

BIO DATA (updated 2023)

A. General Information

- a) Name : **B. ANBAZHAGAN**
- b) Address (Residential) : “DAYA”,
4, Sathsangam Road
S.S. Colony
MADURAI – 625 016
Apj.anbu@gmail.com
98421 89710
- c) Designation : Associate Professor
**Sourashtra College, Autonomous
Madurai-625 004**
- d) Department : **RESEARCH DEPT OF BUSINESS
ADMINISTRATION**
- e) Date of Birth : 29-05-1970
- f) Area of Specialization : FINANCE AND MARKETING

B) Academic Qualifications :

Exam Passed	Degree	Board/ University	Subjects	Year	Division/ Grade Merit etc.
High School	10 th	S.S.L.C Tamilnadu		1985	First Class
Higher Secondary or Pre-degree	12 th	Sourashtra Higher Secondary School Tamilnadu	Maths, Physics, Chemistry & Biology	1987	First Class
Bachelor’s Degree (s)	B.Sc., (Maths)	Madurai Kamaraj University	Maths	1990	First Class
Master’s Degree (s)	M.B.A	M K University	Finance	1997	University First
	M.Com	M K University	Commerce	2001	First Class
Research Degree (s)	M. Phil	M K University	Entrepreneurship	2003	First Class
	Ph. D	M K University	Management	2008	
Other Diploma / Certificates etc.	SLET	Bharathidasan University	Management	1997	
	PGDHE	IGNOU	Equivalent to one orientation programme	2011	Higher Grade

C) Research Experience & Training

Research Stage	Title of work/Theses	University where the work was carried out
M.Phil or equivalent	Entrepreneurship among SHG members	M K University
Ph.D.	Service Quality in Commercial Banks	M K University
Post-Doctoral		
Publications (give a list separately)	Total Publications 53 ISBN AND ISSN	
Research Guidance (give names of students guided successfully)	55 M.Phils	
Training (please specify)	C.A. (1990-1994) Internship for Chartered Accountants	With a Chartered Accountant, Madurai
	M.B.A - Evaluation of Performance of Pioneer Overseas Finance	Thiagarajar School of Management - Madurai

(D) Research Projects carried out Year 2010

Title of the Project	Name of the funding Agency	Duration	Remarks
1. Women Empowerment through SHGs	UGC (Minor Research project)	18 Months	Principal Investigator
2. Absenteeism in SSIs	UGC (Minor Research project)	18 Months	Co-investigator

E) Seminars, Conferences, Symposia Workshops etc. attended

Name of the Seminar/ Conference/ Symposia Workshop, etc.	Name of the Sponsoring Agency	Place and Date
	70	

F) Teaching Experience

Courses Taught	Name of the University/ College / Institution	Duration
i) U.G. – B.B.A (B.A./B.Sc., etc. Pass) (B.A./B.Sc. etc. Hons.)	Sourashtra College	1997 to till date (14.09.1998 to till date in Sourashtra College)
ii) P.G. – M.B.A (M.A./ M.Sc., etc.)	Sourashtra College	1998 to till date (22.01.1998 to till date)
iii) M.Phil	Various Private Universities	12 years
iv) Any other	Research Guidance Ph.D Produced:21 Ongoing :6	

Total Teaching Experience:

- a) Under-graduate (Pass) : 26 Years
 b) Under-graduate (Hons)
 c) Post-graduate : 26 Years

d) INNOVATIONS/CONTRIBUTIONS IN TEACHING

- a) **Design of Curriculum** *served as Dean(Academic affairs) for two years and initiated several innovations
- b) **Teaching methods** Case study, role play, situation analysis using audio – video equipments
- c) **Laboratory experiments** Not applicable
- d) **Evaluation methods.** Continuous assignments, test, quiz, debate & periodical tests
- e) **Preparation of resource material Books, Including books, reading materials** Materials prepared referring, books, magazines and internet
- f) **Remedial Teaching / Student Counseling (academic)** Performance counseling for slow learners, parent – teacher – student discussions made periodically.
- G. **Any Other** Guided 150(UG) level projects & over 250(PG) level research projects so far.

* Served as Academic Council Member (University Nominee) for SRNM College, Sattur

H) Extension Work/Community Service

a. Please give a short account of your contribution to:

- | | |
|---|--|
| <p>i) Community work
Such as values of National Integration, Secularism, democracy, socialism, humanism, peace, Scientific temper, flood or drought relief, small family norms etc</p> | <p>Conducted survey on eye problems of Nilaiyur People in Madurai, report sent to Arvind Eye Hospital</p> <p>Organised Puppet Show For The Benefit Of Nilaiyur Children.</p> |
| <p>ii) National Literacy Mission
Positions held/Leadership role played in organizations linked with Extension Work and National Service Scheme (NSS), or NCC or any other similar activity</p> | <p>YET TO PARTICIPATE</p> |
| <p>b. Positions held/leadership role played in organizations linked with extension work and N.S.S. or N.C.C.</p> | <p>Organised management meet “ELIXIR ‘98”</p> <p>Co-organiser in several other management meets.</p> |

