



Dr. M. Senthil

Professor & Head

Contact

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Academic Qualifications: BE., MBA., M.Sc., Ph.D.

1. **Ph.D.**, in **MANAGEMENT** from Bharathiar University, 2000.
Specialization: Technology Management
2. **MBA** from **Bharathidasan Institute of Management**, 1987.
Specialization: Systems, Production, and General Management
3. **B.E.**, Government College of Technology, **University of Madras**, 1984.
Specialization: Mechanical Engineering
4. Pursuing M.Sc. (Psychology) at Alagappa University

Teaching Experience: 25 Years

University/ Institution	Designation	From - To	Programmes handled	Years	Months
Alagappa University	Professor & Head	01.06.2016 - Till date	Ph.D./M.Phil./ MBA	0	7
Saveetha University, Chennai	Director- cum- Professor	1.2.2008 - 31.1.2009	Ph.D. / MBA	1	0
Alagappa University	Professor	1.1.2010 - Till date	Ph.D./M.Phil./ MBA	6	6
	Associate Professor	1.1.2006 - 31.1.2008 & 1.2.2009 - 31.12.2009	Ph.D./M.Phil./ MBA	3	0
	Reader	5.4.2002 - 31.12.2006	Ph.D./M.Phil./ MBA	4	9
	Senior Lecturer	27.7.1998 - 4.4.2002	Ph.D./M.Phil./ MBA	3	9
	Lecturer	30.3.1995 - 26.7.1998	M.B.A	3	4
P.S.G.R.Krishnammal College for Women	Lecturer	30.8.1993 - 29.3.1995	M.B.A.	1	7
R.V.S.College of Arts and Science	Lecturer	1.7.1993 - 29.8.1993	M.B.A.	0	2

Research & Research Management Experience: 28 Years

RESEARCH EXPERIENCE : 23 years

RESEARCH MANAGEMENT AT DRDO :05 years

1. 5 Years (From Nov. 1987 to Oct. 1992) - Worked as a Scientist and Management
2. Analyst at Defence Research and Development Laboratory, Hyderabad under the then Director, DRDL with the Honourable Late President of India and Bharat Ratna Dr. A.P.J. Abdul Kalam and With Padma Shree Dr. A. Sivathanu Pillai, Distinguished Scientists and Chief Controller, DRDO and CEO, BarhMos, at DRDL, Hyderabad).
3. INDUSTRIAL EXPERIENCE: 1 year 8 months (i) Conveyor Systems Ltd. Management Trainee - Analysis & Costing and (ii) Sharp Tools, Production Engineer - Production Engineering

Additional Responsibilities

Positions Presently held	Previously held
<ul style="list-style-type: none"> ☐ Member, Planning Board, Alagappa University (From June 2015 - Till date) - His Excellency The Governor's Nominee ☐ Special Officer (Planning and Development) ☐ S.O. in-charge of EDM Division (Civil and Electrical sections) ☐ Member, NAAC - Re-Accreditation (3rd Cycle) Committee, Alagappa University ☐ Head i/c., Dept. of Logistics Management ☐ Member, Research Advisory Committee 	<ul style="list-style-type: none"> ☐ Dean (College Development Council) between Nov. 2012 to Nov. 2015 ☐ Officer on Special Duty to the Vice-Chancellor, Alagappa University (Apr 05 to Jun07) ☐ Advisor, International Students Cell, Alagappa Univ. (Feb 2006 to Jan 2008) ☐ Member, Standing Committee on Academic Affairs, Alagappa University (2010 -12) ☐ Member, NAAC Re-accreditation Committee at Alagappa University (2011) ☐ Core Team Member and Steering Committee Member, NAAC Committee during 1st Accreditation at Alagappa Univ. (2004 - 05) ☐ Coordinator, Career Guidance and Counselling Cell, Alagappa University (Sep09-till date) ☐ Deputy Local Secretary, XXX - Indian Social Science Congress, 2006

AT ALAGAPPA UNIVERSITY

AT OTHER UNIVERSITY

1. Director, Saveetha School of Management, Saveetha University, Chennai (2008-09)
2. Member, Board of Management (Syndicate) of Saveetha University (2008-10) ²
Chairman, Board of Studies in Management, Saveetha University.

