

Curriculum Vitae

Dr.T.DEVASENATHIPATHI, B.Sc, M.B.A., D.LL&AL, Ph.D.,



PROFESSIONAL EXPERIENCE

1. Associate Professor and Head -PPG Business School, Coimbatore,(02/01/2015 ---)
2. Associate Professor and Head –Department of Management Studies, PPG Institute of Technology and PPG Business School, Coimbatore, (01/09/2009 to 01/01/2015,5.4 years).
3. Visiting faculty – Strategic Marketing, J.K.Justice Institute of Management, Mangalore, (23/01/13 to 31/05.2013 – 60 hours).

4. Faculty Member -MBA, The ICFAI National College, (INC) Thanjavur and Pollachi (15/12/2005-30/07/2009, 3.8 years).

5. Lecturer - MBA, Tamilnadu College of Engineering (TCE), Coimbatore (27/08/04-30/11/05, 1.4 years).

6. Lecturer –MBA and Placement In Charge, Maharaja Engineering College (MEC), Avinashi (01/07/02-30/06/04, 2years).

7. Chief Executive – Fabric Marketing, Ahill P.S.R Garments , Tirupur (01/05/2000-30/04/01,1 year).

EDUCATIONAL QUALIFICATION

1. PhD -Management (Highly Commented)-D.J.Academy Managerial excellence, Bharathiar University, Coimbatore. Thesis title – A Study on the Dimensions of Consumer Confusion and the Reduction Strategies - A Post Purchase Recall Survey of Laptop Holders, Coimbatore (April 15th, 2014). Highly commented and awarded.

2. DLL&AL-Diploma in Labour and Administrative Law, Madurai Kamaraj University, Madurai (2003) II Class.

3. MBA – Marketing and HR, Maharaja Engineering College , Avinashi (2000) , I Class.

4. B,Sc- Physics, Chikkanna Government Arts College, Tirupur (1998). I Class.

AWARDS/ HONOURS/ACHIEVEMENTS

1. Received Senior Educator & Scholar Award- Teachers' Day Awards & Celebrations '2014 - National Foundation for Entrepreneurship Development (NFED) – Coimbatore, Date: 05/09/2014

2. Received Best Teacher Award for Faculty of Management Studies, Maharaja Engineering College, Avinashi – September 2003.
3. International editorial board member – The world Journal of Retail Business Management, volume 2, Issue 4 (2003-2004).
4. Annual Excellence Award - Academic & Research for Faculty – INC – ICFAI University, Annual Academic Conference, Mysore 12th -14th, October 2007).
5. Best Faculty awards by PPG institute of technology and PPG business school (PPG trust) for producing good results in Anna university semester examinations.
6. Many of my articles cited by international and national researchers in their articles.
7. Invited as External examiner for research stage evaluation for Ph.D(Category B) candidates of Bharathiar University – 2014
8. Invited as external examiner for project work viva voce, Industrial training and surveys, Anna University and Karpagam Institute of Technology – 2009 onwards.
9. Acted as Chief Superintendent for April/May 2015 Practical and Theory Examinations at PPG business School.
10. Two times invited by Tamilnadu Sarvodaya sangh, Khdai Gramodyog Vidyalayam, Tirupur to address Small Medium entrepreneurs under the Scheme Prime Minister Employment Generation Programme (August and November 2015).
11. Acting as Nodal Officer -PPG Business School for National Institutional Ranking Framework, Ministry of Human Resource Development, Government of India(2015).
12. Invited as session speaker – Faculty Development Programme on Research - The Recourse for Continuous Learning powered by National Foundation for Entrepreneurship Development on 19th December 2015 at Hotel Apple Park, Coimbatore.
13. Currently serving as Editor to International Journal of Entrepreneurship and Small & Medium Enterprises at Nepal, 26th November 2015 to ----.

CURRENT ACADEMIC RESEARCH INTEREST

Current working papers series are marketing to Tweens, integrated marketing communication channels in rural marketing. Kidfluences in advertisement, Consumer Confusion, Consumer Stress, Consumer detriment, lackadaisical attitude, purchase procrastination, post purchase stress and etc.

