



Dr. K. CHINNACHAKKRAVARTHI

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☎ 91-9843357464

CAREER OBJECTIVE:

To work in a challenging and creative environment and effectively contribute towards the goals of the institution with adequate opportunities to utilize my potential skills for the management. To contribute to the overall achievements of the organizational strength.

EDUCATION

Qualification	Institution/ University	Year of completion /Passing
PhD	MADURAI KAMARAJ UNIVERSITY	Awarded [August 2019]
M. Phil	MADURAI KAMARAJ UNIVERSITY	2016
MBA	SOURASHTRA COLLEGE	2012
B.Com (C.A)	SARASWATHI NARAYANAN COLLEGE	2009

WORKING EXPERIENCE

Industrial:

- ❖ Worked as a Customer Relationship Manager in Bharat scans from May 2013 to May 2014. My role is to meet and resolved the customer's problem faced in the organization, also meet the doctors.
- ❖ Worked in a Complaint Resolution Unit in MMC InfoTech from July 2014 to March 2015. My designation is mail conversation with the customers and rectifying the problems regarding using the credit cards of Standard Chartered bank.
- ❖ Worked as a Field officer in CONSCO from July 2017 to July 2018. My role is to providing financial requirements to the customers.

Teaching:

- ❖ Worked as Assistant Professor in Annai Fathima arts & science college, Madurai from August 2016 to May 2017 and handled classes for BBA and MBA department.
- ❖ Worked as Assistant Professor in Latha Mathavan arts & science college, Madurai from September 2018 to February 2019 and handled classes for BBA Department.
- ❖ Worked as Assistant Professor in Sourashtra college arts & science college, Madurai from September 2019 to April 2023 and handled classes for MBA Department.
- ❖ Currently working as Assistant professor in The American College, Madurai from July 2023 to still on and handling classes for BBA & BML Department.

PROJECT WORK

❖ **MBA**

A study on retailer's perception towards Manna Food products in Madurai city.

❖ **M.Phil**

A study on customer preference and satisfaction towards TVS Motor bikes in Madurai city.

❖ **PhD**

Service quality in airports: An empirical study in Tamil Nadu.

PUBLICATIONS

- ❖ Published a National article “**Service quality and customer satisfaction in airline industry**” [ISBN: 978-93-85977-91-6]
- ❖ Published International article “**Recent trends of strategic brand management**” [ISBN: 978-93-87102-71-2]
- ❖ Published a International journal “**Job satisfaction of employees in aviation industry – An empirical study**” [ISSN: 2278 – 2311]
- ❖ Published a International journal “**An Empirical study on Customer perception towards E-Vehicle Two Wheelers with special reference to Madurai City**” in “**Indian Journal of Psychology**”.

ACHIEVEMENTS

- ❖ Awarded as best **Assistant Professor** by **Global Multidisciplinary Research & Academy Foundation, Chennai** on **February 2020**.

PERSONAL PROFILE

Date of Birth	15.07.1989
Father's Name	Kuchanoorekkizhar.K
Marital status	Married
Language Proficiency	Tamil, English.
Address	3A, Namachivayam Nagar, 3 rd Cross street, Duraismy Nagar extension, Madurai - 625016. Tamil Nadu.

DECLARATION

I hereby declare that the above-mentioned information is correct to my knowledge and belief.

Place: Madurai

Date:

(Dr. K. CHINNACHAKKRAVARTHI)