



Prof. Harindranath R M  
Professor of Management

### **EDUCATION**

Ph.D. (Management from Anna University, Chennai)

MBA (Marketing)

MCA

B Sc.,

### **COURSES TAUGHT**

- Marketing Research
- B2B Marketing
- Business Statistics
- Research Methodology (for Ph.D. Scholars)
- Sales Management
- Advanced-Data Analysis (for Ph.D. Scholars of SRM-AP)
- SPSS for Decision Making (PGDM of LIBA)

### **RESEARCH INTERESTS**

Personal Selling, Sales Management, Constructs development, Bayesian Statistics, & Green Marketing

## SELECTED PUBLICATIONS

- 1) Bharadhwaj Sivakumaran, Harindranath R. M., Nachiketas Nandakumar, Ekta Srivastava (2023). Public service announcements: A literature review and way forward. *International Journal of Consumer Studies*. <https://doi.org/10.1111/ijcs.12942>. (ABDC Journal List = “A” grade; Impact factor = 9.9; Scopus cites core = 10.3 (Q1)).
- 2) Balakrishnan A S, Jayashree Suresh, Harindranath R M, (2023). Role of supply chain resilience capacity in Chinese auto business relationships during disruption. *International journal of enterprise network management*. (ABDC Journal List = “B” grade; Impact factor = Not available; Scopus cites core = 1.3 (Q4)).
- 3) Gundala, R. R., Nawaz, N., R M, Harindranath., Boobalan, K., & Gajenderan, V. K. (2022). Does gender moderate the purchase intention of organic foods? Theory of reasoned action. *Heliyon*, 8(9). <https://doi.org/10.1016/j.heliyon.2022.e10478>. (ABDC Journal List = Not available; Impact factor = 4; Scopus cites core = 5.6 (Q1)).
- 4) Harindranath R. M. & Bharadhwaj Sivakumaran (2021), Promotional inputs and selling; Evidence from India, *Journal of Business and Industrial Marketing*, ***Journal of Business and Industrial Marketing***, 38(5), pp.1000-1014. <https://doi.org/10.1108/JBIM-01-2021-0040> (ABDC Journal List = “A” grade; Impact factor = 3.1; Scopus cites core = 5.8 (Q1)).
- 5) Pradeep Kumar Mohanty, Archana Patro, Harindranath R.M, N.Senthil Kumar, Kumar, Debadutta Panda, Ritesh Dubey (2021), Perceived government initiatives: Scale development, validation and impact on consumers' pro-environmental behavior. *Energy Policy*, Vol.158. <https://doi.org/10.1016/j.enpol.2021.112534> (ABDC Journal List = “A” grade; Impact factor = 9; Scopus cites core = 15.2 (Q1)).
- 6) Kirubaharan Boobalan, Nishad Nawaz, Harindranath, R. M., Vijayakumar. Gajenderan (2021) Influence of Altruistic Motives on Organic Food Purchase: Theory of Planned Behavior, *Sustainability*, Vol.13 No. 11, 6023. <https://doi.org/10.3390/su13116023> (ABDC Journal List = Not available; Impact factor = 3.9; Scopus cites core = 5.8 (Q1)).
- 7) Harindranath R. M. & Bharadhwaj Sivakumaran (2021) Perceived Impact of Promotional Support: Issues and Scale, *Journal of Promotion Management*, 27:1, 77- 102, <https://doi.org/10.1080/10496491.2020.1809592> (ABDC Journal List = “B” grade; Impact factor = Not available; Scopus cites core = 5.3 (Q2)).
- 8) Harindranath, R. M., Sivakumaran, B. & Jacob, J. (2019). The moderating role of sales experience in adaptive selling, customer orientation and job satisfaction in a unionized setting. *Journal of Business and Industrial Marketing*, Vol. 34 No. 8, pp. 1724-1735. <https://doi.org/10.1108/JBIM-08-2018-0233> (ABDC Journal List = “A” grade; Impact factor = 3.1; Scopus cites core = 5.8 (Q1)).
- 9) Harindranath, R. M. & Jacob, J. (2018). Bayesian structural equation modelling tutorial for novice management researchers. *Management Research Review*, Vol. 41 No. 11, pp. 1254-1270. <https://doi.org/10.1108/MRR-11-2017-0377> (ABDC Journal List = “C” grade; Impact factor = 2.6; Scopus cites core = 5.4 (Q1)).
- 10) Harindranath, R. M. & Jacob, J. (2017). Promotional support: a formative scale development. *International Journal of Pharmaceutical and Healthcare Marketing*, Vol.

