 2, Issue: 6, June 2014.
12	Research paper titled, " Emerging Issues of Mutual Fund – A Study in Kanchipuram Town. " published in ISBN Proceedings in the International Conference at Innovation in Commerce and Management at AVC College, Mayiladuthurai, on 10 th 11 th August, 2015.
13	Research paper titled, " An Analytical Study on Risk Perception and Return for Individual Investment " published in Asia Pacific Journal of Research, Print – ISSN – 2320 – 5504, Vol: I, Issue: XV. June 2014.
14	Research paper titled, " Perceptions of Investors on Mutual Funds – A Comparative Study on Public and Private Sector Mutual Funds. " published in International Journal of Business and administration Research Review, ISSN: 2348 – 0653 Vol: 2, Issue: 5, April – June 2014.

15	Research paper titled, “ A study on Green Marketing with a special reference to fast moving consumer goods in Kanchipuram District ” published in Emperor International Journal of Finance and Management Research, ISSN: 2395-5929, Vol: 1, Issue: 3, July 2015.
16	Research paper titled, “ Rising trend social media usage by women entrepreneurs across the Global ” at the International Conference on “Entrepreneurial Excellence” held at Sankara College of Science and Commerce, Saravanampatti, Coimbatore, Tamilnadu, India on 25 th August 2015.
17	Research paper titled, “ Bonfring International Journal of Industrial Engineering and Management Science ” Special Issue on Entrepreneurial Excellence, Published in Bonfring, ISSN 2250 – 1096, Volume 5, August 2015,
18	Research paper titled, “ A study on Consumer buying with special reference to fast moving consumer goods in Thiruvannamalai District ” published in Emperor International Journal of Finance and Management Research, ISSN: 2395-5929, Vol: 1, Issue: 5, September 2015.
19	Research paper titled, “ An Analysis on the Impact of Training and Development among the Employees of Banking Sector ” Published in Primax International Journal of Human Resources, ISSN 2348 - 0483, Volume 3, Issue No.1, July – December 2015,
20	Research paper titled, “ A Study on Socio – Economic Background of Causal Employees with Special Reference to Kanchipuram ” St. Joseph’s College (Autonomous), Thiruchirappalli. 8 th March, 2016.
21	Research paper titled, “ Guidelines for the Improvisation of Government Policy on Performance Management System ” Organized by Department of Management Studies, Pondicherry University, Pondicherry. 11 th March, 2016.
22	Research Paper titled, “ Work life integration & Quality of work life for emerging innovative strategies in Business ”, published in International Journal of Advanced Scientific Research & Development, Vol. 3 Version I, September 2016.
23	Research paper titled, “ A Study on Business opportunities and the challenge in E-Commerce for apparel vendors with special reference to Chennai city ” published in Roots International Journal of Multidisciplinary Researches- UGC Approval No: 48991, August-2017.
24	Research paper titled “ Segmenting online shoppers: A study on consumer’s perception towards purchase of clothing from online ” published in Shanlax International Journal of Management- UGC Approval No: 44278, October-2017.

25	Research paper titled, ” Spiritual Tourism and Identification of Satisfaction among pilgrims-An Empirical Study ” –International Journal of Economic Research, ISSN:0972-9380,Volume 14,November 4,2017.
26	Research paper titled, ” Perception of Mobile phone buyers towards Branded mobile in rural and urban areas in Kanchipuram ” –International Journal of Applied Business and Economic Research, ISSN:0972-7302,Volume 5,November 8,2017
27	Research paper titled, ” Analysis of Theories in Decision Making Process ”– Journal of Advanced Research in Dynamical & Control Systems, ISSN 1943-023X ,Volume 10, No: 3, February, 2018.
28	Research paper titled, ” Brand Name in Consistency of Market Share and Consumer Decision ” – Journal of Advanced Research in Dynamical & Control Systems, ISSN 1943-023X ,Volume 10, April 15,2018.
29	Research paper titled, " Negative, Marketing, Online Sales Portal " - International Journal of Engineering and Technology (UAE), Scopus- 2018.
30	Research Paper titled, " Marketing based decision making process in Engineering Design " - International Journal of Engineering and Technology (UAE), Scopus - 2018.
31	Research Paper titled, " Brand name in consistency of market share and consumer design " - Journal of Advance Research Dynamical and Control System, ISSN: 1943-023X- Volume 10 No-5-2018.
32	A Study on effectiveness of Training and Development in Hatsun Agro Products Ltd.,- International Journal of Advance Science and Technology Vol.29, April-2020
33	A Study on Employees’ Welfare Measures in Chennai Petroleum Corporation Limited, Chennai - Turkish Journal of Physiotherapy and Rehabilitation. ISSN-2651-4451/eISSN 2651-446X
34	A Study on Employees’ Performance Appraisal Systems in The Hospital Sector with Special Reference to Sri Ramachandra Hospital – Chennai - Turkish Journal of Physiotherapy and Rehabilitation. ISSN-2651-4451/eISSN 2651-446X

