



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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Education

Master of Business Administration (MBA)
Thompson Rivers University, Canada.
2021 – 2022
❖Current 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 Mgmt (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

Undergraduate Teaching Assistant
Department of Management, International Business & Supply Chain – Thompson Rivers University
10/2022 – 12/2022
Grading Assistant | Performance Analyst
Performance Highlights
- Analyzing, monitoring & reporting performance using Microsoft Office tools.
- Grading 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.

Graduate Teaching Assistant
Department of Marketing – Thompson Rivers University
01/2022 – 04/2022
Research Reviewer | Grading Assistant
Performance Highlights
- Ensured project quality compliance through constructive feedback.
- Co-supervised 5 graduate teams in their projects on Big Data Analytics

MBA Graduate Research Project Thesis
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.*
- **Linear Optimization Models** – For *Operations, Supply & Production Planning*
- **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.
 - **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 audiologists and speech language pathologists in inter-disciplinary medical 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 over 5 interviews to create nation-wide awareness.
- **Professional Singer**
All India Radio (AIR) [2010-Present]
Performed in over 15 broadcast programs of the national level 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 and coordinated 3 annual events at MGR special school.
- **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 org.
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