11 No. 1, pp. 97-110. <https://doi.org/10.1108/IJPHM-04-2016-0023> (ABDC Journal List = “C” grade; Impact factor = 1.2; Scopus cites core = 2.8 (Q2)).

- 11) Harindranath R.M., Sivakumaran, B. Pharmaceutical Promotion: A Literature Review and Research Agenda (2021), Book chapter no. 4, IGI Global. Book Name: ***New Techniques for Brand Management in Healthcare Sector***.
- 12) Sivakumaran, B., Harindranath R.M. Influence of Indian Culture on Advertising in India (2022), Book chapter no. 14, Palgrave. Book name: ***Indigenous Indian Management – Conceptualization, Practical Applications & Pedagogical Initiatives***. Edited by Ashish Pandey, Pawan Budhwar, & Dharm P S Bhawuk.

## JOURNAL ARTICLES

- 1) Bharadhwaj Sivakumaran, Harindranath R. M., Nachiketas Nandakumar, Ekta Srivastava (2023) Public service announcements: A literature review and way forward. International Journal of Consumer Studies. <https://doi.org/10.1111/ijcs.12942>. (ABDC Journal List = “A” grade; Impact factor = 9.9; Scopus cites core = 10.3 (Q1)).
- 2) Role of supply chain resilience capacity in Chinese auto business relationships during disruption, Balakrishnan A S, Jayashree Suresh, Harindranath R M, International journal of enterprise network management. (ABDC Journal List = “B” grade; Impact factor = Not available; Scopus cites core = 1.3 (Q4)).
- 3) Gundala, R. R., Nawaz, N., R M, Harindranath., Boobalan, K., & Gajenderan, V. K. (2022). Does gender moderate the purchase intention of organic foods? Theory of reasoned action. *Heliyon*, 8(9). <https://doi.org/10.1016/j.heliyon.2022.e10478>. (ABDC Journal List = Not available; Impact factor = 4; Scopus cites core = 5.6 (Q1)).
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- 5) Pradeep Kumar Mohanty, Archana Patro, Harindranath R.M, N.Senthil Kumar, Kumar, Debadutta Panda, Ritesh Dubey (2021), Perceived government initiatives: Scale development, validation and impact on consumers' pro-environmental behavior. ***Energy Policy***, Vol.158. <https://doi.org/10.1016/j.enpol.2021.112534> (ABDC Journal List = “A” grade; Impact factor = 9; Scopus cites core = 15.2 (Q1)).
- 6) Kirubaharan Boobalan, Nishad Nawaz, Harindranath, R. M., Vijayakumar. Gajenderan (2021) Influence of Altruistic Motives on Organic Food Purchase: Theory of Planned Behavior, ***Sustainability***, Vol.13 No. 11, 6023. <https://doi.org/10.3390/su13116023> (ABDC Journal List = Not available; Impact factor = 3.9; Scopus cites core = 5.8 (Q1)).
- 7) Harindranath R. M. & Bharadhwaj Sivakumaran (2021) Perceived Impact of Promotional Support: Issues and Scale, ***Journal of Promotion Management***, 27:1, 77- 102, <https://doi.org/10.1080/10496491.2020.1809592> (ABDC Journal List = “B” grade; Impact factor = Not available; Scopus cites core = 5.3 (Q2)).

- 8) Harindranath, R. M., Sivakumaran, B. & Jacob, J. (2019). The moderating role of sales experience in adaptive selling, customer orientation and job satisfaction in a unionized setting. ***Journal of Business and Industrial Marketing***, Vol. 34 No. 8, pp. 1724-1735. <https://doi.org/10.1108/JBIM-08-2018-0233> (ABDC Journal List = “A” grade; Impact factor = 3.1; Scopus cites core = 5.8 (Q1)).
- 9) Harindranath, R. M. & Jacob, J. (2018). Bayesian structural equation modelling tutorial for novice management researchers. ***Management Research Review***, Vol. 41 No. 11, pp. 1254-1270. <https://doi.org/10.1108/MRR-11-2017-0377> (ABDC Journal List = “C” grade; Impact factor = 2.6; Scopus cites core = 5.4 (Q1)).
- 10) Harindranath, R. M. & Jacob, J. (2017). Promotional support: a formative scale development. ***International Journal of Pharmaceutical and Healthcare Marketing***, Vol. 11 No. 1, pp. 97-110. <https://doi.org/10.1108/IJPHM-04-2016-0023> (ABDC Journal List = “C” grade; Impact factor = 1.2; Scopus cites core = 2.8 (Q2)).