I. Participation in Corporate Life:

Please give a short account of your contribution to:

- | | |
|--|--|
| <p>a) College/University/Institution</p> | <p>1) Member, Board of Studies in few Autonomous College</p> <p>2) University Nominee in Board MBA – Meenakshi Government Arts College.</p> |
| <p>b) Co-curricular Activities</p> | <p>Co-organiser in State Level Seminar on Recent Trends in Management.
Organised two entrepreneurship development camps.
Organized two FDPs in UGC autonomous grant.</p> |
| <p>c) Enrichment of Campus Life (Hostels, sports, games, cultural activities)</p> | <p>Intercollegiate seminar, cultural meet organized (2000-2005) (UG Level) – MANIFEST</p> |
| <p>d) Students Welfare and Discipline</p> | <p>Maintained by counseling methods</p> |
| <p>e) Membership/Participation in Bodies/Committees on Education and National Development</p> | <p>Represented member – Institution Management Association, Madurai</p> |

f) **Professional Organization of Teachers.** Member in MUTA

E. (a) **Membership of Professional Bodies, Societies etc.**

Member – Thiru arut Prakasa
Vallalar Panimandram – Madurai
Member – Tirupugazh Sabai -
Madurai

(b) **Editorship of Journals**

Member – Editorial Board Journal of
International Marketing Management.

F. **Any other information**

Conducted Mega JOB FAIR as
Placement Officer in 2011(over 2000
participated and above 350 got
placements)

G. LIST OF SEMINARS ORGANISED

Sl.No.	Title of the Sem./Conf./Workshop	State / National/International	Date
1.	Emerging Trends in Functional Management in Corporate Sector in India Co-convenor	State Level	19.12.2007
2.	TRENDS IN SERVICES MARKETING Co-convenor	STATE LEVEL STUDENTS SEMINAR UNDER UGC AUTONOMY GRANT	21 JAN 2015
SL. No.	Topic (State / Nat'l / Int'l)	Organized by Dept./Incollaboration with	Date
3	Entrepreneurship Awareness Camp Convener	Saraswathi Thyagaraja College- DST	August 2016
4.	Workshop on Aptitude Development- State level -Convener	Sourashtra College(UGC Autonomy Grant)	March 2017
5.	Faculty Development Programme- State level- Convener	Sourashtra College(UGC Autonomy Grant)	March 2017
6.	Entrepreneurship Awareness Camp - Convener	SIPPO- DST	July 2017

LIST OF PUBLICATIONS

Sl. No.:	Journal	Volume	Page No.:	Article Title
1.	Journal of insurance & risk Management (ISBN 0972-7620)	IV issue 08 June 2006	77	Strategic management in Insurance Industry – An empirical evidence
2.	AMITY Business review	VI No.: 2 July – Dec 2005	59	Job satisfaction among bank employees in public & private sector Banks
3.	SCMS Journal of Indian Management ISSN – 0973-3167	IV No. 1 Jan – June 2007	67 – 72	Job contentment university Academics

4.	AMITY Business review	VIII No. 1 Jan – June 2007	16	Behavioral consequences of service quality in Banks
5.	GITAM Journal of management	VI No.3 July – Sept 2008	153 – 168	Service quality in commercial banks: Customers perspective
6.	Business Plus Issn No; 0975-9336	Volume 1, No.2, July 2010	7 – 10	Guests Satisfaction on Information Technology Based Services provided by The star Hotels in Tamilnadu
7.	Sourashtra Sangamam	Magazine-Monthly		Article on Entrepreneurship among Sourashtra Students
8.	Women empowerment in India- Challenges ahead	ISBN:978 81 8371 373 3	170	A study on Entrepreneurial competencies among women MBA students
9.	College Sadhana- journal for Bloomers of Research	ISSN 0974- 6838	222	A study on Quality in Higher Education: Students perspective
10.	JM International Journal of Marketing Management	ISSN Print 2230-701X online 2229-4570	124	A study on restaurant service quality in Chennai
11.	ICBSCR Business Strategies on Corporate race	978-81-8371-385-6	160	Service quality as survival strategy
12	JM INTERNATIONAL JOURNAL OF SERVICES MARKETING	ISSN Print 2230-701X online 2229-4570 June 2011	Page 174	SERVICE QUALITY AND ITS CONSEQUENCES: AN EMPRICAL STUDY IN RETAIL BANKING
13	Business Plus Issn No; 0975-9336	Published 2012		PERSONALITY INVENTORY AND EMOTIONAL INTELLIGENCE AMONG IT PROFESSINALS: AN EMPIRICAL STUDY AT CHENNAI

