



Dr.P.Baskaran

**Designation: Professor
Manakula Vinayagar Institute of
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Professional Objective:

To be a renowned Teaching professional in the field of Management Studies.

Career profile:

- Started Career as Management Trainee in Aurofood Limited, T.C.Balam by August 2000.
- Raised to Executive Cadre by the year 2001.
- Switched the Industry to Teaching by the year 2003.
- Started Teaching Career as Lecturer in Management on December 2003.
- Raised to Assistant Professor by the year 2008; Senior Assistant Professor by the year 2010; Associate Professor by the year 2011.
- Worked in Engineering Colleges, Arts & Science Colleges and Deemed University.

Educational qualification:

Ph.D : Business Administration

MBA : Marketing and Finance

BBM : Bank Management

Work experience: (starting from present position)

S.No	Employer	Designation	Period of Service	Nature of Work
1	Aurofood Limited	Management Trainee	1 year	Administering the Marketing and Sales initiatives
		Executive	1 year 7 months	
2	Annai Teresa College of Engineering	Lecturer in Management	2 year 7 months	Handling Classes for Management Papers / Public Relation Incharge/Placement Incharge / Exam Cell Member / Entrepreneurship Development Cell Coordinator
3	VLB Janakiammal College of Arts and Science	Lecturer	1 year 2 months	HoD i/c for UG Department / Handling classes at PG level
4	Sri Manakula Vinayagar Engineering College	Lecturer	10 months	Class Coordinator / Handling Classes
5	Dr.Pauls Engineering College	Assistant Professor	2 years 4 months	HoD – Department of Management Studies
6	IFET College of Engineering	Senior Assistant Professor	6 months	ISTE Secretary, Class Advisor, Department R&D Cell Coordinator, Professional Body (Management) Coordinator.
		Associate Professor	4 years	

7	Professor Dhanapalan College of Arts and Science	Assistant Professor	1 year	HoD – Bank Management
8	Kalasalingam Academy of Research and Education	Associate Professor	1 year 11 months	At Department level - Exam Cell, Learning Technology, IQAC- Senior Officer, Class Coordinator, At Institute Level - FIP Coordinator

Teaching Activities: (Subjects Taught)

(i) Under Graduate :

- Total Quality Management
- Engineering Management
- Professional Ethics
- Engineering Economics and Financial Accounting
- Human Resource Management
- Insurance Principles and Practice
- Income Tax Law & Practice

(ii) Post Graduate :

- Total Quality Management
- Business Laws
- Marketing Management
- Financial Management
- Management Information Management
- Accounting for Management
- Management Control System
- International Business
- Operations Management
- Certain Elective (Specialization) Courses of Functional Domains like
 - Finance,
 - Marketing,
 - Human Resource,
 - Logistics.

(iii) Laboratories handled: Nil

Consultancy and Sponsored Research activities : Nil

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

Major tasks handled:

- Market Research, New Product Development, Marketing, Brand Promotion and Sales Promotion Initiatives in an FMCG Industry.
- Acted as Head of Department in Two Institutions.
- ISTE Secretary at Institute level.
- Handled responsibilities like Public Relations, University – Examination Conduct / Valuation, Placements, Entrepreneurship Development Cell.
- Organized FDP and FIP at the Regional and University (Deemed) level.
- Organized National level Management Meet & Conference.
- Coordinated tracks in International Conference.
- Facilitated Professional Body Activities as the Institute Chapter Coordinator.

Paper Publications / Presentation:

	Published	Accepted	Communicated	Total
International Journal	5	-	-	5
National Journal	1	-	-	1
International Conference	9	-	-	9
National Conference	3	-	-	3

FDP/STTP/Workshops attended : 16

Reviewer for the journals : (Applied)

**Research guidance : 01 (M.Phil)
02 (Ph.D) in Progress**

Project Guidance : 100 (Approximately)

Guest Lectures delivered : 02

**Professional Membership : Life time Member with
Indian Society of Technical Education (ISTE)**

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

Publications

1. Published article titled “Economies of Television Media and its RFI targeting Luxury Segment” in Elsevier – Science Direct Journal Procedia –Social and Behavioral Sciences 37 - ISSN 1877-0428
2. Published article titled “Television Advertising and its Reach Frequency and impact on Viewers” in Pezzottaite Journals – International Journal of Applied Services Marketing Perspectives – Quarterly Journal – Volume 2 Number 2 – April-June 2013, ISSN (P): 2279-0977 (O): 2279-0985
3. Published article titled “Protection of Intellectual Property Rights expedites the attainment of “Make in India” Goals”in Sai Balaji International Journal of Management Sciences – Special Issue – Volume 1 – Feb 2016, ISSN (P): 2349-6568
4. Published article titled “Peer Relationship at Workplace-A Conceptual Overview” in Journal of Advanced Research and Dynamical Control System, Special issue – Management Studies, July 2017, ISSN 1943-023x (SCOPUS INDEXED)
5. Published article titled “The Influence of Beliefs on Media Advertisements with Reference to Chennai and Pondicherry Region” in Journal of Advanced Research and Dynamical Control System, Special issue – Management Studies, July 2017, ISSN 1943-023x (SCOPUS INDEXED)

FDP and Training Undergone:

1. Participated in Six Days Faculty Development Training Programme on “**Total Quality Management**” Conducted by **Centre for Faculty Development, Anna University** for.
2. Participated in Three Days Mid Course Review Programme on “**Total Quality Management**” conducted in EMRC, Anna University by **Centre for Faculty Development, Anna University**.
3. Participated in Two days Workshop on SPSS by Dr. R. Kasilingam at IFET College of Engineering
4. Participated in Two days FDP on Case Study Analysis by Prof. UmeshChandrasekar, PSGIM at IFET College of Engineering
5. Participated in Two days FDP on How to plan, write and publish research projects by Dr. S.Shankar, KEC at IFET College of Engineering
6. Participated in Two days FDP on Teaching Enhancement by Dr. Selvam, Professor Emeritus, IIT – Delhi at IFET College of Engineering

7. Participated in Two days FDP on Article writing by Dr. R.Swamynathan, PSGIM at IFET College of Engineering
8. Participated in Two days FDP on Development of Case Studies by Prof. T. Suresh kumar at IFET College of Engineering.
9. Participated in the “National Convention on Research Publications / Workshop on Case Analysis and Development organized by Management Wing of the Directorate of Distance Education, Annamalai University.
- 10. Participated in Two Days FDP on “Pedagogy fo Teaching Generation Next” at KCT Business School, Coimbatore.**
11. Participated in Two days FDP on “Emerging Research Toolkits for Social Sciences and Humanities” Organised by Kalasalingam Business School, Kalasalingam Academy of Research and Education.
12. Participated in One day FDP on “Using Blended MOOCs in Management Education” conducted by **Indian Institute of Management, Bangalore.**
13. Participated in Two days FIP on “Teaching Methodology and Time Management” at Kalasalingam Academy of Research and Education.
14. Participated in One day Faculty Training Program on “**Outcome Based Education**” organized by Centre for Learning Teachnology, Kalasalingam Academy of Research and Education.
- 15. Participated in Four weeks FDP on “FDP101X - Foundation Course for ICT in Education” conducted under National Mission on Education through ICT By Indian Institute of Technology- Bombay.**
- 16. Participated in two weeks FDP on “FDP201X - Foundation Course for ICT in Education” conducted under National Mission on Education through ICT By Indian Institute of Technology- Bombay.**

Paper Presentations& Conferences Attended: 12

1. Presented a paper on “Strategies to sustain Retailer Customer Base” in Competenz '07 held at VLB Janakiammal College of Arts and Science, Coimbatore
2. Presented a paper titled “Kiosk retailing – Need and Applicability in Semi Urban Areas” in National Conference on Innovation and Creativity “held at Annamalai University on 10th February 2011. Published in Edited Volume - Book
3. Presented a paper titled “Personifying Marketing Personnel to give Comprehensive leadfor achieving Corporate Goals”in an International Conference International Conference On Leading Beyond Horizon: Engaging Future (ICLBH-2011) JULY 28th-30th 2011Organised by Department of Business Administration, Annamalai University, Annamalai Nagar, Chidambaram. Published in Edited Volume - Book

4. Presented a paper titled "Assuring Job Satisfaction prevents Employee Mobility or Turnover" in 10th National Seminar on "**Optimizing Human Assets**" 23rd April 2011 organised by **Srusti Academy of Management, Bhubaneswar, Odisha.**
5. Presented a paper titled " Brand Positioning through Television Media" in an International Conference on " Research in Management: Lessons for India" on December 10-11, 2011 organised by **Tolani Institute of Management Studies, Adipur, Kachch, Gujarat.** Published in Edited Volume - Book
6. Presented a paper titled "Utility of Television Media as the effective Media for Advertising" in National conference "Creativity & Innovation for Challenging Times" (NICCT-2011) on November 25th, 2011 organized by Jaya Engineering College, Chennai. Published in Edited Volume - Book
7. Presented a paper titled "A Study on Media Advertisement and its impact on Consumers" in "Athenaeum 2012" on 11th and 12th February 2012 in **Bharathidasan Institute of Management, Trichirapalli.**
8. Presented a paper titled " A study on Television Media and its RFI relating luxury Segment" in an International Conference on Emerging Economies – Prospects and Challenges (ICEE-2012) (12th - 13th January,2012) organized by **Symbiosis Institute of International Business, Pune, Maharashtra.**
9. Presented a paper titled "Impact of Audio Visual Media upon the Viewers or Prospective Consumers" in an International Conference on Creativity and Innovations for Emerging Business Paradigms" on February 10th 2012 organised by Adaikalamatha Institute of Management, Thanjavur, Tamil Nadu. Published in Edited Volume - Book
10. Participated in Discussion of Research Proposal in Doctoral Student Mentoring Program in 3rd Biennial Conference of the Indian Academy of Management held from 12th to 14th December 2013 organised by **Indian Institute of Management, Ahmedabad.**
11. Presented a paper titled "**A feasibility study on Retailing using Kiosks in Semi Urban areas**" in the International conference on Trends in Retailing and Branding held during 19th and 20th February 2015, organized by **University of Madras in association with Federation of Indian Chambers of Commerce and IndustryTamilnadu State Council (FICCI TNSC).**
12. Presented a paper (in-absentia) titled "**Protection of Intellectual Property Rights expedites the attainment of "Make in India" Goals**" in the National Conference "SWAVALAMBAN" – Make in India – Opportunities and Challenges on 6th February 2016 conducted by **Sai Balaji Educational Society, Pune.**