## **PAPERS PRESENTED**

- 1) “Developing Promotional Support as a New Construct and Examining its influence on Customer Orientation and Selling Skills” at the 11<sup>th</sup> NASMEI Conference at Great Lakes Institute of Management, Chennai, India on December 22-23, 2017.
- 2) “Indian Firms Vs MNCs’ Salespersons” A Multigroup Analysis of Selling Skills and Correlates” at the 12<sup>th</sup> NASMEI Conference at Great Lakes Institute of Management, Chennai, India on December 20-21, 2018.
- 3) “Bayesian Structural Equation modelling for research in retailing” at the 13<sup>th</sup> NASMEI Conference on December 2019.

## **WORKING PAPERS**

- 1) “Unpacking Curvilinear relationship of COVID-19 Fear on Job Satisfaction, and Mental well-being: Moderation of Job Embeddedness” Harindranath R M, George (Great Lakes) & Dr Kavita Chavali (Dhofar University, Sultanate of Oman) (Submitted in “Management Decision)
- 2) “Bayesian Structural Equation Modelling for retailing research” is “Under review” in PLOS One Journal
- 3) “Fish Salesperson – A qualitative inquiry” Harindranath R M

## **WORK IN PROGRESS**

A Book on “Theory Building” is in Progress. This could be a ready reckoner on Research for Ph.D. Scholars.

## ACADEMIC EXPERIENCE

- **Associate Professor, Paari School of Business, SRM-AP, Amaravati** from September 2022 to June 2023 and the responsibilities were research & publications, handling marketing subjects, & faculty development Programs.
- **Associate Professor (Research) – MEASI Institute of Management, Chennai**, from May 2022 to August 2022 and the responsibilities were developing Academic Research among faculties, handling marketing and Quantitative subjects
- **Assistant Professor – Great Lakes Institute of Management, Chennai**, from April 2019 to April 2022 and the responsibilities were performing research with Prof. Bharadhwaj, Handling marketing subjects, & Faculty development Programs.
- **Professor- ARM College of Engineering & Technology, Chennai**, from October 2017 to April 2019 and the responsibilities were Research & Publications, Handling marketing & Quantitative subjects.
- **Associate Professor- ARM College of Engineering & Technology, Chennai**, from June 2013 to April 2017 and the responsibilities were research & publications, handling marketing & quantitative subjects.
- **Assistant Professor- ARM College of Engineering & Technology, Chennai**, from August 2009 to June 2013 and the responsibilities were Research & Publications, Handling marketing & Quantitative subjects.
- Faculty of **ICFAI University, Chennai** from May 2004 to June 2007, and the responsibilities were Handling marketing & Quantitative subjects.

## OTHER PROFESSIONAL EXPERIENCE

- **Worked as a “Head – Quality & Training” in Hofinsoft Technologies.**
- **Engaged as a Business Manager in German Remedies Limited.**
- **Resource Person for Faculty Development Programs (FDP) & the indicative list is given below:**
- FDP for researchers/faculty members on 14<sup>th</sup> August 2023 on the topic “Theory Building” at SSN School of Management.
- FDP for researchers/faculty members on 27<sup>th</sup> July 2023 on the topic “Structural Equation Modelling” at National Forensic Science University, Gujarat.
- FDP for researchers/faculty members on 3<sup>rd</sup> July 2023 on the topic “Theory Building” for VIT- Amaravati, Andhra Pradesh.
- FDP for researchers/faculty members on 16<sup>th</sup> June 2023 on the topic “Mediation, moderation & Conditional Process” for Kripanidhi College of Management, Bengaluru.
- FDP for researchers/faculty members on 12<sup>th</sup> December 2022 on the topic “Inferential Statistics, correlation & regression” for SRM-AP University, Amaravati, Andhra Pradesh.
- FDP for researchers/faculty members on 16<sup>th</sup> September 2022 on the topic “Inferential Statistics, correlation & regression” for VIT- Amaravati, Andhra Pradesh.
- FDP for researchers/faculty members on 26<sup>th</sup> August 2022 on the topic “Contributions in Research Papers, Challenges in Quality Publications, & Role of Theories” for Avinashilingam University, Coimbatore.

