

RESUME



Dr. T.MANIKANDAN

M.B.A., M.Phil., PGDCA., Ph.D.

Assistant Professor

Department of Business Administration

Nallamuthu Gounder Mahalingam College

Pollachi -642001



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Dr. T.MANIKANDAN

M.B.A., M.Phil., PGDCA., Ph.D.

Career Objective: Passionate and accomplished Assistant Professor with over 13 years of enriching experience in fostering academic excellence and nurturing budding talents. Adept in blending traditional pedagogy with modern methodologies to inspire a love for learning and groom students into future leaders.

Professional Experience: Assistant Professor, Department of Business Administration, NGM College, Pollachi **Duration: 15 years and 2 months**

Academic Excellence:

Course	Institution/University	Year of Passing	Percentage	Class
B.Com	Nallamuthu Gounder Mahalingam College (Bharathiar University)	2008	79	I <i>with distinction</i>
M.B.A	Karpagam Institute of Management (Bharathiar University)	2010	72	I
M.Phil	Sree Saraswathi Thyagaraja College (Bharathiar University)	2013	57	II
PGDCA	Nallamuthu Gounder Mahalingam College (Bharathiar University)	2020	78	I <i>with distinction</i>
Ph.D.	Sree Saraswathi Thyagaraja College (Bharathiar University)	2023	Highly Commendable	

Publication Highlights:

Books:

1. ISBN: 978-93-81537-12-1 (co-authored with T. Vinodhini)
2. ISBN: 978-1-9741505-67-0 (co-authored with T. Vinodhini)

Journal Articles:

1. ISSN: 2395-5929 (with T. Vinodhini)
2. ISSN: 2455-5428 (with D. Bhuvanendran)
3. ISSN: 2394-3114 (with R. Sindhuja)
4. ISSN: 0972-0766 (with Dr. B. Thayumanavar)
5. ISSN: 0972-7175 (with Dr. B. Thaayumanavar)
6. ISSN: 0974-0066 T.Manikandan

Published Papers Include:

- A Study on Effectiveness of Brand Positioning with Special Reference to Suguna Foods Limited - Re-Engineering Gateways for a New Marketing Era
- Emerging Trends in Indian Financial Services - A Study on Wealth Maximization in Selected Automobile Industry
- Reader's Preference on Puthiya Thalaimurai Magazine
- Impact of Advertisement
- Gratification Towards Mobile Payment Users in Coimbatore District
- Lifestyle of Self-Financing Arts and Science College Teachers in Coimbatore District
- Decision-Making Behaviour of Select Durable Goods Among Self-Financing Arts and Science College Teachers in Coimbatore District

- The Role Of Lifestyle In Shaping Consumer Preferences For Durable Goods: A Study Of College Teachers In Coimbatore District

Leadership and Coordination Roles:

- Entrepreneurship Development Cell (EDC)
- Students Scholarship
- Centre for Students Welfare
- College Brochure Design
- Rural Entrepreneurship Development Cell (REDC)
- Department IQAC, NIRF, ISO
- Syllabus Development

Participation in International Events:

- South Asian Regional Virtual Conference on the “Empowerment of South Asia through Economic Consolidation”
- Online Certificate Course on “Embracing Change” conducted by Harappa
- Educated Development Programme by Ma Foi
- Workshop on "Atmanirbhar Bharat through Experiential Learning, Internship, Apprenticeship, and Entrepreneurship"
- Research Methodology and Learning Outcomes Based Curriculum Framework (LOCF) workshops

Examiner and National Webinar Participation:

- External Examiner for Practical Examination and Viva for BBA & MBA students
- Active participation in various national webinars on diverse topics including ""Startup Opportunities for Budding Managers" to "IPR and Innovations" to "The Importance of Yoga in Modern Life"

Organizational Contributions:

- Organized impactful workshops, seminars, and faculty development programs like "Basics of Effective Business Administration" and "Green Entrepreneurship".

Continuous Development and Achievements:

- Recognized as the first recipient of a Ph.D. degree in Management in the history of NGM College.
- Awarded as Best Faculty for Students services from Lions Club International
- Acknowledged as a Research Guide in Management for M.Phil Programme by Bharathiar University.
- Editor for “MANOMAG” Periodical Magazine of BBA Department.
- Coordinator for Inter-department meets and Inter-collegiate events.
- Honored as the “BEST OUTGOING STUDENT” in the MBA Department.

Research Expertise and Projects:

- Published Papers in National and International Journals
- Conducted insightful studies on lifestyle of self-financing college teachers, Reader's Perception about Puthiya Thalaimurai Magazine and Financial Performance of Paulson Coffee Curing Works.

Continuous Training and Development:

- Attended various training programs focusing on faculty development, teaching methodologies, and skill enhancement.

Areas of Specialization:

- Expertise in Finance and Marketing, with a proven track record of delivering impactful insights and driving academic excellence.

Personal Details:

- Date of Birth : 35 & 18 July 1988
- Father : P. Thangavel
- Mother : T. Amsaveni
- Marital Status : Married
- Caste : Kongu Vellalar (BC)
- Nationality : Indian
- Religion : Hindu

References:

1. Dr. M. ChithraiSelvan, Assistant Professor, Post Graduate and Research Department of Commerce (Aided), N.G.M.College, Pollachi-(Mobile 99427-43343)
2. Dr. S. Balusamy, Chief Strategic Officer, KSR Group of Institutions,Nammakal -(Mobile 95005-98159)

Declaration: I hereby declare that the information furnished above is true to the best of my knowledge and belief.

Date:

Place: Pollachi

Dr. T. Manikandan