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Area of Specialization

- General Management
- Marketing Management
- Entrepreneurship

Academic Qualifications

Degree	University
B.Cop	Gandhigram Rural University.
MBA	Annamalai University
M.Phil	Madurai Kamaraj University
(Ph.D)	Madurai Kamaraj University
SET	UGC (Bharathiar University -Nodal Agency)
NET	UGC
CCOA	Gandhigram Rural University.

Professional Experience

Sl.No	College	Total Teaching Experience
1	SALN College of Engineering & Management	3 Years
2	DRBCCC Hindu College	3 Years
3	R.M.D. Engineering College	6 Years
4	Madurai Kamaraj University	9 Years
Total Teaching Experience		21 Years

Journal Publications

Sl. No	Title with page Nos.	Journal with ISSN & Publisher
1	"Indian Educational System and its Impact on Entrepreneurship as a Career" Page N0:29-39	International Journal of Entrepreneurship (IJE) Vol.19, Issue. 1, 2015. Print ISSN: 1099-9264 Online ISSN: 1939-4675
2	'Entrepreneurship Education in India: A Generator of Employment Opportunities and Economic Development. Page No: 1-09	M-Infiniti Journal of Management, Vol.1, Issue No.3, March 2014, ISSN 0973-7197.
3	A Study on Entrepreneurship Education and its importance for Social Inclusion in India' Page.N0:10-23	Shanlax International Journal of Management, vol.2, Noel, July, 2014, ISSN 2321-4643.
4	'Entrepreneurship Education: A tool for Empowering Youth' Pa e.No:32-41	Shanlax International Journal of Education, Vol.4, No.2, September, 2014, ISSN 2321-4643.
5	'Change Management: Challenges before Young Entrepreneurs' Pa e.No:24-34	Shanlax International Journal of Commerce, Vol.1, No.4, October, 2014, ISSN 2320-4168.
6	"Strategies for Enhancing Student's Job Placement. Page.No:783-787	International Journal of Applied Services Marketing Perspectives (IASMP), January - March 2014, Volume 3, Number 1, ISSN P :2279-0977, ISSN O :2279-0985.
7	"Measuring the Career focus among the Higher Secondary Students. "Page No: 988-995	International Journal of Entrepreneurship and Business Environment Perspectives (IJRRB), April - June 2014, Volume-3, Number-2, ISSN (P):2279-0918, ISSN (O) :2279-0926.

8	"Impact of FDI among Indian Retail Entrepreneurs" Page No: 960-9968	International Journal of Retailing and Rural Business Perspectives (IJRRB), April - June 2014, Volume-3, Number-2, ISSN P :2279-0934, ISSN O :2279-0942.
9	'Nurturing Entrepreneurship among Students' Pa e.No:40-47	Third Concept - An International Journal of Ideas, Vol.29, No.338, April, 2015, ISSN 0970-7247.
10	"Importance of Managerial Skills and Knowledge in Management for Small Entrepreneurs" Page.NO:135-144	PSNA Journal of Management, Volume-IV, Issue-II, July-December, 2014 ISSN No: 2319-2909.
11	"MBA as A Career and a Pursuant Career Choice" Pa e.No:45-53	National Journal of Higher Education (HEF) January - June, 2014. ISSN: 0976 1314
12	Attitude of students towards Entrepreneurship Education' Pa e.N0:24-31	Shanlax International Journal of Arts, Science & Humanities, Vol. 1, No.3, January 2014, ISSN 2321-788X.
13	'Entrepreneurship education: initiatives by government and private educational institutions' Page.NO:35-44	'Business Horizons' SRM University Vol.3, Issue-I, August 2016. ISSN 2395-2504.
14	Innovation in Entrepreneurship Education Page.No:04-11	Business Plus, vol. 1, No.12, June-2015. ISSN 0975-9336. Sri Kaliswari Institute of Management and Technology, Sivakasi
15	Students' attitude towards entrepreneurship in India. Page.NO:27-33	Business Plus, Vol. 1, No.11, December 2014. ISSN 0975-9336. Sri Kaliswari Institute of Management and Technology , Sivakasi.