- FDP for researchers/faculty members on 2<sup>nd</sup> and 3<sup>rd</sup> February 2022 on the topic “Structural Equation Modelling” for Annamalai University.
- FDP for researchers/faculty members from 24<sup>th</sup> and 25<sup>th</sup> November 2021 on the topic “Bayesian Statistics & Crafting the method Section” for NITTR, Chennai.
- FDP for researchers/faculty members from 26<sup>th</sup> to 28<sup>th</sup> July 2021 on the topic “Ideation to Publication” for NITTR, Chennai.
- FDP for researchers/faculty members from 23<sup>th</sup> to 25<sup>th</sup> June 2021 on the topic “Research Methodology” for XIME, Bengaluru.
- FDP for researchers/faculty members from 14<sup>th</sup> to 15<sup>th</sup> July 2021 on the topic “ANOVA and Correlation” for Holy Cross College, Trichy.
- FDP for researchers/faculty members on 11<sup>th</sup> July 2021 on the topic “Structural Equation Modelling” for NIT, Trichy.
- FDP for researchers/faculty members on 16<sup>th</sup> April 2021 on the topic “Questionnaire Development” Saveetha Engineering College, Chennai.
- FDP for researchers/faculty members on 26<sup>th</sup> February 2021 on the topic “Journal Writing” at Psychology Department, Madras University.
- FDP for researchers/faculty members on 30<sup>th</sup> July 2021 on the topic “Exploratory and Confirmatory Factor Analysis” for University of Hyderabad.
- FDP for researchers/faculty members on 20<sup>th</sup> July 2020 on the topic “Exploratory and Confirmatory Factor Analysis” for Bharathiar School of Management and Entrepreneur Development, Coimbatore.
- FDP for researchers/faculty members on 25<sup>th</sup> April 2020 on the topic “Research Idea to Publication” for SRMIST Ramapuram.
- FDP for researchers/faculty members from 5<sup>th</sup> to 6<sup>th</sup> March 2020 on the topic “Theory Building” for SRMIST Ramapuram.
- FDP for researchers/faculty members from 17<sup>th</sup> to 18<sup>th</sup> March 2020 on the topic “Theory Building” for Avinashilingam University, Coimbatore.
- FDP for researchers/faculty members on 16<sup>th</sup> January 2020 on the topic “Research Paper Writing” for SRM B School, Chennai.
- FDP for researchers/faculty members on 17<sup>th</sup> February 2020 on the topic “Basic Statistics” for ICSSR conference at Central University, Tiruvarur.
- FDP for researchers/faculty members on 10<sup>th</sup> December 2018 on the topic “Structural Equation Modelling using AMOS” at MOP Vaishnav College.
- FDP for researchers/faculty members on 7<sup>th</sup> November 2018 on the topic “Partial Least Square Structural Equation Modelling” at SRM University, Ramapuram.
- FDP for researchers/faculty members on 19<sup>th</sup> to 21<sup>st</sup> July 2018 on the topic “Structural Equation Modelling” at College of Engineering, Anna University.
- FDP for researchers/faculty members on 5<sup>th</sup> May 2018 on the topic “Basic statistics” at Media Science Department, College of Engineering, Anna University.
- FDP for researchers/faculty members on 5<sup>th</sup> May 2018 on the topic “Basic statistics, multivariate statistics (multiple regression), structural equation modelling and theory building” at EBET College, Kangayam, Erode, Tamil Nadu.
- FDP for researchers/faculty members on 14<sup>th</sup> March 2014 on the topic “FDP for researchers/faculty members on 5<sup>th</sup> May 2018 on the topic “Basic statistics, multivariate statistics (multiple regression), structural equation modelling and theory building” at NIT Tiruchy, Tamil Nadu.

## **WORKSHOPS**

- 1) Participated in “Workshop on Data Analysis for Management Research” at Indian Institute of Management, Kozhikode on January 23-27, 2012.
- 2) Participated in the workshop for “Advanced Data Analysis for Management Research & Decision Making” by VIT Business School on 13 & 14<sup>th</sup> April 2012.
- 3) Participated in the workshop for “Learning to Do Academic Research for Publishing in Academic Journals and for Doctoral Dissertations” at Indian Institute of Management, Kozhikode during December 2-7, 2013.
- 4) Participated in the workshop for “Workshop on “Big Data Analytics for Strategic Decision Making” organized by the Department of Management Studies, Anna University, from November 13 to 14<sup>th</sup>, 2015.



## Dr.M.N.Prabadevi

Associate Professor,  
Faculty OF Management  
SRM Institute of Science and  
Technology, Vadapalani campus,  
Chennai

### Contact Me

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📍 Chennai, Tamil Nadu, India

 Dr. M.N. Prabadevi

### Skills

- Student Needs Assessments 
- Curriculum Planning 
- Academic Publications 
- Startup Ecosystem Builder 
- Academic Administration 
- Faculty Partnerships 

## Qualification

MBA, PhD

## Experience

Teaching Tenure- 14 years

Corporate-4.5 years

Research-11 Years

## Portfolios

Instrumental in signing MOU with Multimedia University, Malaysia in 2019, TIIC'22

