

**Dr.K.Ravichandran**

Chair Person School of Business Studies,  
 Madurai Kamaraj University  
 Madurai – 625021 Tamil Nadu  
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**1. Personal Details**

Date of Birth & Age :11<sup>th</sup> May 1963  
 Gender & Marital Status :Male-- Married  
 Community :Most backward Class  
 Nationality :Indian  
 Place of Birth :Sivakasi

**2. Educational Qualifications****2.1. Academic**

Degree/ Examination	Name of the Exam	University/ Institute	Year of Passing	Percentage/ Grade	Main Subject
Under Graduate	B.B.A.	Madurai Kamaraj University	1983	69%	Business Administration
Post Graduate	M.B.A.	Madurai Kamaraj University	1985	66%	Business Administration

**2.2. Research**

Degree	Name of the University	Title of the Thesis	Date of Submission	Date of Award
PhD	Madurai Kamaraj University	Indian Automotive Tyre Industry-A Study of Market Conditions and Channels of Distribution	5 <sup>th</sup> May 1995	11 <sup>th</sup> September 1996
Une				
DSc/DLitt				

**3. Post-Doctoral/ Research Associate / Industrial Experience**

Name of the University / Institute / Industry	Period of Work	Nature of Work
Ceat Tyres of India Limited	1985-1989	Territory Manager

## 5. Teaching

No	Year	Semester	Course Code	Course Title	Hours per Week
1	2022-23	I	MHA2214C	Hospital Work I	3
		I	MHA1834C	Hospital Administration	6
2	2022-23	III	MHA2234C	Hospital Work III	3

## 6. Design/Development of New Curricula and Courses

No	Description	Organization for which it was Developed	Level(PG/UG)
	B.B.A. Retail	DDE, Madurai Kamaraj University	UG

## 8. Research Specialization / Field of Research

- Marketing Management
- Marketing of health Care Services
- Entrepreneurship

## 9. Research Publications

Type	International	National
Papers Published in UGC-CARE Listed Journals		4
Papers in Refereed Journals (Not mentioned above)	30	42
Books Published		
Books Edited		
Contributions to Book Chapters		
Editor of Conference/Seminar Proceedings		
Papers Published in Conference/Seminar Proceedings		3
Papers Presented in Conferences/Seminars		
Conference/Seminar/Workshop Attended		
Deposits in CCDC, PDB, etc.		

## 12. Research Guidance/Supervision

Degree / Programme	Completed	Submitted	Ongoing
PhD (Full-time)	1		
PhD (Part-time)	28	1	4

MPhil Research Project (Full-time)	12		
MPhil Research Project (Part-time)			
MSc Projects/Dissertation			
MSc Internships/Summer or Winter Projects			

### 13. Funded Research Projects

#### 13.1. Ongoing

No	Title of the Project	Funding Agency	Period / Duration	Total Grants Sanctioned (Rs)
	A Comparative Study of Public and Private Health Care in Tamil Nadu	RUSA	2 Years 2021 -2023	37,06,000

### 16. Countries Visited

Name of the Country	Period	Purpose
Srilanka,	1999	Academic interaction
Singapore	2003	
,United Kingdom,	2006	
USA,	2010	
China	2013	

### 17. Honours / Awards / Recognitions

Name of the Honours / Awards / Recognition	Awarding Agency	International / National / State / Institute Level
Best Teacher Award	Jamal Institute of Mangement,Trichy	State Institute level

### 18. Conferences / Seminars / Workshops Organized

Level	Conference Title	Date(s)	Place	Role Played	Funding
Placed in annexure					

### 19. Invited Lectures / Resource Person

### 20. Professional Development Programs / Faculty Development Programs Organized

Name of the Program	Role	Place	Date(s)	Funds in Rs & Sponsor

## 22. Administrative Experiences

<b>Role Played</b>	<b>Responsibilities</b>	<b>Period (from ... to)</b>
Special Officer	Managing UGC Related Activities Managing Faculty Promotions	2013 -- 2017
Director –University – Business Collaboration Centre	Establishing linkages between University and Organisations	2013-2017
Director(Research and Projects)	Managing Ph.D. section and faculty Projects	2013-2017
Director,Human Resource Development centre	Organising and managing Developmental Programmes	2021 to till date

## 23. Membership in Academic Bodies

<b>Name of the University / Institute / College</b>	<b>Type of Membership</b>	<b>Duration / Period</b>
NMSSVN College, Madurai CPA College	Member, Governing Council, Member Governing Council Member	2021-2024  2020-2023

## 24. Membership in Recognised Professional Bodies

<b>Name of the Professional Body</b>	<b>International / National</b>	<b>Type of Membership</b>
All India Management Association	Professional Member	1996 to till date

