

RESUME

Name : **Dr.T.Sarathy**
Official Address : Asst Professor - MBA,
Periyar University,
Salem-11
Residence : G3- Sri Ranga apartments
Shivaya Nagar main Road,
Salem – 636 016.
Mobile: 94421-81209.
Email:czarthy@yahoo.co.in
Date of Birth : 01.06.1970
Age : 45 years
Gender : Male
Religion : Hindu
Community : BC

CAREER OBJECTIVES:

To be an energetic, enthusiastic, enterprising and efficient teacher & researcher through continuous learning and be the best in my work.

EDUCATIONAL QUALIFICATION:

- Obtained Ph.D in Management from **Bharathiar University**, Coimbatore on 08.02.2008.
- Graduated M.B.A (Full-Time) from **P.S.G. College of Technology**, Coimbatore in 1993 with first class. (Specialization: Marketing)

- Completed B.E. (Electronics and Communication Engineering) from **Karunya Institute of Technology**, Coimbatore in 1991 with 75.12%.
- Passed Higher Secondary Course from **Montfort School**, Yercaud in 1987 with 82%.
- Passed Tenth from **Montfort School**, Yercaud in 1985 with 75%.

AREAS OF INTEREST & EXPERTISE:

Operations Management, Economics, Strategic Management, Marketing and Human Resource Management.

SUBJECTS HANDLED FOR MBA STUDENTS (10 YEARS AND ABOVE):

Marketing Management, Operations Management, Managerial Economics, Entrepreneurship Development, Promotional Management and Export Management.

ADDED QUALIFICATION

- Passed in State Level Educational Testing (SLET) conducted by Bharathidasan University in Management Subject (Eligibility Test for Lecturership) in November 1999.
- Obtained Qualification approval for lecturer in Management Studies from Bharathiar University, Coimbatore, Order No.: 12252/A2/96 letter dated 31.10.96 w.e.f 11.09.96.
- Acted as External Examiner for MBA degree project work and viva voce exams of Bharathiar University, Coimbatore and Periyar University, Salem from 1997 to 2011.
- Acted as MBA degree answer scripts examiner from the year 1998 to 2011 at various Universities.
- Question paper setter for MBA subjects in Bharathidasan University, Bharathiar University, Annamalai University, PSGR Krishnammal College,

Kongu Engineering College, Bannariamman Institute of Technology and Thiruvalluvar University.

TEACHING EXPERIENCE:

Total Teaching Experience (as on 30.09.2014) -20 Years

Institution	Designation	Period		Total Period of Service	
		From	To	Years	Months
Periyar University	Assistant Professor-MBA	17.06.2005	Till date	09	03
KSR College of Arts & Science	HOD BBA & Faculty MBA	10.07.2003	16.06.2005	01	11
SSM Engg. College	Senior Lecturer MBA	02.07.2002	05.07.2003	01	00
Maharaja Engg. College	HOD - MBA	09.09.1999	10.04.2002	02	07
Shoba School of Management	HOD - MBA	11.09.1996	19.08.1999	02	11
Kongu Arts & Science College	HOD - BBA	05.10.1994	26.07.1996	01	09

ARTICLES PUBLISHED: 33

1. **“Impact of Human Values on Work Performance”**, Indian Journal of Training and Development, Vol.XXXVII, No.2, April-June 2007, Pg.: 29 to 38.
2. **“Strategies for Indian Rural Markets”**, Marketing Mastermind, October 2004, Pg.: 41 to 47.
3. **“Recent Trends in Women Leadership in India”**, The observer of Management Education, Vol.3, Issue – 12, December 2008, Pg.: 64 to 67.

