



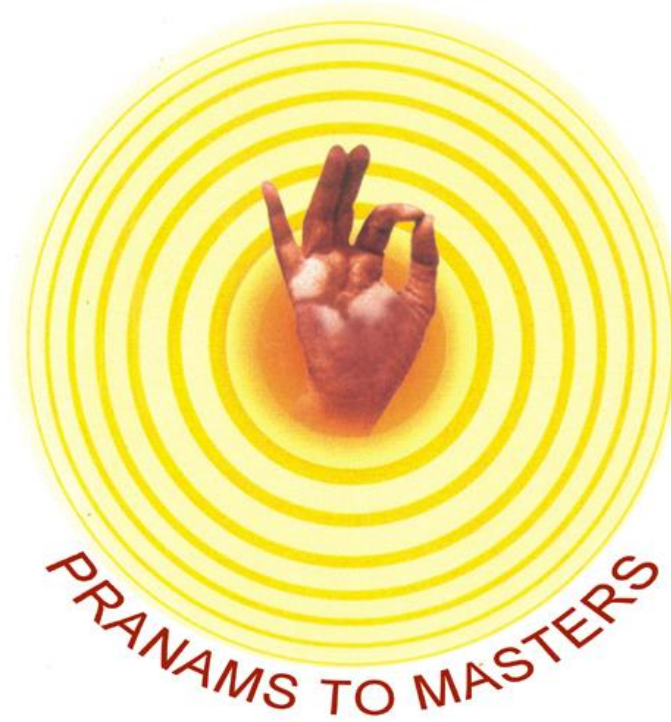
SRI CHANDRASEKHARENDRASARASWATHI VISWA MAHAVIDYALAYA

(University Established Under Section 3 of the UGC Act, 1956)
Enathur, Kanchipuram - 631 561.

CONSULTANCY PROFILE



Consultancy Wing
Advanced Management Research Centre
Department of Management Studies



Men of wisdom repeatedly urge for cultivation of four auspicious qualities;

"Charity with sweet words"

"Knowledge with humility"

"Courage with patience"

"Wealth with renunciation"

**Rare indeed is such an achievement!
(Prasnottara Ratna Malika of Sri Adi Sankaracharya)**

OUR INSPIRERS



PROF.DR.S.JAYARAMA REDDY
Chancellor



PROF.DR.V.S.VISHNU POTTY
Vice Chancellor



PROF.DR.G. SRINIVASU
Registrar

Greetings,

PREAMBLE

With the Benign Blessings from Their Holiness Sankaraacharyas of Sri Kanchi Kamakoti Peetam, Advanced Management Research Centre under the Faculty of Management Studies was established in February 2017. It aims to promote research in the field of Management, to impart training, disseminating knowledge in the field of Management through Management Development Programmes, Executive Development Programmes, Entrepreneurial Development Programmes, Workshops, Colloquia, Symposia, consultancy to organizations, Managers, Executives both in Public/Private Sectors, Academicians associated with the Management discipline and such other areas of vital importance to the economy and society in general.

With inbuilt inspirational support, patronage from Authorities of the University, Faculty Members of the Department of Management Studies possess adequate passion for performance, positive attitude, analytical ability, fair knowledge on Industry, exposure, relevant qualification, experience, result oriented approach to live up to the expectations of the market in general.

Equipped with necessary qualitative, quantitative aptitude, attitude, the team associated with Advanced Management Research Centre is willing to be instrumental in providing Win-Win Strategies for all the Individuals and Organizations approaching for availing service. Having understood the above mentioned importance, Faculty of Management Studies collectively and individually are ready to serve by offering their services through the department to the requirements of Industry.

