

Faculty Profile of **Thamaraiselvan Natarajan**, Professor, DoMS
NATIONAL INSTITUTE OF TECHNOLOGY TIRUCHIRAPPALLI

THAMARASELVAN NATARAJAN

Professor

Department of Management Studies

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Dr. N. Thamaraiselvan Natarajan is a Professor of Management at the National Institute of Technology possessing 28 years of academic and industrial experience. He holds a PhD in Services Marketing with a Master's degree in Business Administration from the premier institute National Institute of Technology, Tiruchirappalli and a M.Phil degree in Brand Extensions from Alagappa University, Karaikudi. He has completed his Bachelor's degree in Business Administration from Thiagarajar Arts College, Madurai. His teaching and research areas comprise Marketing Research, Services Marketing, Marketing metrics, Marketing Analytics, Strategic Marketing, Digital marketing and Brand Management.

He has published more than 50 articles in ABDC (A,B,C), Scopus and ESCI and peer reviewed journals as an erudite scholar. He has chaired sessions and made outstanding presentations of research in the conferences held in abroad and India. He has contributed research papers to the International Book Chapters. He has also reviewed few chapters in the world best known book for Marketing Management 12th Edition, written by Philip Kotler. He has delivered research talks to scholars of universities, colleges in various forums like FDP's, online webinars and colloquiums.

Dr. N. Thamaraiselvan has served as Head of the Department, Associate Dean and a member of various institute level committees for two decades. He is a recipient of fourteen awards from MMA, Bloomberg UTV, ABP and Star News for the department during his tenure as the Head of the Department. Adding to his credentials, he has been endowed with Distinguished alumni award from his alma mater in 2015 and Meritorious Student Award in 1992. He received the Best Reviewer award from the International Journal of Contemporary Management Research and the Best Paper Awards from PSG College of Technology and the Academy of Taiwan Information Systems Research.

His vast academic contribution and administrative acumen made him to actively involve himself in conducting more than 40 workshops, Faculty Development Programmes and Management Development Programmes to his credit. He has delivered lectures as a resource person at various reputed management institutes. He has been invited as a guest lecturer at the HR intervention program to promote executives of BHEL, Tiruchirappalli. He has also served as a resource person in training programs conducted for southern railways, BSNL, India Posts, TREC-STEP and BHELSSIA.

He is a passionate academician with a continuous drive to contribute the best to the educational community by discovering innovative pedagogical techniques in the teaching-learning process. He is an enterprising administrator with leadership skills who use the right blend of responsibility and authority to achieve managerial excellence.

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EMPLOYMENT PROFILE

Position Held	Employer	From	To	Duration
Professor	National Institute of Technology, Trichy	3/2018	Present	2 years
Associate Professor	National Institute of Technology, Trichy	4/2010	3/2018	8 years
Assistant Professor	National Institute of Technology, Trichy	4/2007	4/2010	3 years
Senior Grade Lecturer	National Institute of Technology, Trichy	5/2004	4/2007	3 years
Lecturer	National Institute of Technology, Trichy	5/1999	5/2004	5 years
Lecturer	Mepco Schlenk Engineering College, Sivakasi,	8/1996	5/1999	2 years
Lecturer	Maharaja College for Women, Erode	3/1994	7/1996	2 years
Probationary Officer	Karur Vysya Bank, Mumbai	9/1992	12/1992	6 months

EDUCATIONAL QUALIFICATIONS

Degree	University	Year	Division	Specialisation
PhD	National Institute of Technology Tiruchirappalli	2007	I class	Services Marketing
M.Phil.	Alagappa University, Karaikudi,	2003	I class	Brand Extensions
MBA	National Institute of Technology (then Regional Engineering College) Tiruchirappalli	1992	I class	Marketing
B.B.A.	Thiagarajar Arts College, Madurai Madurai Kamaraj University, Madurai. Tamil Nadu	1990	I class	Business Administration
H.Sc	Thiagarajar Model Higher Secondary School. Madurai	1987	I Class	Maths Physics Chemistry
S.S.L.C	American College Higher Secondary School Madurai	1985	I Class	General

ADMINISTRATIVE ROLES – NIT TRICHY

INSTITUTE LEVEL

- 2011-14** **Head of the Department-MBA.** Initiatives taken to develop NITT DoMS brand through the innovative curriculum, corporate connect conclaves, student empowered committees, Alumni mentorship, infrastructure-new building, labs, and systems of procedures. The outcome of the initiatives fetched 14 national awards for the department, significant improvement in the top business school rankings (top 25 business schools – top 5 in ROI-top 5 among the Government funded institutions).
- 2007-09** **Associate Dean – Administration.** Responsibilities include recruitment, Pay fixation, Legal Issues, Institute Infrastructure development and maintenance – Hospital, Security, Guest House, Shopping Complex, Purchases of furniture, and Transports.
- 2018-Present** **Chairman – Estate Welfare Advisory Committee.** Issue of Tenders, Award and renewal of contracts, legal issues pertaining to the vacation of 48 shops of various categories like restaurants, café, canteen, tea shops, super market, bakeries, photo shops, vegetables shops, juice & ice cream shops, stationeries, and ad hoc shops during functions and admissions.
- 2018 – Present** **Member – Legal Advisory Committee.** Legal Issues related to recruitment, RTI, service records, and disciplinary procedures.
- 2018 – Present** **Member – Library Advisory Committee.** Plan, procure, maintain the books, e-resources and other facilities of Institute Library.
- 2009 – Present** **Member – Pay commission Calculation and Implementation.** 6th Pay commission and 7th pay commission – Pay Fixations, Arrear Calculations and implementation.
- 2013** **Member – Uniform UG and PG curriculum.** Design and implementation of uniform UG and PG curriculum in the institute and work load calculation and implementation of workload among all categories of Teaching faculty.
- 2012** **Member – MIS Implementation committee.** Identify, issue of tender, awarding and implementation of Management Information System for administrative, academic and hostel modules.