AREAS OF INTEREST AND ADDITIONAL RESPONSIBILITIES

1. Placement, Marketing and SIP Co-ordinator (2006 – 2009 at ICFAI National College).
2. Co-ordinator -Attitude shaping workshops , Seminar , press meets (2006 – 2009 at ICFAI National college).
3. Brand building and Student development Programmes (More than 50 SDP -2005 - 2009) (2009 – till date).
4. Research Projects Handling (self funded and for the purpose of articles publication in Journals and Magazines.(2006 to till date).
5. Conducted Attitude shaping Training for THECO Silks Employees, Thirubhuvanam.
6. Summer Internship coordination for the batch of 2009-2011, 2010-2012 MBA (PPGITMBA & PPGBSMBA).
7. Master Project coordinator for the batch of 2010-2012, 2011-2013 MBA (PPGITMBA & PPGBSMBA).
8. Director In charge –Interim period of 2010, 2014 and 2015 at PPG business School.
9. Anna University Exam cell co-ordinator at PPG BS since April/May 2014.

SKILLS

1. Team Handling and Effective People Management
2. Student Counseling and Career Guidance, AICTE/Anna University inspection documentation work.
3. HR activities like Motivating, Payroll Process, Performance Appraisal & Key Performance Analysis, Selection, Recruitment, Training the New Employees,
4. Brand Building, Promotion of Educational Institutions plus all marketing-related activities.
5. Networking and Relationship Management with the Industry.

PUBLIC SPEAKING/KEYNOTE ADDRESS/RESOURCE PERSON

1. Resources Person for One day workshop on Corporate Governance and Social Responsibility conducted by Department of Management Studies, Annai Mathammal Sheela Engineering College , Namakkal, 27.09.2009.
2. Resource Person -One day workshop on Performance Management conducted by Department of Management Studies, Annai Mathammal Sheela Engineering College, Namakkal, 30.10.2009
3. Chairperson – Marketing session, International Seminar on Impact of LPG in Indian Business Scenario, Organised by Department of Management Studies, Annai Mathammal Sheela Engineering College , Namakkal , 26.02.2010
4. Keynote speaker and Special lecture on Green Marketing, National Level Seminar on "Current Trends in Global Business", conducted by Department of business administration, Annai College of Arts and science, Kumbakonam, 16th and 17th .09.2010.

5. Chairperson/Resource Person – One day National level seminar in Contemporary Business and Environment, Conducted by Department of Business Administration, Idhaya College for women, Kumbakonam, 10.02.2011.
6. Chairperson – Marketing session, International Seminar on Impact of LPG in Indian Business Scenario, Organised by Department of Management Studies, Annai Mathammal Sheela Engineering College , Namakkal , 26.02.2011.
7. Chairperson and Judge – Papers presentation event conducted by department of MBA, Info institute of engineering, INFORIA, 09.02.2012.
8. Chief Guest /Special address session on Green marketing and CSR, Gladiator Association function, Department of Business administration, Senthamarai College of Arts and science, Madurai, 12.09.2012.
9. Guest lecture on Indian Retailing Realities, Department of MBA, Annai College of Arts and science, , Kumbakonam, 03.10.2012.
10. Special lecture /Training on Employability skills and Career counselling, Kongu College of arts and science, Karur, 01.02.2013.
11. Conducted and Session Speaker -One day workshop on Corporate Expected skills and Employment Opportunities, Jayaram College of arts and science, Karur, 05.02.2013.
12. One day programme /Training on Corporate Expectations and Current Job Skill development, Arungarai Amman Arts and science college, Chinadharapuram, 07.02.2013.
13. Chief Guest/special address on one day seminar on Enhancing Employability Skills, Shri Palaniandavar College of Arts and science for men, Palani,. 18.02.2013
14. Special address on Trends and Challenges of Entrepreneurship Development, ICED, Bharathidasan University and Arungarai Amman Arts and Science College jointly organised one day seminar on Entrepreneurship development, Chinadharapuram, 19.02.2013,
15. Guest lecture on Leadership and Career Enhancement for final year student, Kamathenu college of arts and science, Sathyamangalam.(Feb 2013)
16. Guest Speaker – Workshop on Enhancing Employability Skills and Corporate Expectations, Organised by Department of Business Administration and Commerce (Computer application), Kongunadu Arts and Science College, Coimbatore, 04.02.2014,
17. Special address on Riskpreneurship, National Level Conference on Entrepreneurship”, Conducted by Department of Commerce, Annai College of Arts and science, Kumbakonam, 10.10.2014.