## 25. Languages Known

<b>Languages</b>	<b>Read</b>	<b>Write</b>	<b>Speak</b>
Tamil	YES	YES	YES
English	YES	YES	YES

## 26. Competence in Computer Applications MS OFFICE

## 27. Involvement in Extension Activities other than Academic Works

- Member of the managing committee of the University Public School
- Village Adoption of Kannanur

## 28. Any Other Relevant Information



## Details of Publications

- ❖ One day National Seminar on “Academic – Industry Interface in Management Education in India, Madurai” – 24.9.94
- ❖ Three day National Workshop on “Strategic Management of Health Care Marketing” Hyderabad, May 31, 1995 to June 2, 1995.
- ❖ National Management Summit - CALIBRE '96 – February 23 to 24 ,1996
- ❖ Five Day National Workshop on Management and Entrepreneurship – Orientation for KVIC Officials – July 14 – 18, 1997.
- ❖ Budding Management Executive Programme for M.B.A. Students
- ❖ Regional Level meet on “ Management of Domestic Safety - Quiz Programme” for Indian Oil Corporation
- ❖ Organised a Corporate Presentation on “Emerging Challenges in Human Resources Management in Information Technology Industry” in Madurai Kamaraj University 14<sup>th</sup> January, 2008
- ❖ Organised a Research presentation on “Success of Women Entrepreneurs” In Madurai Kamaraj University– 28<sup>th</sup> January, 2008
- ❖ Organised a one day National Seminar on “Competency Mapping and Training Needs Identification” in Madurai Kamaraj University-9<sup>th</sup> February, 2008
- ❖ Organised the National Seminar on “Women Empowerment-Challenges Ahead” on 24 and 25, January 2011 in Madurai
- ❖ Organised a one day National Workshop on “Effective Management of Hospitals-Role of IT and Software” in collaboration with Info Raise Technologies, Hyderabad – August 30, 2015
- ❖ Organised a one day National Level Workshop on **WarPLS** – A Statistical Tool for Analysis-07-04-2017
- ❖ Organised a one day National Level Workshop on **WarPLS** – A Statistical Tool for Analysis-07-04-2017

## **PAPERS PUBLISHED**

1. "Need for Professional Training in Corporate Hospitals"- Indian Journal of Hospital Administration- March / June 1999
2. "Relationship Marketing in the Health Care Industry – Indian Journal of Hospital Administration – March / June, 1999.
3. "Social Marketing" – Module 1 of the eight modules of the book titled "Social Marketing of Condoms" published by Aids Prevention and Control Project, voluntary Health services, Chennai and United States Agency for International Development.
4. "Indicators of Success" – Module 7 of the eight modules of the book titled " Social Marketing of Condoms" published by Aids Prevention and Control Project, voluntary Health services, Chennai and United States Agency for International Development.
5. "Factors Determining the Brand Preference of TV –with special reference to Thoothukudi District in Tamil Nadu" – Indian Journal of Marketing – April, 2004.
6. "Corporate Political Funding" – Third Concept – An International Journal of Ideas –May, 2004
7. An Exploratory Study on the Role Played by Product, Service and Behavioural Factors in the Purchase of Life Insurance Policies in the Klang Valley, Malaysia—UPDATE--Journal Of the Life Insurance Association of Malaysia,February,2005
8. "Managing Service Episodes to create Service Loyalty"-Marketing Mastermind,April,2005
9. "Political funding in India-Need for A Prudent Approach" Effective Executive-August, 2005.
10. "Quantifying HR"—Review of Professional Management ,July-December,2005
11. 'Measurement of Brand Loyalty in Commodity Branding with Special Reference to Salt' – Business Management-Practices, Policies and Principles, Allied publishers, 2005
12. "Consumer Decision Influencers Model for Life insurance Policies in Malaysia"—Pratibimba—The Journal of Institute of Management and Information Science,Bhubaneswar,January-June,2006
13. "The Indian Daily Heritage Brands"---Advertising Express—ICFAI Special Issue on Heritage Brands—January,2006
14. "Conceptual Framework on Brand Architecture in Indian Context"—SCMS Journal of Indian