14	“RURAL ENTREPRENEURSHIP: AN INCLUSIVE STRATEGY FOR MANAGING REGIONAL IMBALANCES”	Published 18 th & 19 th December 2013 ISBN: 978-93-80530-71-0	PP – 177 - 180	A STUDY ON PROBLEMS FACED BY WOMEN ENTREPRENEUR IN RURAL AREAS
15	“OPPORTUNITIES AND CHALLENGES IN PRESENT GLOBAL BUSINESS SCENARIO” Proceedings	Published 27 th December 2012	PP - 71-74	A STUDY ON STRESS MANAGEMENT AMONG EMPLOYEES IN INDIA
16	WOMEN EMPOWERMENT IN INDIA – CHALLENGES AHEAD	Published ISBN: 978 81 8371 373 3	170 - 178	A Study on Entrepreneurial Competences Among Women MBA Students
17	RESEARCH EXPLORER Sustainable Development through Global Business	February 2014 Spl issue:1 ISSN 2250-1940	136	Service quality in various star hotels in Coimbatore
18	Kaizen 14 360 degree challenges In Modern Business Era	Feb 2014 ISBN 978-93-80368-23-8	37	Customer relationship marketing orientation among insurance agents
19	Kaizen 14 360 degree challenges In Modern Business Era	Feb 2014 ISBN 978-93-80368-23-8	1	Challenges in customer retention in Banks
20.	Indian International Research Journal of Management Studies and Social Science(IIRJMS)	ISSN 2348-344X Vol.1/number1/March 2014	43	A study on service marketing in retail banking sector
21	Indian International Research Journal of Management Studies and Social Science(IIRJMS)	ISSN 2348-344X Vol.1/number1/March 2014	186	Service quality in various retail formats in Madurai city
22	Achieving Millennium Development goals(MDG) challenges and future Volume II	ISBN 978-93-82570-26-4	524	A study on Performance of financial inclusion measures by RBI
23	Emerging Trends in Management	ISBN 978-81-904189-5-9	7-9	Tourism in Indian Economy

24	Emerging Trends in Management	ISBN 978-81-904189-5-9	57-58	A study on antecedents of customer switching behavior in Banking sector
25	Shanlax International Journal of Arts science and Humanities	ISSN: 2321-788X Vol.1 No.4 April2014	70	Customer relationship market orientation in Banks
26.	Shanlax International Journal of Management	ISSN. 2321-4643 Vol.1 No.4 April 2014	53	Relqual: A tool to measure customer relationship quality in Banks
27.	Shanlax International Journal of Management	ISSN. 2321-4643 Vol.1 No.2 October 2014	1	Core Service quality in Banking and Insurance: A study in Madurai

PUBLICATIONS FROM 2014 AFTER

**LIST OF PUBLICATIONS
DEPARTMENT OF BUSINESS ADMINISTRATION**

Sl. No.:	Journal/EDITED VOLUME/CONFERENCE	Volume	Page No.:	Article Title
28	Shanlax International Journal of Management	ISSN. 2321-4643 Vol.3 No.2 October 2015	70	Financial Management Practices at selected Textile Units.
29	Shanlax International Journal of Management	ISSN. 2321-4643 Vol.3 No.4 July 2016	120	A study on Human Resource Management Practices in SMEs
30	Shanlax International Journal of Management	ISSN. 2321-4643 Vol.4 No.2 October 2016	118	Quality of work life among IT sector employees
31	Shanlax International Journal of Commerce	ISSN. 2320-4168 Vol.4 No.4 October 2016	79	Relationship Marketing Orientation in Insurance Sector
32	Shanlax International Journal of Commerce	ISSN. 2320-4168 Vol.5 Spl.issue:1 No.4 April 2017		Viral Marketing- A retrospective approach
33	Research Scholar Peer referred quarterly inter disciplinary research journal-	, Vol. 6, No.4 December 2016 , ISSN 2249-6696	Scholars association of Kerala , Ruby Villa Kozha Kottayam	A study on HRM practices in small and medium scale enterprises with special reference to Jeevodaya

				Milk Project, Kothamangalam
34	Management researcher – A peer reviewed journal, UGC approved journal No. 63925 Business Management & Accounting,	Volume 14, NO. 3, October- December 2017 , ISSN 2230-8431,	Institute of Management Development & Research, Thiruvananthapuram	A study about the opinion of HR experts on the usage of cloud technology in human resource information system

PUBLICATIONS OF DR. B.A IN EDITED VOLUMES DURING 2018-2020

SL. NO	Year	Book Topic	ISBN-CONFERENCE PROCEEDINGS	Paper title	PUBLISHER Page No	Remarks
35	AUGUST 2018 Dr. B.A	CHALLENGES AND INNOVATIONS IN COMMERCE	978-81-933998-7-3	A STUDY ON STRESS MANAGEMENT AMONG EMPLOYEES IN INFORMATION TECHNOLOGY SECTOR AT MADURAI CITY	MTN COLLEGE, 72-79	CO-AUTHOR N.N. SANGESH
36	2017	NEW DIMENSIONS OF MANAGEMENT IN THE GLOBALIZED ERA 2017	978-93-85977-91-6	EDGE OF E MARKETING OF HEALTH INSURANCE SERVICES IN INDIA	303-306	CO-AUTHOR ABRAHAM PRATHEEP
37	Oct 2017	INNOVATIVE ADVANCES & CHALLENGES IN MANAGEMENT	978-93-81723-78-4	A PROFOUND REVIEW OF IMPLICATION OF SOCIAL MEDIA TOWARDS THE DEVELOPMENT OF INDUSTRIES WITH REFERENCE TO MADURAI DIST.	VHNSN 13	CO-AUTHOR C. BALAJI VISWANATH
38	MARCH 2019	INNOVATIVE STRATEGIES OF MANAGEMENT	978-93-88398-67-1	WEB MARKETING – A STRATEGIC PLATFORM FOR FINANCIAL	MKU, DOMS, PAGE ; 8	CO-AUTHOR D. ABRA

