

## Faculty Profile



**Name** : Haridas R  
**Designation** : Associate Professor  
**Address** : Department of Business Administration  
**Contact Number** : 9443266924  
**Email ID** : hharidas@yahoo.com  
**Date of Joining in Collegiate Education** : 28 FEBRUARY 2011  
**Date of Joining in the Present College** : 18 DECEMBER 2021  
**Academic Profile** :

Degree	Institute/College	University	Period
B.Com	GAC, UDUMALPET	Bharathiar	1987
MBA	PSG	Bharathiar	1998
M.Com	GAS, CBE	Bharathiar	1989
M.Phil.	Alaggappa University	Alaggappa	2005
Ph.D	BharathiarUniversity	Bharathiar	2009

**Teaching Experience** :

i) **Total** : **YearsMonth**  
ii) **UG** : 22 Years 1 Month  
iii) **PG** : 9 Years 8 Months

Name of the college	Position held	Period
Karpagam Arts and Science College	Associate Professor	2002-11
Government Arts College for Men, Krishnagiri	Assistant Professor and Head	2011-12
Govt. Arts College (Autonomous), Salem	Assistant Professor	2013-18
Government Arts & Science College, Sathyamangalam	Assistant Professor and Head	2018-21
Chikkanna Govt. Arts College, Tirupur	Assistant Professor, Associate Professor	2021- Till Date

**Honors and Research Awards** : Nil

**Field of Interest** :

i) **Teaching** : International Marketing, HRM & Insurance

ii) **Research** : Policy & Legal Aspects of Business

iii) **Proficiency in instrumentation** : -

**Research Guidance**

**Guidance Number** :

( If have more than one university, given them against university name)

S. No	M.Phil/Ph.D	Name of the Student	Thesis Title	Completed/ongoing
1				

**Funded Projects** : Nil

**Membership in Professional Bodies** :

S. No	Name of the Professional Body	Membership Detail with Number
1	Insurance Institute of India	Life member
2	Coimbatore Management Association	Life member
4	YMCA	Life member

**Research Publications** :

i) **Research Papers** : Annexure I

ii) **Book/Book Chapters** : Annexure – II

iii) **Patent** : Nil

**National and International Conferences** : Annexure – III

i) **Participated** **10**

ii) **Paper Presented** **21**

iii) **Poster Presented**

**Conference/Seminars Organized** : 2

**Workshop attended** : 3

**Resource Person/Invited Lectures** : 4

**Faculty Development Programs Attended** :

Course	University/Institute	Subject	Period
Orientation Course	ASC - University of Madras, Chennai	Orientation Programme	04.05.2011
Refresher Course	ASC - Madurai Kamaraj	Refresher Programme	07.02.2014

	University, Madurai.		
Refresher Course	UGC-HRDC, Bharathiar University	Refresher Programme	20.11.2019

**Academic Activities**

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- i) Subject Handled** Business Administration
- ii) Class Advisor** For BBA classes of various years & batches
- iii) Special Coaching** Yes
- iv) Student Community Beneficial Activities:** SPOC, NAAN MUDHALVAN
- v) Co-curricular and extracurricular activities** Nil

**Professional Activities**

:

- i) Reviewer** : Rapporteur
- ii) Board of Studies/UR** :
  1. Member, Board of Studies - BBA, Government Arts College, Salem (2022-2023)
  2. Member, Board of Studies, Bharathiar University, Coimbatore (2023-24)
  3. Member, Academic Council of an Autonomous institution
  4. Board of Studies in Management of an Autonomous institution
- iii) Examiner/Scrutiny**
  1. Examiner – MBA Board, Bharathiar University
  2. Examiner – MBA Board, Various Autonomous Institutions
  3. Question Paper Setting, Tamil Nadu Agricultural University (TNAU) and various other Autonomous Institutions
  4. Examiner – UG board for Business Management, Bharathiar University
  5. Examiner – UG board for Business Administration, Periyar University
- iv) Senate/Syndicate** : Nil

