

SRI SANKARA ARTS & SCIENCE COLLEGE
ENATHUR, KANCHIPURAM

STAFF PROFILE

DEPARTMENT OF BUSINESS ADMINISTRATION



1.	Name of the Staff	Dr.A. Vikraman.
2.	Designation	Assistant Professor
3.	Date of Joining	01-07-2006
4.	Mobile Number	9600224654
5.	E-Mail ID	kanchiviki@gmail.com
6.	Nationality	Indian
7.	Academic Qualification	M.Com., M.B.A.(Finance), M.B.A.(Marketing), P.G.D.F.M., M.Phil.,Ph.D.,SET(Commerce)
8.	Field of Specialization	Finance and Marketing
9.	Ph.D Thesis Title	A study on Consumer Behaviour towards various Brands of Milk and Milk Products in Kanchipuram District.
	Awarding University, Year of Award.	Madurai Kamaraj University - 2017.

10. Work Experience (in chronological order):

S.No.	Name of the Institution	Designation	Period
1.	Sri Sankara Arts & Science College, Enathur, Kancheepuram.	Asst. Professor, Department of Commerce and Business Administration.	1.07.2006- till date.
2.	Sri Chandrasekharendra Saraswathi Viswa Mahavidyalaya (Deemed University)	Lecturer of Commerce.	1.7. 2004 – 30.06.2006

11. Other Academic and Administrative Responsibilities:

S.No.	Name of the Institution/Committee	Position	Period

12. Publications:

S.No.	Title	Journal	Pages
1.	An empirical study on consumer behaviour towards various brands of milk in Kanchipuram	International journal of applied Management Research (IJAMR)-ISSN:0974 8709	137-140
2.	Market segment of Milk- A study on Consumer Preference in Kanchipuram District	International Journal of Enterprise & Innovation Management studies (IJEIMS)-0979 2698	150-156
3.	Determinants of Preference of Milk and Milk Products : The Case of Rural and Urban Areas in Kanchipuram District of Tamil Nadu	Indian Journal of Marketing	52-65
4.	A study on Quality of Work Life among the employees of Switching Technologies Gunther Limited in Chennai.	Purakala (UGC Care Journal) in April 2020, ISSN 0971-2143.	885-896
5.	A study on Consumers Buying Behaviour towards FMCG products in rural areas of Kanchipuram District (with special reference to toilet soap).	International Journal of Research and Analytical Reviews (IJRAR) in May 2020, e-ISSN 2348 -1269.	940-945

13. Awards / Distinction:

S. No.	Name of the Award	Venue	Period

14. Membership in Professional Bodies: Not applicable

S.No.	Name of the Membership	Venue	Period

15. Seminars Conferences organized /Participation:

S.No.	Program Attended	Place	Organized/ Participated	Period

16. Participated as Resource Person:

S.No.	Program	Venue	Period

17. Workshop & Training Programmes:

S.No.	Programe	Venue	Period
1	Two Days Workshop on Multivariate Analysis and Model Construction (Using SPSS and AMOS)	Department of Management Studies, SCSVMV University	4th and 5th March 2017
2	Capacity Building for Effective Student Mentoring	M.O.P. Vaishnav College for Women (Autonomous)	10th June 2020.
3	Challenges of Higher Education: E-Learning During Covid 19	National College, Trichirapalli	23rd May 2020
4	FACULTY DEVELOPMENT PROGRAMME ON "INNOVATIVE KNOWLEDGE TUNING FOR ACADEMICIANS"	St.Peter's Institute of Higher Education and Research, Avadi, Chennai	18th May 2020 to 27th May 2020.
5	Managing Finance and Investment in Covid Times	Guru Nanak College, Velechery, Chennai	20th May, 2020

18. Projects Completed: Not Applicable

S.No.	Name of the Projects	Period	Grant Received/Status

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19. Any other Details: