

PERSONAL PROFILE	
Name	Dr. Suresh Rajan.S. G
Designation	Asst. Professor
Department	Business Administration
Primary discipline (Area of interest)	Marketing
Educational qualification	M.Sc., MBA, MPhil, NET, PhD
Additional qualification (SET/NET/CISR/JRF)	NET
Gender	Male
Date of birth	27.05.1970
Contact number	9965322773
Email	sureshrajan1971@gmail.com
Address for communication	9/21C Ammai Pallam, Annamalai Nagar, Chidambaram, 608002
CAREER PROFILE	
ACADEMIC EXPERIENCE	
Total years of teaching experience (Both UG & PG)	18 Years
Years of teaching experience (UG) (In current institution)	6 Years
Years of teaching experience (PG) (In current institution)	12 Years
Years of experience in current academic rank	-
Previous academic rank (if yes, mention the details)	-
Research experience (Excluding PhD)	-
Area of specialization	Marketing
RESEARCH GUIDANCE	
Number of Ph.D. guided	-
Number of M.Phil. guided	-
Number of UG – projects (Project work must have been documented as dissertations)	20
Number of PG – projects (Project work must have been documented as dissertations)	30
RESEARCH & PUBLICATIONS	
Number of articles published in web of science indexed journals	15
Number of articles published in Scopus indexed journals	-
Number of articles published in Scopus indexed journals	-
Number of books authored	-
Number of book chapters published	-
Number of editorials published	-
Number of communications/letters published	-
Number of monographs	-
Number of course materials published	-
Number of funded research projects	-
Number of scientific innovations guided	-
EXTENSION ACTIVITIES	
Number of seminars organized	International: National:
Number of seminars attended	International: National:
Number of workshops organized	International: National:
Number of workshops attended	International: National:
Number of conferences organized	International: National:
Number of conferences attended	International: National: 10
Number of faculty induction/development programmes organized	International: National:
Number of faculty induction/development programmes attended	International: National: 09
Number of refresher/orientation programmes organized	International: National:
Number of refresher/orientation programmes attended	International: National:
Number of certificate/training programmes organized	International: National:
Number of certificate/training programmes attended	International: National:

Number of invited presentations/participations	International: National:
Number of participations in national events/professional bodies	-
Number of international visits	-
Memberships in university bodies	-
Memberships in government bodies/meetings/societies	-
Memberships in non-government bodies/meetings/societies	-
Number of awards received	International: National:
Number of citations received	-
Honorary memberships	-
Honorary fellowships	-
Number of consultancy work	-
ADDITIONAL RESPONSIBILITIES (held in the current institution)	
Co-ordinator of any committees/cells (If yes, mention the name alone)	-
Member of any committees/cells (If yes, mention the name alone)	Admission Cell
Any other achievements	-

DETAILS OF OTHER ACHIEVEMENTS:

Paper Published: 7 - International, 8- National

Papers Presented: 2- National level

Conference / Seminar: 10 – Attended

Paper Publication:

1. **"Rural consumer attitude towards the online Information search"** Published in 2nd Advance data Analysis, Business Intelligence, TiSSL International Publications. Vol. (2), pp- 386 (2010)"- **(International)**
2. **"Factor Analysis of Rural Consumers' Preference Attributes in the Purchase of Cell Phone: An Empirical Analysis".** Published in Indian Journal of Management, (Indian Journal of Management) - **(National)**
3. **"Rural Consumers' Friends and Relatives Influence on the Purchase of Various Durable Goods"** Published in International Journal of Applied Management Research- TisSL Belgim (Special issue June 2011-ISSN-0974 8709) -**(International)**
4. **"Study on Existing users Influence to Rural Consumers for the Purchase of Varies Durable Goods"** Published in International Journal of Research in management ISSN 2249-5908 Issue-1, Vol. 3 pp- 68-77 (November-2011)- **(International)**
5. **"Accelerating and Affecting Factors of Rural Consumers' Online Purchase: an Empirical Study"** Published in Indian Stream Research Journal ISSN: 2230-7850 Vol. - I, Issue – X pp -55-58 (November- 2011) - **(National)**
6. **"Study on Rural Consumers' Family Members Influence on the Purchase of Various Durable Goods"** Published in Indian Journal of Applied Research ISSN: 2249-555X Vol-I Issue IV PP 209-210(December-2011)- **(National)**
7. **"Factor Analysis of Rural Consumers' Preference Attributes in the Purchase of Two Wheeler: An Empirical Analysis".** Published in ICFAI-IUP Journal of Management Research, (October -2011) -**(National)**
8. **"Rural Consumers' Preference Attributes Towards Purchase of Four- wheeler: An Empirical analysis"** Published in Indian Journal of Research- ISSN:2250-1991 Vol-1, Issue-1, pp 67-68, (January-2012) - **(National)**
9. **"Rural Consumers' Self Decision Influence on Purchase of Varies Durable Goods"** Published in ZENITH: International Journal of Multidisciplinary Research. ISSN: 2231-5780 Vol-2 Issue 4, April- 2012- **(International)**
10. **"An Empirical Study on Women's Empowerment Through Microfinance"** Published in Indian Journal of Applied Research ISSN - 2249-555X, Volume: 3, Issue: 4, April 2013, PP 281-282
11. **"An Empirical Study on Women's Economic Empowerment Through Microfinance"** Published in Paripex - Indian Journal of Research, ISSN - 2250-1991, Volume: 2, Issue: 4, April 2013, PP 268-269
12. **"A Study on Investors' Preference Attitude in Investment Avenue",** Published in IJSR - International Journal of Scientific Research, ISSN- 2277-8179, Vol-2, issu-2, June-2013, PP 344-345
13. **"A Study on Investors' Preferred Reasons for Bank and Post office Investments"** Published in IJMR –International Journal of Marketing Research, ISSN -2348-4373
14. **"A Study on investors Preferred Reasons for Insurance investments"** Published in Sankhara International Journal of Management and Technology, April-2015, ISSN-0975-3915, PP 146-148.
15. **"A Study on investors Preferred Reasons in Bond Investment Avenue,"** Published in International Conference on Opportunities for Growth in Trade, Commerce and Business Management in Afro-Asian Countries, ICOG- AAC'16, ISBN-978-93-85471-23-0.

Paper Presented

1. **"Rural Consumers' Friends and Relatives Influence on the Purchase of Various Durable Goods"** Paper presented National Seminar in 3rd Advanced Data Analysis and Economic intelligence, Rajah Serfoji Government College, Thanjavur, on 20-21 June 2011.
2. **"Rural Consumers' Neighbor and Colleagues influence on the Purchase of Various Durable Goods"** Paper presented 9th National Conference in Revitalizing Global Business: Issues, Approaches and Strategies on 19th December 2011 at Annamalai University

Recent Participation FDP:

1. Attended twenty eight days **'Work Along Program'** conducted CavinKare Private Limited from July 5th to August 1st . 2012
2. Attended Conference- Focus on Recruitment Trend-2011 in Coimbatore, conducted by ICTACT on June-29, 2011
3. Attended one day Faculty Development Programme on "Case Study Analysis and Research Article writing," on-29th July 2011 Conducted by Suriya Institute of Management, Vilupuram
4. Attended five days Short Course on "Operations Research for Effective Managerial Decision Making: Concepts, Models & Practices" on- 17-21, October- 2011 Conducted by IIT- DELHI
5. Attended Conference- Focus on Entrepreneurship & Incubation-2012 in Chennai, conducted by ICTACT on February-22, 2012.
6. Attended Two days AICTE Sponsored National Workshop on "Multivariate Research Techniques in Management" on 24 & 25 May, 2013, Conducted by CK College of Engineering and Technology, Cuddalore.
7. Attended Two days AICTE Sponsored National Level Seminar On "Personality Development Programme in Engineering & Management" on 29 & 30 May-2013, Conducted by EGS Pillay Engineering College, Nagapattinam.
8. Attended twenty one days UGC Refresher Course in Management from 8.12.2004 to 28.12.2004 conducted by Annamalai University, Chidambaram
9. Attended six days Faculty Development Programme - "Marketing Management" on 24th to 29th November 2003 by Anna University, Chennai.