

Dr. P. KANNADAS,
Head and Associate Professor

Department of Management Studies
School of Business Studies



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Educational Qualifications : MBA., M.Phil., Ph.D.,

Professional Experience : Associate Professor and Head,

FIELD OF SPECIALIZATION:

- Human Resource &
- Marketing

RESEARCH SPECIALIZATION:

- Human Resource &
- Marketing

RESEARCH SUPERVISION:

Program	Completed	Ongoing
Ph.D	15	Guide - 03 & Co-guide – 03
M.Phil	25	1

PROFESSIONAL EXPERIENCE

No	Institutions	Position	From (Date)	To (Date)	Duration
1	Madurai Kamaraj University	Assistant Professor	15.11.2005	Till Date	12 Years & 09 Months
2	M.K.U College	Lecturer	31.05.2001	14.11.2005	4 Years
3	M.K.U College	Teaching Assistant	29.04.1999	30.05.2001	3 Years
4	M.K.U College	Part – Time Lecturer	01.09.1997	28.04.1999	2 Years
5	P.K.N Arts & Science College, Madurai	Lecturer	18.06.1996	24.07.1997	1 Year
6	Leo Computer & Software (P) Ltd, Chennai	Marketing Executive	05.05.1995	09.05.1996	1 Year

ON-GOING RESEARCH PROJECT

No	Title of the project	Funding Agency	Total Grant	year

RESEARCH COLLABORATION (BOTH NATIONAL & INTERNATIONAL)

Name of the Collaborator	Institute	Collaboration Details	Collaboration output (Papers/Patents/Research/ Online)

COMPLETED RESEARCH PROJECT

No	Title of the Project	Funding Agency	Total Grant	Year

PUBLICATIONS (ARTICLES):

1. *Linkage between Information Systems in SMEs and the Performance of firms: A Casual Path Analysis* – SMART Journal of Business Management Studies (ISSN 0973-1598)
2. *Role of Emotional Intelligence for Organisational Success* – Global Journal of Finance and Management (ISSN 0975-6477)
3. *Assessing the Validity of IS Success Models: An Empirical Test in SME's* – Jamal Mohamed College, Trichy (ISSN 0973-0303)
4. *Micro Finance and Women Empowerment: A Development Perspective* – Women Empowerment in India – Challenges Ahead (ISBN 978 81 8371 3733)
5. *Analysing the Employee Turnover in IT Industry* – Innovative Business & Technology Strategies for Developing Countries (ISBN 978-81-921764-4-4)
6. *Car Manufacturing in India on Top Gear* – Kissan World
7. *India as a Hub of Global Health* – Dynamic Management in a Global Economy
8. *Production and return in Coffee Cultivation* – Reader Shelf
9. *Organisational Change in Relation to Service Sector* – Management Research in a Changing Climate – MRCC2014 (ISBN 978-93-83241-56-9)

10. *Trends and Realities in Decision Making and Strategies in Advertising of Jewellery – New Age Marketing Mantras* (ISBN 978-93-83188-15-4)
11. *Talent Management: The way to optimise employee performance – New Dimension of Management in the Globalised Era* (ISBN 978-93-80657-40-0)
12. *Human Resource Management: OD Intervention Practices - New Dimension of Management in the Globalised Era* (ISBN 978-93-80657-40-0)
13. *Corporate Social Responsibility in Community Development: A new Proportion - New Dimension of Management in the Globalised Era* (ISBN 978-93-80657-40-0)
14. *Organisational Changes in Relation to Railway sector - New Dimension of Management in the Globalised Era* (ISBN 978-93-80657-40-0)
15. *Innovative HR Practices for Organisational Success - New Dimension of Management in the Globalised Era* (ISBN 978-93-80657-40-0)
16. *Knowledge Management through E-Commerce – Impact of M-Commerce in Global Business* (ISBN 978-93-81208-36-6)
17. *Customer Relationship Management through Mobile - Impact of M-Commerce in Global Business* (ISBN 978-93-81208-36-6)
18. *Women Empowerment in the Era of Globalisation – Women Empowerment and Globalisation* (ISBN 9789380499994)
19. *Women Empowerment and Role of Stress Management - Women Empowerment and Globalisation* (ISBN 9789380499994)
20. *A study on Importance of Customer Relationship Management - New Dimension of Management in the Globalised Era 2017*
21. *Employee Engagement – A key to organizational Success - New Dimension of Management in the Globalised Era 2017*