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2006 – Present Various committees include, Website Development, Golden Jubilee Report preparation, NBA documentation, UG&PG counselling committee, Institute Day, House Keeping, etc

Department Level

2008 – 2018 **Coordinator – MBA Admission.** MOU for CAT Score, Standard Operating Procedure (SOP) for MBA admission process - Approval from the institute for Budget, Selection Parameters, Conduct of Group Discussion and Personal Interview in Various Centres, Preparation of selection list, Admission and Certificate Verification.

2008-2018 **Coordinator – MBA Placements.** Initiation and monitor of the progress of summer internships and final placements, Coordination of the Department student empowered committee with Training and Placement of the Institute.

2008 - 2014 **Coordinator – Alumni Relations.** Conduct of Alumni meets, Alumni Connect Mentorships, Knowledge Sharing and Evaluation.

2008-2014 **Coordinator – MARC – Management Action Research Centre.** Conducting FDPs, MDPs, and Consultancies.

1999- Present **Positions and Responsibilities –**
Department Administrative Council Chairman
Infrastructure Maintenance – Purchase of computers, furniture, Air conditioning and Housekeeping
Class Committee Chairman, Student Club Activities Chairman
Performance Analysis Committee Chairman
NBA document preparation committee
Selection of Research Scholars and Progress Review Committee
Streamline Documentation and office procedures
Green Initiatives Committee

HONOURS AND AWARDS

Individual Level

- | | |
|------|---|
| 2019 | Best Professor in MARKETING – DNA Innovative Educational Leadership Awards, MUMBAI, INDIA |
| 2015 | Distinguished Alumni Award, NIT-Tiruchirappalli - For outstanding alumni in the teaching serving personnel in NIT-Tiruchirappalli. |
| 2007 | Best Reviewer Award – Contemporary Management Research – International Journal. |
| 2006 | Best Paper Award – BAI International Conference- Singapore hosted by Academy of Taiwan Information Systems Research, Department of Marketing, Hong Kong Baptist University National Taipei University and Shih-Chien University. |
| 2005 | Best Paper Award – Marketing , National Conference Hosted by PSG Institute of Management and Technology, Coimbatore. |
| 1992 | Meritorious Student Award – in MBA , National Institute of Technology (Then Regional Engineering College) Tiruchirappalli |

Leadership Role as HOD – DoMS, NIT-T.

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|---------------|---|
| January 2013 | Indian B-School Awards (Best Specialisation Award – Information Technology) , Discovery Education Media Private Limited, New Delhi. |
| February 2013 | Innovation Leadership Award , DNA and STARS group, Mumbai |
| February 2013 | Outstanding B school (South) , DNA and STARS group, Mumbai |
| February 2013 | Outstanding Government B School (South) , DNA and Stars group, Mumbai |
| June 2013 | Best government engineering college with Outstanding B school (South) which encourage leadership, development, marketing and institute and industry interface ABP news, Mumbai |
| June 2013 | MMA Award for Managerial Excellence in Educational Institutions Madras Management Association, Chennai |

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Feb 2012	Outstanding B school (South) Bloomberg UTV, Mumbai
June 2012	Outstanding B school (South) ABP News, Mumbai
November 2012	B-School Leadership Award HUL, BSA and Dewang Mehta Business School Award, Mumbai
November 2012	Business school with best academic input (syllabus) in operations and manufacturing HUL, BSA and Dewang Mehta Business School Award, Mumbai
November 2012	Business school that encourages leadership as a part of the Curriculum HUL, BSA and Dewang Mehta Business School Award, Mumbai
November 2012	Outstanding B school (South) , Amar Ujala Awards, Mumbai
February 2011	Outstanding B school (South) , Star News, Mumbai
November 2011	Business School which encourages innovations that lead to better development Dewang Mehta Business School Awards, Mumbai

FOCUS AREAS

Teaching	Marketing Research, Services Marketing, Marketing Metrics, Marketing Analytics and Digital Marketing
Scholarly Research	<p>Branding – Brand Extensions, Brand Equity, Brand Placements, Employer Brand, Employee Brand</p> <p>Social Responsibilities – Cause Related Marketing, Portrayal of Women in Advertising, Over the Counter Drugs Consumption, Green Marketing</p> <p>Self Service Technologies – SST's in Retail Banking, Mobile Applications, Chat bots, Artificial Intelligence, Social Blogs and User Generated Contents</p>

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Training Programmes	FDP – The Art of Teaching, 21 st Century Skills, Research Methodology, SPSS and SEM Statistical packages and Article Writing.
Consultancy & Projects	MDP – Team Building, Achievement Motivation, Creativity, Problem Solving, Strategic Orientation, Organisational Excellence and Risk Taking. Projects – Clean and Sustainable Water Sources, MSME