Flash Points and Tools of Strength for Project / Consultancy Assignments

➤ Our Team of full time Faculty

Full time Faculty Members	10
Professors	1
Associate Professors	2
Assistant professors	7
% of Faculty Members with Doctorate Degree	80%
Faculty members with Doctorate Degree	8
Faculty members qualified with NET	6
Average Industrial experience of Faculty members	2 years
Average Academic experience of Faculty members	15 years
Invited talks	71

➤ Our Research Potential

M.Phil awarded	76
Ph.Ds awarded	52
Completed Projects in hundreds	870
Ongoing projects	20
Ph.Ds awarded - in-house faculty members	08

➤ Guidance on Research Leading to Ph.Ds

Research scholars pursuing Ph.D	68
Research scholars pursuing M.Phil	15

➤ Our Presentations, Papers, Funded Projects and Publications

Research papers published by faculty in various reputed & refereed National and International Journals	169
Research papers presented in various National and International conferences	134
Citations as per Google Scholar	112
Average h-index	4
Funded Research Projects completed	02

➤ Professional Outlook on us by others

Rated 'A ₄ ' by All India Management Association, AIMA
Rated as one of the Top B-Schools in India by Dalal Street Magazine

➤ Our academic associates

- ❖ BITS Pilani (since 2009)
- ❖ Great Lakes Institute of Management, Chennai (since 2009)
- ❖ Gurukripa's Institute of Management, Chennai (Since 2016)

➤ Our Industry associates

- ❖ National Stock Exchange (since 2010)
- ❖ Knowledge Capital Investment Group (KCIG) (since 2013)
- ❖ Hand in Hand Institute of Social Entrepreneurship, Chennai (since 2016)

➤ Awards and Accreditations

Awards	09
Accredited Management Teachers	01

➤ Centers of Knowledge and Talent creation

- ❖ Advanced Management Research Centre
- ❖ Center for Entrepreneurial Development and
- ❖ Center for Common Proficiency

➤ Creation of awareness to External World

Periodical publication of News Letter on the academic, co curricular, extracurricular activities in public domain

➤ Activity based real time Knowledge creation

Trade Fairs conducted	08
Successful Business Plans	08
Mini surveys conducted	55

➤ Our Service through Consultancy to reputed Associates

Sify, Reckitt Benksier, State Bank of India, Wockhardt Pharmaceuticals, Doordarshan India, FICCI and many more

➤ Our Core Competency

Financial Modeling, Marketing Analytics, Logistics, Supply Chain Management and Retailing

Successfully Completed Consultancy Assignments so far

Sl.No.	Name of the Organisation	Year of Consultancy Assignment
1	Continental Warehousing Corporation Ltd., Chennai	2001
2	Reckitt Benksier, Chennai	2002
3	State Bank of India, Kanchipuram	2003
4	Himalaya Ayurvedics, Chennai	2004
5	Sify	2005
6	Wockhardt Pharmaceuticals	2006
7	Market Survey for Somiya Institute of Management Studies and Research Centre	2007
8	Market Survey for FICCI, Chennai	2008
9	Doordarshan India (Prasar Bharathi)	2009
10	Indian Bank.	2010 - 11
11	Indian Bank.	2011 - 12
12	Parimax Technologies, Australia	2015-16

Table showing the total number of Ph.Ds awarded (Specialisation wise)

Finance	General Management	HR	Marketing	Operations	Strategic Management
7	5	11	18	6	5

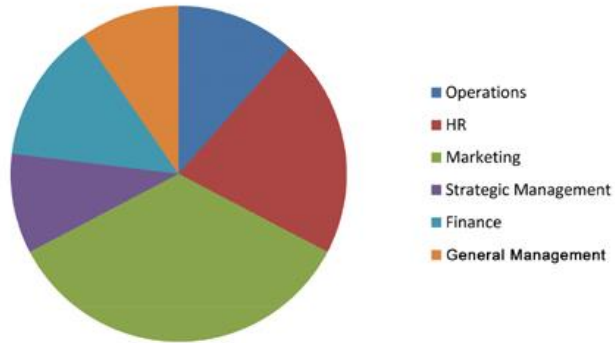


Table showing the total number of M.Phil awarded (Specialisation wise)

