

FACULTY PROFILE

Name of the Staff : **Dr. EDHAYAVARMAN C.S**
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Personal Details:

Age : 50
Date of Birth : 22/10/1973
Sex & Marital Status : Male & Married
Citizenship : INDIAN
Department : BUSINESS ADMINISTRATION
Date of Joining : 10/01/2008

Qualification:

Degree	Programme and Specialization	Class/CGPA	Month & Year of Passing	Institute/University
Ph.D	MBA MARKETING	Ph.D	06/2011	BHARATHIDASAN UNIVERSITY
Ph.D	MBA MARKETING	Ph.D	06/2011	BHARATHIDASAN UNIVERSITY

Professional Experience:

Teaching Experience:

Designation	Institute/University	Period		Nature of Duties
		From	To	
Lecturer	J.J.COLLEGE OF ARTS AND SCIENCE PUDUKOTTAI	09/06/1997	30/11/2007	Teaching
Associate Professor	ARUMUGAM PILLAI SEETHAI AMMAL COLLEGE TIRUPATTUR	10/01/2008		Teaching Research

Other Academic Credentials:

S.No	Title
1	PRODUCED ONE Ph.D AND GUIDING 4 MORE Ph.D CANDIDATES. GUIDED 24 M.Phil STUDENTS

Area of specialization:

S.No	Title
1	MARKETING

Course Taught:

S.No	Course Title	U.G. or P.G
1	BBA	U.G

Development or Training Activity:**Attended:**

S.No	Title	Period		Venue	Course Type	Type of program
		From	To			
1	Orientation	01/11/2008	28/11/2008	BHARATHIDAS AN UNIVERSITY TIRU	Orientation Programme	UGC SPONSORED
2	Refresher course	06/11/2014	26/11/2014	BHARATHIAR UNIVERSITY	Refresher Course	UGC SPONSORED
3	EMPANELLED TRAINING INSTITUTION-NATIONAL SERVICE SCHEME	01/03/2016	07/03/2016	AVINASHILINGAM UNIVERSITY	Professional Development Programme	NSS
4	EMERGING TRENDS OF CURRENT BUSINESS ENVIRONMENT	02/11/2016	22/11/2016	MADURAI KAMARAJ UNIVERSITY	Refresher Course	UGC SPONSORED
5	STANDARDISED RESEARCH METHODS FOR DATA ANALYSIS	01/11/2019	14/11/2019	BHARATHIAR UNIVERSITY	Short Term Course	ICSSR SPONSORED

Research Achievements:**National Journal Publications:**

S.No	Title of the Paper	Name of the Journal	Vol.No & Page No.	Month & Year	Current Status
1	A study on brand loyalty and buying behavior in case of selected cosmetics product in pudukottai	Indian journal of research	7	03/2018	Published
2	A study on brand loyalty and buying behavior in case of selected cosmetics product in pudukottai	Indian journal of research	6	03/2017	Published
3	Problems in marketing self help groups products in madurai district-an analysis	SNS Journal of marketing	4&53	07/2013	Published
4	A study on marketing of milk by maduari district co-operative milks producers union ltd	SNS Journal of marketing	4&65	07/2013	Published
5	Dairy as an instrument of women empowerment- A study with reference to Tamilnadu	Journal of Financial services & Management	2&1	06/2011	Published

International Journal Publications:

S.No	Title of the Paper	Name of the Journal	Vol.No & Page No.	Month & Year	Current Status
1	A study on emotional intelligence of higher secondary students in karaikudi	Shanalax international journal of management	3 & 71	07/2015	Published
2	A study of brand preference of mobile phones in karaikudi	Think India	22 & 7775	12/2019	Published
3	Effectiveness of computer assisted instructional technology module in learning chemistry at higher secondary level	Psychology and Education	59 & 1441	10/2022	Published
4	A study on brand loyalty and its effect on buying behavior in pudukottai	Shanalax international journal of management	3&1	10/2015	Published
5	The impact of e-commerce on business concern	Shanalax international journal of management	6&187	10/2018	Published
6	A study on emotional intelligence of higher secondary students in karaikudi	international journal of management	11&2838	12/2020	Published

Ph.D. Guidance:

S.No	Research Scholar Name	Research Area	Year	Mode of Research
1	M.P.Prince Allwyn Jebaraj	A STUDY ON FINANCIAL INCLUSION AMONG TRIBES IN DINDIGUL AND NILGIRIS DISTRICT	2013	Part Time
2	M. RINAZ SHERIF	A STUDY ON THE IMPACT OF TECHNOLOGY AMONG THE BEHAVIOUR OF EMPLOYEE AND MANAGEMENT TOWARDS E-GOVERNANCE PROJECTS	2021	Part Time
3	M. HAYATH OOGOS MOHAIDEEN	JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT OF TEACHING FACULTY MEMBERS OF ARTS AND SCIENCE UNIVERSITIES IN TAMIL NADU	2021	Part Time
4	KARUNANITHI CHENDUR PRIYADHARSHINI	WORK LIFE BALANCE OF WOMEN FACULTY MEMBERS IN SELF - FINANCING ARTS AND SCIENCE COLLEGES UNDER KAMARAJ UNIVERSITY	2022	Part Time
5	SUNDARMBAL. K (Ph.D AWARDED on 2020)	A STUDY ON BRAND LOYALTY AND BUYING BEHAVIOUR IN CASE OF SELECTED COSMETICAL PRODUCTS IN PUDUKOTTAI	2023	Part Time

Other Contribution work to the Institute/Organization:

S.No	Name	Role	Period		Nature of Duties
			From	To	
1		NSS PROGRAM OFFICER, DISCIPLINE COMMITTEE			Department NAAC coordinator