

CURRICULUM VITAE



Dr. S . SARAVANAN., M.B.A., M.Com., M.Phil., Ph.D.,

(1)Objective

To work in a challenging and growth oriented environment, unifying my progress with the team and institution in which I work.

(2) Educational Qualification

B.Com., M.Com., M.B.A.(Finance), M.Phil.(Marketing), Ph.D(Marketing)

Course	University	Specialisation	Year of passing	Grade
Ph.D	University of Madras	Marketing	2006	Highly Commended
M.Phil	Annamalai University	Marketing	1992	I
M.Com	Madurai Kamaraj University	Accounting & Finance	1989	I
M.B.A.	Periyar University	Finance	2007	I
B.Com	Madurai Kamaraj University	Costing & Income Tax	1987	I
H.Sc	St.Mary's Higher Secondary School	Commerce & Accountancy	1984	I
SSLC	St.Mary's Higher Secondary School	Tamil, English, Maths, Science, History & Geography	1982	I

**3)Teaching
Experience**

25 years.

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Name of the Institution	Designation / Department	Period	
		From	to
Dr. Ambedkar Government Arts College, Vyasarpadi, Chennai-39	ASSISTANT PROFESSOR, PG AND RESEARCH DEPARTMENT OF COMMERCE	01.08.2016	Till date
Government Thirumagal Mills College, Gudiyattam, Vellore District	ASSISTANT PROFESSOR, PG Dept of Commerce	29.07.2015	31.7.2016
International Maritime Academy Puduchatram, Chennai-124	PRINCIPAL	01.04.2013	31.03.2015
Sri Venkateswara College of Engg. & Tech,(SVCET), Thirupachur-631203 Thiruvallur District.	PROFESSOR & HEAD,Department of MBA	02.07.2012	31.03.2013
MNM Jain Engineering college Thorapakkam, Chennai – 97	PROFESSOR & HEAD,Department of MBA	18.06.2007	31.05.2008
SriRamachandraUniversity Porur,Chennai116	PROFESSOR Department of MBA	09.06.2008	28.05.2012
Thiruthangal Nadar College, Selavayal, Chennai -51	PROFESOR & HEAD, PG. Dept. of Commerce	05.02.2007	28.05.2007
Thiruvalluvar College, Papanasam, Thirunelveli District, (Aided college)	Lecturer, Dept. of Commerce (FIP-Vacancy)	01.07.1997	02.02.2007
Shrijee College of Arts and Science, Chittoor. A.P.	Lecturer, Dept. of Commerce	01.07.1996	24.04.1997
		01.08.1991	28.06.1996

(4) Subjects handled

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|------------------------------|--|
| a) Total quality Management | h) Engg. Eco & Financial Accounting |
| b) Accounting for Management | i) Financial Management |
| c) Consumer Behaviour | j) Corporate Finance |
| d) Organisational behaviour | k)Merchant Banking & Fin. service |
| e) Production management | l) Securities Analysis & Portfolio Mgt |
| f) Professional Ethics | m) Corporate Accounting |
| g) Financial accounting | |

(5)

Research Experience

Area of Current Research : Marketing, HRM and Finance

Number of M.Com., guided : 150 (University of Madras)

Number of M.B.A., guided : 400 (IGNOU, MKU ,TNOU & ANNA)

Number of M.Phil., guided : 120 (Periyar, TNOU, MKU, BU & AU)

Number of Ph.D under my guidance : 10 (D.V.U, MSU, VU & BU)

Number of Ph.D Awarded : 6

(6) Memberships:

1. Madras management Association (MMA), Chennai
2. Indian Commerce Association
3. Indian Accounting Association

(7) Board of studies Chairman / Members

1. Member, Department of Co-operation, University of Madras, Chennai-5(2007 – 2010)
2. Member, Department of BISM, D.B.Jain College, Thorapakkam, Chennai-97 (2009-2010)
3. Member, Department of BISM, D.B.Jain College, Thorapakkam, Chennai-97 (2010-2011)
4. Chairman, Department of Management Studies, International Maritime Academy, puduchatram, Chennai-600124 (2013 – 2016)

(8) Examination Board Chairman/Vice Chairman/ External Examiner

1. Board Chairman, MBA Distance(Question Paper), Periyar university, Salem (2009).
2. Board Chairman, MBA Distance(Question Paper), Periyar university, Salem (2011).

