



Designation: ASST. PROFESSOR – SENIOR GRADE
Manakula Vinayagar Institute of
Technology, Madagadipet,
Puducherry, Pin code – 605 107.
E mail: VAIDHEESWARANMBA@MVIT.EDU.IN
Phone:
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Name of the staff
VAIDHEESWARAN.S

Professional Objective:

To be an excellent performer by matching potential and skills in academic and research oriented activities and adding value to the reputed and growth oriented Institution by taking responsibilities and working towards common objectives.

Career profile:

A dynamic, highly committed and goal oriented professional with Mechanical Engineering background, having more than a decade of Industrial experience in 'Operation & Maintenance' and 9 years of Teaching experience in 'Management Studies'. Having analytical ability and interest in Research, presently pursuing PhD.

Educational qualification:

Ph.D : MARKETING MANAGEMENT (PURSUING)

M.E./M.Tech : THERMAL ENGG

MBA : MARKETING

B.E./B/Tech : MECHANICAL ENGG

Work experience: (starting from present position)

S.No	Employer	Designation	Period of Service	Nature of Work
1	Manakulavinayagar Institute of Technology	Associate Professor	9 year	Handling Classes and Administration
2	ARKEMA PEROXIDES INDIA PVT LTD	SENIOR OFFICER - MECHANICAL MAINTENANCE	12 YEARS	OPERATION & MAINTENANCE

Teaching Activities: (Subjects Taught)

(i) Under Graduate : ---

(ii) Post Graduate : OPERATIONS RESEARCH, STRATEGIC MANAGEMENT, SERVICES MARKETING, INTEGRATED MARKETING COMMUNICATIONS, MANAGERIAL ECONOMICS

(iii) Laboratories handled: ---

Consultancy and Sponsored Research activities :

Name of the Scheme	Project Title	Duration	Amount Sanctioned	Status Completed/* Ongoing

Major tasks handled: TRAINING & PLACEMENT COORDINATION

Paper Publications / Presentation:

	Published	Accepted	Communicated	Total
International Journal	1			
National Journal				
International Conference	2	1 Presented		
National Conference	1 Presented			

FDP/STTP/Workshops attended: 6

(For details of publications and training programmes attended Annexure to be added)

Reviewer for the journal : --
Research guidance : --
Project Guidance : 90 (Approx.)

Guest Lectures delivered : --
Professional Membership : --

Annexure:

Papers Presented in the national /international Conferences:

1. Presented a paper titled "A Study on Demand Forecasting of New Products Launched by a Leading Dairy Unit at Puducherry", in the 'International Conference on Synchronizing Management Theories and Business Practices: Challenges Ahead' held on 29th July 2012 at Annamalai University, Chidambaram.
2. Presented a paper titled "ULIP Scenario – a Three Dimensional Perspective" in the 'International Conference on New Vistas of Indian Business in Global Scenario' held on 19th Oct, 2013 at Brahma School of Business, Namakkal.
3. Presented a paper titled "A study on Effectiveness of Talent Management in a Leading Paint Manufacturing Company at Cuddaore" in the UGC sponsored National Conference on 'Managerial and Technical Innovations for Business Challenges (NCMTIBC-2014)' held on 29th March 2014 at Annamalai University, Chidambaram.
4. Presented a paper titled "HRD through Non-Training Methods in a Leading E-Publishing Company at Puducherry" in the 4th International Conference on 'Competency Building Strategies in Business and Technology for Sustainable Development' held on 20th Feb 2015 at Sri Ganesh School of Business Management, Salem.

Papers published in Journals:

1. Vaidheeswaran.S and Dr.Selvavinayagam.K, "A Study on Demand Forecasting of New Products Launched by a Leading Dairy Unit at Puducherry", International Journal of 'An Evolutionary Approach to Management Research', Bonfring Publications, ISBN 978-93-82338-27-7, Page No, 177-185, July 2012.
2. Vaidheeswaran.S and Dr.Selvavinayagam.K, "ULIP Scenario – a Three Dimensional Perspective", International Journal of Management and Development Studies, ISSN: 2321-1423, Volume 1, Number 6, Page No. 122-125, Dec 2013.

Workshops / Seminars / FDPs attended:

1. Attended a workshop on 'Research Methods' on 5th March 2010 organised at Mailam Engineering College, Mailam.
2. Attended two days workshop on 'Application of SPSS for Research' on 11th& 12th, April 2011 organized by Department of Management Studies, ManakulaVinayagar Institute of Technology, Puducherry.
3. Attended a workshop on 'National Programme on Technology Enhanced Learning (NPTEL)' held on 21st Dec 2012 at ManakulaVinayagar Institute of Technology, Puducherry.
4. Attended a ISTE sponsored One Day Workshop on 'Research and Development in Engineering Institutions' on 13th organised by R&D Cell, ManakulaVinayagar Institute of Technology, Puducherry.
5. Participated in two days Teacher Support Program on 'Business English Certificate – Cambridge English Language Assessment' on Dec 19th& 20th, 2014 conducted by People English, organised at Sri ManakulaVinayagar Engineering College, Puducherry.
6. Attended a Three days workshop on 'Scientific Educational Practices' from Jan 29th to 31st organised at ManakulaVinayagar Institute of Technology, Puducherry.
