



## SOURASHTRA COLLEGE, MADURAI – 625 004

(An Autonomous Institution Re-Accredited with 'B' Grade By NAAC)  
VILACHERY ROAD, PASUMALAI, MADURAI – 625 004



**NAME : DR. B. ANBAZHAGAN**

**QUALIFICATION: B.SC.,M.COM., M.B.A., M.PHIL.,PH.D.,PGDHE**

**DESIGNATION : ASSOCIATE PROFESSOR DEPARTMENT : BBA**

**DATE OF BIRTH : 29.05.1970 AGE: 47 YEARS**

**DATE OF APPOINTMENT : 14.09.1998**

**TEACHING EXPERIENCE : UG : 20 YEARS , PG : 20 YEARS(VISITING)  
(AS ON 1<sup>ST</sup> JUNE 2017)**

**RESEARCH EXPERIENCE : M.PHIL : 10 YEARS PH.D : 8 YEARS  
(AS ON 1<sup>ST</sup> JUNE 2017)**

### ACADEMIC ACTIVITIES - JUNE 2011 TO MAY 2017 (Kindly attach the proof for every activity)

#### I. LIST OF RESEARCH PUBLICATIONS (with ISSN)

S.No	Name of the Journal (Nat'l / Int'l)	Paper Title	ISSN	Month & Year
1	JM INTERNATIONAL JOURNAL OF SERVICES MARKETING	SERVICE QUALITY AND ITS CONSEQUENCES: AN EMPRICAL STUDY IN RETAIL BANKING	ISSN Print 2230- 701X online 2229-4570	June 2011
2	BUSINESS PLUS	PERSONALITY INVENTORY AND EMOTIONAL INTELLIGENCE AMONG IT PROFESSINALS: AN EMPIRICAL STUDY AT CHENNAI	Published ISSN No; 0975- 9336	2012
3	RESEARCH EXPLORER Sustainable Development through Global Business	Service quality in various star hotels in Coimbatore	Spl issue:1 ISSN 2250-1940	February 2014
4	Indian International Research Journal of Management Studies and Social Science(IIRJMS)	A study on service marketing in retail banking sector	ISSN 2348-344X Vol.1/number1	March 2014
5	Indian International Research Journal of Management Studies and Social	Service quality in various retail formats in Madurai city	ISSN 2348-344X Vol.1/number1	March 2014

	Science(IIRJMS)			
6.	Shanlax International Journal of Arts science and Humanities	Customer relationship market orientation in Banks	ISSN: 2321-788X Vol.1 No.4	April 2014
7.	Shanlax International Journal of Management	Relqual: A tool to measure customer relationship quality in Banks	ISSN. 2321-4643 Vol.1 No.4	April 2014
8.	Shanlax International Journal of Management	Core Service quality in Banking and Insurance: A study in Madurai	ISSN. 2321-4643 Vol.1 No.2	October 2014
9.	Shanlax International Journal of Management	Financial Management Practices at selected Textile Units.	ISSN. 2321-4643 Vol.3 No.2	October 2015
10.	Shanlax International Journal of Management	A study on Human Resource Management Practices in SMEs	ISSN. 2321-4643 Vol.3 No.4	July 2016
11.	Shanlax International Journal of Management	Quality of work life among IT sector employees	ISSN. 2321-4643 Vol.4 No.2	October 2016
12.	Shanlax International Journal of Commerce	Relationship Marketing Orientation in Insurance Sector	ISSN. 2320-4168 Vol.4 No.4	October 2016
13.	Shanlax International Journal of Commerce	Viral Marketing- A retrospective approach	ISSN. 2320-4168 Vol.5 Spl.issue:1 No.4	April 2017