16	Encouraging youth entrepreneurship education: a way to bolster the markets of the future. Page.No:28-33	vol.1, Issue:2, March-2015. ISSN: 2349 - 8684 ROOTS International Journal of Multidisciplinary Researches Publications
17	Schemes for entrepreneurial education by Tamilnadu government with special reference to ICTACT Page.No:325-330	'SRM BIZAD RESEARCH REVIEW' vol.2, No. 1, March 2016. ISSN 0952-4957
18	Prospective and the Evaluations of Entrepreneurship Education: An Indian Context. Page.No:24-32	International Journal of Zakir. (Multidisciplinary Research Journal) Vol.1, Issue.1, July 2015 DR.Zakir Husain College

Conference Proceedings

S.No,	Title with Page Nos.	Conference Publication	ISBN / ISSN
1	Challenges towards Nurturing Entrepreneurship among Higher Education students. PageNo:673.	SANLAX PUBLICATION, MADURAI	ISBN:978-93-85977-91-6
2	Blended Learning: Opportunities and Challenges in Higher Education P.NO.435	P.DURASAMY HIKEY MEDIA	ISBN: 978-93-82570-46-2, 01.2
3	Entrepreneurial opportunities for Indian women and their empowerment Page No. 386-397	SRI.G.V.PUBLICATION CHENNAI	ISBN:9789380499994

4	New dimension of Management towards Entrepreneurship in the Globalized ERA. Page No.199	ANLAX PUBLICATION, MADURAI	ISBN:978-93-85977-05-3
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Books Published and Books Compiled

S. No	Title of the Book	Publisher & Year of Publication	ISBN
1	Engineering Economics and Financial Accounting	Elshadai Publications 2011	978-81-922142-0-7
2	'Research Methodology'	Compiled a book for M.B.A Programmes, . Directorate of Distance Education, Madurai Kamaraj University.	November 2013 to February 2014
3	'Entrepreneurship'	Compiled a book for M.B.A Programmes, . Directorate of Distance Education, Madurai Kamaraj University.	March 2014 to June 2014

Papers presented in Conferences/ Seminars/ Workshops/ Symposia.

Sl.No	Topic	Conference / Seminar Details	Organized by
1	"Emerging Management Challenges in Service & Industrial Sector"	AICTE Sponsored Seminar Programme on 16,17.03.2002	School of Business Management, SV University, Tirupati
2	"Present scenario of Management Education in India"	AICTE Sponsored One Day Workshop on "Management Education" on 29.08.2002	School of Business Management, SV University, Tirupati.

3	"Knowledge Management-The Present Scenario"	UGC Sponsored Golden Jubilee National Seminar on 'Emerging Management Paradigms' 23,24.02.2006	School of Business Management, Madras University, Chennai.
4	"Indian Economy and Knowledge Management"	State Level Seminar on 'Knowledge Economy and India'	DRBCCC Hindu College, Pattabiram, Chennai
5	'Teachers in Students Counselling and Development'	International Conference on "Innovative Dimensions of Applied Psychology: Counselling for Development" 16,18.02.2006	Indian Academy of Applied Psychology (IMP) and National Institute of Technical Teachers Training and Research NITTTR.
6	Participated	Regional Conference on HRM in Technical and Management Education Institutions'. Sponsored by AICTE in association with Indian Heritage Academy .	Organized by Department of Management Studies, R.M.D. Engineering College.
7	Participated	Beacon'09 - 'Surfing the Slump', A Business Ethics Conference. 31.01.2009	Loyola Institute of Business Administration
8	Participated	AICTE Sponsored National Seminar Programme on 'Entrepreneurial Motivation and Development' 17.03.2003	Organized by Department of Management Studies, St.Peters Engineering College
9	'Challenges of Service Sector Entrepreneurs in India'	National Level Seminar on 'Emerging Dimensions of Service Sector in the Indian Context' 18.02.2011	Organized by Department of Business Administration, St.Xaviour's College

