

# CURRICULUM VITAE

## **B. RAJESH KANNAN,**

Assistant Professor

Department of commerce with (CA)

Head of the department i/c

Sourashtra College, Vilachery

Madurai – 625 010.

**E-Mail:** brajeshkannanmba@gmail.com

**Mobile:**8056306937



### **CAREER OBJECTIVE:**

To pursue a challenging career and be part of a progressive organization that gives scope to enhance my knowledge, skills and to reach the pinnacle in the computing and research field with determination, dedication and hard work

### **ACADEMIC PROFILE:**

<i>S.No</i>	<i>Degree</i>	<i>Name of the Institution</i>	<i>Name of the University</i>	<i>Year of passing</i>	<i>Class/ Percentage</i>
1	Ph. D., (Business Administration)	Madurai Kamaraj University, Madurai.	Madurai Kamaraj University, Madurai.	PhD Awarded on 13.08.2019	-
2	MA(Tourism Management)	Madurai Kamaraj University, Madurai.	Madurai Kamaraj University, Madurai.	April 2018	I class 66%
3	M.Phil., (Management)	Madurai Kamaraj University, Madurai.	Madurai Kamaraj University, Madurai.	April 2015	I class, 67%
4	M.B.A., (Management)	Sourashtra College, Madurai.	Madurai Kamaraj University, Madurai.	April 2014	II class, 57%
5	B.B.A.,	Sourashtra College, Madurai	Madurai Kamaraj University, Madurai.	April 2012	III class, 45%
6	HSC	Vivekanandha. Hr. Sec.School, Madurai.	Tamilnadu State Board	March2009	II class, 56%
7	SSLC	M.N.U.JeyarajNadar. Hr.Sec.School, Madurai.	TamilnaduState Board	March2007	II Class, 55%
8	Cleared <b>Tamilnadu State Eligibility Test (TNSET) - December 2017</b> Examination conducted by Mother Teresa University, Kodaikanal and qualified for Assistant Professor as per UGC norms.				

## INTERESTED AREAS TO TEACH:

- ❖ Marketing
- ❖ Principles of Management
- ❖ Human Resource Management
- ❖ Event Management

## WORK EXPERIENCE:

- ✓ Worked as a **Full time Research scholar** in the Centre for Tourism and Hotel Management, Madurai Kamaraj University, Palkalai Nagar, Madurai. (From Sep, 2015 to Sep, 2018)

## ACADEMIC EXCELLENCE:

- ✓ Attended various International and National seminars and presented papers.
- ✓ Published various research papers.
- ✓ Participated in various workshops.
- ✓ Handled Classes for Tourism and Hotel Management Students.

## ACADEMIC PROGRESS DETAILS:

### I. PROJECTS DONE:

- ✓ **PG:** Consumer behavior of buying instant cooking food in Management excellence in 21<sup>st</sup> century
- ✓ **M.Phil:** A Study on customer perceptions towards sales and service by RK Bajaj in Madurai.

### II. CONFERENCES:

#### International Conference (Papers Presented& Published):

1. ***“Impact of ATM kiosk of consumer preference in banking”*** in International Conference on Global Talent Management in Digital Era organized by Department of MBA,MCA&M.Sc(IT), Fatima college(Autonomous), Madurai on 13<sup>th</sup> September 2017.
2. ***“Consumer Attitude and behavior towards organic chicken in Madurai city”*** in International conference on Globalization – Innovation- Leadership organized by GRD Institute of management on 10<sup>th</sup>&11<sup>th</sup> Nov 2017
3. ***“4 E’s of Tourism Marketing”*** in International Conference on Tourism and Hospitality Sectors: Success Strategies organized by Department of Hotel Management& Catering Science, Jamal Mohamed College(Autonomous),Tiruchirappalli on 23<sup>rd</sup> January 2018 (ISSN 2395-5929).
4. ***“Successful Brand Building Process”*** in International conference on New Dimension of management in the Globalized era-2018.Department of management studies, Madurai Kamaraj University, Madurai. pp (21 to 25) ISBN:978-93-87102-71-2(2017, February 9th).

