

**Name** : SATHYA DEV.S  
**Designation** : Assistant Professor  
**Department** : Business Administration  
**Date of Joining** : 03.01.2012  
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**Educational Qualification:**

DEGREE	SUBJECT	COLLEGE / UNIVERSITY & PLACE	YEAR COMPLETED
MBA	Management	Alagappa University, Karaikudi	2009

**Specialisation in Teaching:** Human Resources Management (HR)

**Specialisation in Research:** In HR area

**Research Interests:** Marketing

**Other Work Experience:**

Designation	Institution / Company	Year - From (month/year) To (month/year)
Sales Manager	SAM Motors HRD for Hero Honda Motors Ltd	3 yrs 8 months 3/1995 to 11/1998
Manager – Administration	MAS TVS Motor cycles HD	5 yrs 1 month 12/1998 to 01.2004
General Manager	Sruthi premier Jose Brothers PREMIER MOTORS LTD	7 yrs 4 months 2/2001 to 5.2011

**Articles published in National Journals:**

1. A study on entrepreneurship awareness among college studies in Madurai LPC Bulletin on Research (ISSN 2249 – 3417), Vol. 3, Issue-1. Critical issues of Indian Management Education
2. Reaching the unreached – A challenge to technical education, National conference conducted by Anna University Madurai Region (ISBN: 978-93-80657-71-4), September 5<sup>th</sup> 2012, PP. 283 - 285

**Conference / Seminar Presentations:**

1. Critical issue of Indian Management Education national conference on reaching the unreached – A challenge to technical education conducted by Anna University Madurai region on 5<sup>th</sup> September 2012
2. Stress an effective tool for productivity national seminar on paradigm shift in HRM – the changing facets conducted by St. Xavier's College, Palayamkottai on 5<sup>th</sup> October 2012
3. Growth and magnitude of life insurance Business in India National seminar on New Vista in insurance sector Indian context, Conducted by Nesamony Memorial Christian College, Marthandam on 4<sup>th</sup> and 5<sup>th</sup> April. 2013