3. Board Vice Chairman, MBA Regular(Central Valuation), Zone-1 Anna University, Chennai.
4. External Examiner, M.Phil Regular(Project valuation), University of Madras, Chennai.
5. External Examiner, Ph.D(project Valuation), Manonmanian Sundranar University, Thirunelveli

(9) Chief Superintendent-(Examination Cell)

1. Anna university Chennai Examination (2008 -2012)
2. University of Madras Examination (2001-2007)
3. Tamilnadu open university Examination (2009-2010)
4. TNCET Examination (2008-2012)
5. UGC-NET Examination (2008)
6. ASTO-Central government Examination (2010)
7. BSNL – JTO Examination (2008)
8. IAS Preliminary Examination (2009)
9. Consortium Examination, Sathyabama university(2008-2012)
- 10.CAT Examination, IIM & IIT(2009)

(10) Books Author

1. **Dr.S.Saravanan**, “Corporate Accounting” – B.Com Study material, University of Madras
2. **Dr.S.Saravanan**, “Entrepreneurial Development” – M.Com Study material, University of Madras
3. **Dr.S.Saravanan**, “Financial Accounting” – B.Com Study material, University of Madras
4. **Dr.S.Saravanan**, “Human Resource Management” – B.Com Study material, University of Madras

(11) List of Publication (International & National Level)

1. **Dr. S. Saravanan** “Impact of Customer Relationship Management” in WIPRO Technologies (Telecom Dept) Chennai” – The Siddhant : A Journal of Management Principles – ISSN 2249 - 832 X
2. **Dr. S. Saravanan** “Stress management of Employee at BHEL” – Transstellar Journal Publications and Research Consultancy
3. **Dr. S. Saravanan** “A Study on Customer Perception towards Mobile Banking in Indian Overseas Bank Chennai” – Research Journal of Social Science & Management – RJSSM -ISSN 2010 – 457 X
4. **Dr. S. Saravanan** “Comparative Study of Wireless and Wire line Services in Reliance Communication Ltd, Chennai City” – A Journal of Asian Research Consortium.
5. **Dr.S.Saravanan** – “A Study on Consumer Behaviour in the marketing of a household appliance in Chennai city of Tamilnadu state” – Indian Journal of Marketing, Volume 35, Issue No 3 – Mar 2005
6. **Dr.S.Saravanan** – “Ford Motors India Specific Strategies” – Indian Journal of Marketing, Volume 38, Issue no 12 – Dec 2008
7. **Dr. S. Saravanan** – “Implemaentation of Lean Methodology in a Software Industry” –International Journal of Research in Commerce & Management” – ISSN 0976 – 2183.
8. **Dr. S. Saravanan** – “A Study of Crisis Management in Tata Consultancy Services” – National Journal of Research in mgt – ISSN – 2249 – 0906
9. **Dr. S. Saravanan** – “A Study of Knowledge Management in Steel Industry – Chennai” – Indian Journal Allied Research.
- 10.**Dr. S. Saravanan** – “Job Satisfaction of Workers in Continental Hotels & Resorts” – Annemary Publications.
- 11.**Dr. S. Saravanan** – “Cars : How Small is Small” – Rising Research Journal Publication.
12. **Dr.S.Saravanan** – “Employees welfare measures with special reference to the Balaji Distilleries Ltd, Thiruvallur in Tamilnadu” – PINNACLE 2012 SP Jain Institute of Technology management & Research, Nagpur - dt 28.01.2012