	Dr. B.A	T IN THE GLOBALIZED ERA 2019		SERVICES WITH SPECIAL REFERENCE TO BANKING AND INSURANCE SECTOR IN INDIA		HAM PRATHEEP
39	MARCH 2019 Dr. B.A	INNOVATIVE STRATEGIES OF MANAGEMENT IN THE GLOBALIZED ERA 2019	978-93-88398-67-1	AN EMPIRICAL STUDY OF RAMIFICATION OF USING SOCIAL MEDIA MARKETING STRATEGY FOR BUSINESS PROSPERITY IN THE GARMENT HUB OF INDIA	MKU, DOMS, PAGE :24	CO-AUTHOR C.BALAJI VISWANATH
40	MARCH 2019 Dr. B.A	INNOVATIVE STRATEGIES OF MANAGEMENT IN THE GLOBALIZED ERA 2019	978-93-88398-67-1	UNDERSTANDING ORGANIZATIONAL CITIZENSHIP BEHAVIOUR WITH SPECIAL REFERENCE TO VRC HOSPITAL	MKU, DOMS, PAGE :114	CO-AUTHOR SUJETHA SUNDARAM
41	MARCH 2019 Dr. B.A	INNOVATIVE STRATEGIES OF MANAGEMENT IN THE GLOBALIZED ERA 2019	978-93-88398-67-1	THE ROLE OF INTERNAL MARKETING IN CREATION OF SUSTAINABLE COMPETITIVE ADVANTAGES WITH SPECIAL REFERENCE TO NEW GENERATION BANKS IN KERALA	MKU, DOMS, PAGE :170	CO-AUTHOR BLESSY VARGHEESE

S. No	Name of the Conference / Journal	Name of the Institution Organizing such programs	Title of the Paper	ISSN / ISBN
42	International Conference on	DOMS, Madurai	Digital Banking - A	ISBN

	<p>“Dynamics of Management in the Global Scenario”</p> <p>Dr.B.A</p>	<p>Kamaraj University</p> <p>5th March 2020</p>	<p>Strategic Platform For The Banks In Building A Strong Customer Relationship</p>	<p>978-93-89658-99-6</p>
43	<p>International Conference on "Transformation in Industry in an Era of Digitalization: Challenges & Opportunities (ICID 2019)”</p> <p>Dr.B.A</p>	<p>PG & Research Department of Commerce, Guru Nanak College (Autonomous) 28th Sep 2019</p>	<p>Digital Marketing – A Strategic Platform For Insurers to Target Prospective Customers</p>	<p>ISSN 2277 - 3878</p> <p>Scopus Indexed Journal IJRTE, Volume-8 Issue-4S3, December 2019</p>
44	<p>Conference on Innovation- a tool for sustainable business development</p> <p>Dr.B.A</p>	<p>Madras Christian College 23,24 Sep 2019</p>	<p>PSBs - A Nimble Goliath or Engine of Economic Growth? (A Study with Reference to Public Sector Banks)</p>	<p>Shanlax journals Vol. 7 Special Issue 1 September, 2019 Impact Factor: 4.118 P-ISSN: 2320 – 4168 E-ISSN: 2582-0729 pp 123</p>
45	<p>Conference on Innovation- a tool for sustainable business development</p>	<p>Madras Christian College 23,24 Sep 2019</p>	<p>Autonomous EV's in India- Future of Auto Sector</p>	<p>Shanlax journals Vol. 7 Special Issue 1 September, 2019 Impact Factor: 4.118 P-ISSN: 2320 – 4168 E-ISSN: 2582-0729 pp224</p>

Dr.B.A			
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RECENT PUBLICATIONS OF DR. B.A IN LISTED JOURNALS DURING 2019-2020

SL.NO	JOURNAL	ISSN/VOL/PAGE	PAPER TITLE	IMPACT FACTOR	REMARKS
46	International Journal of Research and Analytical Reviews (IJRAR)	E-ISSN 2348-1269 IJRAR June 2019 , Volume 6, Issue 2	Talent Management In Insurance Sector With Special Reference To Health Insurance Companies	5.75	UGC APPROVAL no: 43602
47	Our Heritage	ISSN: 0474-9030 Vol-68-Issue-30- February-2020 Pp 7224	Customer Loyalty in Banking Industry: An Empirical Study In Madurai District	6.6	In UGC care list
48	Parishodh Journal	Volume IX, Issue II, February/2020 ISSN NO:2347-6648	ORGANIZATIONAL CITIZENSHIP BEHAVIOUR (OCB) AMONG THE EXECUTIVES AND THEIR ORGANIZATIONAL COMMITMENT IN UAE	6.3	In UGC care list
49	The International journal of analytical and experimental modal analysis	ISSN NO: 0886-9367 Page No:181 Volume XII, Issue II, February/2020	DETERMINANTS OF CUSTOMER CHURN IN GENERAL INSURANCE INDUSTRIES: AN EMPIRICAL STUDY IN MADURAI CITY	6.3	Previously in UGC care list II
50	Journal of Interdisciplinary Cycle Research	Volume XII, Issue II, February/2020 ISSN NO: 0022-1945	A RE-EVALUATION OF CUSTOMER CHURN BEHAVIOUR IN GENERAL INSURANCE INDUSTRY	6.2	Previously in UGC care list II