4. **“Dimensions of Labour Welfare Measures in India”**, The observer of Management Education, Vol.4, Issue – 12, December 2009, Pg.: 54 to 62.
5. **“What leaders are made of”**, The observer of Management Education, Vol.5, issue – 6, June 2010, Pg.: 26-27.
6. **“Strategies for Rural Marketing in India”**, The 21 st Century Consumers, Global vision publishing house,2010 pg 229 – 237. Authors M.Ganesh Babu, G.Vani, Dr.N.Panchanatham. ISBN: 978-81-8220-413-3.
7. **“Rebranding”**, Advertising Express, IUP Publications, Vol-X, Issue-10, October 2010, pg: 38 to 42.ISSN: 0972-5326
8. **“Social Marketing”**, Advertising Express, IUP Publications, Vol-X, Issue-12, December 2010, pg: 19 to 22. ISSN: 0972-5326
9. **“Marketing a Banking Service Brand: Challenges and Solutions”**, Vinimaya Publications, Vol-XXXI, No:3, October-December 2010, pg: 35 to 41.ISSN: 0970-8456.
10. **“Business Environment for Women Entrepreneurs: Challenges and Opportunities”**, Women Empowerment in India – Challenges Ahead, SCITECH Publications, pg: 151 to 160.ISBN: 978 81 8371 3733.
11. **“Women Empowerment in India – A Corporate Perspective”**, Women Empowerment in India – Challenges Ahead, SCITECH Publications, pg: 255 to 263. ISBN: 978 81 8371 3733.
12. **“Role of Industry in Rural Market through Self Help Groups”**, Think Global Go Rural, Excell Books, pg: 409 to 412.ISBN: 978-81-7446-836-9.
13. **“Impact on Life Savings Treatment in Insurance Scheme”**, International Journal of Applied Management Research, December 2010, pg: 456-457.
14. **“Comparative Analysis of stock and Bullion Market”**,Samyoga an academic Journal, Vol.6,No.1,pg 34 to 40.” ISSN – 2231-3362, May 2011.
15. **“Technological Innovation and new venture growth”**,International Journal of Applied Management Research, June 2011, pg: 332-337.ISSN: 0974-8709.

16. **“Entrepreneurship education in India:Need for policy interventions”**, Indian journal of applied research, Volume:1, issue: 2, November 2011.pg 23-25.ISSN: 2249-555X.
17. **“Managing the diffusion of innovation in Ready-To- Eat Products in India”**,International proceedings of Economics Development and Research,E-business, Management and Economics, Volume 25,IACTSIT press, December 2011.pg: 186-190.ISBN: 978-981-07-1016-3.
18. **“Conspicuous consumption of Gen-Y an empricial study on the Impulse Buying Behavior of Gen-Y consumers”**, Indian journal of applied research, Volume: 1, issue: 3, December 2011.pg 152-154.ISSN: 2249-555X.
19. **“Impact of Globalisation on Management Education”**, Global business environment and its impact on management education, Himalaya Publishing House, 2011, pg 400 - 402.ISBN:978-93-5051-462-7.
20. **“Developing employability skills in Management Education”** Global business environment and its impact on management education, Himalaya Publishing House, 2011,pg 447 – 450. ISBN: 978-93-5051-462-7.
21. **“Evaluating a training Development Program in Globalised Enviroment”** Global business environment and its impact on management education, Himalaya Publishing House, 2011, pg 602 – 606. ISBN:978-93-5051-462-7.
22. **“Management Education in the Dynamic Business Environment”**, Proceedings of the National Conference on Facets of Business Excellence and Computational Intelligence,Hikey Media, pg 178 -181.ISBN: 978-81-922849-5-8.
23. **“Public Health care at the grass root level in Tamilnadu- a Management perspective”**, Proceedings of the National Conference on Facets of Business Excellence and Computational Intelligence,Hikey Media, pg 226 – 234.ISBN: 978-81-922849-5-8.
24. **“Entrepreneurship in SME sector”**, Elixir International journal, March 2012, pg 7158 – 7163.ISSN: 2229-712X.

