



AKSHAYA RANGARAJAN

Management Professional | Research Data Analyst

Personal Profile

An efficient administrator, research data analyst, and strategic planner with **8 years** of experience in market data analysis & business modelling.

Contact

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in [linkedin.com/in/akshaya-rangarajan/](https://www.linkedin.com/in/akshaya-rangarajan/)

Education

Master of Business Administration (MBA)

Thompson Rivers University, Canada.

2021 – 2022

GPA: 3.91

Courses:

- Decision Analysis & Modelling (Grade A)
- Project Management (Grade A)
- Research Methods (Grade A+)
- Corporate Finance (Grade A)
- Managerial Statistics (Grade A)
- Financial Accounting (Grade A)
- Managerial Accounting (Grade A)
- Economics for Managers (Grade A+)
- Supply Chain Management (Grade B+)
- Marketing Management (Grade A)
- Human Resource Management (Grade A)
- International Business (Grade A+)

Graduate Diploma in Business

Administration (GDBA)

Thompson Rivers University, Canada.

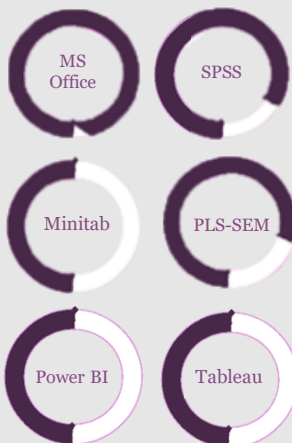
2020 – 2021

Bachelor of Audiology and Speech Language Pathology (BASLP)

TNMGR Provincial University

2014 – 2018

Application Skills



Experience Profile

Instructional Assistant [Logistics-Procurement | Advanced SCM | Project Management]

Department of Management, International Business & Supply Chain – Thompson Rivers University
10/2022 – 12/2022

Project Compliance Co-Supervisor | Performance Analyst

Performance Highlights

- Analyzing, monitoring & reporting performance using Microsoft Office tools.
- Ensured project compliance of 100 Supply Chain majors & MBA graduates.

Graduate Research Assistant

Department of Marketing – Thompson Rivers University

04/2022 – 09/2022

Designed a strategic business model on processing & utilization of Big Data Marketing Analytics to enhance business operations and financial efficiency.

Instructional Assistant [Marketing Management]

Department of Marketing – Thompson Rivers University

01/2022 – 04/2022

Project Reviewer | Quality Assurance Co-supervisor

Performance Highlights

- Ensured project quality compliance through constructive feedback.
- Co-supervised 5 graduate teams in their projects on Big Data Analytics.

MBA Graduate Research Thesis Project

Thompson Rivers University

05/2021 – 12/2021

Devised a strategic framework on brand community, implementing which enhances entity-customer relationship & business performance.

Communication Specialist (Full-time)

Vignesh Clinic

09/2018 – 12/2019

Speech Language Pathologist | Program Coordinator

Performance Highlights

- Devised short- and long-term management plans for over 1,500 clients.
- Fostered interdepartmental communication to enhance service quality.
- Ensured user-acceptance through product validation & quality assurance.
- Coordinated 4 audience-specific awareness programs for sales promotion.
- Maintained highly positive client relationships.

Inter-disciplinary Research Analyst/Scholar

Madras ENT Research Foundation Institute of Speech and Hearing (P) Ltd.

07/2014 – 07/2018

Data Collection | Business Operations & Performance Analysis | Interpretation, Inference & Strategy Planning | Model Development

Performance Highlights

- Presented 3 research papers in acclaimed international conferences.
- Published 2 research works in globally recognized journals.

Intern – Department of Communication

Madras ENT Research Foundation Institute of Speech and Hearing (P) Ltd.

09/2017 – 07/2018

In-charge of Strategic Planning | Dispensing and Implant Audiologist

Performance Highlights

- Represented the department in 6 international conventions.
- Coordinated 10 city-wide sales enhancing camps.
- Guided over 750 users on product selection.
- Performed product quality evaluations to enhance sales performance.
- Achieved 4,000 hours of practical management experience.

Co-op – Department of Communication

Madras ENT Research Foundation Institute of Speech and Hearing (P) Ltd.

07/2014 – 07/2017

Formulated client-specific management strategies and ensured scheduled monitoring. | Acquired cross functional competence.

Performance Highlights

- Organized over 12 sessions for people with hybrid management needs.
- Monitored status and managed the dynamic needs of 50 clients.
- Successfully led 3 team-projects that were graded as excellent.