Organised International conferences in association with University of Nizwa, Iman(2020), Arab Open University, Oman(2023)

Coordinated International FDP on A to Z(2020)(2022)

Served as Exam Cell Co-ordinator for 6 Academic years

## Roles Fulfilled

- Research Supervisor
- DC Member
- Project Coordinator
- Academic Time Table Coordinator
- Exam Cell Coordinator
- Events Coordinator
- Alumni Coordinator
- DIIEC-Incubation Satellite Centre Coordinator
- Student Coordinator



## Research Contributions:

- Scopus-10
- UGC Care-19
- Peer Reviewed-04
- WOS-02
- ABDC-03

## Patents:

- Design Patent Granted-1

## Chapters:

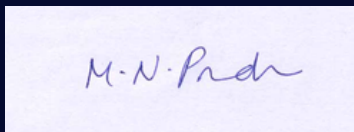
- International- 08
- National- 04

## Research Interests:

- Human Resource Management
- Enterprenurship
- Startups
- Digital Transformation

## Declaration

I hereby, declare that the information furnished above is true to the best of my knowledge



M. N. Pradeep



**SRM**  
INSTITUTE OF SCIENCE & TECHNOLOGY  
Deemed to be University w/s of UOC Act, 1956  
**VADAPALANI**

**Dr. G. SOMASEKHAR MBA., Ph.D.**

**Associate Professor**

**Department of Management Studies**

9885509766

[somasekg@srmist.edu.in](mailto:somasekg@srmist.edu.in)

Google Scholar

Profile: <https://scholar.google.com/citations?user=7YJe4KYAAAAJ&hl=en&authuser=2>



### Areas of Research

- Retailing, Market Research, Consumer Behavior, Digital Marketing and Supply Chain Management.
- Computational methods – Data Analysis Using SPSS, MS-Excel, Structural Equation Modelling and Tableau.

### Publications and Funded Project details:

- No. of publications National / International: 20
- AICTE Samridhhi PROJECT as Co-Principal Investigator.

The total cost of the fund: **Rs. 1314000. (73-9/RFID/Samriddhi/Policy-1/2018-19 Dated on 29-01-2020)**

**Ph.D Guideship – Yes**

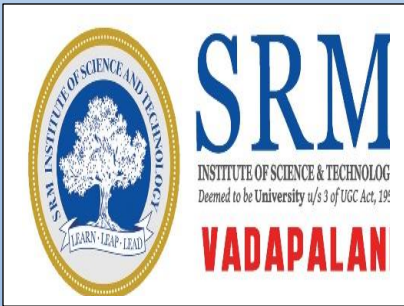
**Teaching Experience: 16 years**

**Delivered Guest Lectures: 3**

**Events Conducted: 4**

**Research Papers Presented in International & National Conferences: 17**

**FDPs Attended on Contemporary Topics: 25**



**Dr. N Meena Rani, MBA, M.Com, MBL,**



**M.Phil, Ph.D**  
**Associate Professor**  
**Faculty of Management**  
**9448667520**  
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**Google Scholar Profile:** [Dr. N. Meena Rani - Google Scholar](#)

## Areas of Research

- Advertising, Retailing, Consumer Behaviour, Banking and Financial Services, Management Education, Automobiles, Sustainability, and other important areas of Public Policy and Public Interest

### **Publications and Funded Project details:**

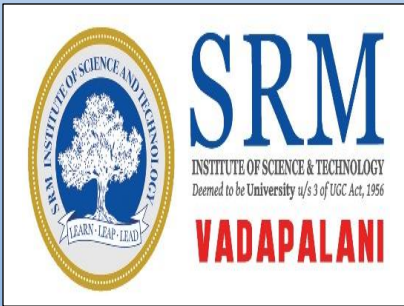
- No. of publications National / International: 42
- Conducted National Conference on 17 Mar 2012, as a co-convenor.

### **Guiding PhD Scholars: 5 Nos.**

- ✓ Completed: 02
- ✓ Ongoing: 03

### **Subjects handled**

- ✓ Marketing core and electives
- ✓ Accounting, and Banking and Financial Services
- ✓ Business Laws



**Dr. S. Vijayakanthan, M.B.A, M.Phil, Ph.D.,**  
**Assistant Professor (Sr.G)**  
**Faculty of Management**  
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[vijayaks1@srmist.edu.in](mailto:vijayaks1@srmist.edu.in)



## Areas of Research

- Marketing - Consumer Behaviour - General Management

### **Publications and Funded Project details:**

- No. of publications National / International: 12
- Organised International Conference on September 29 & 30, 2022 as a convenor.