Management, January-March,2006

15. "A Study of Brand Awareness and Brand Loyalty in Branded Commodity Products"—The ICFAI Journal of Marketing Management, May 2006
16. "Transformation of the Performance Appraisal System-The Changing Scenario" ---HRM Review,February,2007
17. "The Indian Daily Heritage Brands"—Included as paper in the book titled "Heritage Brands" published by the ICFAI Research Center,Hyderabad,2007
18. "Transformation of the Performance Appraisal System –The Changing Scenario"—Included as a Paper in the book titled "Performance Management" published by the ICFAI Press ,2007
19. "Management Perspectives in A Global Era"- Published as a paper in the proceedings of the National Seminar conducted by Dr. M.G.R. Engineering College, Chennai on 25<sup>th</sup> January,2008
20. "Role of Technology in Retailing"—included as a Paper in the book on "Emerging Trends in Retailing" –Excel Books,2008
21. "Food Retailing in India" included as a Paper in the book on "Emerging Trends in Retailing" – Excel Books,2008
22. "Mining Retail Transactions – Challenges and Opportunities" Published in the Proceedings of SCMIS, May 2008, National Institute of Technology, Tiruchirappalli, India
23. "Traveller's Perceptions on Travel Service Providers in an Electronic environment" – published in Indian Journal of Marketing –June 2008
24. "Service Quality:Food Retail" SCMS Journal of Management ,July-September,2008
25. "Attrition among B-School Teachers :A Holistic Approach" published in Business Review ,December 2008
26. "Application Of Data Mining Techniques In Designing Knowledge Base On Student Competency At The Post Graduate Level" -- Published in the Proceedings of ICOREM, Anna University, Tiruchirappalli, India ,May,2009
27. "Managing Service Quality in an Institutional Library" Paper published in the International Journal of Management Sciences , July 2009
28. "Shopping Behaviour in Malls in Bangalore City" Sona Journal of Marketing Research ,July 2009



29. "Mall Visit Behaviour of Older Generation –Y Consumers" – Paper published in the GYAN Management-September 2009
30. "Women Empowerment in Indian Corporate Sector" Published in Third Concept –An International Journal of Ideas, July-December 2009
31. "The Case of Non-Interest Income in Indian Banks – An Empirical Study of Strategic Benefits" Published in the Journal of Insurance and Risk Management ,October, 2009
32. "Knowledge Management Financially Speaking-Rationale of Funding Pattern and its Politics in Higher education in India" –Published in the Proceedings of the International Conference on Innovative Strategies for Value Creation and Management ,December 2009
33. Application of Data Mining Techniques in Designing Knowledge Base on Student Competency At the Post Graduate Level" Published in IMS Manthan, December 2009
34. "An Exploratory Study on Value congruency and conspicuous Consumption Drivers for Designing Effective Sales Promotion Program" Paper published in the book titled "Ideas, Insights and Innovations on Management Research",2010
35. "Single and Multiple Expectations –Service Quality Retailing " Paper published in SCMS Journal of Indian Management ,April-June 2010
36. "A Study on Consumer Choice of Organised and Unorganised Pharmacy" Paper published in Samridhi –Issue No.2 2009-2010
37. "Customer Service at its Zenith" –Paper published in Marketing Mastermind, September 2010
38. "Application of Multi Criteria Decision Making Tools and Validation with Automation Technique-Case Study using TOPSIS,ANN&SAW"-Paper published in International Journal of Management & Business Studies, September 2011
39. "Analysis of Corporate Stress using TOPSIS Method –A Case Study on Nationalised Banks in Madurai City"-Paper published in International Journal of Management & Business Studies, September 2011
40. "Statistical Analysis on Human Factor Evaluation-Case Study using Artificial Neural Networks" Paper published in International Journal of Management & Business Studies, October-December 2011
41. Edited an ISBN Volume on "Women Empowerment –Challenges Ahead" Published by SCITECH Publications,Chennai,2011
42. "Role of Tami Nadu Corporation for Development of Women Limited for the development of Self Help Groups in Tami Nadu" –published in the edited volume on Women Empowerment in India –Challenges Ahead, January, 2011.

43. "The Business of Empowering Women" published in the edited volume on Women Empowerment in India –Challenges Ahead, January, 2011.
44. "The Business of Empowering Women" paper published in Proficient the international journal of Management, June 2011
45. "Net reference or Net Copy" Paper published in Organisational Management. April to June 2011.
46. "Application of Catchment Analysis and SERVQUAL Model for evaluating consumer's choice of Hyper Retail Stores based on Sales Promotion offers in Chennai" published in the International Journal of Retailing and Marketing, July 2011
47. "Statistical Analysis on Human Factor Evaluation-Case Study using Artificial Neural Networks" Paper published in International Journal of Management & Business Studies, Oct-Dec-2011
48. "Corporate Stress among Bank Employees: A case Study in a Nationalised bank in Madurai City" Paper published in Pravartak, September –February 2011-2012
49. "Historical Trends in Organised Food and Grocery Retail—Similarities and Differences" Paper published in the ELK Asia Pacific Journal of Marketing & Retail Management, January 2012
50. "Shop Floor Management in Manufacturing Sector--- A Case Study on the influencing Factors using Fuzzy Logic" Paper published in Journal of Empirical Research in Management, 2012
51. "Regulatory Affairs on Organised Retail in India" Paper published in SURVEY January to June 2012
52. An Operational Strategy for an Effective Spare Parts Management – A Case Study with Validation by Fuzzy Logic, IJMBS-April-June, 2012
53. "Trends in Organised Food and Grocery Retail—A Comparative Study" .Paper published in Prabhandan, October 2012
54. "A Study on the Performance Rating and influencing Factor in Manufacturing Sector" Paper published in Journal of Management Science for Changing Business Scenario, Special Issue VII, 2012
55. "Technology & Online Mode of Distance Learning" –Paper published in International Journal of Humanities and Social Science Invention, January 2013
56. " Need for World Class documentation, Data ,Record Centres in Universities" Paper published in IOSR  
Journal of Humanities and Social Science, January-February 2013