Finance	HR	Marketing	Operations
15	37	6	3

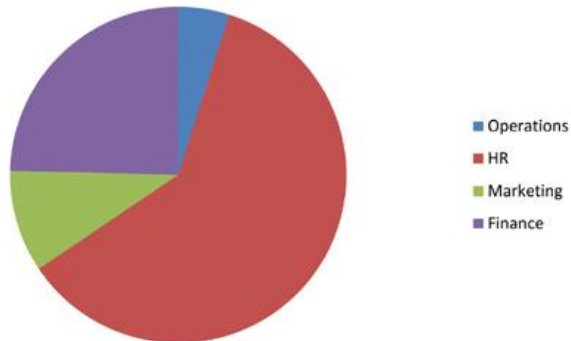
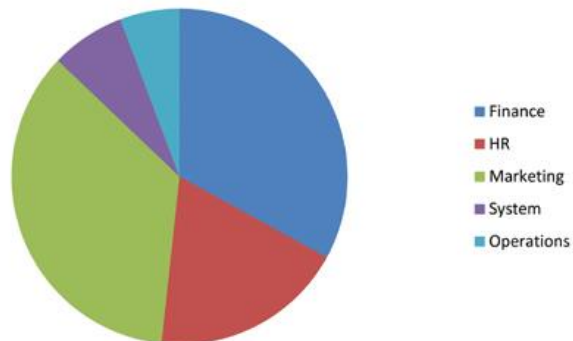


Table showing the total number of MBA projects (specialization wise)

Finance	HR	Marketing	Operations	System
287	163	308	50	62



Some identified areas where consultancy can be extended

Functional Area(s)	Identified areas of consultancy
Accounting and Finance	<ul style="list-style-type: none"> ➤ Cash flow forecasting ➤ External audit ➤ Guiding in preparation of Annual Report ➤ Accounting policy related issues ➤ Capital Mix ➤ Working capital ➤ Personal finance oriented training ➤ Portfolio Investment ➤ Financial Reconstruction ➤ Taxation
Legal	<ul style="list-style-type: none"> ➤ Legal aspects of business ➤ Secretarial Practices
Marketing	<ul style="list-style-type: none"> ➤ New Product Introduction ➤ New market identification ➤ Dealer and distributor identification ➤ Innovative product marketing
HR	<ul style="list-style-type: none"> ➤ Off the job training ➤ Stress management ➤ Personality development ➤ Skill development
Strategy	<ul style="list-style-type: none"> ➤ Strategy formulation ➤ Strategy revision ➤ New theme/Concept introduction ➤ Business Analytics

Holistic Management Consultancy through Indian Culture

Name	Area
Prof.Dr.S.Jayarama Reddy	Sanskriti and Philosophy
Prof.Dr.V.S.Vishnu Potty	
Prof.Dr.G.Srinivasu	
Dr.S.Ramakrishna Pispaty	
Dr.G.Sankaranarayanan	
Prof.V.G.Sarangan	
Prof.Dr.K.P.V.Ramanakumar, Dr.V.Subba Reddy and Shri.Sai Sridhar	Consciousness
Prof.Dr.G.Sridhar	Indian Medicine, Yoga & Meditation
Prof.Dr.K.V.S.N.Murthy	Quality Education

