



Name: V.JULIAN SINGH

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Date of birth: 01.07.1973

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	62.7	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 **PEPSICOLA INDIA MARKETING LTD** from Sept 1997 to December 1999.
2. Employed as Sales Executive in **DATA ACCESS** the owners of the brand NOW Internet Service Providers from Jan 2000 to June 2002.
3. Employed as Retail Sales Manager in **BPL MOBILE CELLULAR LTD** from June 2002 to August 2004.
4. Employed in **RELIANCE COMMUNICATIONS** as Senior manager from September 2004 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 2016.
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 2019.

Publications, conferences, FDP and seminars:

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 AnnaiMathammalSheela 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 it’s 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”.
7. Attended a faculty development program held at N.M.S.S.V.N.College , Madurai on 20th March 2018.
8. Attended a faculty development program titled “Discover the teacher in you” held at N.M.S.S.V.N.College, Madurai on 16th March 2019.
9. Attended a national seminar on “New frontiers in business management” held at N.M.S.S.V.N.College, Madurai on 05th January 2018.
10. Attended a state level seminar on “Opportunities and challenges in the emerging spaces of higher education” held at Sri Meenakshi Government Arts College for Women, Madurai on 4th September 2019.
11. Attended a national level webinar on the topic “ONLINE EDUCATION A BOON OR BANE - THE PROS AND CONS" on 11th June 2020.
12. Attended a national level webinar on the topic " Changing face of Indian customers and implications on marketing" on 27th June 2020
13. Attended a national level webinar on the topic "Transition to Online Teaching: Challenges and Preparation" on 30th June 2020.

14. Attended a national webinar on the topic "MANAGEMENT EDUCATION: THE CHALLENGES OF CHANGING SCENARIO" on 09th July 2020.
15. Attended International webinar on the topic "Misinformation in medicine: Myths vs Facts" on 20th July 2020.
16. Attended International conference on "Interdisciplinary innovation in academic research" on 2.11.2021
17. Published a paper titled "Marketing strategies towards health drink industry in Madurai district" in UGC CARE Journal. Journal of fundamental and comparative research. ISSN: 2277-7067
18. Attended a seminar on the topic "Digital marketing" on 21 April 2022.
19. Attended Faculty Development Program on the topic "Investor awareness and education on financial markets" from 28th to 30th April 2022.
20. Attended seminar on the topic "Financing sustainable development and the potential role of south cooperation" on 25 MAY 2022
22. Attended Faculty Development Program on the topic "ICT tools: a new vista in teaching" on 07, OCTOBER 2022
23. Attended Workshop on the topic "Art and science of scientific writing and publishing in a high impact journal" on 6 MARCH 2023
24. Attended Faculty Development Program on the topic "Teaching pedagogy and life skill management" from 27 MARCH TO 31 MARCH 2023
25. Attended Conference on the topic "Basics of IPR" held on 10 APRIL 2023
26. Published an article in UGC care journal "The Journal of oriental Research" Madras with impact factor 7.193 titled "The current trends and promising opportunities for machine learning and AI in business intelligence" In February 2024.

26. Attended Faculty Development Program on the topic “National education policy and education 5.0” from 25 TO 27 APRIL 2023

27. Published an article titled “Tech and innovation effect on insurance industry” in April 2023. Book chapter bearing ISBN: 978 = 81 – 19042 -59 -9.

28. Participated in seminar titled “Holistic and multidisciplinary approach towards education quality framework” from 05 to 06 July 2023 ,

29. Participated in seminar titled “Managerial skill development” on 12 July 2023

30. Attended Conference on the topic “Entrepreneurship in digital era” on 26 July 2023

31. Attended Faculty Development Program on the topic “Art of effective teaching” from 31 July TO 4 August 2023

32. Participated and presented a paper in symposium titled “Research methodology ” on 15 and 16th Feb 2024

33. Published an article titled “The current trend and promising opportunities for machine learning and AI in business intelligence” in UGC CARE List group I. ISSN: 0022 – 3301. Impact factor: 7.193