**National/ International Collaborations**

: Nil

## Annexure I

### ARTICLE PUBLICATIONS

- Policy holders view on Life Insurance - A study with reference to Coimbatore - Review Projector ( India) – ISSN no. 0970-1702 – Volume No. 10 Issue 2- April-June 2007 – Page no.444-47.
- Role of Ombudsman in Insurance Industry – Chennai Law Times – Monthly Law Journal – Page 21 – 26 - RNI No. TN ENG/2007/22279-Volume 2 Issue 6 – June 2008
- Environmental Laws – Chennai Law Times Monthly Law Journal – RNI No. TN ENG/2007/22279 – Page No. III to IX – January 2008 - Volume 4 Issue 1
- Role of Law in women Protection – Chennai Law Times Monthly Law Journal – RNI No. TN ENG/2007/22279 – Page No.19-21 – October 2009 - Volume 3 Issue 10
- A study on Policyholders Behaviors towards Life Insurance Products – Birla Institute of Management Journal – “ Journal Insurance and Risk Management- December 2009 – Volume VIII, Issue 15 – Issn 0972-7620-Page no. 27- 48.
- Team Building and Team Management – Nehru Journal of Management and Research.- Volume 1 Issue 2 – May 2011 – Issn No. 2230 – 7974, Page No. 3-5.
- Comparative Implication of Slogans in Different Language – SNS Journal of Marketing- moth July 2011 – Dec 2011 – Issn no.0975-7627-Volume II, Issue II. Page No. 26 – 32..
- A Study on Public Attitude of cloth Bags towards Green Environment – Indian Journal of Applied Research.-Volume 1 Issue 1 – October 2011 – Issn – 2249 – 555X
- Quality of Dynamic Leaders in Effective Organizations – HRM review ( Icfai University journal ) – March 2012 – Volume XII Issue 1.
- The Profit Sharing Organization : An Effective Work force Driven Organization- PRABANDHAN : Indian Journal of Management – Volume 5 Issue 10 – October 2012 – ISSN 0975-2854. Page no. 35 – 39.
- Job satisfaction Among Nurses of Private Hospitals in Kerala –International Journal of Management -Volume 4, Issue 2 – March-April 2013, ISSN 0976-6502 – Page No. 176-179.
- Savings and Lending Pattern of Self Help Groups – An Overview – Journal of Management – June – August 2013 – Volume 8 Issue No.1, ISSN. 0973 – 5054 – Page No. 49 -55.
- A study on Factors Influencing student’s attitude towards Higher Education.- International Refereed Research Journal, - Researchers Worl – October , 2013 – Volume IV Issue No. 2 – Issn. No. 2231-4172 – Impact Factor (GIF) : 0479 – Page No. 97 – 100.

- A study on Determinants of student's attitude towards Higher Education – IOSR Journal of Business and Management – Volume no. 13 Issue 4 – Issn.No. 2319 – 7668 – Page No.60-62.
- The Rise of Convenience Foods – A Comparative Study of Private Brands and National Brands in Kochi- Erudition – The Albertian Journal of Management – Volume 8 , Issue 1 – January 2014 – Issn. No. 0973-7839 –Page No. 56 -66.
- A Study on Academic Attitudes that affect the Post – graduation Programmes – International Journal of scientific and Research Publication – Volume No. 4 – Issue No. 6 – June 2014 – Issn. No. 2250 – 3153 – Page No.1 – 5.
- Marketing Constraints of Women Self Help Groups – The International Journal of Business & Management – September 2014 – Volume NO. 2 Issue 9 – ISSN. No.2321 – 8916 – Page No. 93-99.
- The Impact of Employment Progression on students towards Higher Education – International Journal of Engineering and Science – Volume 5 Issue 6 – June 2015 – Issn No. 2319 – 6483 – Page No. 1 – 5.
- A study on the Impact of Consumer perception on Attitude and store loyalty in private Brand Convenience Foods” – International Journal of Multidisciplinary Management studies – Volume 6 Issue No. 1 - January 2016- Issn. No. 2249 – 8834 – Page No. 56 -66.
- A study on Influence of the Private Brand Loyalty in convenience Foods – International Journal of Management , IT and Engineering – Volume No.6, Issue.No.5 – ISSN.No. 2249 – 0558 – May 2016 – Page. No. 70 -84.

## **Annexure II**

### **BOOK PUBLICATION**

- 1) **Academic and Career Development, Published by Kamala Kannan Publications, India**

This book can help to motivate young students can educate them, the various steps involved in academic and career development. It can orient their thinking process, for greater heights.

- 2) **Life Insurance in India, Published by New Century Publications, New Delhi, India**

This deals with life insurance business in India, focusing on recent reforms in Life insurance sector.