Areas of Research

² Logistics Management	² Production Management
² Technology Management	² Theoretical Computer Science

PRESENT RESEARCH FOCUS : BIG DATA ANALYTICS AND ITS IMPACT ON BUSINESS

Research Supervision / Guidance

	Program of Study	Completed	Ongoing
Research	Ph.D.	8	4
	M.Phil.	18	--
Project	PG	More than 200 projects	--

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
10	14	18	33	Books: 02 Chapters: 02 Monographs for DDE: 08

Funded Research Projects

Completed Projects

S. No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1.	AURF	2011	2012	Ensuring TQM in MBA Programs	0.60
2.	UGC	Jan 2013	June 2016	Skills set profiling and matching with industry expectations- A study on MBA students in TN in comparison with other Southern state students	4.79
3.	ICSSR	Oct 2012	Oct 2016	The potential effects of FDI in Indian Retail Sector: A study on the impact on retailers in Tamil Nadu	5.83

Ongoing Projects:

S. No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1	Alagappa University	Jan 2017		Benchmarking of Logistics Services in India (Inter-departmental project)	1.50

Consultancy Projects and Training:

S. No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
	State Bank	Dec.2008	Jan.2009	Customer Service Study	0.2

1	of Travancoe				
2	Hindustan Latex Ltd	7 th July 2008	---	Orientation Training Programme on Technology Management for the newly inducted Executive Trainees	0.1
3.	ITECH	2007	2009	US Centers for Disease Control and Prevention (CDC) - HIV Fellowship Programme - Clinical & Leadership Training	0.3
4.	HLL Life care Ltd.	20 th July, 2012	---	Trained the Management Trainees on Operations Perspectives	0.25

Distinctive Achievements / Awards

1. Conferred HONORARY CITIZENSHIP OF GEORGIA, by the Governor State of Georgia, USA, 2000.
2. Recipient of CERTIFICATE OF MERIT for the Conference Paper "Medical Tourism in India : Opportunities and Obstacles" held on 13-14th September 2006 at Waljat Colleges of Applied Sciences, Muscat, Sultanate of Oman.
3. Received CASH AWARD AND CITATION as part of Performance Linked Incentive Scheme on the Teachers Day 2006.
4. Recipient of CERTIFICATE OF MERIT for the research paper "Medical Tourism: An opportunity on a platter for India", presented in the National seminar MANEGMA '09, organized by SIMS, Mangalore on Apr. 3, 2009.
5. BEST PAPER AWARD WINNER for the joint paper, Senthil M. and Chandrasekar K.S., "Bubble Management using '4-Q' approach: Model for performance budgeting", paper presented in the National Conference on Advanced statistical Data Analysis for Business Intelligence, (NCOSBI '09), organized by DOBA, Kalasilingam University, Nov.04-05.2009.

6. A joint research paper on the title, 'Competency Factors and Related Experience Indicators Of ERP Functional Consultants from India', is presented at the International Journal of Arts & Sciences' (IJAS) International Conference for Academic Disciplines on May 28, 2012 at HARVARD UNIVERSITY, Massachusetts.
7. 'OUTSTANDING RESEARCH PRESENTATION AWARD' was presented to the joint paper at the IJAS Conference at HARVARD UNIVERSITY, CAMBRIDGE, MASSACHUSETTS, USA, 2012

Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized: 5
Number of Invited / Special Lectures delivered : 23
Number of Books & Monographs Written : 13

Events Participated

Conferences / Seminars / Workshops: 50+
Other Training Programs

1. Selected by the Higher Education Department, Government of Tamil Nadu to attend the Higher Education Leadership Forum (HELA), held at Mumbai on 15-16 Nov. 2016

Overseas Exposure / Visits

a) Visit to USA

Represented the country as a Goodwill Ambassador to Georgia state of USA during April – May 2000. The Group Study Exchange (GSE) programme, through which I had the opportunity to visit USA, was sponsored by Rotary International.