		Page No:588			
51	Shanlax International Journal of Management	Volume: 7 Issue: 3 Month: January Year: 2020 P-ISSN: 2321- 4643 E-ISSN: 2581- 9402 pp.74	Organizational Citizenship Behaviour, its Antecedents and Outcome: An Empirical Analysis	-	Not in UGC list at present
52	<i>Sambodhi Journal</i>	ISSN: 2249-6661 Vol-43, No.-3, July to September (2020)	ANTECEDENTS OF QUALITY OF WORKLIFE AMONG EMPLOYEES IN I.T SECTOR: AN EMPIRICAL ANALYSIS		(UGC Care Journal)
53	<i>Wesleyan Journal of Research,</i>	<i>ISSN: 0975- 1386</i> Vol 13 No 6 (August 2020)pp 67	Role of Work Flexibility in Enhancing the Quality of Work Life in IT Sector		(UGC Care Journal)

DETAILS OF UGC MINOR RESEARCH PROJECTS

1. Principal Investigator –MRP Link No: 3354 dated July 2010 titled “Empowerment of Women through SHGs” Amount Rs.125000
2. Co-Investigator – MRP Link 3353 dated July 2010 titled “Absenteeism in Small Scale industries” Amount Rs. 120000

LIST OF SEMINARS: ATTENDED/PAPER PRESENTED

Sl. No.	Date	Type	Topic	Institution	Paper presented/ Participated
1.	6,7 th Feb. 2004	International seminar	Emerging trends in global business: challenges & opportunity for developing countries	P.R. Institute of Management	Micro Finance- An innovative lending
2.	28 th Aug 2004	Faculty development Programme	Research Methodology in Commerce & Management	NMS SVN College, Madurai	Attended

3.	15 th Oct.2005	State Level Seminar	Role of FDI in Indian Business	MTN College, Madurai	The Role of FDI in Telecommunication
4.	25 th Feb.2008	National Conference	Globalisation Prospects& Problems	Dept.Of Eco., Sourashtra College, Madurai	Impact of Globalisation on Developing countries & India
5.	8 th March 2008	National Seminar	Managing the Future	DOMS, Sourashtra College, Madurai	Transformational Leadership
6.	8,9 th Aug.2008	Southern Regional Seminar	Leadership in Management	AIMS,PSG, MKU	Attended
7.	6 th March 2009	State Level Seminar	Global Imbalance	NMS SVN College, Madurai	Attended
8.	14 th March 2009	National Seminar	Right to Information Act	MTN College, Madurai	Attended
9.	24 th March 2009	State Level Seminar	New Dimensions in Management	Dept of Business Administration, NMS SVN College, Madurai	Presented Paper on New Dimensions in Bank Management
10.	25 th March 2009	State Level Workshop	Industrial Opportunities and Entrepreneurial Development	Dept of Commerce, NMS SVN College, Madurai	Participated
11.	3 rd April 2009	National Conference	I.T. in Management	Anna University, Tirunelveli	RFID in Retail Management(Paper Presented)
12.	04.04.2009	One Day Workshop	Application of Appropriate Statistical Tools in Management Research	Dept of Management Studies, Manonmaniam Sundaranar University	Participated
13.	24 th march 2009	State Level seminar	New Dimensions in Management	NMS SVN College, Madurai	Presented PAPER ON New Dimensions in Bank Management
14.	25 th March 2009	State Level workshop	Industrial opportunities and Entrepreneurial Development	NMS SVN College, Madurai	Participated