18. Chairperson – HR/General Management, National Level Conference on Sustainable Business Strategy-Shaping the future of India, Organised by Department of Commerce(Computer application), Kongunadu Arts and Science College , Coimbatore.04.02.2015.

19. Special address/ Guest lecture on HR skills, One day seminar on HR skills -Unlocking potential abilities to face interviews, Department of Commerce, Sri Ramakrishna Mission Vidyalaya college of Arts and Science,, Coimbatore. 23.02.2015.

CONTRIBUTION TO INTELLECTUAL CAPITAL: TITLE OF BOOK PUBLICATION

1. T.Devasenathipathi and S.Prabhu, (2013 & 2014), *Marketing Management*, (ISBN-978-93-82249-39-9) 2013TH edition, Thakur Publication, Chennai.

2. Devasenathipathi Thirumuruganandham, and Mark J., (2013), *Influence of Information Sources And Purchase Factors on Purchase: A Post Purchase opinion Survey among Laptop users*, ISBN-10: 978-3-639-51160-4, Publisher: Scholar's Press DOP: 2013-02-22.

3. Devasenathipathi Thirumuruganadham ,Gobalraju Chakaravarthy and Rajinikanth Venkatesan, (2015), *Investors confusions in commodity market*, ISBN-13: 978-3-659-68281-0. Publisher: LAP Lambert Academic Publishing, DOP: 2015-01-29.

CONTRIBUTION TO INTELLECTUAL CAPITAL: RESEARCH ARTICLE PUBLICATION

1. T.Devasenathipathi and T. Paulraj(2006) “*Advertising to Tweens*”,*Advertising Express, December, 2006*.

2.T.Devasenathipathi and Dr.A.Shanmugasundaram (2007) “*Social Networking- Next big business opportunity*”,*Annamalai Journal of Management, Volume 1, Issue 1, pp.35-38, Feb 2007*.

3.T.Devasenathipathi and P.N.Ragunathan(2007) “*Consumers' Behaviour and factors influencing to utilise the department store*”,*The Icfai Journal of consumer Behaviour, Vol. 2, No. 1, pp. 59-65, March 2007*.

4. T.Devasenathipathi, Dr.K.V.Kannan and Dr .Manivanann(2007) “*A Study on Financial supermarkets special references to Tamilnadu*”,*Indian Journal of Finance, Vol.1, No 1-2, pp.27-32, April- May 2007*.

5. ,T.Devasenathipathi, S Chandra Mohan, PN Raghunathan, L.Manivannan(2007) “*Department Stores: A Study on Consumer Preference*”,*Advertising Express, August 2007*.

6. T.Devasenathipathi and .Uvaneswaran(2007) “*Problem of Leather Entrepreneurs*”,*The Icfai Journal of Entrepreneurship and development, Sep 2007*.

7. T.Devasenathipathi, Kumaresan and Ragupathi(2007) “*Brand Loyalty Life Cycle: A Key to Successful Marketing*”, *Advertising Express*, September 2007.
8. T.Devasenathipathi, P.T.saleendaran and Dr.A.Shanmugasundaram (2007) “*Awareness and Perception of People towards Mutual Funds at Coimbatore City*” *The Indian journal of finance*, Volume 1, Number 3, October-November 2007.
9. T.Devasenathipathi, P.T.saleendaran and Dr,A.Shanmugasundaram(2007) “*A Study on Consumer Preference and Comparative Analysis of All Life Insurance Companies*, *The Icfai Journal of Consumer Behaviour*, Vol. II, No. 4, PP.1-10, December 2007.
10. S.Ramani and T Devasenathipathi(2008) “*Leveraging Customer Experience for Cutting Edge Competition*”, *Advertising Express*, April 2008.
11. Maria Josephine W, T Devasenathipathi and Parameswaran S (2008) “*Customers' Attitude towards Advertisement with Special Reference to Airtel and Hutch Brand*”,*Icfai Journal of Consumer Behaviour*, June 2008.
12. T.Devasenathipathi and R. Gayathri(2008) “*Enchant Marketing – Tamilnadu Tourism*”, *Advertising Express*, August 2008.
13. T.Devasenathipathi, Dr.P.T.saleendran and Manikandan(2008) “*Indian Retailing – Tackles and stumbling blocks*”, *Annamalai Journal of Management*, September 2008.
14. T. Devasenathipathi , P. T. Saleendran and J. T. Masilamani Jeevaraj(2008) “ *A study on Consumers' Approach Towards Bottled Water*, *The Icfai Journal of Consumer Behavior*, Vol. 3, No. 4, pp. 24-33, December 2008
15. Devasenathipathi, T., Saleendran, T. P., and Brindha, G. (2008) “*Spectrum of e-marketing: Approaches in rural India*, *The Cambodian Management Journal*, 1(4).
16. Ramani, S., and Devasenathipathi, T. (2009). *Women managers at workplace: Issues, concerns and Recommendation*. *The Cambodian Management Journal*, 1(3), 96-105.
17. Vetrivel, T. and Devasenathipathi , T.(2011) “*A Study on Customers Preference and Satisfaction of Four Basic Banking Services in Coimbatore and Erode*” ,*The IUP Journal of Marketing Management*, Vol. IX, No. 4, pp. 81-97, November 2010. Available at SSRN: <http://ssrn.com/abstract=1749066>.
18. Hemamalini P.H, Anitha.R and Devasenathipathi.T(2011) “*Human Resource Accounting: An Effective Strategy For Human Assets Control*”, *Prabhandan Journal of Management* , Volume 4 , Number 2, Febraury, <http://www.indianjournalofmanagement.com/feb11.html>.

