

**Name** : **V.JULIAN SINGH**

**Date of birth** : 01.07.1973



**Contact details** : Mobile : 93674 97878  
E mail : [vjulian.s@gmail.com](mailto:vjulian.s@gmail.com)

**Department** : Business Management

### **Educational Qualification:**

<b>Category</b>	<b>Name of the Degree</b>	<b>Specialization</b>	<b>Year of Passing</b>	<b>Name of the College</b>	<b>Name of the University</b>	<b>% of Marks / Grades obtained</b>	<b>Class obtained</b>
<b>UG</b>	B.B.A	-----	1994	S.V.N College Madurai	Madurai Kamaraj	63	First
<b>PG</b>	MBA	Marketing & HRM	1997	The American college, Madurai	Madurai Kamaraj	63	First
<b>Doctorate</b>	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 2019.

## **Publications, conferences and seminars:**

1. Paper published in the International conference held at Kalasalingam University, Krishnan koil on 29<sup>th</sup> 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 19<sup>th</sup> 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 14<sup>th</sup> 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 25<sup>th</sup> 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 19<sup>th</sup> 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 28<sup>th</sup> 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 20<sup>th</sup> 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 16<sup>th</sup> 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 11<sup>th</sup> June 2020.
12. Attended a national level webinar on the topic " Changing face of Indian customers and implications on marketing" on 27<sup>th</sup> 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 conducted by Meenakshi college for women 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 28<sup>th</sup> to 30<sup>th</sup> April 2022.