Our Academic Associates in Consultancy

NAME	SPECIALIZATION
DR. K.S. CHANDRASEKAR, HEAD, INSTITUTE OF MANAGEMENT, UNIVERSITY OF KERALA	MARKETING
DR. K. HARI, DEPARTMENT OF BUSINESS ADMINISTRATION, GOVERNMENT OF ARTS COLLEGE, TIRUTANI	
DR. S MEENAKUMARI, DEPARTMENT OF MANAGEMENT STUDIES, ANNA UNIVERSITY, CHENNAI	
DR. BHARADWAJ, PROFESSOR, GREAT LAKES INSTITUTE OF MANAGEMENT	
DR. SRINIVASAN R.IYENGAR,JAMNALAL BAJAJ INSTITUTE OF MANAGEMENT STUDIES	
DR.SATHYANARAYANAN, IFMR	
DR. K SUNDAR, FACULTY MEMBER ,FACULTY OF COMMERCE, ANNAMALAI UNIVERSITY	HR
DR. C.G.MANOJKRISHNA, ASST.PROFESSOR, T.K.M.INSTITUTE OF MANAGEMENT, KERALA	
DR JAYSHREE SURESH, HAND IN HAND ACADEMY FOR SOCIAL ENTREPRENEURSHIP	
DR.RAVIKIRAN,ISB, HYDERABAD	
DR.JAYA, FACULTY OF COMMERCE, ASAN MEMORIAL COLLEGE OF ARTS AND SCIENCE	RESEARCH METHODOLOGY
DR. LEWLYN L. RAJ RODRIGUES, PROFESSOR & HEAD, DEPARTMENT OF HUMANITIES & MANAGEMENT, MIT, MANIPAL,	
DR.V.KRISHNAMOORTHY, FACULTY, DEPARTMENT OF MANAGEMENT STUDIES, KONGU ENGINEERING COLLEGE	
DR.KP NANDAN PRABHU, ASSISTANT PROFESSOR ,SCHOOL OF MANAGEMENT – MANIPAL, UNIVERSITY	
SHRI.G.SEKAR B.COM, FCA, SHREE GURU KRIPA'S INSTITUTE OF MANAGEMENT	FINANCE
SHRI.B.SARAVANA PRASATH B.COM, FCA, SHREE GURU KRIPA'S INSTITUTE OF MANAGEMENT	
Dr.JAYASEELAN, HAND IN HAND ACADEMY FOR SOCIAL ENTREPRENEURSHIP	
DR.BALASUBRAMANIAN, IFMR	
SMT. NIRUPAMA SEKAR, BE, SHREE GURU KRIPA'S INSTITUTE OF MANAGEMENT	SYSTEMS
SHRI. SUNDAR RAMAN, B.COM, FCA, SHREE GURU KRIPA'S INSTITUTE OF MANAGEMENT	LEGAL ASPECTS

Our Industry Associates in Consultancy

S.NO	NAME
1	Shri.P.K.Madhavan, Managing Director, Vijay Nichole imprints
2	Shri.Krishnan, Vice President, Malladi Drugs & Pharmaceuticals
3	Shri.Abhinav Shankar, Manager, Indian Campus Recruitment, Seagate
4	Shri.Naveen Kumar, Cognizant Technology
5	Shri.N.Badrinath, Cognizant Technology
6	Shri.Karuppaiah, Hindustan Beverages (Coke)
7	Shri.Parasuram, Corporate Trainer
8	Shri.Vijay Anand Sriram, Corporate Trainer, RIPE
9	Shri.Mahesh Pavan, IBM
10	Shri.Neelakantan, Regional Manager, Sharekhan
11	Shri.Rajesh, KARVY Stock Broking Ltd
12	Shri.Anand Jayaram, Tech Mahindra
13	Shri.Manjunath, Price Water Coopers, Bangalore
14	Shri.Indhar, E-Commerce
15	Shri. Sai Sridhar, Institute of Logistics, CII
16	Shri.Mahesh Reddy, FORD
17	Shri.K.V.Ramanathan, Deputy Vice President, Indusind Bank
18	Shri S.T.Krishnekumaar, Deputy Vice President, Indusind Bank
19	Smt.Nalini Ravindran, Corporate Trainer, SAHAJA
20	Dr.L.Ramanan, RAISE Consultancy
21	Shri.Anbuthambi, Vice President, ICTACT
22	DR.R.Ravichandran, Financial Consultant
23	Shri.R.Ramakrishna, NTT Data
24	Shri.Girish Raghavan, Group Head, Wipro