22. *Cultivating Leadership Education through Total Quality Management and Quality Circles - New Dimension of Management in the Globalised Era 2017*
23. *Major Approaches of Knowledge Management Cycle – A Literature Review - New Dimension of Management in the Globalised Era 2017*
24. *A Study on Intrapreneurship in Indian Companies - New Dimension of Management in the Globalised Era 2017*
25. *Consumer culture in Marketing - New Dimension of Management in the Globalised Era 2017*
26. *OD Interventions Practices – An Overview - New Dimension of Management in the Globalised Era 2017*
27. *Strategic Human Resource Management – A Conceptual Approach - New Dimension of Management in the Globalised Era 2017*
28. *Role of Information Technology in the Management of Globalized Banking Sector – Issues and Challenges in Business Management (ISBN: 978-81-923066-8-1)*
29. *A study on Investor's Attitude towards Mutual Fund Investments – International Journal of Management and Social Science Research Review (ISSN: 23496738, Impact Factor: 3.029)*
30. *A study on importance of Know Your Customer (KYC) in Mutual Fund Investments – Conference on Mapping Business Excellence through Innovation & Vibrant Practice, Nehru Journal of Management & Research (ISSN: 22307974)*
31. *Competency Mapping – Urge of Knowledge Era – Conference on Mapping Business Excellence through Innovation & Vibrant Practice, Nehru Journal of Management & Research (ISSN: 22307974)*
32. *Crowd Sourcing and its Impacts - Conference on Mapping Business Excellence through Innovation & Vibrant Practice, Nehru Journal of Management & Research (ISSN: 22307974)*
33. *People Capability Maturity Model and its Process area - New Dimension of Management in the Globalised Era 2016 (978-93-85977-05-3)*

34. *A Conceptual Approach to the Entrepreneurial Eco system in India - New Dimension of Management in the Globalised Era* 2016 (978-93-85977-05-3)
35. *Work Life Balance among Married Woman Employees- New Dimension of Management in the Globalised Era* 2016 (978-93-85977-05-3)
36. *An Overview of Performance Management in an Organization - New Dimension of Management in the Globalised Era* 2016 (978-93-85977-05-3)
37. *Organisational Design and Development in Relation to Railway Sector - New Dimension of Management in the Globalised Era* 2016 (978-93-85977-05-3)
38. *Morale and its Boosting factors among School teachers - New Dimension of Management in the Globalised Era* 2016 (978-93-85977-05-3)
39. *A Study on Consumer Preference towards Aquaguard Water Purifier in Madurai City- New Dimension of Management in the Globalised Era* 2016 (978-93-85977-05-3)
40. *A study on stress management among the employees of Banking Sector in Madurai District - New Dimension of Management in the Globalised Era* 2016 (978-93-85977-05-3)
41. *Advertising Impact on Brand Awareness and Consumer Preference – A special reference to Men’s Wear - New Dimension of Management in the Globalised Era* 2016 (978-93-85977-05-3)
42. *Dimensions & Determinants of Service Quality - New Dimension of Management in the Globalised Era* 2016 (978-93-85977-05-3)
43. *Human Capital Management: How HR technology is Changing Future Trends in Human Capital - New Dimension of Management in the Globalised Era* 2016 (978-93-85977-05-3)
44. *Digital Marketing in Travel and Tourism Industry – International Conference on Challenges of Indian Development in the Globalized Era: New Vistas, Department of Commerce, Management & Corporate Secretary ship, Patrician College of Arts and Science* 2017
45. *Approaches of Knowledge Management practices in information Technology Sector – National Conference on Indian World – Class Manufacturing – The Road Ahead, Department of Management Studies, Fatima College (Autonomous)*

46. *Role of Technology in Green Marketing - New Dimension of Management in the Globalised Era*
2017

PAPER PRESENTED IN CONFERENCE / SEMINAR / WORKSHOP:

1. *Organisational Change in Relation to Service Sector* – Easwari Engineering College.
2. *Trends and Realities in Decision Making and Strategies in Advertising of Jewellery* – Periyar University
3. *Talent Management: The way to optimise employee performance* – Madurai Kamaraj University
4. *Human Resource Management: OD Intervention Practices* – Madurai Kamaraj University
5. *Corporate Social Responsibility in Community Development: A new Proportion* – Madurai Kamaraj University
6. *Organisational Changes in Relation to Railway sector* – Madurai Kamaraj University
7. *Innovative HR Practices for Organisational Success* – Madurai Kamaraj University
8. *Knowledge Management through E-Commerce* – Prof. Dhanapalan College of Arts and Sciences
9. *Customer Relationship Management through Mobile* - Prof. Dhanapalan College of Arts and Sciences
10. *Disaster Management and Role of Government* – Mannar Thirumalai Naicker College
11. *Disaster is a natural or manmade: Can it be Prevented* - Mannar Thirumalai Naicker College
12. *Women Empowerment in the Era of Globalisation* – Women's Studies Centre, Madurai Kamaraj University.
13. *A study on Importance of Customer Relationship Management - New Dimension of Management in the Globalised Era*
14. *Employee Engagement – A key to organizational Success - New Dimension of Management in the Globalised Era*