25. **“Environmental aspects of Social Responsibility in International Business”**, Modern Management Practices for Business, April 2012, Southern Book House,pg 265 – 267.ISBN: 978-81-909275-0-5.
26. **“Challenges of Rural Human Capital Management-Empowering Rural Youth for Sustainable Agribusiness”**, International Journal of Current Research, Vol 4, Issue 09, pp.035-039, September 2012.ISSN: 0975-833X.
27. **“A Study on Business Women In Micro Enterprises”**, Elixir International Business Management, Vol.54, Jan 2013, pp.12438-12441, ISSN: 2229-712X.
28. **“Social Networking – Case Studies in Management”**, Archers & Elevators Publishing House, Pg: 27-29, 2012 Edition, ISBN: 978-81-923134-6-7.
29. **“A Strategy for Survival and Growth of New Ventures”**, Emerging Trends in Global Business, Third Edition, pg:183-190, ISBN:978-93-81537-00-8.
- 30 **“Present Trend and Issues in Management Education – India”**, Emerging Trends in Indian Business Environment – Opportunities and Challenges. Editors Dr.V.Pasupathi and Mr.S.Suresh, Selp Publications, February 2012, ISBN: 978-93-80509-06-8.
30. **“Brand Loyalty of Women Consumers with respect to selected FMCGs A Case Study”** International Journal of Economics and management thoughts, Volume 3, No.2, October – March 2012-13 Pg.12 to 18. ISSN: 2229-3736.
31. **“Shopping Styles: The New World of Direct Marketing”** International Journal of Commerce and Management Research (PIJCMR), Volume No.1, Issue No.2, July-September, 2013, ISSN No.2321-3604.
32. **“Imitation, Incremental Innovation and Climb Down: A Strategy for Survival and Growth of new ventures”** Emerging Trends In Global Business, editor by Dr. P.V.Prabha, pag.183 to 190, ISBN: 978-93-81537-00-8.

33. “Strategies for Successful innovation” Shanlax International Journal of Management, Vol.1, No.1, July 2013, Pg.46 to 53, ISSN: 2321-4643.

RESEARCH SUPERVISION:

Obtained Ph.D and M.Phil guideship from Periyar University, Salem vide letter no.P/R/R4/04624/2009 dated 26.05.2009.

A).	M.Phil Produced	:	14
B).	Ph.D (Produced)	:	02
C).	Ph.D (Guiding)	:	03

PARTICIPATION IN WORKSHOPS/FDPs - 09

- 1.** Attended a Workshop on **“Research Methods for Management”**, organized by BSMED, Bharathiar University, Coimbatore held on 12.03.2002.
- 2.** Participated in the Workshop on **“Guidance and Counseling”**, organized by Technical Teachers Training Institute, Chennai from 20.10.2003 to 22.10.2003.
- 3.** Participated in the Faculty Development Programme on **“Case Teaching and Writing”**, organized by D.J.Academy for Managerial Excellence, Coimbatore on 16th February 2004.
- 4.** Participated in the Workshop on **“Managerial Competencies”**, organized by PRIMS, Periyar University, Salem from 05.03.2008 to 07.03.2008.
- 5.** Participated in the Workshop on **“Advance Business Application Software”**, organized by PRIMS, Periyar University, Salem on 28.03.2008 and 31.03.2008.

6. Participated in FDP on “**Application of Research Techniques in Management**”, organized by Alpha Institute of Management, Tiruchengode on 1st August 2009.
7. Participated in the Workshop on “**Trends in Advertising**”, organized by Department of Journalism and Mass Communication, Periyar University, Salem on 28.03.2011 and 29.03.2011.
8. Participated in the Workshop on “**Research Methodology & Statistical Analysis in Social Science**”, organized by PRIMS, Periyar University, Salem on 29.03.2011 and 30.03.2011.
9. Participated in the Workshop on “**Statistical Tools and Analysis & Use of SPSS Package**” organized by PRIMS, Periyar University, Salem on 05th - 07th March 2013.