Profile of Faculty Members involving in Consultancy



Prof. Dr. K.P.V. RAMANAKUMAR, M.Sc., M.B.A., Ph.D

Dean, Faculty of Management Studies,

Commerce & Human Resources

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Prof. Dr. K.P.V. Ramanakumar was Vice President of a leading Shipping and Transport organization, before joining academics with a strong Industry Exposure. He is associated with department since 1998. In a career spanning over 30 years, He handled various subjects in Management as a Teacher, held Various positions as an Administrator, Guided number of students as a Supervisor, Placed number of students as a Trainer, Evaluated various assignments as an Adjudicator and made Department to evolve in Intellectual Capital as a Visionary. He held various positions in the University as Head of the Department, Chairman Board of Studies, Member of Academic Council, Member of Board of Management for three terms, Member of Planning and Monitory Board, Member of IQAC, Chairman for Convocation for three terms and Chairman for Admissions for the last nine years. As a product he is accredited by All India Management Association (AIMA) as a quality Management Teacher and recognized by Professional Bodies as a "Best Teacher", "Best Dean", a Man with Academic Excellence and Man with Human Values. He made his presence felt in the field of research by publishing more than 50 papers in National, International, Peer reviewed Journals with 45 citations and a h-index of 4. His Teaching methodology included Activity Based approach, Research Orientation and Financial Skill based outcome. His disciples won various prizes in competitive environment and in various research fora. His core competence lies in Logistics and Supply Chain area and in Strategic Management. He has authored 3 books and edited 3 books. He is a resource person in various reputed Universities, Business Schools and Professional Bodies. His Doctoral thesis titled "The influence of

Profile of Faculty Members involving in Consultancy



Dr.M.S.RAMARATNAM, B.Sc.,M.B.A., UGC(NET),Ph.D

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Dr.M.S.Ramaratnam is associated with the Department of Management Studies since 2007. He is specialized in Finance. His area of exposure lies in Financial Management, Managerial Economics, Research Methodology, Statistics, Investment Management and Banking. He has 20 years of Academic Experience and his doctoral thesis has the application of Econometric model on "Testing the Stability of Equity Beta". He published 35 papers in Various International and National Journals of repute. He regularly visits many Institutes as a Resource Person and delivers Invited talks in Finance and Research Methodology with special reference to Structural Equation Modeling and Business Analytics. To his credit one of his research papers was selected for presentation in the 12th International Consortium of Students in Management Research (COSMAR) organized by the Department of Management Studies, Indian Institute of Science (IISC), Bangalore. He presented many papers in various International and National conferences. As a Resource Person of Securities Exchange Board of India (SEBI) he was involved in spreading the Financial Education across the Nation. He received Commendation Letters from the Editorial Boards of various Journals for his contributions. He delivered online lecture through virtual class room portal of the Centre for logistics, CII. He guided 80 MBA projects. He has carried out a Minor Research Project sponsored by SCSVMV University. His Core Competence lies in Investment and Portfolio Management. Dr.M.S.Ramaratnam is currently heading the Department of Management Studies

Profile of Faculty Members involving in Consultancy



Shri. JAYARAMAN RAVINDRAN, B.Com FCA

Finance Officer

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Shri. Jayaraman Ravindran is basically a Chartered Accountant with vast experience in Industry. He is disseminating his knowledge and experience to the student community as a faculty with passion on the subject. He gives exposure to the students in the areas such as Accounting and Accounting standards. He also handles sessions for those who aspire to be Chartered Accountants. He worked in Indian Oil Corporation, Hotel Corporation of India Limited, Ministry of Finance, Royal Government of Bhutan, Tashi Group of Companies, Bhutan and Bhutan Carbide & Chemicals Limited. He occupied various positions like Senior Accounts Officer, Accounts Manager, Deputy Chief Finance Officer, Group Financial Adviser and General Manager. He is expert in the General Accounting, Monitoring of Statutory Payments (Sales tax & Excise duty), Cost Analysis & Pricing, Product Accounting & Pricing, Stock Accounting & Physical Verification of various products. He participated in key decisions pertaining to Strategic Initiatives, Operating Model and Operational Execution of various Industries. Shri. Jayaraman Ravindran is currently rendering his service in the University as Finance officer.



Dr. B. BALAJI SRINIVASAN, B.E, M.B.A, Ph.D

Associate Professor

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Dr. B. Balaji Srinivasan is associated with this Department since 2001. He has 18 years of Academic Experience and his area of exposure lies in Production and Operations Management. Business Statistics, Operation Research, Total Quality Management, World Class Manufacturing, Materials Management, Business policy and strategic Management. He has guided 8 M.phil Scholars and presently guiding 8 Ph.D. Scholars. He published 16 papers in various National and International Journals. He presented his papers in many conferences. He participated in Workshops and seminars. His broader area of research is Technology Management. He published papers in the areas such as Engineering Management, Technology Management and Production Management. His thesis titled "A Study on Technology Management with specific reference to Bio Mass Gasification Technology in India". He guided 90 MBA Projects. His Core Competency lies in Technology Management. Dr. B. Balaji Srinivasan is currently working as an Associate Professor of the Department.