Main focus of the GSE programme is to:

1. Study the commerce and governance in USA;
2. Deliberations with faculty members, professionals, and students of many universities;
3. Presentation on Indian Scientific & Technological developments;
 ☐ Visit to variety of industries which include production and service organizations.
4. Staying with many America families throughout the programme to study and exchange culture, understand the way of life; and
5. Extensively toured Georgia, Florida, Colorado and Utah states to get exposed to the customs, practices, work ethics in a developed country.

b) Visit to CHINA

1. Attended the POMS International Conference at Shanghai, China
2. Delivered Invited Lecture on the topic “The Retail Marketing Management Scenario in India” at Yunyang Teachers College, China
3. Delivered Invited Lecture on the topic “The Evolution of Entrepreneurship in India” at Jiujiang University, China
4. Initiations have resulted in Chinese students getting admitted into various programmes of Alagappa University.

c) Visit to MALAYSIA

1. Delivered Invited Lecture to the students and faculty members of Multimedia University, Malaysia
2. Initiated the work on launching On-Line MBA programme

Membership in

Professional Bodies

1. Life Member, Society of Operations Management
2. Member, Indian Social Science Congress

Editorial Board

1. Editorial Review Board of “Amity Journal of Management Research”- An International, Biannual, Refereed Journal of Management Research
2. Editor, Management Dynamics from Alagappa University for the issues Jul.-Dec. 2016 and Jan-Jun 2017.

Review Committee Member

1. International Journal of Business Excellence published by Inderscience Publishers (www.inderscience.com)
2. ICTACT Journal on Management Studies (IJMS).
3. International Journal of Agricultural Marketing

Academic Bodies

1. Chairman, Board of Studies in Logistics Management, Alagappa University.
2. Member, Board of Studies in Business Administration, University of Kerala
3. Member, Board of Faculty of Commerce and Management, University of Kerala.
4. Chairman, Board of Studies in Management, Saveetha University.
5. Member, Standing Committee on Academic Affairs, Alagappa University (2010 -12)

Resource persons in various capacities

Number of Invited / Special Lectures delivered: **23**

Others

1. Articles published in Newspapers / Magazines : 02
2. No. of PhD Thesis evaluated : **More than 50**
3. No. of PhD Public Viva Voce Examination conducted : **20+**

