



Name : Dr. K. Navarathinam, B.E, MBA, M. Phil., Ph. D.

Designation : Assistant Professor

Department : Management Studies (MBA)

Date of Joining : September 2022

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Educational Qualification:

Course	Specialization	Name of the Institution	Month & Year of Passing
Ph.D	Business Administration	Madurai Kamaraj University, Madurai	March 2013
M.Phil	Management	Madurai Kamaraj University, Madurai	April 2007
MBA	Marketing	Madurai Kamaraj University, Madurai	April 2002
B.E.	Electronics & Communication	RVS College of Engineering & Technology, Dindigul	April 1998

Specialisation in Teaching: Quantitative Methods, Operations Research, Research Methodology, Principles of Management, Marketing Management

Specialisation in Research: Marketing

Other Work Experience:

S.No	Name of the Institution	Designation	Period
1.	Mannar Thirumalai Naicker College, Madurai	Head – Department of B.Com (CA) & M.Com (CA)	December 2020 – June 2022
2.	R.L.Institute of Management Studies, Madurai	Dy. Director & Associate Professor	June 2005 – March 2020
3.	St.Michael College of Engineering & Technology, Kalayarkoil	Head of the Department (ECE)	June 1999 – May 2004

Total Teaching Experience: 22 years

Administrative/Academic Positions held:

- Head – NAAC Criterion II
- Chairman – Board of Studies
- Member – Academic Council
- Academic Expert - Board of Studies of MBA Department, Fatima College, Madurai

Membership in Professional Bodies: Member of ISTE (Indian Society for Technical Education)

Research Contribution

S.No	Particulars	Numbers
1.	No. of Research Papers published in Peer reviewed / UGC listed journals	24
2.	No. of Books published	2
3.	Research Guidance – M.Phil	2
4.	Research Guidance – P.G (MBA)	70
5.	Paper Presentations / Participations in Seminars/Conferences/Workshops, etc. (International/National/State level)	40

6.	Programmes Organised	23
7.	Completion of Online Certification Courses	5
8.	Resource Person / Invited Lectures	16

Research Publications

S.No.	Title of the Article	Name of the Journal	Month & Year of Publication	ISBN/ISSN No.
1.	Green Entrepreneurship: A Sustainable Development Initiative with special reference to Selected Districts	SCOPUS: Journal of Positive School Psychology	May 2022	SCOPUS: 7517-7526 2022, Vol.6, No.3 http://journalppw.com
2.	A study of Entrepreneurial Development under Prime Minister's Employment Generation Programme (PMEGP)	UGC CARE Journal of Education: RabindraBharati University	March 2022	ISSN: 0972-7175
3.	Global Luxury Market – Growth, Brands & Companies	UGC CARE Journal of Philosophy: RabindraBharati University	February 2022	ISSN: 0973-0087
4.	Role of ICT in Services Marketing	Digital Marketing – A Global Perspective	August 2018	International ISBN: 978-93-87871-67-0
5.	Health Insurance in the Digital Age	International Journal of Advance Research and Innovative Ideas in Education Vol.4, Issue: 2	May 2018	International ISSN: 2395 – 4396

6.	Talent Life Cycle in Health Insurance Industry	Global Talent Management in the Digital Era	September 2017	International ISBN: 978-93-86537-95-9
7.	A study on Impact of Demographic factors on Life Insurance demand w.r.to Madurai District.	SHANLAX - International Journal of Management Vol. 4, No: 1	July 2016	International ISSN: 2321-4643
8.	A study on Work Life Balance among the private PG school Teachers in Madurai City	SHANLAX - International Journal of Management Vol. 3, No: 4	April 2016	International ISSN: 2321-4643
9.	A study on Service Quality Delivery of Reliance Fresh w.r.to Madurai District	SHANLAX - International Journal of Management Vol. 3, No: 3	January 2016	International ISSN: 2321-4643
10.	A study on Impact of Social Media on Education System	ROOTS – International Journal of Multidisciplinary Researches Vol. 2, No: 2	November 2015	International ISSN: 2349-8684
11.	A study on the Consumer Perception towards buying Chinese Products: A Survey	Indo Global Journal of Applied Management Science, Vol.3, Issue:1	April 2015	International ISSN: 2320-7892
12.	A study on Women Executives Emotional Intelligence	ROOTS – International Journal of Multidisciplinary Researches Vol. 1, No: 3	February 2015	International ISSN: 2349-8684

