

Dr.S.Silas Sargunam

**Head, Department of Management Studies,
Anna University Tirunelveli Regional Campus,
Tirunelveli – 627007**
Mobile: 9443562314
Email: silassargunam@gmail.com

Educational Qualification

Degree	Discipline	University/Institution	Year of passing
B.E.,	ECE	Karunya Institute of Technology, Coimbatore	1991
MBA	Marketing	Thiagarajar School of Management, Madurai	1994
UGC – NET	Management	University Grants Commission, New Delhi	1997
PhD	Business Administration	Madurai Kamaraj University, Madurai	2006
M.E.,	Computer Science and Engineering	Anna University, Chennai	2012

Experience

Sl.No	Institution	Designation	Period
1	PSNA College of Engineering and Technology, Dindigul	Lecturer in Management studies	1994-1996
2	American College, Madurai	Senior Lecturer in Management studies	1996 - 2008
3	Anna University Regional Campus Tirunelveli	Assistant professor in Management studies	2008 – Till date

Additional Responsibilities

1. Deputy Director – Affiliations, Anna University Tirunelveli Region
2. Coordinator, EDII-IEDP Hub, AURCT, Tirunelveli

Previous Positions

1. Dean, Anna University Tirunelveli - University Departments
2. Finance Officer, Anna University Tirunelveli
3. Deputy Controller of Examinations, Anna University Tirunelveli
4. Deputy Director – Research, Anna University Tirunelveli Region
5. Member- Board of Studies, Anna University, Chennai
6. Member- Board of Studies, Madurai Kamaraj University, Madurai

Awards Received

- 1. NPTEL SUPER STAR AWARD, NPTEL, Ministry of Education, Government of India** recognized during July – December 2022.
- 2. Elite Gold Topper Award by NPTEL, MOE, Government of India** for the course Services Marketing – Integrating People, Technology, Strategy conducted by **IIT Roorkee**, during August – October 2022.
- 3. Elite Gold Topper Award by NPTEL, MOE, Government of India** for the course Marketing Management - I conducted by **IIT Kanpur**, during August – October 2022.
- 4. Elite Gold Topper Award by NPTEL, MOE, Government of India** for the course Introduction to Essentials of Marketing Management conducted by **IIT Roorkee**, during June – October 2022.

5. **Elite Gold Topper Award** by NPTEL, MHRD, Government of India for the course Global Marketing Management conducted by **IIT Roorkee**, during February – April 2020.
6. **Elite Silver Topper Award** by NPTEL, MOE, Government of India for the course Product and Brand Management conducted by **IIT Roorkee**, during July – October 2022.
7. **Elite Silver Topper Award** by NPTEL, MHRD, Government of India for the course Sales and Distribution Management conducted by **IIT Kharagpur** during February – April 2020
8. **Elite Silver Topper Award** by NPTEL, MHRD, Government of India for the course Integrated Marketing Management conducted by **Indian Institute of Science, Bangalore** during January – March 2021.
9. **Elite Silver Topper Award** by NPTEL, MHRD, Government of India for the course Consumer Behaviour conducted by **IIT Kharagpur** during January – March 2021.
10. **First prize** in the **State level Paper Contest** for Management Teachers on Rising Rupee/ Strategies for Sustainable Growth conducted by Madurai

Management Association affiliated to **All India Management Association (AIMA)**, New Delhi, on February 21, 2008.

Journal Publications

1. “Critically Analysing the Concept of Deep Learning and how it Impacts Organizational Performance”, IEEE Proceedings of International Conference on Advance Computing and Innovative Technologies in Engineering (ICACITE), DOI: <https://doi.org/10.1109/ICACITE53722.2022.9823857> July 2022.
2. “Viability of Training and Development on Employees’ performance in IT sector”, Shodha Prabha, Vol. 47, Issue. 01, No.3: 2022, ISSN: 0974-8946, pp.113-119.
3. “Role of financial disclosures and corporate social responsibility (csr) practices towards investment decision in indian stock market”, GEDRAG & ORGANISATIE REVIEW, VOLUME 33, ISSUE 02 - 2021 - ISSN: 0921-5077, pp.908-918.
4. “Business Intelligence: An Indian Context”, International Journal of Conceptions on Management and Social Sciences Vol. 6, Issue. 2, November’ 2020; ISSN: 2357 – 2787, pp.24-27.
5. “Big Data: A New Way for Today’s Business Prospects and Challenges”, International Journal of Conceptions on Management and Social Sciences Vol. 6, Issue. 2, November’ 2020; ISSN: 2357 – 2787, pp.28-31.
6. “Recent Trends in Business Management”, International Journal of Scientific Research and Review (ISSN 2279-543X), Vol. 8, Issue 5, 2019, pp. 1247-1249.
7. “Business Applications of Big Data”, Sadakath: A Research Bulletin (ISSN 2247-7644), Vol. VI, No. 1, July 2018, pp. 76-81.
8. “Hadoop based Efficient Product Recommendation System in Online Web”, Asian Journal of Research in Social Sciences and Humanities (ISSN 2249-7315), Vol. 6, No. 8, August 2016, pp. 2521-2528.
9. “An Automated Semantic Negotiation for Cloud Service Level agreements”, Circuits and Systems, Volume 7, July 2016, Pages 2443-2451
10. “Accomplishing Consummate Throughput with Delay and Power Control in MANET”, Circuits and Systems, Volume 7, June 2016, Pages 1834-1844

- 11.** “Cloud Computing-System Implementation for Business Applications”, Circuits and Systems, Volume 7, May 2016, Pages 891-896.
- 12.** “Origin and Impact of Global Economic Crisis”, International Journal of Advanced Research and Innovative Ideas in Education (ISSN (O)-2395-4396), Vol.1, Issue.1, 2016, Pages 55-60.
- 13.** “Global Economic crisis – Causes and Consequences”, ITIHAS The Journal of Indian Management (ISSN – 2249-7803), Vol.6, Issue.1, 2016, Pages26-30.
- 14.** “Training teaching Cultivation in Information Technology and Computer Science Education”, International Journal of Conceptions on Computing and Information Technology (ISSN 2345-9808), Vol.3, Issue.2, August 2015, Pages 22-27.
- 15.** “Impact of Product and Market Factors on Consumer Behaviour: A Study on Personal Computer Purchase”, Asian Journal of Applied Sciences (ISSN 1996-3343), Vol.8, Issue.1, 2014, Pages 92-100.
- 16.** “Effectiveness of Internet as an Advertising Medium for Cars - An Empirical Study in the Indian Context”, International Journal of Technology and Business Management (ISSN 2319-6815), Vol.3, Issue.3, July – September 2014, Pages 18- 21.
- 17.** “Hyundai Motors India Ltd: Innovative Strategies of Branding Santro using Information Systems”, International Journal of Management Contemplations (ISSN 2348-1641), Vol.1, Issue.6, June 2014, Pages 13-15.
- 18.** “Rural Distribution in India – The Corporate Initiatives using Information System”, International Journal of Economics, Law and Social Sciences (ISSN 2348-165X), Vol.1, Issue.5, May 2014, Pages 31-35.
- 19.** “Measurement of Service Quality towards A.R.Hospital, Madurai”, International Journal of Business Intelligence and Innovations (ISSN 2348-4705), Vol.2, Issue March 2014, Pages 71-77.
- 20.** “Tata Motors’ Marketing Strategies for Indica”, International Journal of Technology and Business Management (ISSN 2319-6815), Vol.3, Issue.1, January – March 2014, Pages 1- 3.

21. “Impact of Organisational Climate: A Study on Anna University Affiliated Engineering colleges in Tamilnadu”, International Business Management (ISSN 1993-5250), Vol.8, Issue.3, 2014, Pages 196-199.

22. “Ford Motors’ India- specific Strategies using Information System”, International Journal of Computer Applications (ISSN 0975-8887), No.2 Article 1, 2011, Pages 37-39.

23. “Attitude of Car Buyers towards Imported Used Cars – An Indian Empirical Study”, International Journal of Computer Applications (ISSN 0975-8887), No.1 Article 8, 2011, Pages 33-36.

24. “Managing Image Crisis with Technology: A Case study on Multinational Soft drinks companies in India”, The International Journal of Technology, Knowledge and Society (ISSN 1832-3669), Volume 5, Issue 4, 2009, Pages 115-124.

25. “Privacy and Security Concerns among Canadian Internet Users - A National Study”, E-Business Review (ISSN 1550-7793), Volume 5, 2005, Pages 87-91.

26. “Global Economic Crisis – Causes and Consequences”, ITIHAS - The Journal of Indian Management (ISSN 2249-7803), Vol.6, Issue.1, January - March 2016, Pages 26 - 30.

27. “Innovative Marketing Strategies for Hyundai Santro” Business Plus (ISSN 0975-9336), Vol.1, No.10, June 2014, Pages 6 - 8.

28. “Trainability Amongst the Employees of Multinational Companies Located in Chennai”, Pranjana – The Journal of Management Awareness (ISSN 0971-9997), Vol.15, No.2, July – December 2012, Pages 45-51.

29. “Customer Satisfaction towards Asianet Satellite Communications Ltd, Trivandrum”, Journal of Commerce and Management Research (ISSN 2249 - 0442), Vol.1, Issue 2, March 2012, Pages 124-134.

30. “Rural Distribution in India – Corporate Initiatives”, NISMA -A journal from the school of Management (ISSN 0973-3957), Vol.III, No.1, January - June 2011, Pages 42-49.

31. “Market Orientation among banks in South Tamil Nadu – An Empirical Study”, i-manager’s journal on Management (ISSN 0973-5054), Vol.4, No.4, March – May 2010, Pages 49-53.

32. “Cars: How small is small?”, NISMA -A journal from the school of Management (ISSN 0973-3957), Vol.III, No.1, January - June 2009, Pages 1-5.

33. “Attitude towards Imported Used Cars – An Empirical Study in Chennai”, RVIM Journal of Management Research (ISSN 0974-6722), Vol.1, No.1, January-June 2009, Pages 29-35.

34. “Ford Motors’ India- specific Strategies”, Indian Journal of Marketing (ISSN 0973-8703), Vol.XXXVIII, No.12, December 2008, Pages 12-14.

35. “Brand Positioning - The Case of Mitsubishi Lancer”, The ICFAI Journal of Marketing Management (ISSN 0972-6845), Vol.VI, No.1, February 2007, Pages 52-63.

36. “A Study on Attitude of Car Owners towards Replacement of Cars”, JIMS 8M (ISSN 0973-9335), Vol.10, No.3, July – September 2005, Pages 62-64.

Books/Chapters Authored

1. Block Chain Technology, Scientific International Publishing House, (ISSN 0978-93-5625-651-4), 2023.

2. International Business Management, Scientific International Publishing House, (ISSN 0978-93-5625-154-0), 2022.

3. Principles of Management, Nimeric Publications (ISSN 0978-81-923371-1-1), 2014.

4. Brand Management, Research Publication House (ISSN 978-81-746-2602-3), 2014

5. Services Marketing, Research Publication House (ISSN 978-81-254-0268-2), 2014

6. Customer Relationship Management, Nimeric Publications (ISSN 978-81-923371-7-3), 2014

7. Consumer Behaviour, Research Publication House (ISSN 978-81-265-0265-9), 2014

8. “Infrastructure: India’s Concern”, in the book titled Infrastructure Development and Financing edited by S.Ganesan, Kanishka Publishers, New Delhi, 2001

9. “IT enabled Examination management system” in the book titled Information Technology Enabled Management (ISBN 978-81-8371-261-3) Edited by Dr.S.Nadarajan, SCITECH Publishers India Pvt Ltd, Chennai, 2010

10. “An Empirical Study on Brand Preference for Hair care Products among Rural Consumers in Thoothukudi District of Tamilnadu” in the book titled New Dimensions of Mangement in the Globalized Era(ISBN-978-93-85977-05-3) edited by Dr.V.Chinnaiah, Dr,J,Vijayadurai and Dr.K.Chandrasekaran, Department of Management studies, Madurai Kamaraj University, Madurai and published by Shanlax publishers, Madurai, on February 3, 2017

Patent Published

“Securing the Supply Chain Management System in E-Commerce using Block chain Technology”, The Patent Office Journal No. 19/2022 dated 13/05/2022 PP.29913, Application No: 202241026251.

Doctoral Research Guidance

1. Completed/ Viva confirmed – 3 Scholars
2. Co-ordinated – 2 Scholars

Conference Publications

1. “Infrastructure: India’s Concern”, in the book titled Infrastructure Development and Financing edited by S.Ganesan, Kanishka Publishers, New Delhi, 2001

2. “Recent trends in Advertising in India” in the National seminar on Emerging Trends in Advertising and Salesmanship in Global Era organised by the Department of commerce, the American College, Madurai during February 1-2, 2004.

3. “Promotional Strategies of Maruti Udyog Ltd” in the National seminar on Emerging trends in Advertising and Salesmanship in Global Era organised by the Department of commerce, the American College, Madurai during February 1-2, 2004.

4. “Product Related Strategies for the Rural Market” in the National symposium on Emerging Trends and Challenges in Rural Marketing organised by Vellore Institute of Technology, Vellore, during February 5-6, 2004.

5. “Rural Distribution Initiatives” in the National seminar on Rural Marketing Strategies organised by the University of Madras on December 9, 2005.

6. “Product Adaptation Strategies of Multinational Companies” in the National Conference on Research in International Business organised by Karunya School of Management, Coimbatore on March 24, 2006.