5. ***“Recruitment And Retention Of Human Resource”*** Paper presented at International Conference on Innovative Strategies of Management in the Globalized era-2019. Department of management studies, Madurai Kamaraj University, Madurai. pp (415 to 419) ISBN: 978-93-88398-67-1(2019, March 7<sup>th</sup> and 8<sup>th</sup>).

**National Conference (Published):**

1. ***“A study on customer perception towards sales and services by RK Bajaj”*** in the New Dimensions of management in the globalized ERA-2015 Organized by the Department of Management Studies, Madurai Kamaraj University on 29&30.01.2015.
2. ***Dimensions and Determinants of Service Quality (SERQUAL)*** in the New Dimensions of management in the globalized ERA-2016 Organized by the Department of Management Studies, Madurai Kamaraj University on 30.03.2016 and published in National seminar proceedings (ISBN – 978-93-85977- 05-3)
3. ***“A Study on measuring Customer Satisfaction towards ATMServices”*** in the New Dimensions of management in the globalized ERA-2017 Organized by the Department of Management Studies, Madurai Kamaraj University on 03.02.2017 and published in National seminar proceedings (ISBN – 978-93-85977-91-6)
4. ***“Innovations in public Libraries”*** in the role of libraries in Making Digital India (SALIS 2017) Organized by the Central library, Thiagarajar College of Engineering (TCE), Madurai jointly with Society for the Advancement of Library and Information Science(SALIS) at TCE on 7<sup>th</sup>& 8<sup>th</sup> July 2017 and published in National Conference proceedings (ISBN – 978-93-85469-04-6)
5. ***“A Analytical Approach on Social Entrepreneurship”*** in the Social Entrepreneurship and Growing Business Opportunities in India, Organizes by the Department of Commerce(SF), V.H.N.SenthikumaraNadar College, on 23<sup>rd</sup>& 24<sup>th</sup> August 2017 and published in National Conference proceedings (ISBN – 978-93-81723-76-0)
6. ***“The Innovation Methods involved in Cultural and Heritage Tourism”*** in the UGC Sponsored National seminar on Sustainable Tourism: A tool for development at Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore-641043 on 26<sup>th</sup> September 2017.
7. ***“Role of Human Resources Management in Hospitality Industry”*** in the UGC Sponsored National seminar on Sustainable Tourism: A tool for development at Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore-641043 on 26<sup>th</sup> September 2017.
8. ***“A Study on Consumer Awareness Impact on the Products promotion at Chennai”*** in the Role of celebrities advertisement on FMCG products National seminar at Government arts college for women, Sivagangai– 630 562 on 31<sup>st</sup> December 2018.
9. ***“Role of Food Components On Stress Management”*** in the National Conference on Food processing and Safety Management organized by the Department of food science and processing management at SubbalakshmiLakshmiPathy College of Science, Aruppukottai, on 15<sup>th</sup> February 2019.

### **National Conference (Participated):**

1. “*Consumer Behaviour of Buying Instant Food Products*” Participated in one day National seminar on Managerial Excellence in 21<sup>st</sup> Century on 05 January 2015, Organized by the Department of Business Administration, NadarMahajanaSangamS.VellaichamyNadar College, Madurai, Tamilnadu.
2. “*Refuting gains and pains of GST current scenario*” in the National conference on GST-Road map for India-2017 held on 14<sup>th</sup> September, 2017 at Kodaikanal Christian College.
3. “*GST in Indian economy*” in the National conference on GST-Road map for India-2017 held on 14<sup>th</sup> september, 2017 at KodaikanalChristian College.
4. Participated in one day National Conference on Prospects of Micro, Small & Medium Enterprises (MSMEs) in Indian Scenario on 16<sup>th</sup>February 2018, Organized by the Department of Commerce, The American College, Madurai, Tamilnadu.
5. Participated in E-International Conference on “Logistics and Tourism Management in the Post COVID 19” organized by theDepartment of Logistics Management and Department of Tourism Management,Alagappa University, Karaikudi from 28<sup>th</sup> May 2020 to 29<sup>th</sup> May 2020.