13. **Dr.S.Saravanan** – “Service marketing strategies for the New Millennium” – Indian Journal of Marketing – July 2004
14. **Dr.S.Saravanan** – “Challenges in Talent Retention in Information Technology enabled services” – Readers shelf, volume 4, Issue No.12 – Sep 2008
15. **Dr.S.Saravanan** – “Impact of Value Added Tax in Indian Economy” – Readers shelf, Volume 4, Issue No.4 – Jan 2008
16. **Dr.S.Saravanan** – “Effective Customer Relationship Marketing through customer knowledge management” – Readers shelf, Volume 3 Issue No.2 – Nov 2008
17. **Dr.S.Saravanan** – “Employee engagement for Healthy Organisation” – HRD Times, Volume 14, Issue No.6 – June 2012, ISSN No: 0976-7401
18. **Dr.S.Saravanan** – “Role of Sales Promotion in Marketing”- Global Research analysis, Volume 2, Issue No.2- February 2013, International ISSN Directory, Paris, ISSN No. 2277 – 8160.
19. **Dr.S.Saravanan** – “An overview of Green Marketing”- Proceedings of The National Conference on Green Marketing in India Emerging Opportunities & Challenges GMIEOC-2013 – Organised by Department of commerce Loyola college(Autonomous), Chennai-34, dt.27th February 2013.
20. **Dr.S.Saravanan** – “Rupee Appreciation”- Proceedings of National Seminar on Melting Indian Rupee - organized by Department of Management studies, Ranipettai Engineering college, Vellore – dt 18th & 19th Sep 2013.
21. **Dr.S.Saravanan** – “CRM and its relevance E-marketing with reference to Wipro Technologies” – Proceedings of National conference on Managrial challenges in reinventing the business process MCRBP 2013 – Organised by Department of management studies, Easwari Engineering college – dt. 22nd Nov 2013.
22. **Dr.S.Saravanan** – “An Analysis of Cash management in Ashok Leyland Ltd”- International Journal of Business and Administration Research Review, Volume 3, Issue No.5- April-June 2014, International ISSN Directory, Paris, ISSN No. 2348 - 0653.

23. **Dr.S.Saravanan** – “A study on product development in Switching Technologies Gunther Ltd ”- Indian Journal of Applied Research, Volume 4, Issue No.5- May 2014, International ISSN Directory, Paris, ISSN No. 2249 – 555X.

(12) List of Participated – Seminar, Workshop & Conference
(International & National level)

1. **Dr.S.Saravanan** – “State Level Seminar on E-Commerce’ – Conducted by M.O.P Vaishnav college for women, Chennai-34, dated 3-4 December 1999.
2. **Dr.S.Saravanan** – “Inter-Collegiate workshop on Service marketing Strategies for the New Millennium” conducted by Dr.MGR Janakiammal college for women – 2003-2004
3. **Dr.S.Saravanan** – “State Level seminar on VAT” conducted by Asan memorial college of Arts & Science dt 16th Feb 2006.
4. **Dr.S.Saravanan** – “Regional conference on Human Resource Management in Technical and management education institutions” conducted by RMD Engineering college, Chennai dt Jan 29-31, 2008
5. **Dr.S.Saravanan** – “Faculty training workshop in Financial market” conducted by St.Peter’s university, Avadi, Chennai dt 13th November 2010
6. **Dr.S.Saravanan** – National conference on “Management perspectives in differentiated global economic performance” conducted by Karbaga vinayagar college of Engineering and Technology, dt 21st OCT 2011
7. **Dr.S.Saravanan** – National conference on “Challenges Opportunities & Emerging Trends for Marketing” conducted by Periyar Maniammai university, Thanjavur dt 11th & 12th NOV 2011
8. **Dr.S.Saravanan** – International conference on “Emerging markets and issues in management” conducted by VIT University, Vellore dt 16th march 2012
9. **Dr.S.Saravanan** – “Online Trading” –Workshop conducted by AMS Engineering College, Avadi, Chennai- dt 16th oct 2012

10. **Dr.S.Saravanan** – International conference on “Corporate Social Responsibility: Development with equity” conducted by Department of Management Studies, University of Madras – 5th Nov 2008
11. **Dr.S.Saravanan** – National conference on “Global Environment and Sustainable Development with special reference to HRD & HRM” conducted by Post Graduate and Research department of Economics, R.K.M.Vivekananda college, Chennai – 30th October,2012
- 12.**Dr.S.Saravanan** – State Level Conference on “Establishment of Entrepreneurship Development cells in Higher Education Institutions in Tamilnadu” conducted by Entrepreneurship Development Institute, Guindy,Chennai – 21st December 2012
13. **Dr.S.Saravanan** – “Creative Solution Generation” conducted by Entrepreneurship Development cell & Department of Management Studies, Sri Venkateswara college of Engineering & Technology, Thirupachur, Thiruvalluvar district – 12th February 2013

(13) List of Resource person (UG & PG)

1. University of Madras(PG)
2. Anna university Chennai(PG)
3. Tamilnadu Open University(UG & PG)
4. Pondicherry University(PG)
5. Alagappa University(PG)
6. Annamalai University(UG & PG)

(14) Awardee – “Life Time Achiever”

Dr.S.Saravanan was received “Life Time Achiever Award” – Organised by Tamilnadu Teachers Association, Chennai on 16th Feb 2014.