7. “Marketing Strategies of Tata Motors” in the National Seminar on Marketing in the Digital Era organised by Sona School of Management during September 11 - 12, 2006.

8. “Car Category Ownership – An Empirical study” in the National Conference on Emerging Paradigms in Management organised by the Department of Management Studies, the American College, Madurai on March 15, 2006.

9. “WTO and Challenges for Agriculture” in the International Conference on Globalisation – Impact, Challenges and Opportunities organised by ST. Joseph’s College of Arts and Science, Cuddalore, during March 14 - 15, 2008.

10. “Brand Building through Digital Marketing – Different Aspects and Advantages” in the international conference on Engineering and Management organized by Narayanaguru College of Engineering, Manjalumoodu during March 17 – 18, 2015.

11. “Brand Preference for FMCG Products among Rural Consumers of Tamilnadu” in the international conference on Science and Engineering organized by Narayanaguru College of Engineering, Manjalumoodu during March 18 – 19, 2016.

Newspaper Articles

1. “Cars, a class of their own: From Ambassador to Lancer”, The New Indian

- Express, Madurai, August 4, 2005.
2. "Global players in car manufacturing vie for the Indian pie", The New Indian Express, Madurai, August 8, 2005.
 3. "Mid-size cars: A marketing success story from India", The New Indian Express, Madurai, August 22, 2005.
 4. "Impact of Government control on car industry", The New Indian Express, Madurai, August 29, 2005.
 5. "Thrust on indigenous technology leaves car industry in doldrums", The New Indian Express, Madurai, September 5, 2005.
 6. "Maruti Udyog Limited breaks the mould, rolls out cars for common man", The New Indian Express, Madurai, September 12, 2005.
 7. "MUL Sui generis marketing strategy turns it a goldmine", The New Indian Express, Madurai, September 19, 2005.
 8. "Maruti ushers in a four-wheeler revolution", The New Indian Express, Madurai, September 26, 2005.
 9. "Ford's unlimited success with its limited editions", The New Indian Express, Madurai, October 3, 2005.

Faculty Development Programmes/Workshops Attended

1. Faculty Development Programme in Entrepreneurship sponsored by DST and conducted by the Department of Entrepreneurship Studies, Madurai Kamaraj University, Madurai, during January 29 - February 18, 1996.
2. National level Workshop on Case method of teaching Management sponsored by UGC and organised by the Department of Management Studies, Anna University, Chennai, during March 14-16, 1997.
3. International Conference on Managing Economic Liberalisation in South Asia
4. organised by Montclair State University, USA and Indian Institute of Management, Bangalore during August 10-13, 1998.
5. State level seminar on India towards Globalisation in the millennium organized by the department of Commerce, Lady Doak College, Madurai on 4th December, 1999.
6. Faculty Development Programme in Entrepreneurship sponsored by NSTEDB, DST, New Delhi and conducted by the Centre for Entrepreneur Development (Tamil Nadu), Madurai, during December 13, 1999 - January 3, 2000.
7. Faculty Refresher Course in Management sponsored by UGC and conducted by Alagappa Institute of Management, Alagappa University, Karaikudi, during April 24 - May 16, 2000.
8. Faculty Development programme on Innovative Pedagogical tools in Teaching Marketing Management sponsored by AICTE and conducted by T.A.Pai Management Institute, Manipal, during November 18 – 22, 2002.
9. Short Term Training Programme on Advertising beyond Theory sponsored by AICTE and ISTE and conducted by the department of Management studies, Mepco Schlenk Engineering College, Sivakasi, during June 28 – July 2, 2004.
10. National Seminar on emerging trends in Advertising and Salesmanship organized by the department of Commerce, The American College, Madurai during February 1-2, 2004.
11. National seminar on Rural marketing strategies sponsored by UGC and organized by the department of International Business, University of Madras on 9th December, 2005.