19. Devasenathipathi.T and Saleendran .P.T (2011) “*Study on Consumers Confusions among Male and Female Students and Their Adoption of Reduction Strategies during the Laptop Purchase*”, *Asian Journal of Management (AV Publications)* ISSN- 0976- 495X 1, 2(2) page 71-76 April 2011
20. Devasenathipathi.Tand Saleendran .P.T (2011) “*Consumer confusions in Laptop purchase –Post purchase recall survey of laptop holdes*”, *Managerial excellence in business –edited volume book , Annamalai University* ISBN : 978-81-9200303-2-6 72-76 May 201.
21. Devasenathipathi.T and Saleendran .P.T (2011) “*Consumer perception and opinion towards about level of importance given to various information sources and the purchase factors influencing the laptop purchase decision*”, *Excellence in Management Practices – edited volume book , Annamalai University ,ISBN : 978-81-9200303-5-7,45-49 May 2011.*
22. R. Anitha, C. Radhapriya & T. Devasenathipathi(2011) “*A comparative analysis of market returns and fund flows with reference to mutual funds*”, *International journal of research in commerece,IT and Management ,Volume no. 1 issue no. 4 (September) , 62-66.*
23. T. Devasenathipathi and Dr. P.T. Saleendran (2012) “*Existence and Impact of Unclarity Confusion on Laptop Purchase – A Post Purchase Opinion Survey*”, *Asian Journal of Management, ISSN- 0976- 495X, Volume 03, Issue 01: January – March 2012, Page-35-42.*
24. T. Devasenathipathi and Prof. Mark J,(2012) “*Influence of Consumer Demographic Characteristics on Factors Attracting the Purchase of Two-Wheelers–A Post-Purchase Survey of Two-Wheeler Holders*”, *Asian Journal Management 3(4): Oct.-Dec. 2012, ISSN- 0976- 495X, Page no: 204-209.*
25. T. Devasenathipathi and S.Saravanan (2013) “*A study on consumer confusion among Urban, semi urban and rural consumers with special reference to laptop market-a post purchase recall survey*”, *Abhinav National Monthly Refereed Journal Of Research In Commerce & Management, Volume no. 2, Issue no. 3, Page no : 76-86, (ISSN 22771166, Impact factor: 0.9670 , Global Institute For Scientific Information (GISI).*
26. T. Devasenathipathi and S.Saravanan (2013) “*Influence of Gender, Age and Marital Status on Factors of Purchase Procrastination with special reference to Two Wheeler Market*”, *Abhinav National Monthly Refereed Journal Of Research In Commerce & Management, Volume no. 2, Issue no. 4, Page no : 76-86, (ISSN 22771166, Impact factor: 0.9670 , Global Institute For Scientific Information (GISI). April-2013.*
27. T. Devasenathipathi and S.Saravanan (2013) “*Profitable Health Insurance*”, *Research Explorer (ISSN:2250-1940, UGC Sponsored National Conference –Recent Trends in Management Practices-NCRMP AND Research Explorer(ISSN:2250-1940), 25th and 26th Feb 2013, Volume 2, Issue – 3 No -1 , Page no:264-265.*