57. "The Role of Universities in Rural Development" Published in *IOSR Journal of Business and Management, Volume 8, Issue 5, Mar. - Apr. 2013*
58. "An Empirical Study on the Effects of Computer Operating Hours on Students Stress Level using TOPSIS Method," Paper published in *International Journal of Research in Commerce, IT and Management, Volume no. 3, Issue no. 05, May, 2013*
59. "Problems and Prospects of FDI in Indian Retail Sector" *Published in International Journal of Humanities and Social Science Invention, Volume 2 Issue 7, July. 2013*
60. "Entrepreneurship as a Tool for the Empowerment of Rural Women in India" Published in *IOSR Journal Of Humanities And Social Science, Volume 13, Issue 5, Jul. - Aug. 2013*
61. "The Importance of Work Life Balance" Paper published in *IOSR Journal of Business and Management, Volume 14, Issue 3, Nov. - Dec. 2013*
62. "The Joint Commission International Implementation and Accreditation in Health Care Service Organisations" *Published in ZENITH International Journal of Multidisciplinary Research, Vol.4 (7), JULY 2014*
63. "Women Empowerment in India-Milestones and Challenges" Published in *International Journal of Social Science & Interdisciplinary Research, Vol. 3 (7), JULY 2014*
64. "A Review-Eco Tourism and its Potential Impact" *International Journal of Management and Business Research, August 2014*
65. "Human and Structural Capital Dimensions Within A University" Published in *International Journal of in Multidisciplinary and Academic Research, Vol. 3, No. 4, August-September 2015*
66. "Application of Multiple Regressions in Development of an Employee Turnover Model" Paper published in *International Journal of Economics & Management Sciences, June 06, 2015*
67. "Rationale of Funding Pattern and its Politics in Higher Education" *EPRA International Journal of Economic and Business Review, June, 2015*
68. Service Quality Assessment Using SERVQUAL Scale for Goldfinch Hotel, Mangalore –*EPRA International Journal of Economic and Business Review, February, 2016*
69. "Analysing the Gap between the Existing and Expected Management Information System in Educational Institutions" Paper published in *The Indian Journal of Technical Education, Volume 39.No.2.April –June 2016*

70. "Role of Packaging in Manufacturing –A Brief Understanding" Paper published in International Organisation of Scientific Research Journal of Business and Management, Vol.18, Issue 12, Ver.1 Dec, 2016
71. Revisiting & Understanding the Consumer Behaviour from All the Existing Theories so far, Journal of Research in Business and Management –Volume 4, Issue 7, 2016
72. "Effective Brand Building" Paper published in International Journal of Management, Volume 8, Issue 1, January-February, 2017
73. "Consumer Buying Behaviour A Contemporary Study in Hypermarkets," Paper published in PSNA Journal of Business and System Tamil Nadu, April 2018
74. "An Empirical Study on Service Quality in Thenmala Eco Tourism Project" EPRA International Journal of Economic and Business Review, May 2018
75. "The Changing Scenario of Health Care Finance", EPRA International Journal of Economic and Business Review, May 2019
76. "Consumer Behaviour in Tourism", EPRA International Journal of Multidisciplinary Research, December 2019
77. "Assessment of Airport Service Quality among Passengers with special reference to Madurai International Airport-An Empirical Approach" published in the proceedings of the International Conference on Dynamics of Management in the Global Scenario-March 2020
78. "A Study on Impact of Job Satisfaction on Quality of Work Life among Women Professors in Madurai" published in Shodhasamhita, UGC Care Group I Journal, Volume-IX, Issue-II(v), February 2022
79. "A Study on Hospital Management System" Published in Journal of Emerging Technologies and Innovation Research, Volume 9 Issue 3, March 2022, UGC Approved (Journal Number 63975)