13.	A study on the Women Consumers' attitude towards Health Fitness Equipments – A study w.r.to Madurai City	PES BUSINESS REVIEW A Scholarly Peer Reviewed Journal of Management Vol. 10, Issue: 1	January 2015	International ISSN 0973 – 919X
14.	Financial Literacy towards Banking products and Services: A Survey	International Journal of Management Research and Review Vol.4, Issue: 3	March 2014	International ISSN 2249-7196
15.	A study on the Effectiveness of Teaching using Modern Teaching Aids – An empirical study with reference to final year students of R. L. Institutes, Madurai	Indian Journal of Applied Research, Vol.3, Issue: 8	August 2013	International ISSN: 2249-555X
16.	Issues in Management Education in India	Research Journal of Social Science & Management RJSSM:Vol.2, No:8	December 2012	International ISSN: 2251 - 1571
17.	A study on Timber Marketing in Salem	International Journal of Multi-disciplinary Research Academy (IJMRA), Vol. 2, Issue: 7	July 2012	International ISSN: 2249 - 1058
18.	A study on Customer Satisfaction towards Cable TV services with special reference to Thirumangalam, Madurai District.	PARIPEX – Indian Journal of Research, Vol. 1, Issue: 4	April 2012	International ISSN: 2250-1991
19.	Consumer Protection for Women against Unfair Business Practices	Globalisation& Consumer Protection	January 2011	International ISBN: 978-81-

	of Fitness Centers on Weight Reduction			905380-1-5
20.	International Marketing Ethics	Global Marketing Strategies	October 2010	International ISBN: 978-93-80530-17-8
21.	Causes for Infertility in Women	HEALTH , Vol. 89, No. 5	May 2011	National ISSN: 0017-8861
22.	Physical Exercise	HEALTH – Vol. 88, No. 12	December 2010	National ISSN: 0017-8861
23.	Women’s Health	HEALTH – Vol. 88, No. 11	November 2010	National ISSN: 0017-8861
24.	Health & Exercise	HEALTH – Vol. 88, No. 9	September 2010	National ISSN: 0017-8861

Book Publications

S.N	Name of the Author	Title of the Book & Year of Publication	Name of the Publisher	ISBN Number
1.	Dr.K.Navarathinam	Principles of Management 2015	Shanlax Publications	978-93-85977-38-1
2.	Dr.K.Navarathinam	Research Methodology 2016	Shanlax Publications	978-93-85977-66-4

Papers Presented in Seminars/Conferences, etc.

a) INTERNATIONAL CONFERENCES			
S. No	Name of the Institution and Conference Name	Title of the Paper	Date of Presentation
1.	Loyola College, Chennai – Business Analytics for Sustainable Digital Transformation	Green Entrepreneurship: A Sustainable Development Initiative with special reference to Selected Districts	21 st April 2022
2.	Fatima College, Madurai – International Conference on Digital Marketing – A Global Perspective	Role of ICT in Services Marketing	10 th August 2018
3.	Fatima College, Madurai – International Conference on Global Talent Management in the Digital Era	Talent Life Cycle in Health Insurance Industry	13 th September 2017
4.	Sarah Tucker College, Tirunelveli – International Conference on “E-Commerce a drive towards cashless economy prospects and challenges”	A study on customers awareness of E-Commerce cash less transaction with reference to Madurai city	20 th December 2016
5.	Sri Ganesh School of Business Management, Salem - International Conference on “Competency Building Strategies in Business and Technology for Sustainable Development”	A study on the consumer perception towards buying Chinese products: A Survey	20 th February 2015