10	Participated	Two days' National Conference on 'Restructuring of Management Curriculum in the wake of Entry of Foreign Universities' 15,16.12.2011.	Organized by Department of Business Administration, Ayya Nadar Janaki Ammal College
11	Entrepreneurship in India: Problems and Prospects.	National Level Management Seminar on Emerging trends in management' held on 04.11.2011	Organized by Department of Management Studies, St.Michael College of Engineering and Technology .
12	"Companies Act 2013"	UGC Sponsored National Level Seminar on 'Dynamics of Commerce - Catalyst for Corporate and Social Growth' 12 th & 13 th March 2015	Organized by Department of Commerce, The Madura College Madurai-II
13	"Impact of FDI on Retail Enterprises in India"	Two days national conference on "Creativity and Innovation: A way to Sustainable Entrepreneurship" on 25 th and 26 th March 2013.	Organized by Entrepreneurship cum Skill Development Centre, Manonmaniam Sundarnar University, Tirunalveli
14	"Challenges of Young Indian Entrepreneur's in Services Sector"	International Seminar on "Challenges of Change Management" held on 12 th February 2014	Organized by Department of Business Administration, S.V.N. College, Madurai
15	Blended learning opportunities and challenges in higher education.	International Seminar on 'Blended learning opportunities and challenges in higher education.' 3, 14.12.2014.	Organized by Department of Education, MKU and IQAC-WSYA College, Selam.

16	'Importance of Managerial Skills and Knowledge in Management for Small Entrepreneurs"	National conference on Business Excellence Advancements and trends' held on 09.10.2014	Organized by Department of Management Studies, PSNA College of Engineering and Technology.
17	Participated	One-day National level Seminar on 'Swami Vivekananda's Vision on Man Making and Nation Building', held on 25 th and 26 th February 2015	Organized by Swami Vivekananda Research and Higher Education, School of Youth Empowerment, Madurai Kamaraj university
18	"A Study on Socio• Economic and Political Status of Women Entrepreneurship in India"	ICSSR sponsored two days National Seminar on "Communal Reservations: Its issues and challenges" held on 28 th and 29 th September 2015	organized by Department of History(DDE), Madurai Kamaraj University
19	"Entrepreneurial Opportunities for Indian Women and their Empowerment"	National Seminar on "women empowerment and globalization" held on 22 nd January 2015	Organised by Department of Women studies, Madurai Kamaraj University
20	"Effectiveness of Entrepreneurial Training at Engineering Colleges"	State Level Conference 'ERFOLG' held on 7 th February 2015	Organized by Department of Management Studies, Sri Vidya College of Engineering and Technology, Viruthunagar

21	Indian Scenario of Entrepreneurship Education: A Comparison with other Countries	International conference on 'Business Research Entrepreneurship' 31.03.2016	Organized by Department of Commerce, SRM University
22	Entrepreneurship Education in India	International conference on 'Innovative Management Practices' 29.01.2016	Organized by Department of Management Studies, Sri Vidya College of Engineering and Technology, Viruthunagar
23	Sustainable Innovation & Competitive Advantage for Indian Entrepreneurs.	National Conference on 'e – India: Synergizing Financial Inclusion, IT and Business.' 23.09.2016	Organized by Departments of MBA, BBA and B.Com. Guru Nanak College, Chennai
24	Smart cities and entrepreneurship in India.	National Conference on 'Smart Cities & Smart Villages: A Mission to Transform the Nation.' 07.09.2016	Organized by Departments of Commerce and Management. Kodikanal Christian College.
25	'Role of teachers and ICT in Nurturing Entrepreneurship at Schools'	A two-day national seminar on "ICT Enabled Teacher Education: Perspectives, Prospects and Problems". 29, 30.09.2016	Organized by Center for Educational Research, MKU
26	Challenges towards nurturing Entrepreneurship among Higher Education Students	National seminar on 'New Dimensions of management in the Globalized ERA-2017'. 03.02.2017	Organized by Department of Management Studies MKU

FDP/SDP/ Workshop Attended:

Sl.No	Programme	FDP/SDP/ Workshop Details	Organized by
1	Faculty Development Programme	Three days Faculty Development Programme (FDP) on "Nurturing Entrepreneurship Development in Institutions" 07.07.2004	Organized by Centre for Faculty Development, Anna University
2	Staff Development Programme	AICTE sponsored Five Days Faculty Development Programme (FDP) on "Innovative Teaching pedagogy for Technical and Management Faculty" 20.03.2006	Organized by Velammal College of Management and Computer Studies, Chennai
3	Faculty Development Programme	<u>One-Day</u> Regional Level Faculty Development Programme (FDP) on 'Technology Management in India' 02.02.2006	Organized by KumaraRani Meena Muthaiah College, Adayar, Chennai
4	Management Development Programme	<u>Four-days</u> Faculty Development Programme (FDP) On 'Reforming Business Education Innovative Strategies' 05.07.2008 - 08.07.2008	Organized by VIT University.
5	National Symposium	"E-Learning in Education" 19.12.2008	National Institute of Technical Teachers Training and Research NITTTR , Chennai.
6	Staff Development Programme	Five days National Level SDP on 'Innovative Teaching Pedagogy for Technical and Management Faculty. 28.04.2008 - 03.05.2008	Organized by Velammal College of Management and Computer Studies, Chennai

7	Short Course	Three days Short Course on 'Where do Great Strategies come from?' 30.06.2008 - 02.07.2008	Organized by Department of Management Studies, R.M.K Engineering College and KALVI INC., Australia
8	Faculty Development Programme	One-Day Faculty Development Programme (FDP) On 'To Teach the Teacher - How to Teach' 29.02.2008	Organized by R.M.D Engineering College and Sponsored by TCS
9	Training the Trainer Programme	One Day Faculty Development Programme (FDP) ,on 'ACHARYA - Achieve Professional Excellence and Life Mastery' 30.07.2009	Organized by R.M.D Engineering College and ZEAL.
10	Research Workshop	One-Day workshop on 'Roadmap to Research'. 05.12.2009	Organized by Department of Computer Science and Engineering, R.M.D Engineering College.
11	Management Students Convention	'GenY@ind: Challenges for young India' - 8 th All India Management Students Convention. 12,13.02.2010 .	Organized by MMA and Madras University.
12	Research Programme Training	Five days training programme for 'Prospective and Current Ph.D Scholars on Problem Finding for Research in the Humanities, Social Science and Education'. 05.04.2010-09.04.2010	Conducted by the Centre for Educational Research, Madurai Kamaraj University.
13	NPTEL Workshop	Two Days Workosop on NPTEL. 05,06.04.2011	Organized by IIT Madras.

14	Seminar and Panel-Cum-Interactive Discussion	'Research in Management-Getting Started, Overcoming Hurdles and Keeping Progress' on 25.01.2012	Organized by Crescent Business School, B.S.Abdur Rahman University.
15	Research Workshop	One-day workshop on 'Statistical Analysis and Interpretation using Analysis of Moments Structure [AMOS]' held on 19.12.2012	Organized by Department of Management Studies, Jerusalem Engineering College, Chennai
16	Faculty Development Programme	One-day Faculty Development Program on 'Writing and Publishing Management Research Papers in Journals' 08.03.2013	Organized by Department of Management Studies, Easwari Engineering College, Chennai
17	Faculty Development Programme	One-day Faculty Development Program on 'Writing and Publishing Articles in National and International Journals' 22.03.2013	organized by ITM Business School, Chennai
18	Entrepreneurship Training Programme for College Teachers	Batch-VII of "Entrepreneurship Training Programme for College Teachers" from February 12, 2013 to February 16, 2013, Sponsored by Department of Higher Education, Government of Tamilnadu.	Organized by Entrepreneurship cum Skill Development Centre, Department of Commerce, Madras University