Profile of Faculty Members involving in Consultancy



Dr. V. RAMANATHAN, B.Sc., M.B.A., UGC(NET), Ph.D.,
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Dr. V. Ramanathan is associated with the department since 2006. He has 18 years of academic experience and 2 years of industrial experience. He is specialized in Marketing. His area of exposure lies in Marketing Management, Research Methodology, Consumer Behaviour, Advertisement, Sales Management, Retailing and International Business. His broader area of research is retailing. His doctoral thesis titled "A Study on the Retailing Skills of the SHGs". He is sound in construction of Questionnaire and Research Methodology. He visited many Institutes as a Resource Person and delivered Invited Lectures in Research Methodology. He is able to work with various Research software packages like SPSS, AMOS and SmartPLS. He is strong in Marketing Research. He published 30 papers in various National and International Journals of Repute and presented Research Papers in various National and International Conferences. His services are available through online as well. Some of the organizations which used his online service include CII. He has carried out a Minor Research Project sponsored by SCSVMV University. He has guided 25 M.Phil Scholars and presently guiding 8 Ph.D. Scholars.. He guides students especially in the avenues of Consumer Behavior, Product Management, Branding, New Product Development, Advertising and Pricing. He is also interested in encouraging students to do field studies in the avenue of Marketing Research and Marketing intelligence. He participated in various Workshops and seminars. He has guided 70 MBA Projects. To his credit he has 19 citations with h-index 3 (citation indices). His Core Competence lies in Retailing. Dr. V. Ramanathan is currently working as an Associate Professor of the Department.

Profile of Faculty Members involving in Consultancy



Dr. T. THIRUMALESWARI, B.E, M.B.A, Ph.D
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Dr. T. Thirumaleswari has completed 10 years of her academic service in the department. She has overall academic experience of 14 years. She is specialized in Human Resources Management. She is an Engineering Graduate with Management Background. She guided 10 M.Phil Scholars and published 9 papers in various National and International Journals. She has participated in many Workshops, Conferences and Seminars and presented her papers. She published her paper in the areas such as quality of work life and Stress Management. She became Doctorate in 2015. Her broader area of Research is Stress Management. Her thesis titled "A Study on the consequences of job related occupational stress of women". Her expertise is utilized as a Department Placement Coordinator and Sports Coordinator. She has guided 60 MBA Projects. Her Core Competence lies in Occupational Stress. Dr. T. Thirumaleswari is currently rendering her service as Assistant Professor of the Department.



Dr. R. JAYARAMAN B.Com, M.B.A, M.Phil, Ph.D
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Dr. R. Jayaraman joined the Department in 2007. He has the Academic Experience of 10 years. He is specialized in Accounting and Finance. His area of exposure lies in Accounting for Managers, Financial Management, Corporate Finance, Financial Markets and Company Law. His broader area of Research is Behavioural Finance. His thesis titled "A Study on Savings Pattern and Investment Preference of the Individual Households". He published 27 papers in Various International and National Journals of Repute with h-index of 3 and an i-10 index. He presented his Research Papers in various National and International Conferences. He has also attended so many Workshops and Seminars. He is able to work with various Research software Packages like SPSS, AMOS, SmartPLS, Eviews and Gretl. He served as a Resource Person for Securities Exchange Board of India (SEBI) in spreading the Financial Education across the Nation. He has organized various Workshops on SPSS, AMOS, Eviews and Financial Modeling using Excel. He received Commendation Letters from the Editorial Boards of various Journals for his contributions. He adopts ICT based teaching methodology. He has guided 70 MBA projects. He has carried out a Minor Research Project titled "Access to Financial Inclusion" sponsored by SCSVMV University. He has guided 15 M.Phil Scholars. His Core Competence lies in Behavioural Finance. Dr. R. Jayaraman is currently rendering his service as Assistant Professor of the Department.

