



Dr. P. S. NAGARAJAN
Assistant Professor

Contact

Address : Alagappa Institute of Management
Alagappa University
Karaikudi – 630 003
Tamil Nadu, INDIA

Employee Number : 52411

Date of Birth : 02.01.1978

Contact Phone (Office) : +91 4565 225211

Contact Phone (Mobile) : +91 94440 61581

Contact e-mail(s) : nagarajanps@alagappauniversity.ac.in

Skype id : NAGARAJAN SHANMUGAVEL

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

Degrees Awarded	Name of the University	Marks (%)	Year of Passing
Ph.D	Alagappa University, Karaikudi.	July 2007	
M.Phil	Alagappa University	66	January-2004
MBA	Madurai Kamaraj University, Madurai.	62	April – 2000
BBA	Madurai Kamaraj University, Madurai.	52	April – 1998

Teaching Experience: 16 Years

Research Experience: 10Years

Additional Responsibilities

1. Meet the Manager Coordinator
2. Counsellor for MBA Students
3. Department NAAC Coordinator

Areas of Research

Rural Marketing
General Management

Research Supervision / Guidance

Program of Study		Completed	Ongoing
Research	Ph.D.	5	8
	M.Phil.	16	1
Project	PG	80	2

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
22	12	29	13	12

Cumulative Impact Factor (as per JCR) : 712.85
h-index : 2
i10 index : 2
Total Citations : 127

Funded Research Projects

Completed Projects

S. No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1	ICSSR	2013	2016	A Study on the aftermath of Liberalization in the Rural Villages of Tamilnadu	Rs. 6,50,000
2	UGC	2012	2014	A Study on Enhancing the Marketing of Self Help Group Products in Select Districts of Tamilnadu	Rs. 4,87,700
3.	ICSSR	2013	2015	A Study on Public Service Advertising on Health Awareness Among the Youth in Tamilnadu	Rs. 2,00,000
4.	Alagappa University	2009	2010	Minor Research on the Marketing Promotions of Self Help Group Products in Kanyakumari District	Rs. 20,000

Distinctive Achievements / Awards

1. Received Certificate of Appreciation from the Ministry of Finance as a taxpayer in the 'Bronze' Category for the assessment year 2016-17
2. Received ***Best Teacher Award*** for 2006-2007 from National Institute of Management Studies, Chennai.

Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized: xx

1. Have organized Three day Village Placement Program sponsored by Alagappa University at Amaravathiputhur, Karaikudi between 25th September 27th September 2010
2. Have organized UGC sponsored Two day Faculty Development Program on "Diversity in Teaching March 7 and 8 2014"
3. Have organized UGC sponsored Two day Faculty Development Program on "Small Business Management March 14 and 15 2014"

4. Have organized Three day Village Placement Program sponsored by Alagappa University at Ilupakudi, Karaikudi between 25th September to 27th September 2014.
5. Have organized Three day Village Placement Program sponsored by Alagappa University at Amaravathiputhur, Karaikudi between 25th September to 27th September 2015.
6. Have organized One day Eye Donation Awareness Camp sponsored by Lions Club of Karaikudi (Blossom) and Sivakasi in Alagappa Institute of Management on 9th December 2015.
7. Have organized Three day Village Placement Program sponsored by Alagappa University at K. Athankudi, Karaikudi between 23rd September to 25th September 2016
8. Have organized the celebration of World Tourism Day on 27th September 2016.

Events Participated

Conferences / Seminars / Workshops:--

1. Participated in two days Orientation Programme in "*Peace Culture Studies and Value Education*" conducted by Dharma Bharathi – National Institute of Peace and Value Education, Hyderabad at Madras Christian College, Chennai (15th – 16th April 2002)
2. Participated in five days "Training of Trainers programme" sponsored by Alagappa university and conducted by Centre for Entrepreneurship Development, Madurai.(29th November-3rd December 2004)
3. Participated in "*Faculty Development Programme in Entrepreneurship*" organized by Alagappa Institute of Management, Alagappa University, Karaikudi sponsored by DST, NewDelhi & TREC-STEP, Tiruchirapalli. (16th – 28th February 2004)
4. Participated in one day workshop on "*Gender Sensitization*" organized by Centre of women studies Alagappa University, NABARD and DIC.(1st March 2005)
5. Participated in three days workshop on "*Case writing*" organized by Dept of management Studies, Gandhigram Rural University, Sponsored by University Grand Commission, Dindugal.(6th – 8th April 2006)