6.	SASTRA University, School of Management, Thanjavur – IEEE - International Conference on Management Issues in Emerging Economies – ICMIEE 2012	Issues in Management Education in India	17 th & 18 th August 2012
7.	Kalasalingam University, Krishnankoil - International conference on “Globalisation& Consumer Protection”	Consumer protection for women against unfair business practices of Fitness centers on weight reduction	28 th & 29 th January 2011
8.	Nehru Institute of Management Studies, Coimbatore - International Conference on “Global Marketing Strategies and Practices”	International Marketing Ethics	8 th October 2010

b) NATIONAL CONFERENCES

	Name of the Institution & Conference Name	Title of the Paper	Date of Presentation
1.	Mannar Thirumalai Naicker College, Madurai – Contemporary and Upcoming issues in the field of IPR	IPR: A perspective in Innovation and Enterprise Development	28 th March 2022
2.	PSG College of Arts and Science – Department of Management Sciences	Upskilling Students in Higher Education	16 th & 17 th March 2022

3.	SSA College – Department of Commerce & Business Administration	National seminar on Challenges & Opportunities of Demonetisation	31 st January 2017
4.	The Madura College, Madurai – UGC Sponsored National Seminar on “Demonetization in India – Prospects & Challenges”	A study on impact of Demonetization on GDP and Real Estate price	6 th January 2017
5.	S.Vellaichamy Nadar College, Madurai – National Seminar on Management Practices in the Era of Globalisation	Innovations in Management Practices	2 nd February 2016
6.	Mannar Thirumalai Naicker College, Madurai – UGC Sponsored National Seminar on “Higher Education in India” – During the plan period”	Education System in India	22 nd August 2014
7.	PES Institute of Technology, Bangalore - ANVESHANA 2012 – A Research paper contest conducted by Department of Management Studies	A study on problems faced by Women Entrepreneurs in India	September 2012
8.	R.L.Institute of Management Studies, Madurai – PRIDE 2011, National level HR Seminar	National level HR seminar	19 th February 2011
9.	St.Joseph’s College, Trichy - PRAXIMA 2011, National conference on Mobile Commerce	Mobile Advertising & Distribution	4 th & 5 th February 2011
10.	Subbalakshmi Lakshmi pathy College of Science, Madurai - IQAC National level seminar on	Robotics	3 rd May 2006

	“Making industry friendly curriculum”		
c) STATE LEVEL SEMINARS/CONFERENCES/WORKSHOPS/TRAINING PROGRAMMES			
	Name of the Institution	Title of the Programme	Date of Presentation/ Participation
1.	Sri Sarada College for Women, Salem	Intercollegiate Webinar on “Ethical Principles in Research”	29 th April 2022
2.	Mannar Thirumalai Naicker College, Madurai	FDP on Education 4.0 for Sustainable Economic Development	27 th April 2022
3.	Mannar Thirumalai Naicker College, Madurai & IQAC Cluster	A seven day FDP on “Enhancing Quality by Unearthing Innovative Practices”	18 th to 24 th April 2022
4.	SFR College of Arts & Science, Sivakasi	FDP on “Entrepreneurial Ecosystem in Educational Institutions”	28 th September 2021
5.	Sri Ramakrishna College of Arts & Science, Coimbatore	International workshop on “Conceptualisation of Business Analytics”	24 th September 2021
6.	Ayya Nadar Janaki Ammal College, Sivakasi	A 3 day FDP on “Significance of IPR in Current Era”	21 st to 23 rd September 2021
7.	Ayya Nadar Janaki Ammal College, Sivakasi	A 3 day FDP on “E –filing of Tax Returns”	20 th to 22 nd September 2021
8.	SFR College of Arts & Science, Sivakasi	FDP on “Quality Management in Higher Education”	20 th September 2021