Recent Publications

1. Saravanan S., & Senthil M., (2015) "Latent Potential and Impediments of Mobile Banking," Indian Journal of Applied Research, Volume 5, Issue 4, April, 2015, ISSN - 2249-555x, 360-364. (Impact Factor 5.336)
2. Saravanan.S & Senthil.M (2014), "Customer Segmentation - Shifting targets: Amalgamation of Customer Value into Social Marketing Strategy", Management Innovator, Peer Referred Research Journal from Researcher's Forum, Institute of Management in Kerala, Vol 7, No. 1 Jan 2014, ISSN No: 0974 - 6749.
3. Balanagarajan .K & Senthil.M (2014), "Marketing of B-Schools in Tamil Nadu - Journey towards a Social Good", Management Innovator, Peer Referred Research Journal from Researcher's Forum, Institute of Management in Kerala, Vol 7, No. 1 Jan 2014, ISSN No: 0974 - 6749.
4. Balanagarajan .K & Senthil.M (2013), "Factors Responsible For Placements At B-Schools In Tamil Nadu", Annamalai Journal of Management 'Journal of Virtu', Vol.6, Special Issue-1, Nov 2013, Pg. 11-15.
5. Sriram M., and Senthil M., (2013) "Market Efficiency and Volatility Spill over in Spot & Futures Currency Market" International Journal of Management Excellence, Volume 1 No.3 August 2013, pp 45-53.
6. Jagatheesh Jayanand Jayaveerachandran and Senthil Muthusami (2013), "Knowledge Management: Training Workforce from bottom of the Pyramid to deliver ERP Functional Consulting roles in Technology Firms: Challenges and Experience," Accepted by the British Academy of Management for the 2013 Conference to be hosted by Liverpool Management School - September 2013 and to be published in the forthcoming December 2013 Issue.
7. Jagatheesh Jayanand Jayaveerachandran and Senthil Muthusami (2012), "Competency Factors and Related Experience Indicators for ERP Functional consultants in India", International Journal of Business and Management Studies, ISSN: 2158-1479:: 1(3):79-87 (2012).
8. Suresh R., and Senthil M., (2013) "Indian Retail: Will it got the e-Way', 'International Journal of Management, IT and Engineering" by IJMRA, ISSN: 2249-0558, October.
9. Suresh R., and Senthil M., (2013) "Rural - Urban Retailing Strategies - With Special Reference To Fab-Mart, India", International Journal of Retailing & Rural Business Perspectives', Pezzottaite Journals, ISSN (P): 2279-0934.

10. Suresh R., and Senthil M., (2013) "Vision 2020: India one of the World Class Retail Destinations", ISBN Book Titled "Emerging Trends in Management Research", July.
11. Saravanan S. & Senthil. M (2013) "A Case Study on Customer Value Dynamics in Marketing Saint Gobain's Fiber Glass Insect Screen", Accepted for publication in ISBN Book titled "Emerging Trends in Management Research", July.
12. Balanagarajan K. & Senthil M. (2013) "Skill Set Honing as a Benefactor to Employ MBAs", Accepted for publication in the ISBN Book "Emerging Trends in Management Research", July.
13. Balanagarajan K. & Senthil M. (2013) "Learning Ambience – The Missed Focus in B-Schools", ISBN Book titled "New Blossoms of Management", June.
14. Richard Regis., Senthil M., (2013) "Talent Management of Older Talent", Indian Journal of Research, Paripex, Vol 3, Issue 5, June 2013, ISSN – 2250 – 1991, pp. 152-154.
15. Senthil M., Jagatheesh Jayanand. J, Ilangkumaran G., (2013) "Brand – Art Thou Maya?", Marketing Dynamics, Vol 1, First Edition, Feb 2013, Aruna Publications, ISBN 9789381790939 pp.85 -87.
16. Senthil M., Chandrasekar K.S. and Selvabaskar S., (2011), "Experiential Retailing in the Indian Context – A Conceptual Approach", Srusti Management Review, ISSN 0974-4274, Vol. 4, Issue – 3, April 2011, pp. 67-76.
17. Senthil M. and Chandrasekar K.S., (2010), "Bubble Management using '4-Q' Approach: Model for Performance Budgeting", Advanced Statistical Data Analysis for Business Intelligence, SCITECH Publications (India) Pvt. Ltd., 2010, ISBN 978-81-8371-267-5
18. Sriram M. and Senthil M., (2010), "A study on factors influencing stock split decisions", NSHM Journal of Management Research and Applications, Vol. 2, No. 1, June 2010, ISSN 0975-2501, pp. 01-10.
19. Senthil M. and Selvabaskar S., (2010) "Shopping attributes and related consumer behavior in the context of food and grocery retailing", Management Researcher, Vol.XVI, No.3, Jan-Mar., pp.3-13.
20. Chandrasekar K.S., Senthil M. and Sivaprakash C.S., (2010) "Growth of Women ICT based enterprises and the key challenges", KEGEES Journal of Social Science, Vol.2, No.1, Jan 2010, ISSN 0975-3621, pp. 58-64.
21. Senthil.M. and Selvabaskar.S., (2009), "Experiential Retailing' – A contemporary Approach in Customer Engagement and Retention, Annamalai Business Review, Vol. 4, Issue 1, Jul – Dec., pp. 77 – 84.(ISSN-0974-1690)
22. Sriram M. and Senthil M., (2009), "Effect of Stock splits on Price, Return and Volume of Trade – Evidence from India" Journal of Managerial Finance and Research, Institute of Public Enterprise, Vol. 5, No. 2, Jul. – Dec. 2009, pp. 01-12.
23. Sriram M. and Senthil M., (2009), "Effect of Stock splits on Price, Returns and Volume of trade – Evidence from India" International Journal of Business Management Economics and Information Technology, Vol.1, No.2, Jul-Dec. 2009, ISSN: 0975-296X, pp. 363 – 373.
24. Senthil M., Chandrasekar K.S. and Radha S., (2009), "Awareness and Opinion regarding the Impact of De-Regulation of the Petroleum Sector" Management Innovator, ISSN 0974-6749, Vol 2, No 1, Jan.
25. Senthil M. and Selvabaskar S., (2009) "Shopping Orientation and ideology towards shopping experience among 'Shopaholics', Journal of Contemporary Research in Management, Vol.4, No. 3, Jul-Sep., ISSN : 0973-9785, pp. 17-28.