15. Cultivating Leadership Education through Total Quality Management and Quality Circles - New Dimension of Management in the Globalised Era
16. Major Approaches of Knowledge Management Cycle – A Literature Review New Dimension of Management in the Globalised Era
17. A Study on Intrapreneurship in Indian Companies - New Dimension of Management in the Globalised Era
18. Consumer culture in Marketing - New Dimension of Management in the Globalised Era
19. OD Interventions Practices – An Overview - New Dimension of Management in the Globalised Era
20. Strategic Human Resource Management – A Conceptual Approach - New Dimension of Management in the Globalised Era
21. Role of Information Technology in the Management of Globalized Banking Sector – Issues and Challenges in Business Management (ISBN: 978-81-923066-8-1)
22. A study on Investor’s Attitude towards Mutual Fund Investments – International Journal of Management and Social Science Research Review (ISSN: 23496738, Impact Factor: 3.029)
23. A study on importance of Know Your Customer (KYC) in Mutual Fund Investments – Conference on Mapping Business Excellence through Innovation & Vibrant Practice, Nehru Journal of Management & Research (ISSN: 22307974)
24. Competency Mapping – Urge of Knowledge Era – Conference on Mapping Business Excellence through Innovation & Vibrant Practice, Nehru Journal of Management & Research (ISSN: 22307974)
25. Crowd Sourcing and its Impacts - Conference on Mapping Business Excellence through Innovation & Vibrant Practice, Nehru Journal of Management & Research (ISSN: 22307974)
26. People Capability Maturity Model and its Process area - New Dimension of Management in the Globalised Era 2016 (978-93-85977-05-3)

27. A Conceptual Approach to the Entrepreneurial Eco system in India - New Dimension of Management in the Globalised Era 2016 (978-93-85977-05-3)
28. Work Life Balance among Married Woman Employees- New Dimension of Management in the Globalised Era 2016 (978-93-85977-05-3)
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35. Dimensions & Determinants of Service Quality - New Dimension of Management in the Globalised Era 2016 (978-93-85977-05-3)
36. Human Capital Management: How HR technology is Changing Future Trends in Human Capital - New Dimension of Management in the Globalised Era 2016 (978-93-85977-05-3)

INTERNATIONAL CONFERENCE:

1. The Ways and Means for India Incorporation to Emerge as a Hub of Global Health Care Through Medical Tourism – International Conference 2005 on Dynamic Role of Management in Global Economy organized by Punjab College of Technical Education, Ludhiana (India) on April 9, 2005

2. A Peep into the Investment Climate of China and India – International Conference on Management Principles, Policies, Processes & Practices in XXI Century on May 20-21, 2005 organized by Jansons School of Business, Coimbatore
3. Role of Emotional Intelligence for Organisational Success - International Conference on Leadership in Business and Management for Sustainable Global Economy (LBMSGE - 2012) 3rd & 4th Nov 2012 Organized by “Krishi Sanskriti” Department of Management Studies, Indian Institute of Technology Delhi (I.I.T.D), New Delhi.
4. Attitude and Behavioural Problems among Students – International Conference on “Modern Strategies for Management of Business, Economy, Services vis-à-vis Social Sciences – A Sustainable Approach” (MSMBESSA - 2014) organized by “Krishi Sanskriti” on 5th & 6th April 2014 held in Jawaharlal Nehru University, New Delhi
5. A Study on “Women Empowerment and Entrepreneurship” among College Teacher’s in Madurai City – International Conference on “Modern Strategies for Management of Business, Economy, Services vis-à-vis Social Sciences – A Sustainable Approach” (MSMBESSA - 2014) organized by “Krishi Sanskriti” on 5th & 6th April 2014 held in Jawaharlal Nehru University, New Delhi
6. “Work Life Balance” – International Conference on “Modern Strategies for Management of Business, Economy, Services vis-à-vis Social Sciences – A Sustainable Approach” (MSMBESSA - 2014) organized by “Krishi Sanskriti” on 5th & 6th April 2014 held in Jawaharlal Nehru University, New Delhi
7. A study on Investor’s Attitude towards Mutual Fund Investments – International Journal of Management and Social Science Research Review (ISSN: 23496738, Impact Factor: 3.029)
8. Organisational Design and Development Strategies in Railway Sector – International Conference on Banking, Finance, Business & Technology for Sustaining Economic Development in Global Market(IBFBT’15) held on October 9th -10th, 2015 organized by Sri Sai Ram Institute of Management Studies, Sri Sairam Engineering College, Chennai
9. Competency Mapping - Urge of Knowledge Era – Conference on Mapping Business Excellence through Innovation & Vibrant Practice, organized by Department of Management Studies, Nehru Institute of Technology, Coimbatore on March 11th 2016(ISSN: 22307974)
10. Crowd Sourcing and its Impacts - Conference on Mapping Business Excellence through Innovation & Vibrant Practice, organized by Department of Management Studies, Nehru Institute of Technology, Coimbatore on March 11th 2016(ISSN: 22307974)