6. Participated in one day workshop on *"Multivariate Analysis using open source Software"* conducted by Dept of management Studies, University of Madras.(20th June 2006)
7. Participated in two day workshop on *"Building Entrepreneurial Competences"* organized by United States Educational Foundation in India and Dept of management Studies, Indian Institute of Technology Madras.(9th and 10th March 2007)
8. Participated in one day National seminar on *"Economic and Financial Global Holocaust - EFGH"* organized by Department of International Business and Commerce, National Service Scheme and Distribution of Student Affairs of Alagappa University.(7th September 2009)
9. Participated in two days National seminar on *"Corporate Ethics"* organized by Department of Corporate Secretaryship Alagappa University.(27th and 28th February 2009)
10. Participated in One day Workshop on *"Personality Enhancement"*, organized by Personality Development Cell, Alagappa University.(3rd February 2011)
11. Participated in Two day National Workshop on *"Expansion and Enrichment of Distance Learning (EEDL – 2012)"*, organized by Directorate of Distance Education, Alagappa University.(27 and 28 March 2012)
12. Participated in Five day UGC sponsored *"National Workshop on Methodological Metrics in Business Research"*, organized by Department of International Business and Commerce, Alagappa University.(23 to 27 April 2012)
13. Participated in one day National Seminar on *"Companies Act 2013"* organized by Dept of Corporate Secretaryship, Alagappa University, with Salem Chapter of SIRC of The Institute of Company Secretaries of India (28th February 2015)
14. Participated in two day National seminar on *"Contemporary Accounting and Taxation Synergy"* organized by Board of Studies of the Institute of Chartered Accountants of India and The Faculty of Management of Alagappa University.(18th and 19th September 2015).

15. Participated in “*Faculty Development Programme in Entrepreneurship*” organized by Entrepreneurship – cum – Skill Development Centre, Alagappa University, Karaikudi. (12th – 26th November 2015).
16. Participated in two day National seminar on “*Safety and Security of Women and Girls in Public Spaces: Planning and Designing Mechanism*” organized by Department of Women Studies, Alagappa University and Sponsored by National Commission for Women, New Delhi. (4th and 5th December 2015).
17. Participated in one day National seminar on “*Technology Trends in Indian Banking Sector*” organized by Department of Bank Management, Alagappa University, Karaikudi. (25th February 2016).
18. Participated in “*Faculty Development Programme on Business Simulations-making Management Education Simplified*” organized by Department of Management Science, Velammal Engineering College in association with LEARNBIZ, Chennai. (4th & 5th August 2016).

Other Training Programs

1. Participated in an “*Orientation Programme*” for 21 days organized by Bharathidasan University, sponsored by University Grants Commission between 16.5.2008 and 12.06.2008 and secured ‘A’ Grade.
2. Participated in a “*Refresher Course*” for 21 days organized by Bharathidasan University, sponsored by University Grants Commission between 22.11.2011 and 12.12.2011 and secured ‘A’ Grade.

Membership in

Editorial Board

1. Editorial Board Member in International Journal for Management and Research.
2. Editorial Board Member in Testament of Business Research, a national level journal for Management and commerce.
3. Editorial Board Member in International Journal of Global Business Management and Research.