Paper Presentation Details:

1	Presented a Research Paper titled, “NBFC & Insurance” in the State Level UGC Sponsored Seminar on ‘Banking in (on) the New Millennium’ on March 16 th 2001 at D.G. Vaishnav College, Chennai.
2	Presented a research paper titled “A Study on the Activities of International Banking” in the International Seminar on “Emerging Trends in Global Business: Challenges and Opportunities for Developing Countries”, at P.R.Institute of Management, Thanjavur, on 6 th & 7 th February, 2004.
3	Presented a research paper titled, “Banking Sector in the post reform period” in the National Seminar on “Global Competitiveness in Business: Trends and Traits”, at P.R.Institute of Management, Thanjavur on 25 th February, 2005.
4	Presented a research paper titled, “Risk Management in Banking Sector in India” in the National Seminar on “World Class Management Practices” at Bharath Institute of Higher Education & Research, Deemed University, Chennai, on 24 th March 2005.
5	Presented a research Paper titled, “Issues on Empowerment of women” in the National Conference on Human Capital Development, at Sree Sastha Institute of Engineering and Technology, Chennai, on 30 th March, 2007.
6	Presented a paper titled, “Credit Cooperative Banks – Its Trends and Traits” in the International Conference on Global Business Strategy in Competitive Environment, at Sai Ram Institute of Management Studies, Chennai, on 21 st and 22 nd September, 2007.
7	Presented a paper titled, “Emerging Scenario of Primary Market in the Post Liberalization Period” in the UGC sponsored International Seminar on Recent Trends in Capital Markets and Financial Innovations, at Department of Commerce and Financial Studies, Bharathidhasan University, Tiruchirapalli, on 19 th and 20 th January, 2008.
8	Presented a paper on “Present Scenario of Derivatives Market Operations in India” in the National conference on Building global Leadership on 16 th April 2010 at St. Joseph’s Engineering College.
9	Presented a paper on “An Overview of Co-operative Dairy Marketing in India” - 4th National Conference on Management in the age of Innovation- Jamal Institute of Management, Jamal Mohamed College (Autonomous) on 25th January 2011.
10	Presented a paper on “How to decide for opportunities effectively in the National Conference on “Enhancing Skills” held on 2nd & 3rd February, 2011, at Asan Memorial College of Arts & Science College.
11	Presented a paper on “Search Engines – An insight” in the National Conference on Computing Concepts in Current Trends, NC4T’11, 11 th & 12 th August 2011, Sathyabama University, Chennai.
12	Research Paper titled “A Study on performance and Characteristics of Open ended Mutual Funds” presented in the International Conference on Business Innovation, at Lakshminarayana Arts & Science College for Women, Dharmapuri, on 21.12.2013.
13	Presented Paper titled “ Emerging Issues of Mutual Funds - A Study in Kanchipuram town- International Conference on “Innovation in Commerce and Management” at A.V.C College (Autonomous) Mayiladuthurai on 10th & 11th August, 2015.
14	Research Paper titled “Rising Trend in Social Media Usage by Women Entrepreneurs across the globe” at the International Conference on Entrepreneurial Excellence- Sankara College of Science and Commerce, Coimbatore on 25th August 2015.