**Guiding PhD Student: 2 Nos.**



# Dr. M. Kalaivani

## Assistant Professor (Sr.G)

### My Contact

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📍 Chennai

🌐 [www.linkedin.com/in/dr-kalaivani-m-342b7a204](https://www.linkedin.com/in/dr-kalaivani-m-342b7a204)

### Education Background

- M.B.A., M.Phil., Ph.D

### Experience

- 21 years of teaching

### Areas of specialization

- Marketing Management

### Areas of research

- Consumer behaviour
- Influencer marketing
- Neuro marketing
- Drone marketing

### Soft Skill

- Team player
- Creative thinking
- Cooperative thinker
- Multi-tasking

### Patents Granted

- 3 Patents publications

### Consultancy project

- Completed 1 project, with project fund Rs. 80,000.

### Publication

- 4 scopus
- 1 Web of science
- 1 ABDC
- 4 UGC journals
- 5 Book chapters
- 1 case

### Books Published

- Written Course material for Mahathma Gandhi National Council rural Education on Fundamental of Operations Management ( Blocks - 3,4 and 5) for MBA in waste management.
- Executive communication, Blue rose publisher, first edition ISBN - 978-93-5741-415-9
- Materials management ( Tamil Nadu Open University) with ISBN 978-93-5706-972-4, April, 2023 ( First edition)

### Roles and Responsibilities

- Doctoral committee member
- Research supervisor
- Exam cell coordinator
- Admission coordinator
- Project coordinator
- Organised International Conferences
- NAAC Criteria (2) Coordinator
- Resource person in various institutions

### Awards received

- |      |   |
|------|---|
| 2022 | National academic excellence award in the Science day. Hosted by ASET Journal of management, 13th April.          |
| 2021 | Best Faculty - GRABS Award received from TAIF Association with GRABS Educational charitable Trust on 13th June.   |
| 2016 | Best Women Educator and Researcher Award from National foundation for Entrepreneurship Development on, 8th March. |



**Dr. M.Karthikeyan, B.Com, M.B.A, M.Phil, Ph.D.,**  
**Assistant Professor (Sr.G)**  
**Department of Management Studies**  
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Dr. M.Karthikeyan  
Assistant Professor (Sr G)  
Department of Management Studies  
SRM Institute of Science & Technology  
Chennai - 600026

**Dr. M.Karthikeyan** holds a Ph.D in Management Finance from M.S University ,Tirunelveli  
Also holds the following qualifications - MBA (Finance) - St.Peters Engineering college, Affiliated to Anna University D.G.Vishanava College, B.Com (Commerce) - University of Madras.

Published papers in reputed journals and had work experience various private educational Institutes. An effective with excellent negotiation, conflict resolution, planning and social skills that can build and maintain relations across and beyond the organizational boundaries. Conceived and executed strategies efficiently towards institutional growth and value addition. Respect and leverage human capital and motivated individuals by being a self-example and integrated their efforts towards the achievement of organizational goals and objectives.

He is a Fellow - - All India Management Association (AIMA), MMA.

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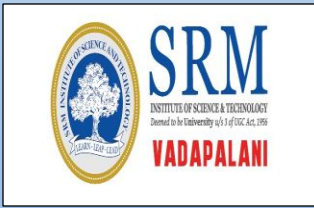
Phone no. +91 9003013107

#### **Areas of Research**

Investment Banking, Corporate Finance, Risk Management, Public Accounting,  
Portfolio Management, Financial Planning

#### **Publications and Funded Project details:**

No. of publications National / International: 15



**Dr. Vimalnath V B.E, MBA., PhD**  
**Assistant Professor (Sr. G)**  
**Faculty of Management**  
9500034681

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<https://srmgenetics.academia.edu/DrVimalnathV>



### **Areas of Research**

- Marketing research and Supply chain management
- Statistical tools – SPSS, PLS

### **Publications and Funded Project details:**

- No. of publications National / International: 15
- Consultancy projects – For Private organizations – 3 numbers

The cumulative cost of the fund: **INR 1 lakh**

### **Guiding PhD Student: ONE (1)**

- ✓ Ongoing: 01

**Dr. John E P**  
**Assistant Professor (Sr G)**  
**Department of Management Studies**  
**SRM Institute of Science & Technology**  
**Chennai - 600026**



Lt Col (Dr) E P John (Retd.), holds a Ph.D in Management (HR/OB) from North Eastern Regional Institute of Science & Technology (**NERIST**), Nirjuli, Arunachal Pradesh, (Deemed-to-be a University) under Ministry of Education, Government of India. Basically, a Mechanical Engineer graduated from Thanthai Periyar Government Institute of Technology, Vellore (Affiliated to University of Madras), served in the Armed Forces of India for more than two decades as a commissioned officer in the Corps of Electronics & Mechanical Engineers. He is a **Fellow** - Institution of Engineers (India) and **Life member** - All India Management Association (AIMA), National Institute of Personnel Management (NIPM), Indian Society for Training & Development (ISTD), National Human Resource Development Network (NHRDN), Indian Institute of Materials Management (IIMM), Indian Society for Techninal Educa tion (ISTE). He has published research articles in reputed SCI journals and presently teaching in Faculty of Management, SRM Institute of Science & Technology, Chennai.