PAPERS PRESENTED AT NATIONAL & INTERNATIONAL LEVEL CONFERENCES /SEMINAR/SYMPOSIUM - 39

1. Presented a paper in the State level seminar on “**The Impact of LPG on the Indian Financial Sector**”, organized by Vellalar College for Women, Erode on 6th and 7th February 2004.
2. Contributed a paper in the National Conference on “**Emerging Face of Rural Indian Markets**”, organized by Alliance Business Academy, Bangalore on 28th February 2004.
3. Presented a paper entitled “**Promotional Strategies for Tourism Sector in LPG ERA**”, at National Level Seminar organized by PGP College of Arts & Science, Namakkal on 22nd January 2005.
4. Presented a paper entitled “**India’s Competitiveness in Product Export in Post Liberalized ERA**”, at National Level Inter Collegiate Management Meet organized by Adaikalamatha College, Thanjavur on 10th Feb 2005.

5. Presented a paper entitled **“Role of Co-operation in Indian Economic Development”**, at National Level Seminar organized by Periyar University, Salem on 19th and 20th August 2005.
6. Presented a paper entitled **“Global Investment Avenues for Indian Companies”**, at National Seminar organized by Periyar University, Salem on 24th and 25th February 2006.
7. Presented a paper entitled **“BPO in CRM”** at National Seminar organized by Periyar University, Salem on 7th and 8th September 2006.
8. Presented a paper entitled **“e-CRM an Overview”** at National Seminar organized by Periyar University, Salem on 7th and 8th September 2006.
9. Presented a paper entitled **“The Impact of Globalization on the Employment of Women”**, at State Level Seminar organized by M.S.S. WAKF Board College, Madurai on 20th September 2006.
10. Presented a paper entitled **“Co-operative Movements”**, at International Seminar organized by Adaikalamatha College, Thanjavure on 20th September 2006.
11. Presented a paper entitled **“The Role of IT sector in Eradication of Poverty in India”**, at National Level Seminar organized by Urumu Dhanalakshmi College, Trichy on 28th and 29th September 2006.
12. Presented a paper entitled **“Marketing and Advertising”**, at National Level Seminar organized by VLB Janakiammal College of Engineering and Technology, Coimbatore on 6th October 2006.
13. Presented a paper entitled **“The Role of Hotel Industry in Promoting Tourism in India”**, at National Level Seminar organized by Sree Amman Arts & Science College, Erode on 14th October 2006.
14. Presented a paper entitled **“Paradigm Shift in HR Practices in the Globalized ERA”**, at National Level Seminar organized by Vivekanandha College of Engineering for Women, Tiruchengode on 27th October 2006.
15. Presented a paper entitled **“Service Encounters in Indian Hotel Industry Meeting Global Standards”**, at International Seminar organized by Muthayammal Engineering College, Rasipuram on 2nd November 2006.

16. Presented a paper entitled **“Balanced Scorecard as a Strategic Management System”**, at National Level Seminar organized by PRIMS, Periyar University, Salem on 15th February 2007.
17. Presented a paper entitled **“A Study on Women Entrepreneurs”**, at International Symposium organized by Loyola College, Chennai on 16th February 2007.
18. Presented a paper entitled **“Building A Strategic Framework to analyze Supply Chains”**, in National Seminar, organized by Ambedkar Institute of Management Studies, Visakapatnam on 6th & 7th July 2007.
19. Presented a paper entitled **“Challenges in Entrepreneurial Development”**, at International Conference organized by Sree Amman Arts and Science College, Erode on 17th & 18th October 2007.
20. Presented a paper entitled **“Emerging Issues in Service Marketing”**, at International Seminar organized by Muthayammal Engineering College, Rasipuram on 26th October 2007.
21. Presented a paper entitled **“A Study on Brand Preference of Selected FMCG Goods Among Rural Consumers”**, at National Seminar organized by PRIMS, Periyar University, Salem on 28th February 2008.
22. Presented a paper entitled **“Foreign Direct Investments”**, at National Seminar organized by Karunya University, Coimbatore on 16th & 17th October 2008.
23. Presented a paper entitled **“Diversity Management in International Organizations”**, at National Seminar organized by PRIMS, Periyar University, Salem on 28th & 29th January 2009.
24. Presented a paper entitled **“Innovating Entrepreneurs”**, at National Conference on creativity and innovation in entrepreneurship development organized by SSM College of Engineering on 18th December 2008.
25. Presented a paper entitled **“Downturn on Banking and Finance”**, at National Seminar organized by Department of Commerce, Periyar University, Salem on 25th & 26th February 2009.