## II. PAPERS PUBLISHED IN EDITED VOLUMES (with ISBN)

S.No	Topic /Publishers (State / Nat'l / Int'l)	Paper Title	ISBN	Month & Year
1	“RURAL ENTREPRENEURSHIP: AN INCLUSIVE STRATEGY FOR MANAGING REGIONAL IMBALANCES”	A STUDY ON PROBLEMS FACED BY WOMEN ENTREPRENEUR IN RURAL AREAS	Published 18 <sup>th</sup> & 19 <sup>th</sup> ISBN: 978-93-80530-71-0	December 2013
2	“OPPORTUNITIES AND CHALLENGES IN PRESENT GLOBAL BUSINESS SCENARIO”	A STUDY ON STRESS MANAGEMENT AMONG EMPLOYEES IN INDIA	Published 27 <sup>th</sup> Proceedings	December 2012
3	WOMEN EMPOWERMENT IN INDIA – CHALLENGES AHEAD	A Study on Entrepreneurial Competences Among Women MBA Students	Published ISBN: 978 81 8371 373 3	Feb 2014
4	Kaizen 14 360 degree challenges In Modern Business Era	Customer relationship marketing orientation among insurance agents	ISBN 978-93-80368-23-8	Feb 2014
5	Kaizen 14 360 degree challenges In Modern Business Era	Challenges in customer retention in Banks	ISBN 978-93-80368-23-8	Feb 2014
6	Achieving Millennium Development goals(MDG) challenges and future Volume II	A study on Performance of financial inclusion measures by RBI	ISBN 978-93-82570-26-4	Volume II

7.	Economics of Inflation Dynamics	Inflation and Economic growth of India	ISBN 978-93-80686-35-6	September 2014
8	Emerging Trends in Management	Tourism in Indian Economy	ISBN 978-81-904189-5-9	28.03.2014
9	Emerging Trends in Management	A study on antecedents of customer switching behavior in Banking sector	ISBN 978-81-904189-5-9	28.03.2014

### III. LIST OF RESEARCH PROJECTS UNDERTAKEN

S.No.	Funding Agency (UGC/DST/etc.,)	Major/ Minor	Title	Amount sanctioned	Completed/ Ongoing	Period
1	NIL					
2						
3						

### IV. LIST OF SEMINARS / CONFERENCES / WORKSHOPS ORGANIZED

S. No.	Topic (State / Nat'l / Int'l)	Position (Organizing Secretary/Convenor)	Organized by Dept.	Date
1	Entrepreneurship Awareness Camp	Convenor	Saraswathi Thyagaraja College- DST	August 2016
2.	Workshop on Aptitude Development- State level	Convenor	Sourashtra College(UGC Autonomy Grant)	March 2017
3.	Faculty Development Programme- State level	Convenor	Sourashtra College(UGC Autonomy Grant)	March 2017
4.	Entrepreneurship Awareness Camp	Convenor	SIPPO- DST	July 2017

## V. LIST OF SEMINAR/ CONFERENCE ATTENDED/PAPER PRESENTED

Sl. No.	Type	Topic/Theme	Institution organised	Paper presented/ Participated	Date
1.	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	25 th August 2011
2.	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	24.09.2011
3.	International Conference	Globalisation is Irreversible: Need for Branding India Inc. & Making MSMEs Competitive	Sree Saraswathi Thyagaraja College, Pollachi	India: Is it in Casualty Ward?	02.03.2012 & 03.03.2012
4.	National Conference	Opportunities and Challenges in Present Global Business scenario	Adhiparasakthi Engineering College	A Study on Stress Management among Employees	27.02.2012
5.	International Conference	Challenges and Strategic Reforms in Management	Mohamed Sathak College of Arts & Science, Chennai	A Study on Work Life Balance of Women Employees	30.01.2013 & 31.01.2013
6.	National Seminar	Biodiversity and You (BIODAY)	Pope's College, Sawyerpuram	Paper Presented Biodiversity and Business	14.02.2013
7.	National Conference	Renewable Energy Management	Arul Anandar College, Karumathur	Bio-Diversity Conservation	15.02.2013
8.	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	12.08.2013
9.	National Conference	Rural Entrepreneurship: An Inclusive Strategy for Managing Regional Imbalances	Sree Saraswathi Thiyagaraja College	Rural Women MBA Student's Attitude towards Entrepreneurship	18.12.2013 & 19.12.2013
10	National Level Seminar	Inclusive Growth and Sustainable Development of India	Dept of Commerce, Arul Anandar College, Karumathur	Innovation: Key to Sustainable Growth in Agriculture	09.01.2014 & 10.01.2014
11	National Level Seminar	Inclusive Growth and Sustainable Development of India	Dept of Commerce, Arul Anandar College, Karumathur	Bio Diversity for Sustainable Development	09.01.2014 & 10.01.2014