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# Dr.KIRUTHIGA V

## Assistant Professor

Assistant Professor with six years of experience successfully contributing to human resource management curriculum development and delivery. Driven to contribute to program outcomes by facilitating engagement and supporting learning objectives.

## Contact

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kiruthiv@srmist.edu.in

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## Skills

- Student Needs Assessments
- Student Engagement
- Student Records Management
- Lesson Planning
- Academic Publications
- Class Engagement
- Academic Administration
- Student Counseling
- Faculty Partnerships

## Achievements

- Instrumental in Signing MOU with TIIC, March, 2022
- Authored Book on Business Ethics and Corporate Governance, Wisdom India Publications, Bangalore, November 2022
- Published 70 plus research papers in reputed journals
- Active reviewer of two International Journals

## Experience

### Assistant Professor (2017 - Present)

Faculty of Management, SRM Institute of Science and Technology

## Areas of Research

- Impact of Digital Technology in human resource management, Organisational Behavior, Employee Engagement, E-Learning, E-Marketing

## Key Publications

- Kiruthiga.V.,(2021), 'Paramount Of Artificial Intelligence Among Human Resource In It Industry', PSYCHOLOGY AND EDUCATION, 58(2)
- Kiruthiga.V.,(2021), 'Approaches Used By Marketers in Instagram to Attract the Customers', ICRBSS 21 CONFERENCE EDITED VOLUME 1, ISBN - 978-93-91373-54-2,(29-32)
- Kiruthiga V, (2022), "Smart Technology for Smart Learning", International Journal of Engineering, Management, and Humanities, Volume 3(1), 74-77.
- Kiruthiga V (2022), 'Ramification of Fast Fashion in Gaia', Journal of Positive School Psychology, Volume 6(5), 5436-5440
- Kiruthiga V (2023), Consumer Demeanor in Online Shopping, Journal of Harbin Engineering University, 44(6), 240-244.



## DR. JEYAPRABHA.B

ASSISTANT PROFESSOR

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[prabhbose@gmail.com](mailto:prabhbose@gmail.com)

### ABOUT ME

- Experience : 12 Years
- Area or Subject: Management (Finance and Operations)
- Affiliation: Faculty of Management, SRMIST, Vadapalani Campus

### ACADEMICS

- Ph.D in Management, SRMIST
- Qualified NET for lectureship, 2012
- Master of Business Administration
  - Area or Subject – Finance and Operations
  - University – MBA in PSG Institute of Management ,Anna University, Coimbatore)
  - Awarded Year – 2010

### OTHER PROFESSIONAL EXPERIENCE

- Equity Advisor, (2011 – 2012)  
Way2Wealth Brokers Private Limited
- Relationship Manager, (2010 – 2011)  
India Info line Ltd

### RESEARCH INTERESTS

- Fintech
- Behavioral finance-Stock market
- Banking services
- Economics

Total number of Publications - 15

### ADMINISTRATIVE RESPONSIBILITIES

- Board of Studies Member for Sacred Heart College
- NAAC Criterion coordinator
- Website Coordinator
- Coordinator of Finance club "FINANZO"
- Coordinator of URP, Quiklrm and ITKM
- Rotract club Coordinator
- Department supporting faculty of National and International Conferences
- Coordinator-Admission- Enrolment process
- Department ERP Coordinator
- Representative member of the college magazine "ESPIRITO"
- Representative member of the Institute magazine "SPECTRUM"
- Timetable Coordinator
- Overall Coordinator for the batch 2020-2022
- Representative of Social Media

### CONSULTANCY WORK

Conducted a feasibility study on the topic "Establishing a working women's Hostel in Shenoy Nagar" for ITCOT consultancy in 2016

### MEMBERSHIPS

- Member in Indian Science Congress Association (ISCA) , 2017
- Registered member in MMA, Chennai, 2015
- Member of "World Economic Association" since December 26, 2022
- Member of IARA