### **III. WORKSHOPS:**

#### **International Work Shop (Participated):**

1. Participated in International level Workshop on *Goods and Service Tax in Indian Economy*, Organized by the Department of Commerce with Computer Application, SaivaBhanu Kshatriya College,Aruppukottai on 27.07.2017.

#### **National Work Shop (Participated):**

1. Participated in One day National level Workshop on *Warp PLS-A Statistical Tool for Analysis* Organized by the Department of Business Administration DDE, Madurai Kamaraj University on 07.04.2017.
2. Attendedin One day National level Workshop on *Intellectual Property Rights and Innovation Management in Knowledge Era*, Organized by the Internal Quality Assurance Cell, Madurai Kamaraj University on 10.04.2017.
3. Participated in 3<sup>rd</sup>National level Two Day Workshop on *Econometrics*, Organized by the School of Youth Empowerment, Madurai Kamaraj University on 26<sup>th</sup> &27<sup>th</sup> May 2017.

4. Participated in the National level Two Day Workshop on ***Research Analysis & Interpretation Using SPSS & AMOS*** Organized by Department of Youth Empowerment, Madurai Kamaraj University, Madurai on 21<sup>st</sup>&22<sup>nd</sup> September 2017.
5. Participated in one day National level Workshop on ***BIG DATA Analytics R-Tool*** on 19<sup>th</sup> January 2018, Organized by the Department of Computer Science, Madurai Kamaraj University, Madurai, Tamilnadu.

#### IV. SEMINARS:

1. Attended in the two day National Seminar on ***Research Methodology and application of statistics in Education*** held on 14<sup>th</sup>&15<sup>th</sup> September 2016, organized Center for Educational Research, Madurai Kamaraj University – 625021.

#### V. WEBINARS:

1. Webinar on **“In Pursuit of Passion & Soft Skills”** organized by GTN Arts and science College (Autonomous), Dindigul on 20<sup>th</sup> May 2020
2. Webinar on **“Immunity Booster for Covid’19”** organized by the Department of Nutrition & Dietetics, Bishop Heber College (Autonomous), Tiruchirappalli on 20<sup>th</sup> May 2020.
3. National level Webinar on **“World Economy on Tenterhooks and Indian Economy Road Ahead”** organized by Mahatma Night Degree College of Arts and Commerce in collaboration with Bombay Stock Exchange Brokers’ Forum on 28<sup>th</sup> and 29<sup>th</sup> May 2020.
4. International Webinar on **“Emerging Avenues in HEIs: A Holistic approach** organized by Internal Quality Assurance Cell on AgurchandManmull Jain College, Meenambakkam, Chennai on 27<sup>th</sup> May 2020.
5. International Webinar on **“COVID 19 and Continuing Relevance”** organized by Department of Commerce, The American College, Madurai on 23<sup>rd</sup> May 2020.
6. National Webinar on **“Entrepreneurial Challenges& Opportunities”** organized by Entrepreneurial Development Club, Rathinam College of Arts and Science (Autonomous), Coimbatore on 20<sup>th</sup> May 2020.
7. Webinar on **“Digital Marketing”** organized by Faculty of Commerce, KovaiKalaimagal College of Arts and Science, Coimbatore on 15<sup>th</sup> May 2020
8. National Webinar Series - II on **“Social Science Research”** organized by Department of Commerce, SreeSankaraVidyapeetom College, ValayanchirangaraPerumbavoor, Ernakulam, Kerala, India on 20<sup>th</sup> May 2020
9. Three Days National Level Webinar on **“Impact of HR Practices during and after Covid’19”** organized by Department of Business Administration, NallamuthuGounderMahalingam College (Autonomous), Coimbatore from 29<sup>th</sup> May 2020 to 31<sup>st</sup> May 2020