TEACHING

Curriculum Innovation

MBA	Designed and developed the industry focused new marketing courses – Marketing Metrics, Marketing Analytics, Services Marketing, Text Mining and Digital Marketing.
M. Tech	Launched a tailor made Human Resource Management subject for M. Tech Construction Management
Ph.D.	Developed subjects to meet the contemporary and fundamental research needs – Consumer Behaviour Theories and Models, Text Mining, Qualitative Research Designs.
Pedagogical Methods	Activity Based Teaching methodology, Simulations, Case Studies, Analytical soft wares, Audio Video Presentations, objective online tests, peer evaluation, innovative real time and life projects
Feedback	Consistent student feedback, Range – 7.58 to 9.7 out of 10 Median – 8.6 Mean. – 8.1

Subjects Handled

MBA	Marketing Research, Services Marketing, Marketing Metrics Marketing Analytics, Digital Marketing, Brand Management Marketing Management, Behaviour Models, Integrated Marketing Communications
M. Tech	Marketing Management, Human Resource Management Organisational Behaviour
Ph.D.	Advanced Research Methodology, Consumer Behaviour Theories and Models, Qualitative Research Designs

RESEARCH

Online Research Profile Links



<https://orcid.org/0000-0003-1860-0314>



Research Gate

https://www.researchgate.net/profile/Thamaraiselvan_Natarajan/scores

RG score 14.41, h Index – 8, Percentile more than 60 percentage

Google Scholar



<https://scholar.google.com/citations?user=mWzBBEEAAAAJ&hl=en>

i 10 Index : 15, h Index :12, Citations : 623

Scopus



<https://www.scopus.com/authid/detail.uri?authorId=36629095800>

h index: 7 Citations: 212

Ph.D Supervision Completed -08

Saraswathy R	Employer Branding in IT industry
Sivagnanasundaram M	Consumer Adoption of Self Service Technologies in Retail Banking
Manigandan L	A Framework to Assess Overall Supply Chain Risk in Heavy Engineering Industry
Janarthanan B	Indian Consumers Perception of Beliefs Towards Social Media Advertising
Daniel Inbaraj J	A Study on Consumers Attitude Towards Cause Related Marketing
Thushara Srinivasan	A Study on Employee Branding on Indian Service Industries - a Dyadic Perspective
Ande Raja Ambedkar	Model Development of Brand Resonance Score (BRS)
Dharunlingam	Understanding the Intention to Use Mobile Applications and Chatbots for Online Shopping

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Ph.D Supervision Submitted-01

Thanigai Arul	Study on Self Service Technologies in Indian Airlines Industry
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Ph.D Supervision On going -08

Iswariya P.M	Portrayal of Gender Role in Indian Print and Television advertising
Priya Verthini K	A Study on Factors influencing the Purchase of OTC analgesic Drugs.
Swaminanthan	Intrusion effect in Mobile App Advertising
Mathangi Sri Ramachandran	Chat Bots Modelling
Jegan	Brand Placements in TV Reality Shows
Nakul Gangadharan	UGC in Tourism Industry
Jeyadevan	A Study on Health Drinks Consumption
Sasi Chakravarty	Analytical Modelling in Qualitative Research

Scholarly Research Publications

Sl.No	Scholarly Publications	Indexing
01	Arasu, B. S., Seelan, B. J. B., & Thamaraiselvan, N. (2020). A machine learning-based approach to enhancing social media marketing. Computers & Electrical Engineering, 86, 106723.	Scopus SCIE
02	Balasubramanian, S. A., Radhakrishna, G. S., Sridevi, P., & Natarajan, T. (2019). Modeling corporate financial distress using financial and non-financial variables. International Journal of Law and Management.	ABDC C Scopus
02	Balasubramanian, S. A., Radhakrishna, G. S., Sridevi, P., & Natarajan, T. (2019). Business health characterisation of listed Indian companies using data mining techniques. International Journal of Business Information Systems, 32(3), 324-363.	ABDC C Scopus
04	Thamaraiselvan, N., Arul, S. T., & Kasilingam, D. (2019). Understanding the intention to use self service technologies in the airline industry. International Journal of Services, Economics and Management, 10(2), 89-109.	Scopus

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- 05 Balasubramanian, S. A., Kuppusamy, T., & Natarajan, T. (2019). **ABDC C**
Financial inclusion and land ownership status of women. **Scopus**
International Journal of Development Issues.

- 06 Natarajan, T., Jublee, D. I., Kasilingam, D. L., & Stephen, G. (2018). **Scopus**
The moderating role of social themes in cause-related marketing
advertisements. International Review on Public and Non-profit
Marketing, 15(4), 433-454.

- 07 Jagannathan, V., Balasubramanian, S., & Natarajan, T. (2018). **Scopus**
An extension to the Delone and Mclean information systems success
model and validation in the internet banking context. In
Encyclopaedia of Information Science and Technology, Fourth
Edition (pp. 49-60). IGI Global.

- 08 Natarajan, T., Balasubramanian, S. A., Stephen, G., Jublee, D. I., & **ABDC A**
Kasilingam, D. L. (2018). The influence of audience characteristics
on the effectiveness of brand placement memory. Journal of Retailing
and Consumer Services, 44, 134-149.