# Dr.V.SUGANYA,B.Sc.,MBA,NET,PhD(ASSISTANT PROFESSOR)



- **Experience :**6.2 Yrs of Teaching & 4 yrs of Industry Experience
- **Areas of Specialization:** HR Management and Marketing Management
- **Publications:** 7 Scopus, 1 Web of science , 1 ABDC, 10 UGC journals, 6 book chapters, 1 case
- **Books Published:** 1. Logistics and Air Cargo Management, INSC International Publishers, Edition First- 2021, ISBN:978-1-68576-123-3  
2. Executive Communication, Blue rose publishers, first edition, ISBN: 978-93-5741-415-9  
3. Project Management (Tamil Nādu Open University)
- **Patents Granted: Two Patents**
- **Reviewer:** Reviewer for an international journal ASTEJ which belongs to University of Chicago, USA.
- **Awards:** 1. “Young Women Educator and Scholar Award” from NFED on 8<sup>th</sup> March 2021  
2. Best Young Faculty Award - on 13<sup>th</sup> June 2021- GRABS Award received from Tamilnadu Association of Intellectuals and Faculty (TAIF) on 13<sup>th</sup> June 2021  
3. National Young Researcher Award - April 2022- In the National Science Day Awards
- **Courses Completed:** Coursera ( 3 Courses), NPTEL ( 3 Courses)
- **Research Guidance:** 2 Full-time Scholars and 1 Part-time scholar
- **Researcher Identity:** SCOPUS AUTHOR ID: 57196484010 ORCID ID: 0000-0001-5301-8317



Dr.S.Catherine

## ASSISTANT PROFESSOR

### RESEARCH INTERESTS

- Behavioral Science.
- Consumer behaviour.
- General Management.

Total Number of Publications – 30.

### CAREER HIGHLIGHTS:

- NAAC Criterion coordinator and NBA Coordinator.
- Department supporting faculty of National and International Conferences.
- Associate Editor for Book chapter.
- Representative member of the college magazine.
- Acted as Timetable Coordinator.
- Certified as UHV faculty member.
- Published a ISBN Book “Store Patronage towards branded Supermarket - Model Building Approach”, ISBN: 978-620-3-85564-7, Editor: Petra chi.
- In AICTE-Student Learning Assessment Program appointed as expert for setting MCQ question paper project.
- Acting as Journal Reviewer in IGI Global book submissions, 2023.
- Acting as Research Supervisor in SRM University, Vadapalani.
- Published a Patent Office Journal No. 16/2023 in titled as “instigating machine learning methodology to review monetary advisory records in financial sector”, in Application No.202341021851 A, 21/04/2023.
- Acting as Journal Reviewer in IGI Global book submissions, 2023.

### MEMBERSHIPS

- Completed NPTEL Consumer Behaviour Course with Faculty Development Course in 2023 and Marketing Management Course.
- Completed Faculty Immersion and Industry Program(FIIP) in Hatsun Agro Products Limited.

9940069747

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[cathesolo@gmail.com](mailto:cathesolo@gmail.com)

### ABOUT ME

- Experience: 13 Years 7 Months.
- Area or Subject: Management (Marketing).
- Affiliation: Faculty of Management, SRMIST, Vadapalani Campus.

### ACADEMICS

- Ph.D in Management, SRMIST
- Master of Business Administración
  - Area or Subject – Finance and Marketing.
  - University – MBA in Sathyabama Institute of Science and Technology.)
  - Awarded Year – 2020.

### OTHER PROFESSIONAL EXPERIENCE

- Worked as TGT in Rosary Matriculation School and St.Francis matriculation School for 4years.



**Dr.M.Rajeswari., MBA, M.Com, M.Phil, Ph.D**  
Professor, Faculty of Management, SRM IST Vadapalani, Chennai

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Personal - [mmraji75@gmail.com](mailto:mmraji75@gmail.com)

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## Professional Experience in Teaching - 23 Years

### PUBLICATIONS:

1. Total No. of Journal Published – 43
  - Scopus Indexed Journal : 21
  - ABDC Journal B Category : 3
  - Peer Reviewed/UGC Care Journal : 19
2. Patent for Innovation: 06
3. Subject books by National level publishers: 10
4. Book Chapter: 2

### RESEARCH GUIDANCE:

- 04 Ph.D Awarded
- 04 Ph.D Under Guidance
- 40 M.Phil Guided

**AWARDS RECEIVED: 10**

### EVENTS

- Attended – 35
- Conducted – 12

**Online Courses/FDP- SWAYAM/NPTEL/ATAL/MHRD/AICTE: 107**

**Faculty-Industry Immersion Programme: 2**

**Membership in Professional Bodies: 4**

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