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**ACADEMIC CHRONICLES**

<b>Qualification</b>	<b>Institution</b>	<b>Name of University/Board</b>	<b>Percentage</b>	<b>Year</b>
Ph.D. (Business Administration)	M.S University, Tirunelveli.	M.S University		04.04.2019 (Viva Voce)
M.Phil. (Business Administration)	Vinayaka Missions University, Salem.	Vinayaka Missions University	67%	2009
M.B.A (HR & MKG)	FX Engineering College, Tirunelveli	Anna University	72%	2007
B.Sc. (Computer Science)	Sarah Tucker College, Tirunelveli.	M.S University	65%	2005
H.Sc	C.C.M Higher Secondary School, Idaiyangudi.	State Board	78%	2002
S.S.L.C	C.C.M Higher Secondary School, Idaiyangudi.	State Board	87%	2000
Others	Cleared State Level Eligibility Test in the year 2017. (SLET)			

**ACADEMIC EXPERIENCE**

<b>Name of the Institute</b>	<b>Experience</b>	<b>Designation</b>
ICFAI Research Center, Hyderabad	1 year July 2007 – July 2008	Research Associate
Infant Jesus College of Engineering, Vallanadu, Tuticorin district.	3 years 6 Months July 2008 - Dec 2011	Assistant Professor
Francis Xavier Engineering College, Tirunelveli.	5 Years 11 Months July 2012 – May 2018	Assistant Professor
St.Xavier's College, Palayamkottai.	From June 2018	Assistant Professor

**BOOKS/PROCEEDINGS PUBLISHED**

Sl No	Title of the Paper	Title of the Book	ISBN No	Year & Month	Page No	Chapter / Book
1	Impact of Globalization on the Growth of Consumerism in India	International Edited Book on Consumer Protection & Globalization	978 - 8190667-19-7	2010& January	236	Book
2	Current Trends in Organizational Behaviour	Emerging Trends in Management	978-81-8371-348-1	2010 & September	156	Chapter
3	Challenges and Oppourtunities in Green Business	Emerging Green Technologies	978-81-920465-4-9	2011 & July	130	Chapter
4	Impact of Globalization on Indian Consumers	Progression of Global Strategies in Indian Business	978-93-81992-73-9	2014 & February	153	Chapter
5	Building Entrepreneurship on the Foundation of Values	Entrepreneurship & Socio Economic Development	978-81-928901-0-4	2014 & February	59	Chapter
6	Skills - "The symbol of Sanctity"	Skill Development in Management Education	978-81-928901-1-1	2014 & November	78	Chapter
7	Pros and Corns of FDI in Retail Sector	The Impact of FDI on Mobile Phone Service Providers In India	978-81-929047-3-3	2014 & July	42	Book
8	Challenges and Issues of Women Entrepreneurs in Tirunelveli Region	Perspectives on Entrepreneurial Resurgence & Innovations	978-81-9259-745-4	2016 & August	285	Chapter
9	Indian Companies Implementing Sustainable Strategies in their Business Activities- A conceptual Study with Reference to ITC and Pureliving	Sustainable Marketing Strategies	978-93-86638-50-2	2017 & December	242	Chapter

## JOURNAL PUBLICATION DETAILS

SI No	Title of the paper	Journal Name	ISSN No	Year & Month	Issue No	Vol No	Page No
1	A study on Consumer Satisfaction and Brand Loyalty towards Mobile Phone Services of BSNL in Tirunelveli District, TamilNadu	TSM Business Review, International Journal of Management	2348-3784	2018 & December	2	6	9
2	A study on Consumer Satisfaction and Brand Loyalty towards Mobile Phone Services of BSNL in Tirunelveli District, TamilNadu	ROOTS, International Journal of Multidisciplinary Researches	2349-8684	2018 & January	1	4	87
3	TQM Practices of Mobile Network Operators in India	Xavierian Journal of Marketing	2278-6562	2017 & January	11	11	10
4	A study on Consumer's Satisfaction and Brand Loyalty towards Mobile Phone Services of BSNL in Tirunelveli District, TamilNadu	B Digest, International Journal of Commerce & Management	0975-2617	2017 & March	4	8	229
5	A study on Customer Relationship Management of BSNL in Tirunelveli District	B Digest, International Journal of Commerce & Management	0975-2617	2017 & September	4	9	126
6	Tipple Bottom Line for Sustainability	Xavierian Journal of Marketing	2278-6562	2017 & July	12	12	18
7	A conceptual Study on the Impact of Indian Mobile Phone Users on E Business	Xavierian Journal of Marketing	2278-6562	2016 & June	9	9	94
8	Case Study on ITC	TSM Business Review, International Journal of Management	2348-3784	2015 & June	1	3	81
9	The HR Scorecard	TSM Business Review, International Journal of Management	2348-3784	2014 & June	1	2	97