12. International Conference on Globalisation – Impact, Challenges and opportunities organized by the department of Commerce, St. Joseph's College of Arts and Science, Cuddalore during March 14 – 15, 2008.
13. National Conference on IT Enabled Management organized by the department of Management studies, Anna University Tirunelveli on 3rd April, 2009.
14. International Seminar on Emerging Dimensions of Banking Sector in the Global Scenario sponsored by UGC and organized by the department of Commerce, Manonmaniam Sundaranar University, Tirunelveli, during January 21 – 22, 2011.
15. National Conference on Innovations in Management and Computer Applications organized by the department of Management studies, Dr. Sivanthi Adithanar College of Engineering, Tiruchendur on 22nd February, 2012.
16. ISTE sponsored Workshop on Aakash for Education conducted by Indian Institute of Technology Bombay during 10th and 11th May, 2012.
17. National Programme on Technology Enhanced Learning organized by Indian Institute of Technology, Madras on 20th April, 2013.
18. ISTE sponsored Two week Workshop on Database Management systems conducted by Indian Institute of Technology Bombay during May 21 – 31, 2013.
19. ISTE sponsored Seminar on Steps to Research conducted by Amal Jyothi College of Engineering, Cochin during September 19 – 20, 2014.
20. International conference on Engineering and Management organized by Narayanaguru College of Engineering, Manjalumoodu during March 17 – 18, 2015.
21. UGC sponsored Faculty Development Programme on Statistical Analysis and Interpretation using SPSS and AMOS organized by the School of Youth Empowerment, Madurai Kamaraj University, Madurai during August 7 – 8, 2015
22. One Week Workshop for Course Co-Ordinators on Technical Communication conducted by Indian Institute of Technology Bombay during August 24-28, 2015

23. Two Week ISTE sponsored STTP on Technical Communication for Scientists and Engineers conducted by Indian Institute of Technology Bombay during October 8 to November 18, 2015.
24. International conference on Science and Engineering organized by Narayanaguru College of Engineering, Manjalumoodu during March 18 – 19, 2016.
25. National level Seminar on Career Planning and Succession Planning organized by the Department of Management Studies, Mahakavi Bharathiar College of Engineering and Technology, Vasudevanallur on 22nd October, 2016.
26. Workshop on Industry Institute Collaboration organized by EDII, Chennai and Anna University Regional Campus Coimbatore during March 17-18, 2017.
27. AICTE approved Faculty Development Programme on ICT for Education conducted by Indian Institute of Technology Bombay during August 3 to September 7, 2017.
28. Two week AICTE approved Faculty Development Programme on Pedagogy for Online and Blended Teaching-Learning Process conducted by Indian Institute of Technology Bombay during September 14 to October 12, 2017.
29. Faculty Development Programme in Entrepreneurship sponsored by NSTEDB, Ministry of Science and Technology, New Delhi and conducted by the Centre for Entrepreneur Development (Tamil Nadu), Madurai, during December 10 – 22, 2018.
30. Eight week NPTEL-AICTE FDP on Global Marketing Management funded by MHRD, Government of India and conducted by IIT Roorkee, during February – April 2020.
31. Eight week NPTEL-AICTE FDP on Sales and Distribution Management funded by MHRD, Government of India and conducted by IIT Kharagpur, during February – April 2020.
32. Two Week Faculty Development Programme on "Innovations in Management Education and Research" Under the aegis of Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching, Ministry of Education, New

- Delhi and conducted by Ramanujan College University of Delhi during August 17 – 30, 2020.
33. Eight week NPTEL-AICTE FDP on Integrated Marketing Management funded by MHRD, Government of India and conducted by Indian Institute of Science, Bangalore during January – March 2021.
 34. Eight week NPTEL-AICTE FDP on Consumer Behaviour funded by MHRD, Government of India and conducted by IIT Kharagpur during January – March 2021.
 35. Eight week NPTEL-AICTE FDP on Services Marketing – Integrating People, Technology, Strategy funded by MoE, Government of India and conducted by **IIT Roorkee**, during August – October 2022.
 36. Eight week NPTEL-AICTE FDP on Marketing Management-1 funded by MoE, Government of India and conducted by **IIT Kanpur**, during August – October 2022.
 37. Eight week NPTEL-AICTE FDP on Introduction to Essentials of Marketing Management funded by MoE, Government of India and conducted by **IIT Roorkee**, during July – September 2022.
 38. Eight week NPTEL-AICTE FDP on Marketing research and Analysis funded by MoE, Government of India and conducted by **IIT Roorkee**, during August – October 2022.

39. Twelve week NPTEL-AICTE FDP on Product and Brand Management funded by MoE, Government of India and conducted by **IIT Roorkee**, during July – October 2022.

40. Five Day online FDP on the theme “Inculcating Universal Human Values in Technical Education organized by All India Council for Technical Education (AICTE), New Delhi during April 11-15, 2022.

Consultancy/ Training Activities

1. Centre for Entrepreneurship Development, Madurai. (Providing Managerial Inputs for the PMRY beneficiaries)
2. Khadi and Village Industries Commission, Madurai (Customer Orientation to the Secretaries of Regional bodies)
3. Canara Bank Regional Training Centre, Madurai (Services Marketing to the Branch Managers of Canara Bank)
4. Lotte India Corporation Ltd, Chennai (Training programme for the Sales Executives)
5. ONGC Ltd, Southern Region (Training Programme for senior Managers)