## **Annexure III**

### **PAPER PRESENTED IN SEMINAR/ CONFERENCES**

- Participated and presented a paper entitled “Asymmetry in Marketing and Yoga” in the one day State Level Seminar on “ASYMMETRIC INFORMATION AND ITS

IMPACT ON MANAGEMENT” Organized by Department of Management - Karpagam Arts and Science College, on February 22<sup>nd</sup> 2002.

- Participated and Presented a paper entitled “Downsizing – A theoretical note” in the one day State Level Seminar on “IMPACT OF DOWNSIZING / RIGHTSIZING OF MAN POWER IN INDIAN INDUSTRIES” Organized by Karpagam Institute of Management Studies and research, on March 22<sup>nd</sup> 2002.
- Participated in the One day State Level Workshop on “PATENT AWARENESS ” held on 20<sup>th</sup> September 2002 at Karpagam College Of Engineering, Coimbatore – 641 032.
- Participated and presented a paper entitled “Consumer Attitude Towards Life Insurance Products” in the International Conference on “BUSINESS ECONOMICS AND FINANCE” Organized by Adaikalamatha Institute of Management, Thanjavur held on September 29<sup>th</sup> and 30<sup>th</sup>, 2005.
- Participated and presented a paper entitled “Consumers’ preference of Life Insurance Products” in the International Conference on “EMERGING ISSUES IN ACCOUNTING, INFORMATION TECHNOLOGY, BUSINESS& MANAGEMENT” Organized by The Research Development association, Jaipur on 9<sup>th</sup>& 10<sup>th</sup> January 2006.
- Participated and presented a paper entitled “Awareness in Consumer Rights – A Study” in the Two day National Seminar on “CHANGING SCENARIO OF CONSUMERISM” held at Bharathidasan University on February 11 – 12, 2006.
- Participated and presented a paper entitled “A study on awareness levels of Debit / Credit Card holders” in the National Level Seminar on “INDIAN BANKING IN GLOBALISED ERA” Organized by Department of Commerce & Management - Karpagam Arts and Science College, held on February 24<sup>th</sup> 2006.
- Participated in the National level seminar on “MANAGEMENT EXPERTISE FOR GLOBAL SUCCESS” held on 8<sup>th</sup> and 9<sup>th</sup> September 2006 organized by Department of Management Studies and Research, Karpagam Arts and Science College, Coimbatore- 641 021.
- Participated and presented a paper entitled “Managerial Effectiveness – In the Modern Scenario” in the International Seminar on “GALLOPING OF INDIAN SERVICES TOWARDS GLOBAL STANDARDS” Organized by Muthayammal Engineering College, Rasipuram, held on 2<sup>nd</sup> November, 2006.
- Participated in the State level Seminar on “ Fostering Entrepreneurship in India held on 7<sup>th</sup> September 2007.
- Programme Coordinator in the two day national workshop on “PATENTING OF ENGINEERING PRODUCTS”, held at Karpagam Arts and Science College, conducted by Anna University , Coimbatore on June 27 & 28, 2008.
- Participated and Presented a paper entitled “Managerial Effectiveness in the modern Scenario” in the International Conference on “GLOBALISATION – IMPACT,

CHALLENGES AND OPPORTUNITIES” Organized by Department of Commerce and Economics, St. Joseph’s College of Arts and Science, on 14th & 15th March 2008.

- Participated in a two day Faculty Development Programme on “Enhancement and value addition in management education: case method of teaching and case writing” held on 24<sup>th</sup> and 25<sup>th</sup> March 2008.
- Presented paper in International Conference of Changing Role of Banks – A

Global Perspective on 10<sup>th</sup> December, 2008 at Karpagam Arts and Science College, in Coimbatore – 21.

- Acted as a Rapporteur for the Technical Session – I in the National Conference on :” Innovative HR Practices” organized by the Department of Management

Studies and Research, KarpagamUniverstiy, Coimbatore , October, 2009.

