

**Name** : Dr.R.Venkatesan  
**Designation** : Assistant Professor  
**Department** : Management Studies  
**Qualification** MBA., M.Phil., PGDED., Ph.D  
**Experience** : Teaching: 12 years 9 months  
**Area of Specialization(s)** : HR, Marketing  
**Email (Official ID)** : venkatesan@drngpasc.ac.in



### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Management Studies	Dr. N.G.P. Arts and Science College, Coimbatore	November 2022
M. Phil.	Management Studies	Kongu Arts and Science College , Erode	2012
MBA	Management Studies	Kongu Arts & Science College, Erode.	2009

### Research Publications (Indexed)

#### International and National

- R.Venkatesan, **A Study on Perception of Women Investors Towards Investments**, Paripex-Indian Journal Of Research on July 2014.
- R.Venkatesan, **A Study on Quality Work Life Among the Women Nurses**, GLOBAL JOURNAL FOR RESEARCH ANALYSIS on July 2014.
- R.Venkatesan, **A Study on the Effective Advertisement Programs of Malabar Jeweler Showroom**, International Journal, ISSN:2349-4182, Volume 3, Issue 2-Feb-16.
- R.Venkatesan, **A Study on Manufacturing Lead Time in Apparel Industry with Special References to Apparel Exporters in Tirupur City**, ISSN-2250-1991, Volume 77 on April 2016.

- R.Venkatesan, **A Study on the Operational Performance and Service Quality of Tuticorin Port**, International Journal of Management, Vol 7 Issue 5-May-17.
- R.Venkatesan, **A Study on Black Pepper Exports and Challenges Faced by the Merchant Exporters in Coimbatore**, JETIR on October 2018.
- Dr.V.Abirami & Mr.R.Venkatesan **A Study on Causes and Remedies of Stress Among Private Higher Secondary Teachers in Coimbatore**, International Journal of Research and Analytical Reviews (IJRAR), Volume 8, Issue 4, November 2021

### **Presentations in Conference**

- Presented a Paper in one day International Conference on “**Credit Cards in Indian**” at Hindusthan College of Arts and science held on 23-Jan-13
- Presented a Paper in one day National Conference on “**Emerging Trends in Innovation Management**” at G.R.D held on 14-Feb-13
- Presented a Paper in one day National Conference on “**Impact on Foreign Direct Investment on Indian Economy**” at Karpagam University held on 1-Feb-13
- Presented a Paper in one day State level Seminar on “**Emerging Trends in Issues in Management**” at Kongu Arts and Science College held on 30-Jan-13

### **Participation in Conference**

#### **International**

- One-day National Level Conference on “**Issues in Higher Education**“ jointly organized by Associations of Principals of Colleges, Bharathiar University and UGC- Academic Staff College, Bharathiar University, Coimbatore, held on 29-Oct-10.

### **Participation in Workshop**

- Participated in a one-day workshop on “The Procedure for Assessment and Accreditation” as a part of the faculty development programme held at Dr. N.G.P. Arts and Science College, Coimbatore on 17-Jan-05
- Participated in a one-day workshop on “Motivation, Counseling and Commitment in teaching Profession” held at Dr. N.G.P. College of Education, Coimbatore on 10-Jun-06.
- Participated in a one-day workshop on” Interpersonal Effectiveness” at Dr.N.G.P..Arts and Science College, Coimbatore on 14-Feb-08.

### **Participation in Orientation Programme / Short Term Courses**

- Attended a one-day orientation programme for College Level Counselors/ Placement Officers at Bharathiar University, Coimbatore, on 18-Oct-03.

### **Books / Book Chapters Published**

- Marketing Management (ISBN: 978-93-5577-721-8), Charulatha Publications Chennai 600033, October 2024
- Principles of Management (ISBN 978-93-6260-375-3), Charulatha Publications Chennai 600033, October 2024

### ***Participation in Faculty Development Programme***

- Participated in the faculty development programme on “ Excellence in Research and Publication” organized by the Department of Management Studies , Kathir College of Engineering on 23-Mar-13
- Faculty Development Programme at Dr.N.G.P..Arts and Science College, Coimbatore on 28-Oct-02.
- One-day Faculty Development Programme on “Emerging Paradigms in Indian Business Education “at Dr.N.G.P.. Institute of Technology, Coimbatore held on 30-Dec-09.
- One-day Faculty Development Programme on “Higher Education at Cross roads” held on at Dr.N.G.P. Arts and Science College , Coimbatore 19-Nov-12.
- One-day Faculty Development Programme on “Research and Consultancy for Academicians” at ICFAI , Coimbatore held on 31-Jan-13.
- National level Faculty Development Program on “Entrepreneurship :Pathfinder of National Development” (Under DST – NIMAT 2019-20) at Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore held between 14<sup>th</sup> and 25<sup>th</sup> Oct-19.
- Attended Seven day FDP on “Research Methodology and Pedagogy for Tertiary Education” Organized by Dr.N.G.P Arts and Science College during 15 - 21 June, 2021.