Profile of Faculty Members involving in Consultancy



Dr.A.VANITHA, B.Sc.,M.B.A., UGC(NET),Ph.D
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Dr.A.Vanitha joined the Department in 2008. She is specialized in Human Resources Management. She has the Academic Experience of 9 years. Her broader area of Research is Work-life balance. Her thesis titled "A Study on Women Employees' Attitude about Work Life Balance". She was awarded with the title "Best Teacher" twice. Her area of exposure lies in Human Resource Management, Industrial Relations, Labour Welfare, Training, Development, Labour Legislations and Organization Development. She published and presented various papers in National and International Journals of Repute. She has also attended so many Workshops and Seminars. She published her papers in the areas such as Work-Life Balance, Tourism, Service quality, Consumption Pattern, Employee Engagement, Recruitment, Quality of Work Life etc... She has carried out a Minor Research Project titled "Managing Issues and Opportunities of their Relevant Businesses by Women Entrepreneurs" sponsored by SCSVMV University. She has guided 10 M.Phil Scholars and presently guiding 4 Ph.D. Scholars. She has guided 40 MBA projects. She is currently functioning as department coordinator of Internal Quality Assurance Cell. Her Core Competence lies in Work-Life Balance. Dr.A.Vanitha is currently rendering her service as Assistant Professor of the Department.



Dr.K.LATHA, MA.,MBA., Ph.D., UGC (NET)
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Dr.K.Latha is with the department from 2014. She is specialized in Human Resources Management. Her areas of interest cover legal aspects of Business, HR, Training and Development and Mentoring. She has 15 years of experience in Teaching. She is well good at HR Model Constructions. She has guided 15 M.Phil. Scholars and presently she guides 7 Ph.D. Scholars. Her Interest lies in experimenting through real time projects in HR and IHRM. She also encourages MBA students to undertake secondary data based HR projects especially in the avenues of Absenteeism Management and Turnover Ratio Planning. She has presented 7 papers in National and International Journals of Repute. She has also presented papers in various National and International Conference. Her broader area of research is Employee attitude. Her Thesis titled "A Study on Attitude shift in Employees towards reforms in the Insurance sector". She published her papers in the areas such as Talent Management, Interpersonal Skills, Work life balance, Stress Management and Employee attitude. Her Core Competence lies in Human Resources Accounting. Dr.K.Latha is currently rendering her service as Assistant Professor of the Department.

Profile of Faculty Members involving in Consultancy



Smt. J. SANTHI M.Com.M.B.A. M.Phil. [UGC-NET]

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Smt. J. Santhi is specialized in Commerce. Her area of exposure lies in Financial, Cost and Management Accounting, Income Tax Law and Practice, Company Law, Financial Markets and Financial Services. She Authored three Books namely Company Law [As per Companies Act, 2013], Secretarial Practice and Company Law and Secretarial Practice. She had an Academic Experience of 19 years. She presented papers in National and International Conferences. She published Papers in Journals. She is the recipient of Best Teacher Award. Her Core Competence lies in Taxation and Secretarial Practice. Smt. J. Santhi is currently rendering her service as Assistant Professor of the Department.



Smt. V. S. SHEELA, M.Com., M.Phil., (UGC - NET)

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Smt. V. S. Sheela is specialized in Commerce. Her area of exposure lies in Financial, Cost and Management Accounting, Corporate Accounting, Income Tax Law and Practice and statistics. She has the Academic Experience of 11 years. She presented Papers in National and International Conferences. She has published Papers in Journals. Her Core Competence lies in Cost Accounting. Smt. V. S. Sheela is currently rendering her service as Assistant Professor of the Department.



Smt. SEEMA BALAN

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Smt. Seema Balan joined the department in 2016 as Guest Faculty. Currently she is the full time Ph.D Research Scholar in the Department. Earlier she did her M.Phil in the Department. Her Broader area of Research is Capital Market Risk. She has participated in Seminars and Workshops. She published Two Papers in Reputed Journals. She served for about 10 years in Capital Market Industry. Her Core Competence lies in Financial Markets.



FOR DETAILS CONTACT

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Prof.Dr.K.P.V.RAMANAKUMAR, M.Sc.,M.B.A., Ph.D
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Dr.M.S.RAMARATNAM, B.Sc.,M.B.A., UGC(NET), Ph.D
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