- 09 Natarajan, T., Balasubramanian, S. A., & Kasilingam, D. L. (2018). **Scopus**
The moderating role of device type and age of users on the intention
to use mobile shopping applications. Technology in Society, 53, 79-
90.

- 10 Thamaraiselvan, N., Arasu, B. S., Stephen, G., & Inbaraj, J. D. (2017). **Scopus**
Bollywood Industry in the Wake of Cost Cutting Measures: Role of
Quality Cues on Brand Placements. Media Watch, 8(3), 311-326.

- 11 Lathabhavan, R., Balasubramanian, S. A., & Natarajan, T. (2017). **ESCI**
A psychometric analysis of the Utrecht Work Engagement Scale in **Scopus**
Indian banking sector. Industrial and Commercial Training.

- 12 Natarajan, T., Balasubramanian, S. A., & Kasilingam, D. L. (2017). **ESCI**
Understanding the intention to use mobile shopping applications and **ABDC A**
its influence on price sensitivity. Journal of Retailing and Consumer **Scopus**
Services, 37, 8-22.

- 13 Thamaraiselvan, N., Arasu, B. S., & Inbaraj, J. D. (2017). **Scopus**
Role of celebrity in cause related marketing. International Review on Public **ABDC C**
and Nonprofit Marketing, 14(3), 341-357.

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- 14 Thamaraiselvan, N., Sridevi, P., Arasu, B. S., & Srinivasan, T. (2017). **Non-Scopus**
Identification of the clusters of employee brand using FIMIX-PLS and FCM. *International Journal of Business Forecasting and Marketing Intelligence*, 3(2), 165-184.

- 15 Natarajan, T., Balasubramaniam, S. A., & Srinivasan, T. (2017). **ABDC C**
Relationship between internal branding, employee brand and brand endorsement. *International Journal of Business and Management*, 12(1).

- 16 Ande, R. A., Gunasekaran, A., Murugesan, P., & Natarajan, T. (2017). **Scopus ABDC B**
Brand resonance score for CBBE model: an application in financial services. *Benchmarking: An International Journal*.

- 17 Ambedkar, A. R., Murugesan, P., & Thamaraiselvan, N. (2018). **Scopus ABDC C**
Modeling Brand resonance score (BRS)—an application in financial services. *Journal of Modelling in Management*.

- 19 Natarajan, T., Periaiya, S., Balasubramaniam, S. A., & Srinivasan, T. **Scopus ABDC B**
(2017). Identification and analysis of employee branding typology using fuzzy c-means clustering. *Benchmarking: An International Journal*.

- 20 Natarajan, T., Balasubramaniam, S. A., & Jublee, D. I. (2016). **ABDC C**
A journey of cause related marketing from 1988 to 2016. *International Journal of Business and Management*, 11(11), 247-263.

- 21 Jagannathan, V., Balasubramanian, S., & Natarajan, T. (2016). **Scopus**
A modified approach for information systems success in the context of internet banking using structural equation modelling with R: An empirical study from India. *International Journal of E-Business Research (IJEER)*, 12(3), 26-43.

- 22 Natarajan, T., Balakrishnan, J., Balasubramanian, S., & **Non Scopus**
Manickavasagam, J. (2013). The state of Internet marketing research (2005-2012): A systematic review using classification and relationship analysis. *International Journal of Online Marketing (IJOM)*, 3(4), 43-67.

- 23 Natarajan, T., Balasubramanian, S., Balakrishnan, J., & **Scopus ABDC C**
Manickavasagam, J. (2013). Examining beliefs towards social media advertisements among students and working professionals: an application of discriminant analysis. *Australian Journal of Basic & Applied Sciences*, 7(8), 697-705.

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- 24 Natarajan, T., Balakrishnan, J., Balasubramanian, S. A., & Manickavasagam, J. (2015). Examining beliefs, values and attitudes towards social media advertisements: results from India. *International Journal of Business Information Systems*, 20(4), 427-454. **Scopus ABDC C**

- 25 Balasubramanian, S. A., Manickavasagam, J., Natarajan, T., & Balakrishnan, J. (2015). An experimental analysis of forecasting the high frequency data of matured and emerging economies stock index using data mining techniques. *Int. J. Operat. Res*, 23(4), 406-426. **Scopus ABDC C**

- 26 Arasu, B. S., Jeevananthan, M., Thamaraiselvan, N., & Janarthanan, B. (2014). Performances of data mining techniques in forecasting stock index—evidence from India and US. *Journal of the National Science Foundation of Sri Lanka*, 42(2). **Scopus SCIE**

- 27 Natarajan, T., Balakrishnan, J., Balasubramanian, S. A., & Manickavasagam, J. (2014). Perception of Indian consumers towards social media advertisements in Facebook, LinkedIn, YouTube and Twitter. *International Journal of Internet Marketing and Advertising*, 8(4), 264-284. **Scopus ABDC C**

- 28 Lakshmi, P., Visalakshmi, S., Thamaraiselvan, N., & Senthilarasu, B. (2013). Assessing the Linkage of Behavioural Traits and Investment Decisions using SEM Approach. *International Journal of Economics & Management*, 7(2). **Scopus**

- 29 Punniyamoorthy, M., Thamaraiselvan, N., & Manikandan, L. (2013). Assessment of supply chain risk: scale development and validation. *Benchmarking: An International Journal*. **Scopus ABDC B**