15.	4 th April 2009	Workshop	Application of Stat.tools in Management Research	M.S. University, Tirunelveli	Participated
16.	21 st August 2009	NAAC Sponsored State Level workshop	Quality excellence and quality sustenance in Education	Sourashtra College, Madurai	Presented paper on EDUQUAL: A scale to measure the quality of Education
17.	25 th September 2009	National Conference	Organisational strategies for current economic scenario 2009	KLN College of Engg. Pottapalayam	Presented paper on SERVICE QUALITY AS SURVIVAL STRATEGY
18.	15 th July 2010	Trainers Training Programme	Values in Life and Motivation(IQAC)	Sourashtra College, Madurai	Participated
19.	25 th -27 th August 2010	National Conference	Biodiversity for sustainable Development: Threats, Indicators, climate change, Poverty alleviation and Targets for safeguarding Biodiversity	Madurai Kamaraj University	Presented Paper on “Role of corporate in conservation of Biodiversity”
20.	23 rd September 2010	National conference	Green Business: Opportunities & Challenges	Kodaikanal Christian College	Presented Paper on “Corporate Social Responsibility for green Business”
21.	8 th October 2010	ICSSR Sponsored National Seminar	Building up a prosperous India- thriving on entrepreneurial spirit	Prasad V. Potluri Siddhartha institute of technology, Kanuru Vijayawada	Presented Paper on “Entrepreneurial traits among Sourashtra Students in Madurai”
22.	21 st and 22 nd October 2010	NAAC sponsored National Seminar	Quality Assurance in Higher Education: Global Perspective	Arumugam Pillai seethai ammal College, Tiruppattur	Presented a paper on “Quality in Higher Education. Students perspective”
23.	17 th & 18 th February 2011	International Conference on.	Environmental sustainability: Challenges and Strategies	Fatima College Madurai	Presented Paper on “Integrating Biodiversity and Management”
24.	28 th January 2011	Oneday National Conference	Women Empowerment in India	S.V.N. COLLEGE	Participated
25.	6 th & 7 th May 2011	International Conference	Business Strategies on Corporate Race	Dhanalakakshmi Srinivasan College of Eng.&Tech	Presented Paper on “Beat the Heat : Service Quality as Survival Strategy”
26.	25 th August 2011	International Seminar	India’s Emerging Services Sector – Challenges & Opportunities	Dept of Business Administration, S.V.N. College Madurai	Challenges and Opportunities faced by Indian Telecom Industry

27.	24.09.2011	National Seminar	Retail Marketing in India: Trends and Challenges	PG and Research Dept of Commerce, Mannar Thirumalai Naicker College, Madurai	Service Quality in various Retail Formats in Madurai City
28.	02.03.2012 & 03.03.2012	International Conference	Globalisation is Irreversible: Need for Branding India Inc. & Making MSMEs Competitive	Sree Saraswathi Thyagaraja College, Pollachi	India: Is it in Casuality Ward?
29.	27.02.2012	National Conference	Opportunities and Challenges in Present Global Business scenario	Adhiparasakthi Engineering College	A Study on Stress Management among Employees
30.	30.01.2013 & 31.01.2013	International Conference	Challenges and Strategic Reforms in Management	Mohamed Sathak College of Arts & Science, Chennai	A Study on Work Life Balance of Women Employees
31.	14.02.2013	National Seminar	Biodiversity and You (BIODAY)	Pope's College, Sawyerpuram	Paper Presented Biodiversity and Business
32.	15.02.2013	National Conference	Renewable Energy Management	Arul Anandar College, Karumathur	Bio-Diversity Conservation
33.	12.08.2013	National Seminar	Tourism Industry in India: Challenges and Opportunities	Mannar Thirumalai Naicker College, Madurai	Service Quality is an Antecedent of Tourists Satisfaction: An Empirical Study
34.	18.12.2013 & 19.12.2013	National Conference	Rural Entrepreneurship: An Inclusive Strategy for Managing Regional Imbalances	Sree Saraswathi Thyagaraja College	Rural Women MBA Student's Attitude towards Entrepreneurship
35.	09.01.2014 & 10.01.2014	National Level Seminar	Inclusive Growth and Sustainable Development of India	Dept of Commerce, Arul Anandar College, Karumathur	Innovation: Key to Sustainable Growth in Agriculture
36.	09.01.2014 & 10.01.2014	National Level Seminar	Inclusive Growth and Sustainable Development of India	Dept of Commerce, Arul Anandar College, Karumathur	Bio Diversity for Sustainable Development
37.	09.01.2014 & 10.01.2014	National Level Seminar	Inclusive Growth and Sustainable Development of India	Dept of Commerce, Arul Anandar College, Karumathur	Sustainable Agricultural Development

38.	09.01.2014 & 10.01.2014	International Conference	International Business Scenario in Indian Context	Dept. of Management Studies, Sacred Heart College, Tiruppathur	A Study on Service Marketing in Retail Banking Sector
39.	09.01.2014 & 10.01.2014	International Conference	International Business Scenario in Indian Context	Dept. of Management Studies, Sacred Heart College, Tiruppathur	Service Quality in Various Retail formats in Madurai
40.	05.02.2014	National Conference	360 Degree Challenges in Modern Business Era	Dept of Management Studies, Nadar Saraswathi College of Arts and Science, Theni	Customer Relationship Marketing Orientation among Insurance Agents
41.	05.02.2014	National Conference	360 Degree Challenges in Modern Business Era	Dept of Management Studies, Nadar Saraswathi College of Arts and Science, Theni	Challenges in Customer Retention in Banks
42.	06.02.2014	International Conference	Sustainable Development through Global Business	Dept of Management Studies, Srinivasan College of Arts and Science, Perambalur.	Customer Satisfaction in Indian Retail Banking
43.	07.02.2014	International Conference	Sustainable Development through Global Business	Dept of Management Studies, Srinivasan College of Arts and Science, Perambalur.	Service Quality in Various Star Hotels in Coimbatore
44.	19.02.2014	National Conference	Modern Trends & Development Strategies in Indian Business	Dept of Commerce & Management, Sri Ganesh College of Arts & Science, Salem.	A Study on Customer Switching Behaviour in Banking Sector
45.	25.2.2014	National Conference	Financial Inclusion- Strength, Weakness and Trend	PG Dept of Commerce, Sri Kaliswari College, Sivakasi	Measures taken by RBI for financial inclusion
46.	13.03.2014	National Conference	Millennium development goals(MDG)- Challenges and Future	VEL'S University, Chennai	A study on performance of financial inclusion measures by RBI