26. Presented a paper entitled **“Quality Circles & Human Resource Management”**, at National Seminar organized by PRIMS, Periyar University, Salem on 4th & 5th February 2010.
27. Presented a paper entitled **“The Role of HR in Promoting CSR”** in the National Seminar, organized by Loyola Institute of Business Administration, Chennai on 12th & 13th April 2010.
28. Presented a paper entitled **“Impact on Life Savings Treatment in Insurance Scheme”**, at International Seminar organized by Rajah Serfoji Government College, Thanjavur on 16th & 17th December 2010.
29. Presented a paper entitled **“Investors Perception Towards Mutual Fund Investment”**, at International Conference on Financial Derivatives organized by Pondicherry University, Pondicherry on 18th & 19th December 2010.
30. Presented a paper entitled **“Business Environment for Women Entrepreneurs: Challenges and Opportunities”**, at National Seminar organized by Madurai Kamaraj University, Madurai on 24th & 25th January 2011.
31. Contributed a paper **“Challenges of Rural Human Capital Management”**, at the National Conference on Entrepreneurship organized by Entrepreneurship Development Institute of India Ahmedabad on 16-18, February 2011.
32. Presented of paper entitled **“ Role of Entrepreneurship in Economic Development in India”** at the National Conference on Challenges in Entrepreneurship organized by SSM College of Engineering, Komarapalayam on Feb-18th 2011.
33. Presented a paper entitled **“People management practices for sustainable corporate growth promoting CSR Programme”** at the UGC Sponsored national Seminar organized by Gandhigram Rural Institute on 23-24, Feb-2011.

34. Presented a paper entitled **“Environmental aspects of Social Responsibility in International business”** at the UGC Sponsored national Seminar organized by Gandhigram Rural Institute on 23-24, Feb-2011.
35. Presented a paper entitled **“Developing Employability skills in Management education”** at the National Conference organized by RKKR School of Management Studies, Salem on 20th October 2011.
36. Presented a paper entitled **“Portfolio Management changes”** at the International Conference on **Re-visiting Management changes in the Global Scenario**, organised by Jay Shriram Group of Institutions, Tirupur on 24th & 25th August, 2012.
37. Presented a paper entitled **“Imitation and Incremental Innovation”** at the National Conference on emerging trends in Global Business organised by RVS Institute of Management Studies, Coimbatore on 15th September, 2012.
38. Presented a paper entitled **“Internet Advertising”** at the National Conference on Emerging trends in Advertising organised by Padmavani Arts and Science College, Salem on 12th October, 2012.
39. Presented a paper on **“Stress Management”** at the 2nd International Conference organized by Sri Ganesh School of Business Management, Salem on 22nd Feb 2013.

Invited Lectures - 50

1. Acted as resource person in **“Entrepreneurship Awareness Programme”**, sponsored by Department of Science & Technology organized by KSR College of Arts & Science, Tiruchengode on January 3rd, 4th & 5th 2005.
2. Delivered a lecture on **“Leadership Qualities & Goal Setting”**, at Periyar University Youth Red Cross Study Camp held during February 22nd to 25th 2007.