- 30 Ramasamy, M., & Thamaraiselvan, N. (2011). Knowledge sharing and organizational citizenship behavior. *Knowledge and Process Management*, 18(4), 278-284. **Scopus SCIE**

- 31 Manikandan, L., Thamaraiselvan, N., & Punniyamoorthy, M. (2011). An instrument to assess supply chain risk: establishing content validity. *International Journal of Enterprise Network Management*, 4(4), 325-343. **Scopus ABDC B**

- 32 Abdi Mussa, M., Dominic, P. D. D., Downe, A. G., Loke, S. P., & Thamaraiselvan, N. (2013). Aligning IT strategy with business strategy for competitive advantage: a structural equation model. *International Journal of Business Excellence*, 6(4), 425-447. **Scopus ABDC C**

- 33 Selvan, N. T., Arasu, B. S., & Sivagnanasundaram, M. (2011). **Scopus**
Behavioral intention towards mobile banking in india: The case of
state bank of india (sbi). *International Journal of E-Services and*
Mobile Applications (IJESMA), 3(4), 37-56.

- 34 Selvan, N. T., Arasu, B. S., & Sivagnanasundaram, M. (2011). Role **Scopus**
of existing channels on customer adoption of new channels: A case of
ATM and Internet banking. *The Electronic Journal of Information*
Systems in Developing Countries, 45(1), 1-15.

- 35 Saraswathy, R., & Natarajan, T. (2011). An empirical study of **Scopus**
employer attractiveness in IT industry: an Indian perspective. **ABDC C**
International Journal of Indian Culture and Business Management,
4(5), 558-571.

- 36 Natarajan, T., Rajah, S. R. A., & Manikavasagam, S. (2011). Snapshot **Non**
of personnel productivity assessment in Indian IT industry. **Scopus**
International Journal of Information Technology Project Management
(IJITPM), 2(1), 48-61.

- 37 Thamarai, N., Senthil, A. B., & Siva, M. (2010). Customer's Choice **Scopus**
amongst Self Service Technology (SST) Channels in Retail Baking: **ABDC C**
A Study Using Analytical Hierarchy Process (AHP). *Journal of*
Internet Banking and Commerce, 15(2).

- 38 Thamaraiselvan, N., & Raja, J. (2008). HOW DO CONSUMERS **Non**
EVALUATE BRAND EXTENSIONS-RESEARCH FINDINGS **Scopus**
FROM INDIA. *Journal of Services Research*, 8(1).

- 39 Saraswathy, R., Thamaraiselvan, N., Senthilarasu, B., & **Scopus**
Sivagnanasundaram, M. (2011). Facades of attractive employer in **ESCI**
Indian it industry: Existing employee perspective. *International*
Journal of Human Capital and Information Technology Professionals
(IJHCITP), 2(1), 80-98.

- 40 Selvan, N. T., Arasu, B. S., & Sivagnanasundaram, M. (2013). **Non**
Behavioral Intention Towards Mobile Banking in India: The Case of **Scopus**
State Bank of India (SBI). In *Mobile Opportunities and Applications*
for E-Service Innovations (pp. 98-118). IGI Global.

National Journals

1. R. Saraswathy and **N. Thamaraiselvan**, “An Empirical Study of Most Attractive Employer in Indian IT Industry: Potential Employee Perspective.” Sugyan, Volume II Issue I, Jan - June, 2010
2. **Thamaraiselvan N** and Raja J, (2007), ” Customer evaluations of automated teller machines (ATMs) service encounter – An empirical model. ” Journal of Contemporary Management Research 1 (1): 52-71.
3. **Thamaraiselvan N** and Raja J, (2006), “Consumer evaluation of service brand extensions – An Indian perspective. ” PSG Journal of Management Research 1(1): 41-56.
4. **Thamaraiselvan N** and David Jawahar P. (2004). “Success Determinants of Brand extensions: An Indian perspective. ” The ICFAI Journal of Marketing Management, Vol.III, No.3:66-77.
5. **Thamaraiselvan N** and David Jawahar P. (2002). “Recruitment in the new age: Issues and Challenges.” Kerala Personnel: 17-21.

Scholarly Publications-Books, Chapters in a book

International:

1. Jagannathan, V., Balasubramanian, S., & **Natarajan, T.** (2018). An extension to the Delone and Mclean information systems success model and validation in the internet banking context. In Encyclopedia of Information Science and Technology, Fourth Edition (pp. 49-60). IGI Global.
2. **Selvan, N. T.**, Arasu, B. S., & Sivagnanasundaram, M. (2013). Behavioral Intention Towards Mobile Banking in India: The Case of State Bank of India (SBI). In *Mobile Opportunities and Applications for E-Service Innovations* (pp. 98-118). IGI Global.
3. **Natarajan, T.**, Rajah, S. R. A., & Manikavasagam, S. (2011). Snapshot of personnel productivity assessment in Indian IT industry. *International Journal of Information Technology Project Management (IJITPM)*, 2(1), 48-61.
4. **Natarajan, T.**, Balakrishnan, J., Balasubramanian, S., & Manickavasagam, J. (2013). The state of Internet marketing research (2005-2012): A systematic review using classification and relationship analysis. Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications, DOI: 10.4018/978-1-4666-7357-1.ch013
5. **Thamaraiselvan.N**, R.Saraswathy and M.Sivagnanasundaram (2011) “Snapshot of Personnel Productivity Assessment in Indian IT Industry”, Global Business, Chapter 4.15 p.1094