- Attended Life Insurance Advisor Training programme from 26/09/2009 to 01/10/2009 at LIC Divisional Office – Training Centre.
- Acted as a Rapporteur for the technical session – I & II in the One Day National Seminar on WORLD TRADE ORGANISATIONS AND ITS IMPLICATIONS ON INDIAN ECONOMY held on 7th January 2009 organized by Department of Commerce, Karpagam University, Coimbatore- 641 021
- Acted as Jury in the One day National Level seminar held at Maharaja Arts and Science College in Coimbatore – 407. on 19<sup>th</sup> February, 2010.
- Attended Faculty Development Programme on “ Empowering Faculty in Statistical Analysis using SPSS & Teachers thorough effective Pedagogy on November 19<sup>th</sup>, 2010 at Scholl of Management, Karpagam University in Coimbatore-21.
- Participated in the national conference on “ Innovative Management Strategies” held on January, 28, 2011 at RVS Institute of Management Studies &Resarach in Coimbatore – 402.
- Presented paper on the topic Government and Institutional support and Assistance for Women Entrepreneurs in the UGC sponsored seminar organized by the Department of Womens’ studies, Bharathiar University, Coimbatore – 46 on 4<sup>th</sup> March 2011.
- Presented paper on the topic “Women Entrepreneurship Development in India” in the UGC sponsored seminar organized by the Department of Women’s’ studies, Bharathiar University, Coimbatore – 46 on 4<sup>th</sup> March 2011.
- Presented a paper tilted“ HR consultancy Service” in the National conference “challenges & Issues in Services Marketing” held on 17<sup>th</sup> March 2011.
- Presented a paper tilted“EMPLOYEE SELF SERVICE” ” in the National conference “challenges & Issues in Services Marketing” held on 17<sup>th</sup> March 2011.

- Presented a paper titled “ Team Building And Team Management in the International Conference on “Innovative Practices in Management” Organized by Nehru Institute of Management Studies, Coimbatore on 23<sup>rd</sup> April, 2011.
- Presented a paper entitled “ Technology& Banking in the National level conference on “ Advanced Management Concepts “ held on 16<sup>th</sup> December, 2011 at RVS Faculty of Management in Coimbatore.
- Presented a research paper entitled “JOB HOPPING “ in the National conference in “ Contemporary Issues in Global Business Management” held on 3<sup>rd</sup> February, 2012 at Karpagam University, Coimbatore.
- Research paper presented entitled “ Women Empowerment through self Help Groups” in the National Conference on “ Contemporary Issues in Global Business Management” held on 3<sup>rd</sup> February 2012 at Karpagam University in Coimbatore.
- In the National Conference on KARIKAYUKTA 2012,” Crowd Sourcing – A New Management Paradigm on 4<sup>th</sup> February 2012 at SreeNarayana Guru Institute of Management studies in Palakkad, Kerala.
- Presented a paper in National level Conference on “ Business Models” the research paper entitled “ Corporate Social Responsibility “ held on 16<sup>th</sup> February 2016 at Dr. SNS Rajalakshmi Institute of Management in Coimbatore.
- In the International Conference on Emerging Markets and Issues in Management a paper presented entitled “ Micro Finance in Emerging Markets” held on 16<sup>th</sup> March, 2012 at VIT Business School in Vellore.
- Presented a paper title of Customer Relationship Management with Management Blue Print” in the National Conference on “ Management Blue Print” held on 19<sup>th</sup> September 2013 at Karpagam University, Coimbatore.
- In the National seminar on “The Power of Entrepreneurship – Driving Indi’s growth in 21<sup>st</sup> century” paper titled “ Challenges & Opportunities of Government Arts College “ held on 21<sup>th</sup> February 2014 at SNR Sons College, in Coimbatore.
- Participated in the “DATA DISSEMINATION WORKSHIOP ON “ Statistical Analysis of Demographic census DATA 2011” held on 5<sup>th</sup> March 2014 at Government Arts College, Salem – 7.
- Participated in the International Seminar on “Global Employability Skills held on 6<sup>th</sup> January 2014 at Government Arts College, Salem – 7.
- Participated in one day workshop on “ DATA ANALYSIS USING SPSS IN SOCIAL SCIENCE RESEARCH” held on 23<sup>rd</sup> February 2015 at Government Arts College, Salem – 7.
- Participated in the UGC sponsored Workshop on “ANDROID towards Mobile APPS” held on 9<sup>th</sup> December, 2015 at Government Arts college, salem – 7.
- Presented a paper on the topic “ Upliftment of Rural India by an effective implementation of Swastha Bharat” in the National level seminar on “ The Role of



National Service Scheme for effective Implementation of Prime Minister Schemes for Rural Area “ held on 20<sup>th</sup> March 2016 at Late BinduRamraoDeshmukh Arts and Commerce MahilaMahavidhyala in Pune.

- Participated in the state level Workshop on “ Economic statistical and Application of Statistical methods in Economic Research held on 17<sup>th</sup>March ,2017 at Government Arts College, Salem – 7.