10. Webinar on **“Life Skills to Excel in Job Market”** organized by Department of Science and Humanities (English), K. Ramakrishan College of Technology Samayapuram, Trichy on 23<sup>th</sup> May 2020
11. Webinar on **“Recent Trends in Digital Image Processing”** organized by ShriKrishnaswamy College for Women, Chennai on 20<sup>th</sup> May 2020
12. National level Webinar on **“Joy of Orderly Living”** organized by Kaamadhenu Arts and Science College, Erode on 05<sup>th</sup> May 2020
13. Three days Webinar on **“Future of Entrepreneurship and Employment Opportunities”** organized by Department of Management Studies, Nehru Institute of Technology, Coimbatore from 13<sup>th</sup> May 2020 to 15<sup>th</sup> May 2020.
14. Webinar on **“Personal Effectiveness-Need of the hour”** organized by Sakthi Institute of Information and Management Studies, Pollachi on 14<sup>th</sup> May 2020.
15. Webinar on **“Blending Makes the Difference-Teaching English in the Present Scenario”** organized by Department of English, G.T.N. Arts College (Autonomous), Madurai on 14<sup>th</sup> May 2020.
16. Webinar on **“Writing a Case Study”** organized by International School of Management, Patna on 16<sup>th</sup> May 2020.
17. Webinar on **“SWOT-COVID-19 (Academia – Industry Perspective)”** organized by Department of Management Studies, Madurai Kamaraj University, Madurai on 28<sup>th</sup> May 2020.

#### **VI. SCOPUS JOURNAL PUBLICATIONS:**

1. **“Sea Water Security Management”**– Journal of XI’AN University of Architecture and Technology, February 2020, Vol. No.12, Issue – II, Page 2712 – 2717.

#### **VII. UGC LISTED / APPROVED JOURNAL PUBLICATIONS:**

1. **“4 E’s of Marketing”** - Emperor International Journal of Finance and Management Research, January 2018, Vol. No. 4, Special Issue - 01, Page No. 97-99.
2. **“A Study on Consumer Awareness impact on the Products’ Promotion at Chennai”** - Ajanta, October – December 2018, Vol. No. VII, Issue – IV, Page No. 244-250.
3. **“Human Resource Management in Small Hotel Industry”** - Think India Journal, December 2019, Vol. No. 22, Issue – 14, Page 4055-4060

## VIII. FACULTY DEVELOPMENT PROGRAMME ATTENDED:

1. One Day International Faculty Development Programme on “**AI based Proctoring in Next Generation Education**” Organised by IQAC and School of Computational Science, ShriSankarlalSundarbaiShasun Jain College for Women, Chennai on 23<sup>rd</sup> May 2020.
2. National level Faculty Development Programme on “**Industry 4.0 – Building the Digital Enterprises**” organized by Department of Commerce, Department of Commerce PA, IT and Finance & PG and Research Department of Commerce (CA), Kaamadhenu Arts and Science College, Erode on 10<sup>th</sup> May 2020.
3. Two Days National Level Faculty Development Programme on “**Skill Development**” organized by Department of Commerce (General), School of Management Studies and Commerce, Vel’s Institute of Science, Technology and Advanced Studies (Deemed to be University), Chennai on 31<sup>st</sup> May 2020 and 01<sup>st</sup> June 2020.
4. One Week Faculty Development Programme on “**Principles of Management**” organized by CSE Department, Panimalar Institute of Technology, Chennai in association with CSI and IEEE Computer Society from 18<sup>th</sup> May 2020 to 22<sup>nd</sup> May 2020.
5. One Day Online Faculty Development Programme on “**Concept Development and Model Building for Social Sciences**” organized by Bharathiar University Arts and Science College, Pollachi on 12<sup>th</sup> May 2020.

### .PERSONAL DETAILS:

Name	:	<b>B.RAJESH KANNAN</b>
Father’s Name	:	K.V.BALA KRISHNAN
Date of Birth	:	02.04.1992
Sex	:	Male
Community	:	MBC
Religion	:	Hindu
Nationality	:	Indian
Languages Known	:	Tamil and English
Hobbies	:	Playing kabbadi

### DECLARATION:

I hereby declare that the above furnished details are true to the best of my knowledge.

Place: Madurai

Signature

Date:18.12.2023

**(B.RAJESHKANNAN)**