15	Research Paper titled “ Work Life Integration for sustain Economic Development in Global Market ” presented in the International Conference on Banking, Finance, Business & Technology for sustain economic Development in Global Market held at Sri Sairam Institute of Management Studies, on 9 th & 10 th October 2015.
16	Presented Paper titled " Socio - economic background of casual employees in Kanchipuram- A Pivotal Focus " - ICSSR Sponsored National Seminar at St.Joseph's College (Autonomous), Tiruchirappalli on 8th March, 2016.
17	Research Paper titled “ Guidelines for the Improvisation of government policy on performance management system. ” presented in the International Conference on 3i- “Intelligence, Innovation and Inclusion- Best practices for Global Excellence organized by Department of Management Studies, Pondicherry University on 11 th and 12 th March 2016.
18	Research Paper titled “ Work Life Integration and Quality of work life for emerging innovative strategies in Business ” presented in the International Conference on Emerging innovative strategies in Business held at Ethiraj College for Women, Chennai, on 28.09.2016.
19	Research Paper title " Customer Perception towards branded mobile phones on rural and urban area a study on mobile phone users " - International Conference on Business, Finance and Management: Challenges in the Global Era at Urumu Dhanalakshmi College, Trichy on 20th January 2017.
20	Research Paper titled “ Work Life Balance in India- An Approach ” presented in the International Conference on Evolving Trends and Innovations in Business and Management for Sustainable Development, at Sri Kanyaka Parameswari Arts and Science College for Women, Chennai, on 31.08.2017.
21	Research Paper titled “ Work Culture & Organisation ” presented in the 7 th International Conference on Social Research For Sustaining Business& Economy in Global Market, at Sri Sai Ram Institute of Management Studies, Chennai, on 20 th and 21 st September,2017.
22	Research Paper title "Challenges and impact of supply chain management of FMCG in Retail Sectors in Chennai" in the One day International Conference on Services Marketing - Process, Practices and Potential at National College, Trichy on 24th January 2019.

Workshops/Seminars/Conference attended:

1	Participated in the State Level Workshop on ‘ Burning issues in the Banking Scenario ’ at Anna Adarsh College for Women, Chennai on 7 th November, 2002.
2	Participated in the National Seminar on “ Globalization – Challenges and Opportunities for India ”, at Xavier Institute of Management & Entrepreneurship, Bangalore, on 16 th and 17 th December, 2003.
3	Participated in the National Seminar on “ Researchers’ Creative Techniques in Class Room Teaching ”, at Kanchipuram, on 22 nd December, 2003.
4	Participated in the UGC sponsored National Conference on “ Economic Reforms and Southern States: Emerging Trends and Issues ” at Pachaiyappa’s College for Men, Kanchipuram on 11 th September, 2004.

5	Participated in the DSIR sponsored on day workshop on “ IT and HR Challenges and Opportunities ” at Velammal College of Management and Computer Studies, Chennai -66, on 07 th April, 2006.
6	Participated in the one day workshop on “ Opportunities and Challenges in IT sector for fresh MBA Graduates ” held on 26 th September, 2006, at Rajalakshmi Engineering College, Thandalam, Chennai.
7	Participated in the 6 th All India Management Students’ Convention on “ Strategies for the bottom of the Pyramid ” at Madras Management Association , on 21 st and 22 nd September, 2007.
8	Participated in the ISO Awareness Fresher Programme on ISO 9001 – 2008 by Moody ICL Certification limited, at Dhanalakshmi College of Engineering, Chennai on 5th January 2009
9	Participated in the 4 th International Seminar on “ Employability Skills in Global Perspective ” organized by Sai Ram Institute of Management Studies, Tambaram West, Chennai, on 30 th December,2009.
10	Participated in the National seminar on “ Research in Management Studies ” at Sri Sankara Arts & Science College, Kanchipuram, on October 29, 2010.
11	Participated in the three day workshop on “ Stress Free Living ”, at Swamy Dayanandha College of Arts & Science, Manjakkudi, Thiruvarur, from 27 th to 29 th January 2011.
12	Participated in One day “National Work shop on Towards Achieving Excellence in Higher Education” at Sri Sankara Arts & Science college, Enathur, Kanchipuram

FDP attended:

1	Participated in the Faculty Development Programme on Total Quality Management at Sri Sai Ram Engineering College, Chennai, sponsored by Anna University from 21.11.05 to 26.11.05.
2	Participated in the Faculty Development Programme on “ Business Application Software ” held at Rajalakshmi Engineering College, Thandalam, Chennai, during 10 th &11 th January, 2007.
3	Participated in the FDP on “ Case Study Method of Teaching ” at Institute of Management Studies, Easwari Engineering College, Chennai, on 15 th November, 2007.
4	Participated in the NEN-Stanford-IIMB Entrepreneurship Educators’ Course Module # 1 Advanced Case Method , at Indian Institute of Management – Bangalore, organized by NEN, from 6 th January to 8 th January 2009.
5	Participated in the “ Course on Statistics using SYSTAT ” conducted by SYSTAT Bangalore, at Dhanalakshmi College of Engineering, Chennai on 20 th January 2009.