28. T. Devasenathipathi and S.Saravanan (2013) “*Customised Motor Insurance*”, *Research Explorer (ISSN:2250-1940, UGC Sponsored National Conference –Recent Trends in Management Practices-NCRMP AND Research Explorer(ISSN:2250-1940), 25th and 26th Feb 2013, Volume 2, Issue – 3 No -1 , Page no: 977-979.*

29. T. Devasenathipathi , Sureshbabu and Vijayanand (2014) “*Customer satisfaction on Tangibility of Banking services in Thanjavur city*”, *Abhinav National Monthly Refereed Journal Of Research In Commerce & Management, Volume no.3, Issue no. 9, Page no : 76-84, (ISSN 22771166).*

CASE STUDIES /PAPER PRESENTATION /CO-ORDINATION

1. Co-ordinator – Faculty Development Programme on “*Research methods and statistical Tools for Faculty of Arts and Science*”, Held at INC- Thanjavur, 29th September 2007.

2. Co-ordinator – “*National Seminar on Current Trends in Business Administration*” –INC- Thanjavur, 8th December 2007.

3. Completed one-month Faculty Development Training Program – The Icfai University, Hyderabad (25th May 2006 to June 27th 2006).

4. Participated in National Level seminar on Emerging Management concepts and Trends for the New Millennium held at Department of Management Studies, Maharaja Engineering College, Avinashi (28th October 2005).

5. Participated in National Level Seminar on Issues and Trends in Environment Management-Role of Woman and Corporate. (18th-19th February 2005) and Presented a paper on *Role of Self-help Groups in the Conservation of the Environment*, Conducted by GRG School of Management Studies, PSGR Krishnammal College of Arts and Science, Coimbatore.

6. “*Marketing to Tweens – Issues and Solutions*” in *International conference on Business policy Modelling & Decisions* held at Adaikkalamatha Institute of Management Studies, Thanjavur (21st-22nd September 2006).

7. “*Rural marketing: Challenges, Cases & Course*” with Mr. Venkatraman at *International Conference on Business Policy Modelling & Decisions* held at Adaikkalamatha Institute of Management Studies, Thanjavur .(21st-22nd September 2006).

8. “*Integrated Marketing Communication Strategies for Rural Markets in India*” with Dr .A.Shanmugasundaram and Mr. Vinoth Kumar at *International conference on Business Policy Modelling & Decisions* held at Adaikkalamatha Institute of Management Studies, Thanjavur .(22 September 2006).

9. “*Japanese Management–Principles and Approach*” with Veeraragavan at *International Conference on Business Policy Modelling & Decisions* held at Adaikkalamatha Institute of Management Studies, Thanjavur. (21-22 September 2006).

10. “*Galloping of Indian Information Technology Towards Global standard -Trends, Challenges and Suggestions*” with Dr.A.Shanmugasundaram and A.Radhakrishnanan at *International level seminar on Galloping of Indian Services Towards Global Standards (2 November 2006)* conducted by Department of Management Studies, *MUTHAYAMMAL ENGINEERING COLLEGE, RASIPURAM*.

11 “*Case study method on Ad Analysis (Adding colours to advertising cases)*” with Dr.K.V.Kannan at *UGC sponsored International Seminar on Case Method of Teaching in Commerce/Management (21st&22ndJune 2007)* conducted by Department of commerce and management studies, Bharathidasan University, Trichy.

PERSONAL DETAILS

Born : 04, May 1977
Marital Status & Sex : Married & Male
Languages Known : Tamil, English and Telugu
Passport No : L5689822
Permanent Address : 7A, BajanaiKoil Street, Odayakulam Post, Pollachi Taluk, Coimbatore-641129.
Present address : 3/245 B , Angukumari Nivas, 3rd cross street , Kesevapuram opp- Thozhilpettai Makinampatty Post , Pollachi , Tamil Nadu , 642003 , India ,Mobile : ,

DECLARATION

I hereby declare that the above given information are true and correct to the best of my knowledge.

Yours Faithfully

T.Devasenathipathi