## SEMINAR/WORKSHOP/CONFERENCE ATTENDED

Sl No	Title of the Event	S / W / C	Organized by	Title of the paper	Year & Month
1.	SPSS	Workshop	SSN School of Management, Chennai	PARTICIPATED	22,23/01/2010
2.	Globalization and Consumer Protection	International Conference	Kalasalingam University, Krishnankoil	Impact of Globalization on the Growth of Consumerism in India	29/01/2010
3.	Emerging Trends in Management	National Conference	Infant Jesus College of Engineering, Vallanadu	PARTICIPATED	3/9/2010
4.	The Rising of BRIC Economies	National Conference	PET Engineering College, Vallioor	The Impact of BRIC Countries on Economy	24/11/2010
5.	Research Methodology	Workshop	Xavier Institute of Business Administration, Palayamkottai	PARTICIPATED	15/02/2013
6.	Creativity and Innovation	National Conference	Manonmaniam Sundaranar University, Tirunelveli	Small Business Management :An Overview	26/03/2013
7.	Entrepreneurship and Socio Economic Development	National Conference	Xavier Institute of Business Administration, Palayamkottai	Building Entrepreneurship on the foundation of Values	13/02/2014
8.	Pros and Corns of FDI in Retail Sector	National Seminar	Rani Anna Government College for Women, Pettai	The Impact of FDI on Mobile Phone Service Providers In India	25/07/2014
9.	Teaching BY casestudy Methods	Workshop	Xavier Institute of Business Administration, Palayamkottai	PARTICIPATED	26/08/2014
10.	Skill Development in Management Education	National Conference	Xavier Institute of Business Administration, Palayamkottai	Skills- The symbol of Sanctity	20/11/2014
11.	Sustainable Development on Indias Urban Future	International Seminar	Francis Xavier Engineering College, Tirunelveli	Sustainable Development – The necessarily of present Generation	5/2/2015
12.	Urbanization	International Conference	Francis Xavier Engineering College, Tirunelveli	PARTICIPATED	18/02/2016
13.	E-Business:A transformative Tool for Market	National Seminar	St.Xaviers College/ Research Department of Commerce	A conceptual study on the Impact of Indian Mobile Phone Users on E-Business	29/01/2018
14.	Entrepreneurial Resurgence and Innovations	National Conference	Alagappa University, Karaikudi	A study on Challenges and Issues of Women Entrepreneurs of MSME industries in Tirunelveli	19/08/2016
15.	Contemporary HRM Practices for excellence in Business Performance	National Seminar	St.Xaviers College/ Research Department of Commerce	TQM practices of Mobile Network Operators in India	8/2/2017
16.	Digital India - Prospects & Challenges	Finance Seminar	Xavier Institute of Business Administration, Palayamkottai	PARTICIPATED	8/2/2017
17.	Data Analysis for Research	Workshop	Francis Xavier Engineering College, Tirunelveli	PARTICIPATED	16/02/2017
18.	Emerging Trends in Business Models and Techniques	International Conference	St.John's College/Department of Commerce, Palayamkottai	A study on Consumer's Satisfaction and Brand Loyalty towards Mobile Phone Services of BSNL in Tirunelveli District, TamilNadu	3/3/2017
19.	Triple Bottom Line for Sustainability	International Conference	St.Xaviers College/ Research Department of Commerce	ITC: Ethical Entrepreneurship	27/07/2017
20.	Trends prevailing in CRM Practices	National Seminar	St.Xaviers College/ Department of Commerce	A study on Customer Relationship Management of Bsnl In Tirunelveli District	16/09/2017

21.	Sustainable Marketing Strategies	International Conference	Manonmaniam Sundaranar University / Department of MBA	Indian Companies Implementing Sustainable Strategies in their Business Activities- A conceptual Study with Reference to ITC and Pureliving	14/12/2017
22.	Innovative and Emerging Strategies	International Conference	Women'ss Christian College / Commerce, Kayalpattnam	A study on Consumer Satisfaction and Brand Loyalty towards Mobile Phone Services of BSNL in Tirunelveli District, TamilNadu	5/1/2018
23.	Intellectual Property Rights	Technical Workshop	Tamilnadu State Council for Science and Technology and STC College, Tirunelveli	PARTICIPATED	31/01/2018 & 01/02/2018
24.	Green Marketing and Sustainable Success	Seminar	Xavier Institute of Business Administration, Palayamkottai	PARTICIPATED	24/02/2018
25.	Advertising in Digital Era	Seminar	Wavoo Wajeeha Women's College Kayalpatnam	PARTICIPATED	06/09/2018
26.	Victimology And Criminal Justice: Global Perspective	International Conference	MSU and Edinboro University of Pennsylvania	YWCA An NGO for every vulnerable women in India	08,09,10/09/2018

### **FACULTY DEVELOPMENT / TRAINING/ CAMP ATTENDED**

Sl No	Title of the Event	Organized by	Year & Month
1	Entrepreneurship Awareness Camp	Francis Xavier Engineering College	28,29/02/2014
2	Management Development Programme	Francis Xavier Engineering College	05/04/2014
3	Faculty Development Programme	Francis Xavier Engineering College	28,29/08/2015
4	Entrepreneurship Awareness Camp	Francis Xavier Engineering College	07,08,09/03/2016
5	Training Programme on Big Data Analytics	Francis Xavier Engineering College	15 -25/06/2016
6	Training on Self Evaluation	Francis Xavier Engineering College	14/02/2017
7	National Research Colloquium	Francis Xavier Engineering College	18/02/2017
8	Faculty Development Programme on Building an Entrepreneurial Ecosystem	Francis Xavier Engineering College	14/07/2017
9	Faculty Development Programme on Artificial Intelligence	Francis Xavier Engineering College	24-30/11/2017
10	Training of Trainer	Francis Xavier Engineering College	23-27/01/2018
11	Faculty Motivation Programme	Francis Xavier Engineering College	16/02/2018
12	IBM Software Training	Francis Xavier Engineering College	19-22/03/2018
13	Orientation Programme	St.Joseph's College, Trichy	11,12/06/2018