Advisory Board

1. Honorary Scientific Committee Member – International Journal of Global Business Management and Research.

Academic Bodies (such as Board of Studies etc.,)

1. Manonmaniam Sundaranar University, Tirunelveli, Tamilnadu.
2. PSR Engineering College, Sattur, Tamilnadu.

Others

1. Nagarajan P S, Why People Deviate from Entrepreneurship, Entrepreneurial Training Theory and Practice, Kanishka Publishers, New Delhi, 2005, PP. 81-88.
2. Nagarajan P S, Future Trends in Mobile Commerce: Service offerings, Technological Advances and Security Challenges, SRIJAN SAMITI Publishers, Varanasi, 2013, PP. 65-78.
3. Authored a study material in Managerial Economics for Distance Education pattern to MBA Programme for Sports University, Chennai.
4. Authored a study material in Co-operative Marketing for Distance Education pattern to Bcom Co-operation for Alagappa University, Karaikudi.

Resource persons in various capacities

Number of Invited / Special Lectures delivered

1. Have chaired a session in a guest lecturer programme on Promotion of Self help group Products organized by Adhiparasakthi Engineering College , Chennai on 20.03.2009.
2. Have chaired a session in a Human resource development for technical Institutions on Communication and Interview skills organized by National Institute of Technical teachers training and Research Chennai on 12.10.2007.
3. Have chaired a session in a Guest Lecture Programme on Rural Marketing Strategies organized by Annamalai University, Chidambaram on 23.03.2009.
4. Have chaired a session in a Guest Lecture Programme on Strategic management : Implementation and Control organized by Gandhigram Rural University, Dindigul on 30.03.2009.

5. Have chaired a session in a Guest Lecture Programme on Marketing of Self Help groups organized by Tamilnadu Womens welfare Association on 30.03.2009.
6. Have chaired a session in a Workshop on Enabling Production of women self help group commodities on Marketing of Self Help groups organized by Tamilnadu Womens welfare Association on 12.02.2011.
7. Have chaired a session in a Cluster Activity Development Programme on Cluster Activity Development organized by Sivagangai District magalir Thittam, on 14th Sep.2012.
8. Have chaired a session in a Entrepreneurship Development Programme on food processing under HRD Scheme of National Mission on Food Processing , Ministry of Food Processing Industries, Government of India on Marketing of Food Products organized by Department of Women studies , Alagappa university, Ministry of Food Processing Industries, Government of India, on 18th Mar.2014.
9. Have chaired a session on Entrepreneurship Development Programme on food processing under HRD Scheme of National Mission on Food Processing , Ministry of Food Processing Industries, Government of India , Marketing of Food Products Programme organized by Department of Women studies , Alagappa university, Ministry of Food Processing Industries, Government of India 2nd Apr.2014.
10. Have chaired a session in a national level conference on Foreign Direct Investment organized by Acharya Institute of Graduate Studies, Banglore on 12th and 13th of December 2012.
11. Have chaired a session in a International conference on Business research – Exploring Innovations in Service Sector organized by Faculty of Science and Humanities , SRM University, Chennai on 29th September 2015.
12. Have a chaired a session on Union Budget 2016 in School of management, Alagappa University, Karaikudi on 8th March 2016.
13. Have acted as a judge for an elocution competition organized by Karaikudi Institute of Technology and Karaikudi Institute of Management, karaikudi sponsored by Dr. Shroff Memorial Forum of Free Enterprises, Mumbai.

Others

1. No. of PhD Thesis evaluated : 07
2. No. of PhD Public Viva Voce Examination conducted : 05

Recent Publications

1. Nagarajan P S, , April 2010 *Quality of Work life in Software Companies*, International Journal for Commerce and Management, Vol.3, Issue.1, ISSN.No.0974-2646, , PP. 13 - 24.
2. Nagarajan P S, December 2010 *Organized Retailing in India – Is it a Midas touch?*, International; Journal of Information Technology & Management, ISSN.No.1741-5149, Page No: 79 – 85.
3. Nagarajan P. S., July - Dec 2011, *Analytical Study on Retail Service Quality of Organized Retail Sector in Trichy – AMET Journal of Management*, Vol.2, No.1, ISSN.No.2231-6779, Page No. 75 – 79
4. Nagarajan. P. S, June 2012 *Future Trends in Mobile Commerce: Service Offerings, Technological Advances and Security Challenges*, The International Journal's Research Journal of Science & IT Management Vol.1 , No.8, ISSN.No.2251-1563, Page No: 1 – 6.
5. Nagarajan. P. S, July - September 2012 *BIG "C" – Cancer*, International Journal of Applied services Marketing Perspectives, Vol. 1, Number 1, Page No. 83 – 86.
6. Nagarajan. P. S, , October - December 2012, *Sustainable Development in E- Commerce through Digital Rights Management*, International Journal of Applied services Marketing Perspectives, Vol. 1, Number 2, ISSN.No.2279-0977, Page No. 167 – 169.
7. Nagarajan P.S,, October - December 2012, *Multi Dimensions of Unit Linked Insurance Policies: A Theoretical Perspective*, International Journal of Applied Financial Management Perspectives, Vol. 1, Number 2, ISSN.No.2279-0896, Page No. 176 – 179.