12	National Level Seminar	Inclusive Growth and Sustainable Development of India	Dept of Commerce, Arul Anandar College, Karumathur	Sustainable Agricultural Development	09.01.2014 & 10.01.2014
13	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	09.01.2014 & 10.01.2014
14	International Conference	International Business Scenario in Indian Context	Dept. of Management Studies, Sacred Heart College, Tiruppathur	Service Quality in Various Retail formats in Madurai	09.01.2014 & 10.01.2014
15	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	05.02.2014
16	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	05.02.2014
17	International Conference	Sustainable Development through Global Business	Dept of Management Studies, Srinivasan College of Arts and Science, Perambalur.	Customer Satisfaction in Indian Retail Banking	06.02.2014
18	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	07.02.2014
19	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	19.02.2014
20	National Conference	Financial Inclusion-Strength, Weakness and Trend	PG Dept of Commerce, Sri Kaliswari College, Sivakasi	Measures taken by RBI for financial inclusion	25.2.2014
21	National Conference	Millennium development goals(MDG)- Challenges and Future	VEL'S University, Chennai	A study on performance of financial inclusion measures by RBI	13.03.2014
22	National Seminar	Environment Nexus Development: Issues and Challenges	Pope's College	Environmental Problems and Solutions	14.03.2014 & 15.03.2014
23	National Seminar	Environment Nexus Development: Issues and Challenges	Pope's College	Bio-Diversity Conversation for Sustainable Growth	14.03.2014 & 15.03.2014
24	National Conference	Financial Inclusion – Strength, Weakness and Trend	PG Dept of Commerce (CA), Sri Kaliswari College, Sivakasi	Measures taken by RBI for Financial Inclusion	25.02.2014 & 26.02.2014

25	National Conference	Emerging Trends in Marketing	PG Dept of Commerce (CA), Hajee Karutha Rowther Howdia College, Uthamapalayam	CRM – Successful Tool in Bank Marketing.	20.03.2014
26	National Seminar	Emerging Trends in Management	MBA Department Sourashtra College Madurai	Sustainable growth in Tourism sector.	28.03.2014
27	ICSSR sponsored National conference	Current Account Deficit and Fiscal Deficit in India	Dept of Commerce Kaliswari College, Sivakasi	Current Scenario in Indian Exports	25,26 <sup>th</sup> July 2014
28	UGC sponsored National seminar	Higher Education in India	Department of Economics, M.T.N. College	Decision Making Abilities of Principals in Higher Educational Institutions	22/8/2014
29	UGC sponsored National seminar	Higher Education in India	Department of Economics, M.T.N. College	Cloud computing for Education	22/8/2014
30	UGC sponsored National seminar	Higher Education in India	Department of Economics, M.T.N. College	Service quality in MBA Institutions in Madurai: Students' Perspective	22/8/2014
31	UGC sponsored National seminar	CSR and Disaster Management	Department of Business Admn. M.T.N. College	Disaster Management and corporate social responsibility	27/8/2014
32	UGC sponsored National seminar	FDI in retail sector	Department of Economics, Devanga Arts College	Contribution of retail sector in Indian Economy.	11,12, September 2014
33	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
34	National Conference	Integration of Technology and Organizational Strategies	PG dept of Information Technology Fatima college	IT enabled Business: Cloud computing	21 <sup>st</sup> August 2015
35	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 <sup>nd</sup> February 2016
36	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 <sup>th</sup> February 2016