National:

1. **Thamaraiselvan N**, David Jawahar P., *Familiarity Breeds Profits – Brand Extension Strategies in India*, Brand by Tapan K Panda, Excel Books 2003.
2. **Thamaraiselvan N**, Raja J, *FMCG Brand extensions: Consumer evaluation Viewpoint*. Contemporary Trends in Business Research, Nandagopal and Krishnaveni, Allied Publishers 2004, 172-188.
3. **Thamaraiselvan N**, David Jawahar P., *How do consumers evaluate service brand extensions?- Indian Insights*, Marketing Strategies for Emerging Markets, Rajendra Nargundkar and Tapan K Panda, Excel Books 2005, 238-254.
4. **Thamaraiselvan N.**, Senthil Arasu B, Sivagnanasundaram M., “Service Design Using Taguchi’s Technique” Ideas, Insights and Innovations on Management Research – An International Perspective, Editor P.David Jawahar, Macmillan Advanced Research Series 2010.

Research papers published in Conferences

International: Outside India

1. Thamaraiselvan Natarajan, Senthil Arasu Balasubramanian, Dharun Lingam Kasilingam. (2016). Multi-group Analysis of Antecedents to the Intention to Use Mobile Shopping Applications between different device types. 32nd International Research Conference on Business, Economics and Social Sciences, IRC-2016 December 30-31, 2016 Dubai, U.A.E.
2. Thamaraiselvan Natarajan, Senthilarasu Balasubramanian, Saraswathy Aravinda Rajah and Sivagnanasundaram Manickavasagam, “An Empirical Study of Employer Branding and Its Interrelated Constructs in the Indian IT Context.” International Journal of Arts & Sciences (IJAS) Conference for Academic Disciplines held at Ryerson University, Toronto, Canada (May 23 – 26, 2011).
3. Thamaraiselvan N. Punniyamoorthy M, Raja J, and Senthil Arasu B “Success Determinants of Service Brand Extensions in India-An Empirical Study.” Paper presented at the international conference on marketing 2008 organised by ATINER (Athens institute for education and research) held at Athens, Greece, August 7-10, 2008.
4. Thamaraiselvan N, Raja J and Vishakarajan, “How do consumers evaluate brand extensions? – Research findings from India.” Paper presented at the international conference on Business and Information 2006 organized by Academy of Taiwan Information Systems Research, Department of Marketing, Hong Kong Baptist University National Taipei University and Shih-Chien University, held at Singapore, July 12-14, 2006.

International: In India

1. **Thamaraiselvan Natarajan**, Senthil Arasu Balasubramanian, Dharun Lingam Kasilingam. (2017). The Moderating Role of Device Type and Age of Users on the Intention to Use Mobile Shopping Applications. North American Society for Marketing Education in India (NASMEI) Summer Marketing Conference. IIM Indore
2. **N.Thamaraiselvan**, J.Daniel Inbaraj, B.Senthil Arasu, A Literature Review on Cause Related Marketing, 2nd International Conference on Emerging Markets and Issues in Management, 19th -20th April 2013,VIT Business School, VIT University, Vellore, India.(ISBN: 978-93-5104-881-7)
3. **Thamaraiselvan.N** Senthil Arasu.B, Sivagnanasundaram.M (2010), “*Factors influencing consumer choice of SST channels in retail banking: An empirical study using AHP,*” Conference for Doctoral Research in Management, Nirma University, Ahmadabad.
4. **Thamaraiselvan.N** Senthil Arasu.B, Sivagnanasundaram.M (2010), “Service design using Taguchi’s technique,” Athenaeum 2010, Bharathidasan Institute of Management, Tiruchirappalli
5. **Thamaraiselvan.N**, Senthil Arasu.B, Sivagnanasundaram.M (2009), “*Determinants of SST usage in retail banking,*” 3rd Great Lakes NASMEI Marketing Conference, Chennai.
6. **N.Thamaraiselvan** and R.Saraswathy “*Potential hires perspective of employer attractiveness in IT & ITTES Industry,*” (PABCET 2009).
7. **N.Thamaraiselvan** and R.Saraswathy, “*The Impact of Clearance Sales Store attributes on Store Loyalty,*” (PABCET 2009).
8. **N.Thamaraiselvan** and R.Saraswathy, “*An empirical study of Employer Attractiveness Indian Perspective,*” Athenaeum 2010, Bharathidasan Institute of Management, Tiruchirappalli
9. **N.Thamaraiselvan** and R.Saraswathy, “*An Empirical Study of Most Attractive Employer in Indian IT Industry: existing employee perspective,*” (ICMPSPG 2010).
10. **N.Thamaraiselvan** and R.Saraswathy, “*Modeling Employee Branding : The Spin –Off of Employer Branding,*”(TRIM 2011)

11. **Thamaraiselvan N** and David Jawahar P, “*How do consumers evaluate service brand extensions? – Indian Insights*,” Paper presented at the International Conference on Marketing Strategies for emerging markets held at Indian Institute of Management, Kozhikode. December 12-13, 2004.