3. Delivered a lecture on **“Goal Setting”**, at Periyar University Youth Red Cross Study Camp held during March 28th to 30th 2008.
4. Delivered a special lecture on **“Leadership Qualities & Goal Setting”**, at one day seminar, organized by Sri Ganesh College of Arts & Science, Salem on 18th September 2008.
5. Delivered a lecture on **“Leadership Skills and Motivation”**, at Department of English and Foreign Languages, Bharathiar University, Coimbatore on 12th March 2009.
6. Delivered a lecture on **“Leadership Qualities for Entrepreneurs”** at workshop on Entrepreneurship Awareness sponsored by TANSCHÉ and organized by Periyar University, Salem on 21st March 2009.
7. Delivered a guest lecture in the subject **“Operations Management”** at Vysya Institute of Management Studies, Salem on 31st March 2009.
8. Delivered a chief guest address on **“Corporate Social Responsibility”**, organized by The Institute of Costs and Works Accountants of India (ICWA) funded by Ministry of Corporate Affairs on 18th December 2009.
9. Acted as resource person in National Level Seminar on **“Paradigm Shift on Technology Management”** organized by Mahendra Engineering College, Tiruchengode on 15th February 2010.
10. Delivered a special address on **“Building Self Confidence”**, at Periyar University Youth Red Cross Zonal Level Trainers Training Programme held on 18th March 2010.
11. Acted as Rapporteur in National Level Seminar on **“Banking Innovation and Customer Enrichment”** organized by Department of Commerce, Periyar University, Salem on 18th & 19th March 2010.
12. Acted as resource person in International Level FDP Programme on **“Trends in Developing World Class Teaching Competencies”**, organized by Excel Institute of Management and Information Technology, Sankari from 27th July 2009 to 16th August 2009.
13. Delivered a guest lecture in **“Inventory management”** at SSM college of Engineering, Komarapalayam on 24th April 2010.

14. Acted as the resource person for the AICTE sponsored staff development programme (SDP) on “**Sustaining Academic excellence in Teaching Management skills**” on 6th May 2010 at Sengunthar Engineering college, Tiruchengode.
15. Acted as the resource person for the UGC-ASC Bharathiar University, Coimbatore, Refresher Course in English and delivered a **Lecture on Personality Development** to the English teachers on 16th November 2010.
16. Delivered an **Inaugural Address on Placement and Training** at Bharathiyar Institute of Engineering for Women, Attur on 23rd July 2010.
17. Delivered a Special Lecture on **Basics of Management** to the MBA students of M.Kumarasamy College of Engineering, Karur on 02nd September 2010.
18. Acted as Resource Person at UNICEF sponsored training programme and delivered a lecture on **Leadership** on 20th & 21st September 2010 organized by Department of Public Health Services, Salem.
19. Acted as Chairperson in National Conference on “**Challenges in entrepreneurship**” organized by Department of Management studies, SSM college of engineering, Komarapalayam on 18th February, 2011.
20. Delivered a guest lecture in “**Interactive Teaching Methodology**” at Excel Business School, Komarapalayam on 04th , June 2011 to the Engineering and Management Faculty members.
21. Acted as the resource person for the UGC-ASC Bharathiar University, Coimbatore, Refresher Course in English and delivered a **Lecture on Personality Development** to the English teachers on 31th May 2011.
22. Delivered a chief guest address on “**Business Motivation**” organized by the Department of Commerce (CA), Nandha Arts & Science College, Erode on 10th August 2011.

23. Acted as resource person in one day Workshop on **“Projecting Self Confidence through Positive Thinking”** organized by PG Department of Commerce, Vellalar College, Erode on 12th August 2011.
24. Acted as the chief guest for the inaugural ceremony of Commerce and Economics Club and addressed the Students on the topic **“Scope of Commerce & Economics and present Business trend Worldwide”** at Montfort A.I.Higher Secondary School, Yercaud on 3rd September 2011.
25. Delivered a guest Lecture on **“Operations Management”** at SSM School of Management, Komarapalayam on 20th April 2012.
26. Delivered a Special Lecture on **“Marketing – an Overview”** to commerce students at K.S.R College of Arts and Science, Tiruchengode on July 4th 2012.
27. Delivered an invited lecture on **“Personality Development and types of Intelligence”** at Pondicherry University, Karaikkal Campus on 21st August 2012.
28. Delivered a Special Lecture on **“Managerial Competencies”** at M.Kumarasamy College of Engineering, Karur on 7th September 2012 as part of the 1st year M.B.A. orientation Programme.
29. Delivered a Guest Lecture on **“Total Quality Management”** at SSM School of Management, Komarapalayam on 22nd October 2012.
30. Acted as the resource person in the one day Seminar on **Personality Development** at the department of English and Foreign languages, Bharathiar University, Coimbatore on 15th February 2013.
31. Acted as the chief guest for inter collegiate meet **IMPACT 2013** organised by Dept of management studies and computer applications at Muthayammal Engineering college, Rasipuram on 23rd February 2013.