19	Workshop on Effective Hospital Management	One-day workshop on Effective Hospital Management - Role of IT & Software. 30.08.2015	Organized by MKU and Inforaise Technologies Pvt Ltd.
20	Research Workshop	Two days' workshop on 'Statistical Analysis and Interpretation using SPSS and AMOS held on 07,08.08.2015	Organized by Department of Youth Empowerment, MKU
21	Patents Workshop	'Patents: In, Out and Future' held on 13 th January 2015	Organized by Department of Physics(DDE), MKU
22	Research Workshop	UGC Sponsored National Level Workshop on 'Quantitative Data Analysis' held on 3 rd and 4 th February 2015.	Organized by Department of Business Administration, Sri Meenakshi College, Madurai,
23	National Workshop	Two days National Workshop on 'Media Writing Skills' held on 18 th and 19 th February 2015,	Organised by Department of Journalism and Science Communication, Madurai Kamaraj University, Tamilnadu,
24	Faculty Development Programme	FDP and Poster Competition on Work Life Integration: Challenges and Practices.15, 16.12.2016	Organized by Jansons School of Business, Coimbatore.
25	Faculty Development Programme	Two days FDP on 'Business Simulations Making Management Education Simplified' 04,05.08.2016.	Organized by Velammal Engineering College, Department of Management Sciences, Chennai

26	Training	Training on Rights of Women held on 24.03.2017	Organized by Department of Youth Empowerment, MKU
27	Research Workshop	One-day National Workshop on WarpPLS - A Statistical Tool for Analysis. 07.04.2017	Organized by Department of Management Studies (DDE), MKU
28	Entrepreneurship Skill Development Programme	Entrepreneurship Skill Development in Chemistry on 10,11.03.2017	Organized by Department of Chemistry, MKU

Conferences / Workshop Organized

Sl.No	Details of Workshop	Held at	Date of Organized
1.	One Day National Level Workshop on career guidance & achievement orientation for persons with disability	Dept of Business, Administration, RMD Engineering College	10 th August 2012
2.	One Day National Conference on 'Igniting Entrepreneurial Spirit in Young Minds' and released a Conference proceeding with an ISBN Number.	Dept. of Business, Administration, RMD Engineering College	8 th November 2012
3.	Three Days 'Entrepreneurship Awareness Camp (EAC)' funded by EDI and supported by IEDC for final year Engineering and Management students as an Assistant Coordinator - ED Cell.	RMD Engineering College	(13 th , 14 th and 16 th August 2013)

Invited Lectures and Presentations:

S. No	Title of the Presentation	Details of Conference / Seminar
1.	'Impact of FDI in Retail Sector Entrepreneurs'	National Conference on 'Growth and Challenges of Retail Industry in India' held on 6 th March 2013. Organized by PG & Research Department, Adhiparasakthi College of Arts and Science, Kalavai, Tamilnadu.
2	'Marketing in the Modern Attention'	'Marketing in Dynamic Business Environment' held on 29 th January 2014 organized by Department of Business Administration, St.Xeviour's College Palayankottai
3	'Personality Aspects in Silappathigaram Characters'	National level workshop held on 27 th February 2017 organized by Department of Tamil and Tamil Higher Research Center, SFR College, Sivakasi
4	'Challenges of Digital World Entrepreneurs'	Conference on 'Impact of Digitalization in Future' held on 3 rd March 2017 organized by Department of Information Technology and Management, Arul Anandar College
5	'Organic Manure'	'National Environmental Awareness Programme held on 3 rd March 2017 Organized by Ministry of . Environment & Forests and Gandhi Seva Sangam
6	Achievement Orientation for Budding Entrepreneurs'	Entrepreneurship Awareness Camp at Sourastra College on August 3 to 5, 2016.
7	'Entrepreneurial avenues for Youth'	Seminar on "Advanced Management" organized by Department of Business Administration, Sadakathullah Appa College, Tirunelveli on March 1 th 2016.
8	'Personality Development'	E.G.S.Pillay Engineering College, Nagapatinam. 24.02.2007

9	'Achievement Orientation'	National Association for Blind, Chennai.17.03.2007
10	'Achievement Orientation'	Sindhi College of Arts and Science, Chennai. 19.03.2008
11	'Motivation Lecture'	S.S.S. College of Arts, Science and Management, Arcot. 27.07.2005
12	'Self-Awareness'	Department of Social Work, DRBCCC Hindu College

Personal Details

Father's Name : (Late) V.Subbiah
 Mother's Name : (Late) S.Meenakshi
 Date of birth : 24.11.1978
 Gender : Male
 Marital Status : Married
 Nationality : Indian
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