

Faculty Profile



Name : R. Sakthivel
Designation : Assistant Professor
Address : Department of Business Administration
Contact Number : 9840260287
Email ID : sakthi19_69@yahoo.co.in
Date of Joining in Collegiate Education : 28 February 2011
Date of Joining in the Present College : 1 December 2021
Academic Profile :

Degree	Institute/College	University	Period
B.Sc	NATIONAL	Bharathidasan	1986-89
MBA	TSM	Madurai Kamaraj	1991-93
Ph D	DB JAIN	University of Madras	2002-06

Teaching Experience :

i) **Total** : **Years 30 Month 6**
ii) **UG** : **Years 14 Month 6**
iii) **PG** : **Years 16 Month**

Name of the college	Position held	Period
St Peter Engg College	Lecturer to Professor	1994-2007
KIT	Director	2007-2011
GAC,CBE	Assistant Professor	2011-2021
Chikkanna Govt. Arts College, Tirupur	Assistant Professor,	2021- Till Date

Honors and Research Awards : Nil

Field of Interest :

i) **Teaching** : Marketing
ii) **Research** : **Marketing and HRM**
iii) **Proficiency in instrumentation** : SPSS

Research Guidance**Guidance Number**

:15078/A2/2012

(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	Ph D	T S Latha	Transport Management	Completed
2	Ph.D	M.C.Roopa	Financial management	Completed
3	Ph.D	K.T.Thomas	Marketing Management	Completed

Funded Projects

:Nil

Membership in Professional Bodies

: Nil

S. No	Name of the Professional Body	Membership Detail with Number

Research Publications

:

i) **Research Papers**
link of

: 12 Attach paper list - with doi and http

Paper (Annexure – I)

ii) **Book/Book Chapters**

: Details with ISBN number

iii) **Patent**

:

National and International Conferences

: Attach separate list (Annexure – II)

i) **Participated**

:6

ii) **Paper Presented**

:2

iii) **Poster Presented****Conference/Seminars Organized**

: Nil

Workshop attended

: 01

Resource Person/Invited Lectures

: 4

Faculty Development Programs Attended

:

Course	University/Institute	Subject	Period
Orientation	Madras University	Orientation	04.05.2011 – 02.06.2011

Refresher Course	UGC-HRDC, Bharathiar University	Refresher Course	02.06.2022- 15.06.2022
Refresher Course	UGC – Academic Staff College, Madurai Kamaraj University, Madurai	Refresher Course	10.03.2015- 30.03.2015
FDP	Bharathiar University	Logistics and Business operation Essentials	22.01.24-30.01.2024

Academic Activities

:

- i) Subject Handled: Marketing Management**
- ii) Class Advisor : BBA**
- iii) Special Coaching :Yes**
- iv) Student Community Beneficial Activities :Career counsellor**
- v) Co-curricular and extra curricular activities : Yoga Classes**

Professional Activities

:

- i) Reviewer :Ph.D reviewer**
- ii) Board of Studies/UR :Member,BOS ,Bharathiar University**
- iii) Examiner/Scrutiny :Yes**
- iv) Senate/Syndicate :Nil**

National/ International Collaborations

:Nil

ANNEXURE I

PUBLICATIONS IN JOURNALS AND CONFERENCES:

- Published Paper Entitled “Private Health Insurance in India: Evaluating emerging business models” in Journal of health management Volume: 13 Number:4 December 2011
- Published Paper Entitled Customer attitude towards various brands of mobile telecom network services in Coimbatore city in Organizational Management VOL.XXVII.No.3 Oct-Dec.2011
- Published Paper Entitled “International Business Healthcare Reforms in the US:A Multi-Billion Opportunity for Indian firms” in Prabandhan: Indian journal of management Volume:4 Number:6 June:2011

- Published Paper Entitled “Service as a product- a Marketing Tactic by India IT services Firms” in Volume:1 Issue:14 March 2010-Augest:2010
- Published Paper Entitled “Healthcare Reforms in the USA and Lessens for India” in Volume: 1 Issue:14 March 2010-Augest:2010
- Published Paper Entitled “Demography and Purchasing Behavior” in Organizational Management VOL XXII. No. 4 Jan-Mar 2007.
- Published Paper Entitled “Customer Relationship Management in the Insurance Service Business” in SRM Management Digest. Vol. 3 Apr 2005
- Presented Paper on “ Research on Indian Water Management” in National Conferences on Water Resources and Waste Water Management in Bannari Amman Institute of Technology, Sathyamangalam during 16th and 17th Sep 2010
- Presented Paper on Human Rights Education at St. Peter’s Engineering College, Avadi, Chennai 600 054, during March 1st to 3rd 2006 (Regional Conference on Human Rights in the Era of Globalization)
- Presented Paper on “Retailing Research” organized by Department of Management Studies, Sri Ramakrishna Institute of Technology, Coimbatore on 24th May 2010.
- Published Paper Entitled “ Deriving Best Results from Teams through Leadership Training” in Shodh Samiksha Aur Mulyankan. Dec2010 Vol. II Issue 23.
- Presented a Paper on “Strategies to avoid Emotional Dissonance: A Remedy for Organizations” at RVS Institute of Management Studies and Research, Coimbatore on 28.01.2011.

SEMINAR / WORKSHOP / CONFERENCE ATTENDED:

- Participated Q.I.P Programme on Japanese Management Techniques at Kota Engineering College, Kota.
- Participated induction training programme at University of Madras
- Two days workshop on “Enhancing Competitiveness among Indian Business school with International Bench Marking” at XIME, Bangalore
- Attended one day programme on services marketing at Adhiyman college of Engineering, Hosur.
- Participated Programme on Team Building and conflict resolution at St. Peter’s Engineering College, Avadi, Chennai 600 054.
- Participated in Madras Management Association Annual Convention 2003

- Participated in National Institute of Technical Teachers Training and Research Programme on “Instructional Design and Delivery” at St. Peter’s Engineering College, Chennai from 10.07.2006 to 15.07.2006.
- One day Workshop for “Researchers on Soft Computing” on 10th Oct. 2009. in Dr. Mahalingam College of Engineering and Technology, Pollachi.
- Presented Paper on “Retailing Research” organized by Department of Management Studies, Sri Ramakrishna Institute of Technology, Coimbatore on 24th May 2010.

OTHER DUTIES PERFORMED:

1. Examiner of University of Madras, Anna University and Bharadhiyar University.
2. Anna University representative for Prathiyusha Engineering College, Vel Multimedia Engineering College and Sriram Engineering College.
3. Question paper setter for Manomaniam Sundaranar University, Karunya Institute of Technology , M.O.P Vaishnav College (Autonomous) and M.G.R Deemed University, Chennai 600 095.
4. Question paper setter for Anna University of Technology, Coimbatore and Anna University of Technology, Trichy.