26. Senthil.M. and Selvabaskar S., (2009) "Shopping Orientation and Ideology towards Shopping Experience among SHOPAHOLICS in Bangalore, Journal of Contemporary Research in Management (JCRM) (ISSN: 0973-9785), Accepted for publication, Forthcoming issue, Jul. – Sep.
27. Senthil M. and Selvabaskar S., (2009), "Consumer durables retailing– How Durable the Strategies are?" Annamalai Business Review, Paper accepted for publication, Jul. Dec. 2009, (ISSN-0974 –1690)
28. Selvabaskar S. and Senthil M., (2008) "Consumer Durables Retailing – How durable the Strategies are?" Annamalai Business Review, Vol.3, No. 1, Jul-Sep. 2008, ISSN: 0974-1690, pp. 46-52.
29. Sriram M. and Senthil M., (2009) "Effect of Stock Splits on Price, Returns and Volume of Trade- Evidence from India, International Journal of Business Management, Economics and Information Technology, ISSN: 0975-296X.
30. Chandrasekar K.S. and Senthil M., (2007) "Joint Sales Promotion in India - Innovations Beckon" Indian Journal of Marketing, Vol.XXXVII, No.5, May, pp.32 - 34.
31. Chandrasekar K.S., Senthil M., Mahesh R. and Jubi R., (2006) "Corporate Social Responsibility: Ethical conundrums with respect to MNCS in India", Asia - Pacific Social Science Review, Vol. 6, No.1, June, pp.21 - 29.
32. Soundarajan S.N. and Senthil M., (2007), "Evolution of Entrepreneurship in India", Global Journal of Business Management, Vol.1, No.1, June 2007, pp. 35 - 42, ISSN: 0973 - 8533.
33. Senthil M. and Narayanan A.G.V., (2003) "Insurance : A Tantalising Opportunity" Proceedings of the Second International conference on Operations and Quantitative Management, Nirma Institute of Management, Strategic Marketing in the Global Economy, pp. 328-337, 2 – 4 Jan.
34. Senthil M., (1996) "Strategic use of Satellite Communication for the upliftment of Women," Proceedings of the Indo – British Seminar on Women and Emerging Technologies, 12 – 13 Jan.
35. Senthil. M (1998) "CAMPS: A HRD tool for R & D organisations" Seminar on Training Technologies for HRD, Mar. 27, 1998.
36. Senthil. M (1995) "Developing linkages between partners: Management Issues," Silver Jubilee Convention of ISTE, Dec. 29-31, 1995.