8. Nagarajan. P. S, May 2013 *Mobile Application :A Key for Entrepreneurial Enhancement* : Global Research Analysis, Vol2, Issue.5, ISSN No.2277-8160, pp.62-63.
9. Nagarajan P. S., January – June 2011, *Empirical Study on Customer Preference Towards Organized Retail Outlets* – Management Innovator, Vol. 4, No.1, ISSN.No.0974-6749, Page No. 27 – 39.
10. Nagarajan. P. S, November 2012, *Emerging trends of Green Marketing: An Indian Perspective*, Asian Academic Research Journal of Social science and Humanities, Vol No.1, Issue 5, ISSN.No.2278-859X, Pg No.212-220 Page No: 41 – 49.
11. Nagarajan. P. S, December 2012, *Women Life Insurance: Sustainable Development of Women Community*, Asian Academic Research Journal of Social science and Humanities, Vol No.1, Issue 6, ISSN.No.2278-859X, Pg No.212-220. Page No: 71 – 76.
12. Nagarajan. P. S, July 2013, *Attitude towards Public service advertisement among rural youth in chengalpat taluk – kanchipuram district*, Global Research Analysis, Vol.2, Issue.7, ISSN No.2277-8160, Page No. 38 - 40.
13. Nagarajan P. S., November – December 2014, *Social Networks and co-creation*, International Journal of Sales and Marketing Management Research and development, Vol. 4, Issue 6, ISSN No.2249-6939, Pg. No. 49 – 54.
14. Nagarajan P. S., January 2015. *The Need for carving three zones in Ophthalmic Private practice*, Asian Academic Research Journal of Social Science and Humanities, Vol. 4, Issue 31, ISSN No.2278-859X, Pg No.212-220,.
15. Nagarajan. P. S, March 2015 *Mis selling – An impediment to the growth of Life Insurance*, Asian Academic Research Journal of Social Science and Humanities, Vol.1, Issue 33, ISSN No.2278-859X, Pg No.212-220, Page No. 355 – 386.
16. Nagarajan P. S., July 2015 *Digital Banking in India: A Customer Perspective*, Asian Academic Research Journal of Social Science and Humanities, Vol.2, Issue 2, ISSN No.2278-859, Pg No.212-220, Page No. 212 – 220.
17. Nagarajan P. S. , August 2015. A., *Complacent Sustainability of Corporate Social Responsibility for Training and Development of select company in India*, International

Journal of Advanced Research in Management and Social Sciences, Vol.4, Issue 8, ISSN No.2278-6236, Page No. 234 – 240.

18. Nagarajan P. S., *Impact of Kids' January 2016 Advertisement on Children and their influence on Purchasing Behaviour in Family*, Asian Academic Research Journal of Social Science and Humanities, Vol.3, Issue 1, ISSN No.2278-859, Page No. 60 –68.
19. R, Nagarajan P. S., *February 2016 Corporate Social Responsibility initiatives in Banking Sector*, International Journal of Multidisciplinary Researches, Vol.2, Special Issue 7, ISSN No.2349-8684, Page No.42 –45.
20. Nagarajan P. S., March 2016 A Study on Women Entrepreneurs in Karaikudi Region – with reference to small and medium enterprises, International Journal of Arts Science and Humanities, Vol.3, Special Issue 1, ISSN No.2321-788X, Page No.108 – 110.