47.	14.03.2014 & 15.03.2014	National Seminar	Environment Nexus Development: Issues and Challenges	Pope's College	Environmental Problems and Solutions
48.	14.03.2014 & 15.03.2014	National Seminar	Environment Nexus Development: Issues and Challenges	Pope's College	Bio-Diversity Conversation for Sustainable Growth
49.	25.02.2014 & 26.02.2014	National Conference	Financial Inclusion – Strength, Weakness and Trend	PG Dept of Commerce (CA), Sri Kaliswari College, Sivakasi	Measures taken by RBI for Financial Inclusion
50.	20.03.2014	National Conference	Emerging Trends in Marketing	PG Dept of Commerce (CA), Hajee Karutha Rowther Howdia College, Uthamapalayam	CRM – Successful Tool in Bank Marketing.
51.	28.03.2014	National Seminar	Emerging Trends in Management	MBA Department Sourashtra College Madurai	Sustainable growth in Tourism sector.
52.	21, 22 .8.2014	National Seminar	Economics of Inflation Dynamics	Thiagarajar College, Madurai	Inflation and Economic Growth of India
53.	17.12.2014	National conference	Hospitality and Tourism Industries – A Promising Sector of Indian Economy	Jamal Mohamed College, Tiruchirappalli	Tourism in North East India: An open Treasure
54.	26.9.2014	Workshop	CRM in Banking Sector	Mannar Thirumalai Naicker College Madurai	Participation
55.	26.9.2014	National conference	Trends in Alternative Literature	Sermathai Vasan College for women	Dalit Literature

LIST OF SEMINARS AFTER 2014

Sl. No.	Type	Topic/Theme	Institution organised	Paper presented/ Participated	Date
56	UGC sponsored National seminar	FDI in retail sector	Department of Economics, Devanga Arts College	Pros and Cons of FDI in Retail Sector in India	11,12, September 2014

57	National Conference	Integration of Technology and Organizational Strategies	PG dept of Information Technology Fatima college	IT enabled Business: Cloud computing	21 st August 2015
58	National Seminar	Management Practices in the era of globalization. (UGC Autonomy Grant)	Dept.of Business Admn. S.V.N. College, Madurai	Corporate Social Responsibility	2 nd February 2016
59	International Conference	Competency Building strategies in Business and Technology for sustainable development.	Sri Ganesh School of Business Management, Salem	Tourist Satisfaction with cultural sites: A study in Thanjavur	19 th February 2016
60	International Seminar	Emerging trends in Personal Financial Management.	Sree Saraswathi Thyagaraja College, Pollachi	Factors influencing decisions towards financial investment by salaried class investors	26, 27 th February 2016
61	National seminar	New dimensions of Management in the globalized era – 2016.	DOMS Madurai Kamaraj University	An empirical study on stress level with its impact on their behaviour and health of women employees in information technology sector, Madurai	30 th March 2016
62	International Seminar	Impact of Demonetization on Small scale Industries	Dept. of commerce, S.V.N.College, Madurai	A study on Impact of Demonetization on Inflation	27 th January 2017
63	National seminar	New dimensions of Management in the Globalised Era-2017	Dept.of Management studies, MKU	Edge of E- Marketing of Health Insurance services of India.	3 rd February 2017
64	National Conference	Demonetization- Effects on Indian financial system	Faculty of commerce, Saraswathi Thyagaraja College, Pollachi	The Impact and Challenges of Demonetization for Indian Economy	15 th February 2017
65	International Seminar	Demonetisation-causes and consequences	Dr. Zakir Husain College, Ilayangudi	The impact and challenges of demonetization for Indian economy	23 rd February 2017
66	International Seminar	Demonetisation-causes and consequences	Dr. Zakir Husain College, Ilayangudi	Demonetisation –A Big Move	23 rd February 2017
67	International Seminar	Demonetisation-causes and consequences	Dr. Zakir Husain College, Ilayangudi	Demonetisation- causes and consequences	23 rd February 2017
68	International Seminar	Demonetisation-causes and consequences	Dr. Zakir Husain College, Ilayangudi	A study on Impact of demonetization in India	23 rd February 2017

69	International conference	Digital Marketing in the Global Business	Department of Commerce(SF), Sourashtra College	Health Insurance Services in the digital era.	24 th February 2017
70	International conference	Digital Marketing in the Global Business	Department of Commerce(SF), Sourashtra College	Viral Marketing: A retrospective approach	24 th February 2017

LIST OF CANDIDATES AWARDED PH.D (PART-TIME) IN BUSINESS ADMINISTRATION IN MADURAI KAMARAJ UNIVERSITY UNDER THE GUIDANCE OF DR. B. ANBAZHAGAN, ASSO.PROF, RESEARCH DEPT OF BUSINESS ADMINISTRATION, SOURASHTRA COLLEGE, MADURAI-4