32. Delivered a Guest Lecture on **“Operations Management”** at SSM School of Management, Komarapalayam on 28th March 2013.
33. Delivered a guest lecture on **“Operations Management”** at Vysya college, Salem on 23rd April 2013.
34. Acted as a chairperson in the state level seminar and presented a lecture on **“New Approches for Business Excellence”** held on 5th August 2013 at Shri Sakthikailash Women’s College, Salem.
35. Delivered a guest lecture on **“Recent Trends in a Marketing and Human Resource Management”** at Vysya College, Salem on 19th August 2013.
36. Delivered a special lecture on **“Managerial skills”** at Shri Balamurugan Arts and Science College, Mettur on 13th September 2013.
37. Delivered a lecture on **“Self Motivation”** at Dhanalakshmi Srinivasan Engineering College, Perambalur on 24.09.2013 to the MBA Students.
38. Delivered a Guest Lecture on **“Project Management”** at SSM School of Management, Komarapalayam on 06th April 2013.
39. Delivered a Special Lecture on **“Career Skills and Opportunities”** at Jairam Arts & Science College, Salem to the PG Students on 30th Sep’ 2013.
40. Delivered a Lecture on **“Entrepreneurship”** at Muthu Mase Arts & Science College, Harur on 19th Sep’ 2013.
41. Delivered a lecture on **“Leadership Qualities”**, at Periyar University Youth Red Cross Study Camp held during February 10th & 11th 2014.
42. Delivered a Guest Lecture on **“Operations Management”** at SSM School of Management, Komarapalayam on 04th April 2014.
43. Acted as a chairperson in National Conference on **“Business Challenges and Opportunities for Transformation Excellence”** held on 22th Feb’2014 at Vysya Institute of Management Studies, Salem.

44. Delivered a lecture on **“Art of Communication Skills”**, at Periyar University Youth Red Cross Study Camp held during February 28th to 3rd March 2014.
45. Delivered a lecture on **“Research Relevance to Industries”**, at PRIMS, Periyar University on 26th November 2013 for the Orientation Programme to M.Phil Research Scholars.
46. Delivered a lecture on **“Social Responsibility of the Youth”**, at Periyar University on 07th January 2014 during NSS National Integration Camp organized by Ministry of Youth Affairs and Sports, Govt. of India.

Refresher Course / Orientation Course Attended

1. Attended Orientation Course at Academic Staff College, Bharathiar University, Coimbatore sponsored by UGC from 15.04.2009 to 12.05.2009 and obtained Grade ‘A’.
2. Attended Refresher Course at Academic Staff College, Bharathiar University, Coimbatore sponsored by UGC from 06.10.2010 to 26.10.2010 and obtained Grade ‘A’.
3. Attended twelve days Faculty Development Programme in **Entrepreneurship development**, organized by National Institute for Micro, Small and Medium Enterprises [ni-msme] and sponsored by the Department of Science and Technology from 09.03.11 to 20.03.11.

EXTRA CURRICULAR ACTIVITIES

- Represented Tamil Nadu in Subroto Mukerjee Football Tournament held in New Delhi (year 1986).

Membership:

1. Life member of Indian Society for Technical Education (ISTE).

DECLARATION

I assure that the above mentioned particulars are true to the very best of my knowledge.

(T.SARATHY)