11. A study on importance of Know Your Customer (KYC) in Mutual Fund Investments – Conference on Mapping Business Excellence through Innovation & Vibrant Practice, organized by Department of Management Studies, Nehru Institute of Technology, Coimbatore on March 11th 2016(ISSN: 22307974)
12. Digital Marketing in Travel and Tourism Industry – International Conference on Challenges of Indian Development in the Globalized Era: New Vistas, Department of Commerce, Management & Corporate Secretary ship, Patrician College of Arts and Science 2017
13. A Conceptual Analysis of Knowledge Management – International Conference on “Innovative Trends in Technology and Management (ICITM-17) organized by the Department of Business Administration and centre for Learning Technology, Kalasalingam University dated 30th & 31st March 2017
14. Human Resource Management Effectiveness Practices with special Reference to Hotels in Bangalore City – International Conference on “Innovation, Entrepreneurship & Sustainable Value Chain in a challenging Environment” held on 7th June 2017 at Hotel Soleil, Changkat Bukit Bintang, Kuala Lumpur, Malaysia, Organized by Primax Foundation, Bengaluru, Karnataka, India
15. International Conference on New Dimensions of Management in the Globalised Era – 2018 on 9th February 2018 organized by Department of Management Studies, Madurai Kamaraj University, Madurai.
16. International Conference on FDI – Astute Conduit for Trade International & Sustainable Developments March 2nd & 3rd 2018 organized by Alagappa University, Department of International Business, Karaikudi.

CONFERENCE / WORKSHOP / SEMINAR / TRAINING ORGANIZED

1. Served as Convener – For the two days National Seminar on “New Dimensions of Management in the Globalized Era” Organized by Department of Management Studies, Madurai Kamaraj University held on 29th and 30th Jan 2015.
2. Served as Coordinator – MAGFES 2003, A state level Inter collegiate seminar on “The Role of Blooming Buds Administrators (BBA), In the Era of LPG” Organized by Madurai Kamaraj University College held on 28 Feb 2003.

- Served as Coordinator – Refresher Course in Business Administration and Commerce organized by Madurai Kamaraj University and UGC – HRD, New Delhi.

Book Published

Title of the Book / Chapter	Author	Publisher	Year	ISBN Number
A TO Z branding	Dr.P.Kannadas	Shanlax Publications, Madurai	2018	-
School of Management Thoughts	Dr.P.Kannadas	Shanlax Publications, Madurai	2017	978-93-86537-94-2
Stress Management	Dr.P.Kannadas	Shanlax Publications, Madurai	2018	-

Membership in Academic Bodies

- University Nominee for S. Vellaichamy Nadar College, Madurai
- University Nominee for V.V. Vanniaperumal College for Women, Virudhunagar.
- Chairman for MBA Board of Studies, Madurai Kamraj University, Madurai
- Member, MBA Valuation Board, University of Kerala, Thiruvanthapuram
- Member, Doctorate Committee, Anna University, Coimbatore.
- Member, Selection Committee UGC Research Project Fellow, Periyar University, Salem.
- Member, Board of Examinations in all MBA & MLM, Annamalai University, Chidamparam.
- Member, Doctorate Committee, Sathyabama University, Chennai
- Member, Board of Studies in Management Studies, Vivekanadha College of Arts and Science for Women, Nammakal.
- Member, Board of Studies in Management Studies, V.V. Vanniaperumal College for Women, Virudhunagar.
- Member, Board of Studies in Economics, Sourashtra College, Madurai
- Member, Board of Studies in Business Administration, Yadhava College, Madurai
- Co-ordinator for UGC and HRD Refresher Course in Business Studies and Commerce.

MEMBERSHIP IN PROFESSIONAL BODIES:

1. Madurai Management Association
2. Madurai Productivity Council

INTELLECTUAL PROPERTY RIGHTS (Patents):

ADMINISTRATIVE EXPERIENCE:

S.No	Role Played	Responsibilities	Period
1	Warden, Thiruvalluvar Hostel, Madurai Kamaraj University, Madurai	<ul style="list-style-type: none">• Take Care of Students• Arrange needed things for the welfare of the students	2007 – 2014
2	Placement Co-ordinator, Department of Management Studies, Madurai Kamaraj University, Madurai	<ul style="list-style-type: none">• Making Contacts with reputed companies and arranging placements for the students	2008 – 2016
3	Head of the Department, Department of Management Studies, Madurai Kamaraj University, Madurai	<ul style="list-style-type: none">• Develop the students knowledge and compete them with the IIM's	2018 – Till Date

CONTACT:

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School : **School of Business Studies**
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