National

1. **N.Thamaraiselvan**, J.Daniel Inbaraj, B.Senthil Arasu, Cause Related Marketing-An Indian Way, National Conference on Recent Trends in Marketing-Opportunities and Challenges, 20th February 2013, National Institute of Technology, Tiruchirappalli, India.(ISBN: 978 93 81790 93 9).
2. **Thamaraiselvan N** and David Jawahar P, *Consumer evaluations of service brand extensions – Indian perspective*. Presented a paper in the Fourth National Seminar on Business Research held at PSG college of Technology, Coimbatore, December 02-03, 2005.
3. **Thamaraiselvan N** and David Jawahar P, *FMCG Brand extensions: Consumer evaluation Viewpoint*. Presented a paper at the Third National Seminar on Business Research held at PSG college of Technology, Coimbatore. November 19-20, 2004.
4. **Thamaraiselvan N** and David Jawahar P, Familiarity breeds profits: Brand extensions strategies in India. Presented in the National Seminar on Building brands in Indian Market held at Indian Institute of Management, Kozhikode. October 2003.
5. **Thamaraiselvan N** and Usha Nandhini N. *Service Sector: The Imperative to capture subjective factors for credit assessment*. Proceedings of the National Seminar on Management in Transition, held at Dept. of Management Studies, University of Madras, Madras, during February 20 -21, 2003.
6. **Thamaraiselvan N** and Usha Nandhini S. *To Extend or Not to Extend: Success Determinants of Brand Extensions*. Proceedings of the National Seminar on Management in Transition, held at the Dept. of Management Studies, University of Madras, Madras, during February 20 -21, 2003.
7. **Thamaraiselvan N** and David Jawahar P, *Recruitment in the New Age: Issues and Challenges*. Paper presented at the national seminar on Information Technology revolution and human resource management held at the Department of Management Studies Vidya Bharati Mahavidyalaya, Amravati, January 2002.
8. **Thamaraiselvan N** and David Jawahar P, *Ethics in Advertising: Sense and Sensibility*. Paper presented National Seminar on “Ethics and Management: Emerging Issues in the New Millennium”. Presented at the North Gujarat University, India on January 2002.

CONSULTANCY

Projects

1. Development of Innovave Solutions to Serve Water Technology for Clean and Sustainable Water Resources. Sponsoring Agency: Royal Academy of Engineering
Role: Co-Investigator Amount: 3271239/-
2. A Systematic Approach to Financial Distress Prediction and NPA Management of MSME in India. Sponsoring Agency: ICSSR. Role: Co investigator.
Amount: 2000000/-

Faculty Development Programmes – FDPs Conducted

Teaching Methodology

S. No.	Programme Titles	Date (s)	No. of Days
1	Training Tomorrow's Teacher Teaching Through Technology	November 20 – 24, 2017	5
2	Art of Edification Contemporary & Innovative practices for effective teaching	April 24 - 28, 2017	5
3	The Art of Teaching: Pedagogical Tools and Techniques – Series III	November 17-21, 2014	5
4	The Art of Teaching: Pedagogical Tools and Technique, Series –II	March 3- 7, 2014	5
5	The Art of Teaching: Pedagogical Tools and Technique – Series I	November 18 – 22, 2013	5

Skill Enhancing

S. No.	Title of Activity	Date (s)	No. of Days
1	Training the Trainers in 21st Century Skills Education	May 8-10, 2019	3
2	Empowering Teachers on 21st Century Skills Education	April 29-03, 2019	5
3	Training Tomorrow's Teacher Teaching Through Technology	November 20 – 24, 2017	5
4	Empowering Teachers in Life Skills Education	November 6 – 10, 2017	5
5	Training of Trainers in Life Skills	February 27 to March 3, 2017	5
6	Imparting Soft Skills for Success and Life Skills for Survival at the Work Place	November 24 – 28, 2014	5

Research Methods and Analysis

S. No.	Programme Titles	Date (s)	No. of Days
1	Using SPSS for Quantitative Analysis in the Management and Social Sciences	December 7-11, 2019	5
2	Structural Equation Modelling (SEM): Basic & Advanced Analysis	December 2-6, 2019	5
3	Research Colloquium on Business and Social Sciences	November 29-December 3, 2019	5
4	Structural Equation Modelling: Basic and Advances Analysis	December 1 – 3, 2017	3
5	Data Analysis Using SPSS	November 25 – 27, 2017	3
6	Data Mining and Data Analytics	November 13 – 17, 2017	5
7	Research Colloquium on Business and Social Sciences	November 11 – 12, 2017	2
8	Research Colloquium on Business and Social Sciences	April 29 – 30, 2017	2
9	Structural Equation Modelling: Basic and Advances Analysis	April 28-30, 2017	3
10	Data Analysis Using SPSS and R	April 21-23, 2017	3
11	Data Mining and Data Analytics	November 24-25, 2014	2
12	Data Mining and Data Analysis	March 10-14, 2014	5

Conclaves

S. No.	Title of Activity	Date (s)	No. of Days
1	Marketing conclave “MPULSE-2012”	February 23 rd , 2012	1
2	Finance conclave “Finecture-2012”	March 31 st , 2012	1
3	Human Resource Conclave “ Avance2012-Emerging trends in HR”	November 3 rd , 2012	1
4	General Management Conclave “Vyoog-2012”	December 8 th , 2012	1

Faculty Profile of **Thamaraiselvan Natarajan**, Professor, DoMS
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5	Marketing Conclave “MPULSe-2013”	February, 23 rd , 2013	1
6	Analytics conclave “ SAMVID-2013”	August 18 th , 2013	1