(15) Ph.D Guideship approved details (Commerce & Management)

SL.NO	Name of the university	Recognition No & Date
1	Manonmaniam Sundaranar university, Thirunelveli	MSU/RES/EXT/GUIDE/R5/2009, dt.03.02.2009
2	Shri Jagdishprasad Jhabarmal Tibrewala university – Rajasthan	JJT/2K9/CMG/0351, dt 21.01.2012
3	Karbagam university, Coimbatore	R/EG/A5/14/2008/108 dt 17.10.2008
4	Vels university, pallavaram, Chennai	Ph.D/RECOGN/GUIDE/2009/117, Dt 04.04.2009
5	Bharathiar university, Coimbatore	Refer www.b-u.ac.in . (pools of research supervisors)

16) Ph.D Research guidance under supervision

SL. NO	Name of the Candidate	Thesis title	Name of the university
1.	Mr.R.Balaji	A study on the problems, perspectives and strategies of public sector bank on financial inclusion(with special reference to SBI) in Thiruvannamalai District AWARDED	Bharathiar university, coimbatore
2	Mr.S.Sridharan	Solvency of Banks in India and BASEL II & III norms AWARDED	Bharathiar university, coimbatore
3	Mr.P.Senguttuvan	A study on performance appraisal system in the Tamilnadu co-operative milk producers corporation Limited	Dravidian university, Kuppam, Andhra Pradesh
4.	Mr.T.S.Rubakannan	A study about the purchase influence of consumers towards price features and brand with reference to cell phones in Chennai	Dravidian university, Kuppam, Andhra Pradesh
5	Mr.D.Venkatesan	A study on customers satisfaction towards housing loan financing in Chennai with reference to ICICI Bank	Dravidian university, Kuppam, AP
6	Mrs.S.Shalini	TV Advertising for brand loyalty – A decision support system AWARDED	Manonmaniam Sundaranar university

7	Mrs.N.Maheswari	A study on job satisfaction among women Lecturers in colleges with reference to Self financing colleges in Chennai city AWARDED	Manonmaniam Sundaranar university
8	Mrs.K.K.Devi	A study on impact of credit cards on buyer behavior with reference to Chennai city AWARDED	Manonmaniam Sundaranar university
9	Mrs.C.Girirani	A study on consumer purchase preference of various cell phones in Chennai city	MSU
10	Mr.S.Velayutham	A study on the consumption pattern with specific reference to Fast food outlets in Chennai city - Tamilnadu AWARDED	Vels university, Pallavaram, Chennai

(17) Ph.D Public Viva Voce External Examiner

Sl. No	Date of Ph.D Exam	Thesis title	Name of the University
1	30.03.2009	Production and marketing of milk – A Study in Co-operative Milk Producers union in Pondicherry (Mr.P.Amalanathan)	Manonmaniam Sundranar University
2	08.02.2010	Role of Agricultural Co-operative Banks in the Agrarian Development of Kanniyakumari District (Mr.A.G.Segon Roy)	Manonmaniam Sundranar University
3	10.06.2011	A Study on the changing seenario in consumer food habits with special reference to Fast food purchase in Tirunelveli city, TN (Mrs.N.Siyon)	Manonmaniam Sundranar University

(18) Personal Profile:

- a) Father's Name : T.V.SUBRAMANIAN
- b) Sex : Male
- c) Date of Birth : 15.02.1967
- d) Marital Status : Married
- e) Family details
- i) Wife name : Mrs.D.Themozhichelvi, B.E., M.B.A.,
Assistant Executive Signal Telecommunication
Engineer (AXSTE)
(S & T Dept) Southern Railway, Chennai
- ii) Son name : T.S.Subramaniya siva I.B.Tech (Mech)
INDIAN INSTITUTE OF TECHNOLOGY ROORKEE
- f) Community : B.C.(Senguthar)
- g) Communication
Address : No. 266-D, Gandhi Irwin Road
Southern Railway Officers Quarters
Egmore, Chennai-600008.
- h) Mobile Number : 94446-28212 / 8056011831
- i) Landline Number : 044-28191037
- j) E-mail : prof.s.saravanan@gmail.com
- k) Native Place : Ambasamudram, Tirunelveli district
- l) Passport details : J 4715035 Issued dt. 11.04.2011
Valid up to 10.04.2021
