

Name : V.JULIAN SINGH
Date of birth : 01.07.1973
Date of joining : 24.06.2019
Designation : Assistant Professor
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Department : Bachelor of Business Administration (BBA)



Educational Qualification:

Category	Name of the Degree	Specialization	Year of Passing	Name of the College	Name of the University	% of Marks / Grades obtained	Class obtained
UG	B.B.A		1994	S.V.N College Madurai	Madurai Kamaraj	63	First
PG	MBA	Marketing & HRM	1997	The American college, Madurai	Madurai Kamaraj	63	First
Doctorate	Ph.D	Marketing	2016	----	Madurai Kamaraj		Awarded

Title of Ph.D. Thesis: Consumer behaviour in the cellular phone service Providers market – A study in Madurai district.

Faculty in which Ph.D. was awarded: Business Administration

Industry Experience:

1. Employed as Customer Executive in **PEPSI COLA INDIA MARKETING LTD** in Chennai from Sept 1997 to December 1999.
2. Employed as Sales Executive in **DATA ACCESS** the owners of the brand NOW Internet Service Providers in Chennai from Jan 2000 to June 2002.
3. Employed as Retail Sales Manager in **BPL MOBILE CELLULAR LTD** in Tirunelveli and Madurai from June 2002 to August 2004.
4. Employed in **RELIANCE COMMUNICATIONS** from September 2004 till July 2011.

= as **SUB CLUSTER HEAD** for Tuticorin District from Sep'04 to May'06.

= as **PREPAID LEAD** for Madurai Cluster from June'06 to Dec'06.

= as **ZONAL HEAD** for PCO business operations in Madurai Cluster covering six districts from Jan'07 till July 2011.

Academic Experience:

1. Assistant Professor in Brahma School of Business, Namakkal from July 2011 till May 2013.

2. Assistant Professor in the department of management studies at Professional Group of Institutions, Palladam from August 2013 to April 2014.

3. Assistant professor in the department of business administration at N.M.S.S.V.N College, Madurai from September 2016 to April 2019

4. Assistant professor in the department of business administration at The American college, Madurai from June 2020.

Publications:

1. Paper published in the International conference held at Kalasalingam University, Krishnan koil on 29th January 2010. The title of the published paper "New strategies for consumer protection in Mobile Phone service providers sector".
2. Paper published in the Annual conference held at Gobi arts & science college, Gobichettipalayam on 19th November 2011. The title of the published paper "The effect of liberal privatisation in the service sector of Indian markets".
3. Paper published in the International conference held at Annai Mathammal Sheela Engineering College, Namakkal on 14th September 2012. The title of the published paper "Impact of global crisis on the Indian economy".
4. Paper published in the National level conference held at Rajah Serfoji Government College, Thanjavur on 25th February 2013. The title of the published paper "The growth of the service sector and its effect on Indian economy".
5. Paper published in the International conference held at Brahma School of Business, Namakkal on 19th October 2013. The title of the published paper "The consequences of stress and overload among the management students in Namakkal district".
6. Paper published in the National Seminar held at Sourashtra College, Madurai on 28th March 2014. The title of the published paper "Emerging trends in the mobile communication sector in India".