37	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 <sup>th</sup> February 2016
38	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 <sup>th</sup> March 2016
39	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 <sup>th</sup> January 2017
40	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 <sup>rd</sup> February 2017
41	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 <sup>th</sup> February 2017
42	International Seminar	Demonetisation-causes and consequences	Dr. Zakir Husain College, Ilayangudi	The impact and challenges of demonetization for Indian economy	23 <sup>rd</sup> February 2017
43	International Seminar	Demonetisation-causes and consequences	Dr. Zakir Husain College, Ilayangudi	Demonetisation –A Big Move	23 <sup>rd</sup> February 2017
44	International Seminar	Demonetisation-causes and consequences	Dr. Zakir Husain College, Ilayangudi	Demonetisation- causes and consequences	23 <sup>rd</sup> February 2017
45	International Seminar	Demonetisation-causes and consequences	Dr. Zakir Husain College, Ilayangudi	A study on Impact of demonetization in India	23 <sup>rd</sup> February 2017
46	International conference	Digital Marketing in the Global Business	Department of Commerce(SF), Sourashtra College	Health Insurance Services in the digital era.	24 <sup>th</sup> February 2017
47	International conference	Digital Marketing in the Global Business	Department of Commerce(SF), Sourashtra College	Viral Marketing: A retrospective approach	24 <sup>th</sup> February 2017

**VI. OTHER ACHIEVEMENTS****1. ADDITIONAL QUALIFICATIONS : SLET CLEARED****2. RESEARCH GUIDANCE : SO FAR**

S.No.	Research Degree	No.of Research Scholars	
		Completed	On going
1.	M.Phil.,	55	2
2.	Ph.D.,	9 + 4	8

**3. Details of Ph.D., Research scholars**

S.No.	Name of the Candidate	Research Title	Date of Award of Ph.D.,
1	Details enclosed		
2			
3			

**4. Acted in the key post at other College/University/Other Institutions**

(Such as University Nominee, Ext. examiner for Ph.D., Viva-Vce exam, Member of Inspection/Interview committee etc.,)- Presently( 2011-2017)

S.No.	Position	Name of the College/University	Date/Period
1	Subject Expert- Board of Studies- BBA	S.V.N. College	2016 - 2019

**5. Additional Responsibilities taken in our College:**

(such as NSS/NCC/Various Clubs/Various Committees/etc.,)

(Kindly attach the activity report with evidence)

S.No.	Position	NSS/NCC/Committee/Club/etc.,	Date/Period
1	Dean-Placement	Training and Placement Activities- Report Given	2011 - 2015
2	Dean – Academic Affairs		2014 - 2016



**6. Acted as Resource Person / Chair Person / Member of Editorial Board / Other**

<b>S.No.</b>	<b>Topic</b>	<b>Sem/Conf/Journal/Other (State / Nat'l / Int'l)</b>	<b>Name of the College/University</b>	<b>Date/Period</b>
1	Not at Present			
2				

**7. Attended Orientation/Refresher/FDP/Other Programme**

<b>S.No.</b>	<b>Topic</b>	<b>Orientation/Refresher/FDP</b>	<b>Name of the College/University</b>	<b>Date/Period</b>
1	Already Completed			
2				

**8. Guest lectures delivered**

<b>S.No.</b>	<b>Topic</b>	<b>Name of the College/University</b>	<b>Date/Period</b>
1	NIL		
2			

**9. Any other Achievements: NIL**

**10. Department Activities (For HOD's only):**

(such as Association activities, Alumni details, Guest lectures arranged, Placement details, Students Achievements, Result analysis, Rank holders, etc.,)

**Signature of the Staff**