


Profile

Title	Ms.	First Name	B. Vasuki	Last Name	Vasuki	
Designation		Assistant Professor				
School /Dept. Name		Department of Business Administration				
Address:		No. 30, Meenachi Amman Kovil Street Tindivanam.				
Phone No.		Office				
		Residence	(optional)			
		Mobile	9894979766			
Email		1. vasuki2805@gmail.com			2.	
Web Page (if any)						
Subjects Taught		Human Resource& Marketing, Services Marketing, Principles of Management ,Organizational Behavior, Business Organization, Marketing Management, Business Communication, Business Organization,Strategy Management				
Areas of Interest/Specialization		Area Of Specialization: <ul style="list-style-type: none"> • HR & Marketing 				
Experience (in years)		Total	12 years			
		Industry				
		Teaching	12 years			
		Research				
Educational Qualifications		UG	Bachelor of Information System Management			
		PG	Master in Business Administration, Master of Philosophy in Business Administration.			
		Doctorate	Pursuing Ph.D. Management in topic of Green HRM and Employee Behavior in Manufacturing Firms in Tamil Nadu an Empirical Analysis. Annamalai University, Chidambaram.			
		Any other				
Research Publications in Journals (last 5 years)		International Publication Journal Lakshmi Book Publication, Raviwar peth, Solapur in the topic of “The Relationship Between Brand Equity and Brand Loyalty” with ISSN NO : 2347-2723Impact Factor: 3.3754 (UIF).				

	<p>National Publication Paper Published Journal Analytical and Experimental Model Analysis on 21.09.2019 Problems and Challenges of Retails with Special Reference to Medical Shops IISN NO: 0886-9367.</p> <p>Published International journal of analytical and experimental modal analysis in the topic "Effect of Customer Sales Promotion on Consumer Buying Behavior: A study on FMCG Products" with ISSN NO: 0886-9367.</p>
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Papers Published in Conference Proceedings (last 5 years)	Paper Published at the topic of Emotional Intelligence international conference on “Innovation &Emerging Trends in Global Business - Opportunities and Challenges” in Hindustan College of Arts & Science Chennai.			
Books Authored/Book Volume Chapters	Published Book in Archers and Elevators Publishing House in the topic of “A Study on the Tourism Marketing Via Internet” with ISBN: 978-93-90996-37-7.			
No. of Conferences	National	Attended		Organized
		06		05
	International	05		01
Research Guidance	Awarded	PG	M. Phil	Doctorate
	Undergoing			
Research Projects	Completed	Green HRM and Employee Behavior in Manufacturing Firms in Tamil Nadu an Empirical Analysis. Annamalai University, Chidambaram.		
	Undergoing			
Awards & Distinctions	Class topper in MBA IVth semester paper in Brand Management			
Administrative Assignments Handled	<ul style="list-style-type: none">Organized Department Club Programme“Young Executive Forum”.Coordinator for value added course			
Association with Professional Bodies	Received Life time membership in Indian Academic Researchers Association			
Any other Achievements	<ul style="list-style-type: none">Acted as a Resource person and gave a talk on the topic of “Leadership in Team Building” at Saraswathi Arts and science College,Tindivanam.Acted as a Resource Person in Theivanai Ammal College for Women and gave talk on the topic “Group Discussion”.Acted as a Resource Person in Theivanai Ammal College for Women and gave talk on the topic “Status of Women in the Society.			

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| | <ul style="list-style-type: none">• Organized 6 National and two International Conferences in department of Business Administration |
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