SL. No	NAME OF THE CANDIDATE	OCCUPATION	REGN . No	DATE OF VIVA	TITL E
1.	P. Senthilkumaran,MBA,M. Phil,NET	HOD in Hotel Management ,Sourashtra College, Madurai-625 004 9344789111	P8563	2.4.13	Service Quality in Star Hotels in Tamilnadu-
2.	R. Kannan, MBA	The Vice President, Loyal Textiles Mills Ltd., Chennai. Ph. 98421 32825	P8684	30.9.16	A comparative analysis of financial Management of selected textile units in South India
3.	V. JulianSingh,MBA	The Manager, Reliance Communications, Bye Pass Road, Madurai-10. Ph: 9367497878	P8825	25.1.16	Consumer Behaviour in the cellular Phone service providers market- A study in Madurai District.
4.	A.V. Shathya, MBA, M.Phil	Asst. Prof, Dept. of Management Studies, Dhanalakshmi College of Engg. Chennai Ph: 9789370008	P8853	23.08.13	Service Marketing in Management Institutions in South Tamilnadu
5.	V.P. Prassadh,MBA	H.R. Executive, TCS Ltd., Velachery, Chennai. Ph: 94443030967	P8987	7.9.15	Work life balance of women employees in BPO industry- A study in Tamilnadu
6.	J.Prema, MBA, M.Phil	Lecturer,Management Studies, S.V.N. College, Madurai-19 Ph: 9965597098	P9000	26.8.13	A Study on Training and Development in SMEs in Madurai District.
7.	K. Karthik Subramanian,MBA, M.Phil	Lecturer, Management Studies, Rajus Gandhi College of Engg.& Tech. Kriumampakkam,Puducherry. Ph: 9944142707	P9120	4.10.13	Service Quality in E-Banking :A study in selected cities of Tamilnadu

8.	S. Chandralekha, MBA, M.Phil	Lecturer, BBA Dept. Yadava College, Madurai Ph: 9487740683	P93329	22.9.15	HR Practices in SMEs in Madurai Dist.
9.	N. Ramachandran	Lecturer, MKUC	P9978	23.2.16	Switching behavior in telecom industry in Madurai city.
10.	T.S. Deepa	Business Development Manager Sikho Education, Madurai	P3150	Date of viva 12.1.2018	Switching behaviour in retail banks in Tamilnadu.
11.	K. Sathyabama	Manager, Indian Bank, theni	P3345	21.03.18	A study on service quality in housing finance companies in Tamilnadu
12.	B.Thiruppathi Raj	Entrepreneur	P3712	14.06.18	Relationship marketing in Insurance Sector- A study in Madurai.
13.	R. Prasanthi	P.A to vice President office, Kuwait	P3766	24.05.19	EMOTIONAL INTELLIGENCE OF EXECUTIVES – A STUDY IN SELECTED SECTORS IN KUWAIT
14.	Harris T.Rajan	Manager, IDBI ltd	P3801	15.07.19	IMPACT OF SERVICE RECOVERY ON SERVICE EXCELLENCE – AN EMPERICAL STUDY IN BANKING INDUSTRY
15.	D. ABRAHAM PRADEEP (AADHAR – 8930 1411 9516)	R.L. Institute of Management Studies	P4703	AWARDED	ANTECEDENTS OF SERVICE EXCELLENCE IN HEALTH INSURANCE INDUSTRY – AN EMPERICAL STUDY IN MADURAI DISTRICT
16.			P3654	AWARDED	SERVICE RECOVERY STRATEGIES AND CUSTOMER LOYALTY IN RETAIL BANKING – A STUDY IN TAMILNADU
17.	K.Saravanan	Malaysia	P4723	AWARDED	CUSTOMER CHURN ANALYSIS IN GENERAL INSURANCE INDUSTRY – AN EMPERICAL STUDY IN TAMILNADU
18.	M. ARAVIND BALAJI (AADHAR – 5811 6299 8131)	Manager, ICICI insurance	P4881	AWARDED	QUALITY OF WORK LIFE AMONG IT SECTOR EMPLOYEES IN TAMILNADU - AN EMPERICAL STUDY
19.	K.G. RAJASABARISH BABU (AADHAR – 3444 6442 0197)	Asst.Prof. BBA dept, Sourashtra College		AWARDED	A STUDY ON LINKAGE BETWEEN SERVICE QUALITY AND CUSTOMER LOYALTY IN
	A KALA (AADHAR – 2097 0416 4768)		P4989		

20	SUJITHA SUNDARAN C (AADHAR -5721 5044 7172	AWARDED	P4476	CORPORATE SOCIAL RESPONSIBILITY: AN IMPACT STUDY AMONG SELECTED COMPANIES IN KERALA
21	Blessy Vargheese	AWARDED	P5471	IMPACT OF INTERNAL MARKETING ON MARKET ORIENTATION: A STUDY IN BANKING SECTOR IN KERALA