Management Development Programmes

BHEL Outbound experiential program, Team Building, Achievement Motivation, Creativity, Problem Solving, Strategic Orientation, Organisational Excellence and Risk Taking. For Senior Level, Middle level Executives and Engineering Trainees. 2012 –Till Now

Southern Railways Strategic Orientation, customer Satisfaction and feedback, 2018 to till Now

Other Corporates **TNPL, NLC, IMTI, BHELSIA, BSNL, INDIAN POSTS, TREC-STEP etc.,**

Training Programmes Attended

Date(s)	Title of Activity	Event Organized by	Venue
Feb 11-12 2013.	Outbound Experiential Learning Camp for Team Building and Effective Group Dynamics	Adventure Zone, NIT	NIT Trichy
May 9-10, 2013	Perspectives on Curriculum	TEQIP, NIT	NIT Trichy
February 17-19, 2010	Using Simulation as Pedagogical Tool in Marketing and Strategy	IBS	Hyderabad
September 18-19, 2010	Capstone Business Simulation Programme	CAPSIM Management Simulations Inc., in ICRISAT,	Hyderabad
June 29 - July 1, 2009	Effective Teaching: Cooperative Learning	Rich Fielder North Carolina State University and Rebecca Brent, Education Designs	Infosys Mysore

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31 March- 2 April, 2008.	Accrual Accounting Systems	TEQIP sponsored Programme conducted by NIT Trichy.	Tiruchirappalli
October 2- 4, 2008.	The Seven Habits of Highly Effective People	Franklin Covey south Asia	Munnar
August, 8-9, 2008	Right to information act, 2005 and role of information officer	National Archive of India, RTI Cell	New Delhi
July 23-25, 2007	Educational Excellence in Colleges and Universities	Indian Institute of Management Calcutta	Calcutta
January 21- 26, 2006	Data Analytics for Business Management	National Institute of Technology Trichy	Trichy
March 14-24, 2005	E-business and Supply Chain Management	AICTE sponsored programme, NIT	Trichy
January 19-24, 2005	Services Management	Indian Institute of Technology, Madras	Chennai
January 24- February 14, 2004	Induction Training Programme in Management for Young Teachers	Indian Institute of Management, Kozhikode	Kozhikode
November 11–15, 2002.	Effective management of Sales Force and Distribution Channel	AICTE sponsored Quality Improvement Programme	MDI, Gurgaon

Networking with other Institutes

Academic/Administrative Responsibilities outside the University

Position

Institutions

Reviewer

Scopus Indexed, ABDC categories, Web of Science Journals
Technology in Society, Journal of Services Research
International Journal on Contemporary Management Research
International Journal of Business and Information
International Journal of Business and Management
Benchmarking: An International Journal

Faculty Profile of **Thamaraiselvan Natarajan**, Professor, DoMS
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Expert Member in Recruitment	Central University of Hyderabad, BITS Pilani, SRM Athirapalli, Andhra, Annamalai University Chidambaram, other self-financing colleges.
Academic Auditor	Kalasilingam University, PSGIM
Board of Studies Member	PSG Institute of Management, Coimbatore, Kalasilingam University, Karunya University Business School, Sri Krishna College of Engineering and Technology, Coimbatore, Kumaraguru College of Engineering and Technology, Coimbatore , Bannari college of technology, Coimbatore, Mepco Schlenk Engineering College, Sivakasi etc.,
External Board member	Governing Council of Erode Builder Educational Trust's Group of Institutions
External Thesis Examiner	Central University of Hyderabad, NIT Warangal, NIT Calicut, Anna University, Alagappa University, Bharathiyar University, SRM University, VIT University, Sathiyabama University, Manormaniam Sundranar University, Sardar Vallabhbhai Patel Textiles and Management , Bharathidasan University, Bharathiyar University etc.,
Organizing committee member	International conference on electronic commerce, Administration, Society and Education, Various Indian Universities, Colleges etc.,

Invited Talks

Topics	Achievement Motivation, Leadership, Creativity, Risk Taking, Problem Solving Innovative Teaching Methodology, Activity Based Teaching, Flip Class room, Online teaching methodology and tools. Review of Literature, How to choose the research Topic, Art of Story Telling, Writing for scholarly Publications, Statistical Tools
Institutes	Marketing Metrics, Analytics, Services Marketing, Branding NITs, Central Universities, State Universities, International Research Forums, Rotary Clubs, Centre of Excellences in Universities, Human Resource Development Centres, ICSSR, AICTE, UGC sponsored consortiums, workshops and seminars.

PERSONAL DETAILS

1	Date of Birth and Age	07.03.1970 50 years
2	Family	
	Mother	Themozhi R. Retired Professor of English
	Wife	Shyamala R. B.D.S., Dentist
	Son	Poongkundran T.B.Tech Mechanical Program Analyst CTS Chennai
	Daughter	Saghana T, 8 th Standard, BVIS Trichy.
3	Permanent Address	Plot No.10, 15 th Cross East Balaji Nagar Near Montfort School Kattur Tiruchirappalli – 620019. Tamil Nadu, INDIA
4	Sports Recognitions	Lawn Tennis, Badminton and Cricket
	Hobbies	Watching all Genres of Movies
5	Foreign Places Visited- official	Singapore, Greece, Dubai