Business Projects

- **Interactive Dashboard** – [Retirement Planning Visualization](#)
- **Game Development Project** – [Using Advanced Excel Formulas](#).
- **Risk-Management Linear Optimization Models** – For [Operations](#), [Supply](#) & [Production Planning/Forecasting](#)
- **Business Performance Analysis & Report** – [Using Tableau](#)
- **Project Management** – [Scrum Implemented](#)
- **Project Consulting** – [Agile](#) & [Waterfall](#) (Using Jira & Monday.com)

Research Projects

[Analyzed managerial needs and developed business models/solutions through effective data collection, processing, inference and visualization]

- **Research Project Thesis: Business Model KITE** – The Role of Perceived Knowledge on Key Brand Community Constructs of Trust, Involvement, and Engagement.
 - Under review in Journal of Communication Management.
- **SSHRC Research Presentation: [Brand Community Business Model: The 3M Story](#)**
- **Research Project Co-supervised: Business Model** – The Impact of Deployment Level on Perceived Satisfaction, Value for Money & Reinvest Intentions in Big Data Marketing Analytics.
- **Research Project Co-supervised: Business Model** – The Impact of Personnel Capabilities on the quality of Big Data Marketing Analytics.
- **Research Project Co-supervised: Business Model** – The Impact of Decision-making Role on Satisfaction, Value for Money and Reinvest Intentions in the Context of Big Data Marketing Analytics.
- **Research Project Co-supervised: Business Model** – Clustering the Marketing Analytics Professionals on the basis of Perceived Marketing and Technical Knowledge.
- **Research Project Co-supervised: Business Model** – The Impact of Market & Technological Uncertainty on the Quality of Big Data Marketing Analytics.
- **Contemporary Research Project: Non-Pharmaceutical Interventions.**
 - Published in Cascade Journal of Knowledge (CJOK), 2021
- **Framework Designed for Evaluating User Experience: Translation and validation of Tamil version of Singing Voice Handicap Index 10 (TSVHI10).**
 - Published in *Journal Of Voice*; Epub doi: 10.1016/j.jvoice.2018.08.003
 - Presented at Frontiers of Research in Speech and Music (FRSM), 2017
- **National Conference Presentation: Awareness and Attitude of Trained Carnatic Singers towards Music Therapy for Children with Autism Spectrum Disorder.**
 - Presented at national conference, Nishta Centre for Excellence in Medical Research and Training (NICE), 2018.
- **International Conference Presentation: Mental health and positive psychological capital (PsyCap) in Carnatic singers.**
 - Presented at international symposium, Frontiers of Research in Speech and Music (FRSM), 2017.
- **Framework Development on Consumer Self-perception: The Voice Related Quality of Life - A study on the reliability and validity of the Tamil version**
 - Published in *Sage publications*; DOI: 10.1177/1179550619831049
 - Corresponding author of this inter-disciplinary study.

Management Experience

- **Team leader**
MBA Marketing Management Research Project [2020]
Led a team of 10 international graduates in the group project and presentation on organizational change management.
- **Delegate**
2021 MBA Games - Largest collegiate competition in Canada
Second prize winner in non-scholastic competition and one of the four MBA delegates for academic case presentation.
- **Camp coordinator**
Madras ENT Research Foundation [2014 – 2018]
Led a team of 18 specialists from various disciplines in 5 product awareness camps.
- **Marketing Professional**
City Trade Centre [2014 - 2018]
Communicated and publicised the academic programs of MERF-ISH through innovative promotion channels.
Sri Thyagaraja Sangeetha Vidwath Samajam [2008 – Present]
Performed and supported the organization in marketing, sales promotion and fund raising for over 50 cultural programs.

Licenses/Certifications

Certification for Communication Specialist (CDP)

ICCDP, USA.

Certification for Trainers and Supervisors (CADDCT)

NCCDP, USA.

Certification for Practitioners (CDP)

NCCDP, USA.

Community Experience

Invited Public Speaker

All India Radio (AIR) [2010-Present]

Provided 5 interviews to create nation-wide awareness.

Professional Singer

All India Radio (AIR) [2010-Present]

Performed in over 15 broadcast programs of national radio.

Then Thirupathi Alayam [2011-2022]

As a solo vocalist have coordinated with various accompaniments to astonish audiences with live performances.

MGR School [2014 – 2018]

Performed & coordinated 3 annual events.

Organizer

Detroit Thiruppugazh Anbargal [2019 - Present]

Perform & volunteer weekly group sessions.

Sri Ariyakkudi KVN Memorial Trust [2014 – 2021]

Organized year-round programs competitions to publicize non-profit organization.

MERF ISH [2014 - 2019]

Organized over 12 recreational programs for various events & cultural fests.

Achievements & Awards

Yuva Shree Kala Bharathi
Award
[12/2007]
For excellence in Education
and Music

Outstanding Performance
Certificate
[2012]
By Central Board of
Secondary Education, India

Certificate of Appreciation
for Music and Elocution
[2012]
By Lions Club

Best Business Analyst
[2022]
Decision Analysis
TedTalk at
Thompson Rivers University

Professional Reference

Dr. Matti Haverila [MHaverila@tru.ca]

Professor/Former Chair - Department of Marketing

Dr. Nancy Southin [NSouthin@tru.ca]

Chair - Dept of Management, International Business & Supply Chain

Dr. Trent Tucker [TTucker@tru.ca]

Legendary Status in TRU; Associate Professor - Data Analytics