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Present Position

Assistant Professor, Department of Management Studies, College of Engineering Guindy, Anna University, Chennai from August-2006.

Previous Positions

- Lecturer, Department of Management Studies, College of Engineering Guindy, Anna University, Chennai during February-2005 and July-2006.

Other Employment

- Management Trainee, Thesys Technologies Pvt Ltd for 0.7 years.

Degree

- ❖ in PGP in Management, Indian Institute of Management, Bangalore (2001 - 2003).
- ❖ B.E. in INDUSTRIAL ENGINEERING , CEG, Anna University (1996 - 2000).

Research Degree

- ❖ Ph.D. in Management from Faculty of Management Sciences, College of Engineering, Guindy, Anna University (2010 - 2020).
Title: Relationship Among the Antecedents and Consequences of Perceived Value in Co-designed Products.

Area of Specialisation

- Operations
- Marketing

Research Guidance

Number of M.E./ M.Tech. Projects : 75

Guided

Papers Published in Journals

Research Papers Published in International Journals : 1
Research Papers Published in National Journals : 0

1. E. Thenral and L. Suganthi, "Product Involvement and Self-efficacy on Perceived Value of Co-design", The Anthropologist, published by KRE Publishers. Vol. 34, Issue 1, pp. 20-27 (2018).

Programme Attended

1. Attended a National level Short Course on "Orientation Training Programme on Re-engineering Teaching Skills" organized by Centre for Faculty Development, Anna University from 03-May-2005 to 05-May-2005.
2. Participated in a National level workshop on "Basic Econometrics" organized by IIT Madras from 20-Mar-2007 to 21-Mar-2007.
3. Participated in a National level workshop on "Enterprise Resource Planning - A Road Ahead" organized by Dept. of Management Studies, Anna University from 07-Nov-2009 to 07-Nov-2009.
4. Participated in a International level workshop on "Simplified Enterprise Applications Learning" organized by Dept. of Management Studies, Anna University & BIJA Professional Services Pvt Ltd from 12-Nov-2009 to 13-Nov-2009.
5. Attended a National level Short Course on "FDP on Logistics and Supply Chain Management" organized by CII & University of Madras from 20-Jan-2010 to 20-Jan-2010.
6. Attended a National level Short Course on "Marketing Management" organized by Centre for Faculty Development, Anna University from 03-Feb-2010 to 10-Feb-2010.
7. Attended a National level Short Course on "Data Analysis for Management Research using SPSS" organized by Dept. of Management Studies, Anna University from 03-Jul-2010 to 03-Jul-2010.
8. Attended a National level seminar on "Leading with a difference: Contemporary issues in Inspirational Leadership" organized by Dept. of Management Studies, Anna University from 25-Nov-2010 to 26-Nov-2010.
9. Participated in a National level workshop on "Database Management Systems" organized by IIT Bombay from 13-Dec-2010 to 23-Dec-2010.
10. Participated in a International level workshop on "Integrated approaches to food, diet and health: Indian and European Perspectives" organized by Centre for Food Technology, Anna University, India from 08-Feb-2011 to 09-Feb-2011.
11. Attended a National level seminar on "Issues in Preparing Research Thesis and Project Proposal" organized by Anna University from 16-Mar-2012 to 17-Mar-2012.

12. Attended a International level Short Course on "Entrepreneurship and Innovations in Food Sciences and Food Technology" organized by Dept. of Management Studies, centrefor Food technology, dept of Bio-technology in collaboration with Faculty of Sciences and Copenhagen business Schoo, India from 11-Mar-2013 to 31-Mar-2013.
13. Participated in a National level workshop on "Model Building and Validation for Research in Management and Social Sciences" organized by Dept. of Management Studies, Anna University from 28-Apr-2014 to 28-Apr-2014.
14. Participated in a National level workshop on "Model Building and Validation for Research in Management and Social Sciences" organized by Dept. of Management Studies, Anna University from 29-May-2014 to 31-May-2014.