6	Participated in the “ QC Awareness Programme ” organized by the Quality Circle Forum of India Chennai Chapter at Dhanalakshmi College of Engineering Chennai, on 09 th May 2009.
7	Participated in the FDP on “ Innovative Practices in Management Education ” at K.S.Rangasamy College of Technology, Thiruchengode, on 09 th December, 2010.
8	Participated in the FDP on " Work Life Balance for Engineering & Management Faculty " - Sri Sai Ram Institute of Management Studies on 16th to 22nd February, 2012.
9	Participated in the FDP on “ Data analysis and Business Modeling ” at Anna University Regional Office, Coimbatore, held from 27 th - 31 st January 2014.
10	Participated in the FDP on " Deep Learning and Applications ", jointly organized by Electronics and ICT Academies held from December 9 - 13, 2019 at Sri Sankara Arts & Science College, Kanchipuram

Details of Teaching Experience:

Institution	Designation	From	To
AVC College (Autonomous), Mayiladuthurai.	Faculty in Commerce	30.03.1993	15.09.1993
Sri Sankara Arts & Science College, Kanchipuram.	Faculty in Commerce & Business Administration	25.10.1993	05.06.2005
Velammal Engineering College, Chennai – 66.	Faculty in Management	16.06.2005	30.04.2007
Easwari Engineering College, Chennai -89.	Faculty in Management	16.05.2007	20.03.2008
Dhanalakshmi College of Engineering, Chennai.	Professor & Head - MBA	21.03.2008	19.11.2013
Sri Sankara Arts & Science College (Autonomous), Kanchipuram.	Professor & Head - MBA	03.01.2014	Till date

Research Guidance:

M.Phil. (Guided & Awarded)	Madurai Kamaraj University, Madurai	02
	Tamil Nadu Open University, Chennai	01
	Alagappa University, Karaikudi	

		10
	Annamalai University	04
	Dravidian University	01
Ph.D., Awarded (12)	Manonmaniam Sundaranar University	07
	Mother Teresa University, Kodaikanal	04
	Bharath University, Chennai	01
Ph.D Submitted and awaiting for Viva-voce (02)	Dravidian University	02
Ph.D. Under guidance (02)	Bharath University, Chennai	01
	Bharathiyar University, Coimbatore	01

Award Received:

Awarded ‘**Samudaya Sirpigel Virudhu -- 2001**’ from Kanchipuram Silk City Lions and Leo Clubs, Kanchipuram on 02.10.2001.

SUBJECTS SPECIALIZATION:

<ul style="list-style-type: none"> • Total Quality Management • Human Resource Management • Marketing Management • Advertising and sales promotion 	<ul style="list-style-type: none"> • Professional ethics • Services Marketing • Financial Services • Banking and Financial system
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Seminars Organised:

1. Gnanyudh 2009 – National Level MAN MEET on 1st October 2009 in Dhanalakshmi College of Engineering, Chennai – 601 301.
2. Organised a Soft skills programme through People Plus for MBA students during the month of February 2010 for Batch II.
3. National Level Seminar on “HR Practices in the Global Scenario” on 4th March, 2010, in Dhanalakshmi College of Engineering, Chennai – 601 301.
4. Organised a Soft skills programme for MBA students during the month of September, 2010 for Batch III
5. Gnanyudh 2010 – National Level MAN MEET on 13th October 2010, in Dhanalakshmi College of Engineering, Chennai – 601 301.
6. Gnanyudh 2011 – National Level MAN MEET on 2nd November 2011, in Dhanalakshmi College of Engineering, Chennai – 601 301.
7. College collage – intra college meet
8. College collage – inter college meet on 20.02.2015 @ Sri Sankara Arts & Science College, Enathur, Kanchipuram.
9. National seminar on Entrepreneurial Development – A special focus of Agri-Organic Products on 09.10.2015.

Funded project:

- ✓ As a Coordinator received sum of Rs.50000/- for ***One Day Basic Training Programme on Human Rights*** funded by National Human Rights Commission Organized during Feb 2018.
- ✓ ***Coordinator- RBI Household Survey*** on Inflation Expectation
 - Successfully conducted RBI Survey for Inflation for two consecutive years(2017,2018)
 - Instrumental in coordinating Student coordinators and Staff coordinators in executing the project.

Dr.G.VEERAMANI,Ph.D.,
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