9.	Rajalakshmi Engineering College, Chennai	NAAC Sponsored Seminar on “Qualitative & Quantitative metrics in RAAF of NAAC”	17 th September 2021
10.	Subbalakshmi Lakshmi pathy College of Science, Madurai	FDP on NAAC Reaccreditation process	28 th December 2019
11.	Subbalakshmi Lakshmi pathy College of Science, Madurai	FDP on Outcome Based Education	17 th November 2018
12.	Bharathiar University & Association of Principals of Colleges of Bharathiar University	Revised NAAC Norms & Procedures	26 th & 27 th October 2018
13.	Subbalakshmi Lakshmi pathy College of Science, Madurai	FDP on NAAC Reaccreditation process	15 th August 2018
14.	R.L.Institute of Management Studies, Madurai & Madurai Insurance Institute	Future of Insurance in India	30 th August 2018
15.	Association of Self-financing Arts, Science & Management Colleges of Tamilnadu (ASFASM), Coimbatore	Outcome Based Education (OBE)	27 th & 28 th July 2018
16.	Subbalakshmi Lakshmi pathy College of Science, Madurai	Faculty Development Programme conducted by the Department of Marine Catering & Hotel Management	29 th July 2017
17.	Subbalakshmi Lakshmi pathy College of Science, Madurai – NAAC Sponsored State Level Seminar	“Effective Classroom Management Techniques in Higher Education; Creating Climate for Learning”	29 th February 2016

18.	Madurai Institute of Social Sciences – Department of Management Studies	Appropriate Statistical Tests in Hypothesis Testing	4 th February 2016
19.	Madurai Kamaraj University, Madurai - Centre for Educational Research (CER)	Application of SPSS in Humanities, Science & Social Sciences	24 th & 25 th November 2015
20.	Subbalakshmi Lakshmi pathy College of Science & R.L. Institute of Management Studies, Madurai	Recent Trends in Teaching, Learning & Evaluation	2 nd & 3 rd May 2013
21.	Vivekananda College, Madurai - Post Graduate Department of Commerce & Research Centre	Research Colloquium	26 th February 2011
22.	Centre for Faculty Development, Anna University, Chennai @ Jansons School of Business, Coimbatore	Making of an Effective Teacher	16 – 20 June 2003

Online Certification Courses:

S.No.	Name of the Course	Conducted by	Duration
1.	Effective Communication	Great Learning Academy	April 2022
2.	Introduction to Management	Great Learning Academy	April 2022
3.	Front Accounting	IIT, Bombay – Spoken Tutorial Project	April 2022
4.	E – Commerce	E – Marketing Institute	March 2022
5.	Social Media Marketing	E – Marketing Institute	May 2020

Other Activities/Academic Credentials:

1. Resource Person for Seminar on “Motivation towards Personality Development” organised by the Department of Business Administration, Yadhava College, Madurai on 9th May 2022.
2. Received “Best Presentation Award” in the research colloquium held at Vivekananda College, Madurai during February 2011.
3. Received FIRST RANK in the Ph.D entrance examination held at Sourashtra College, Madurai during June 2010.
4. Received “Best Teacher Award” from the President of R.L.Institute of Management Studies, Madurai.
5. Participated in the International level E-Quiz on “Impact of COVID 19 on Global Economy” organized by PG & Research department of Economics of Khadir Mohideen College, Thanjavur on 11th May 2020.
6. Participated in the online test on “Banking Awareness” conducted by the Department of Commerce of Sri Malolan College of Arts & Science, Chengalpattu on 12th May 2020.
7. Participated in the National level E-Quiz on “Research Methodology” conducted by the Higher Education Cell & PG and Research Department of Commerce (CA) of Kamadhenu Arts & Science College on 23.05.2020.
8. Participated in the COVID 19 Awareness quiz program 2020 organised by the PG Department of Commerce, Arulmigu Palaniandavar College of Arts & Culture, Palani.