

Dr. G. Murugananatham



Specialisation:

Marketing and General Management.

Teaching, Research and Consultancy Interest:

Branding and Advertising, Marketing Management, Consumer Behaviour, Total Quality Management.

- **Teaching Engagement: For MBA and Ph.D Level.**

Experience:

- Professional Experience: 18 Years.
- Corporate Experience: Three Years in CIPLA Ltd & DABUR India Ltd.
- Teaching and Research Experience: 15 Years.
- Working as Faculty in Management Studies, NIT Trichy from May 2007.

Educational Qualification:

- Ph.D - 2009 - in Celebrity Brand Endorsement - Alagappa University, Karaikudi.
- UGC - NET- Management - 2005, New Delhi.
- M.B.A - 2000 - Alagappa Institute of Management, Alagappa University, Karaikudi.
- B.Sc - 1998 - The American College, Madurai.

Consultancy and Projects:

- Carried out a consultancy project on "Strategies to improve the Brand Image of NIT Trichy "(Part of pre-Golden Jubilee activity), 2012.
- Completed a sponsored project on "Effect of Social Cause Advertisements in Tiruchi District", from ICSSR-New Delhi, 2016.

Select Recent Publications:

G. Muruganantham and Priyadharshini (2017), Antecedents and consequences of Private Brand Purchase, International journal of Retail and Distribution Management, Vol 45, No 6, pp. 608-625.

G. Muruganantham and Priyadharshini (2017), Private label Retailers: Systematic Review of Winning Strategies, The Marketing Review, Vol 17, No 1, pp.117-143.

Muruganantham Ganesan, Suresh Paul Antony, Esther Princess George (2018), Dimensions of Job Advertisement, Journal of Management Development, Vol 37, No 5, pp.425-438.

Visits abroad:

- USA, UK, Singapore, Abu Dhabi, Russia, Japan and Australia.

Ph.D Research Guidance:

Mr. Ravi Shankar Bhakat, Impulse Buying Behaviour, 2014 (Completed).

Mrs. K. Priyadharshini, Private Label Brands in India, 2018 (Completed).

Mrs. Esther Princess George, Effectiveness of Recruitment Advertisement, 2020 (Completed).

Book Publication:

- G. Muruganantham (Editor), Marketing Dynamics, Aruna Publications, Chennai, ISBN Number: 9789381790939, 2013.

Case Study Publication:

G. Muruganantham, Sanghvi Neeraj Ajay, V. Janani, and Madana Sashi Kant, Pragyan: An International Techno - Management Festival of NIT Trichy, case study published in Case Centre (European Case Clearing House), No-514-069-1, 2014.

Knowledge Enhancement:

- Attended the World Marketing Congress Organised by All India Management Association (AIMA), at New Delhi on 4-5 February 2011.
- Participated in the Faculty Orientation Programme conducted by UGC-Academic Staff College, Himachal Pradesh University, Shimla from 18 June to 14 July 2012.
- Attended the workshop on Self-Awareness and Higher Goals in Education, organised by IIT Madras on 2-6 June 2014.
- Participated in the MDP on Leadership skills during 23-26 March 2015 at IRMA, Anand, Gujarat.
- Attended the International Advertising Association (IAA) Silver Jubilee Summit at Cochin on 3-5 September, 2015.
- Participated in the TEQIP II sponsored Program on Branding and Corporate Communications, organised by Management Studies, IIT Delhi on 8-9 August 2015.

Special Achievements:

Attended the workshop on Innovations and Best Practices in Productivity promotion organized and sponsored by the Asian Productivity Organization (APO) at Tokyo, Japan from 14th - 17th March 2017.

Attended the Business Excellence Workshop organized and sponsored by the Asian Productivity Organization (APO) – Japan, held at Singapore during 17th - 24th October 2012.

Conference / Events organised:

- Organised one day National Level Conference on "Recent Trends in Marketing" on 20th February 2013 at DoMS, NIT, Trichy.

- Organised a two day Faculty Development Programme (FDP) on Effective Teaching Techniques for College Teachers on 10th - 11th October 2013 at NIT Trichy.
- Organised a two day Employability Skill Enhancement Programme for College Students on 9-10 October 2015.
- Organised a TEQIP Sponsored One Day Workshop on "Training, Placement and Entrepreneurship Awareness Programme for Students of Mechanical Engineering, NIT Trichy on 22, January 2015 along with Dr. K. R. Balasubramanian, Mech Dept.
- Organised a TEQIP-II Sponsored Workshop on Data Analytics Concepts and Techniques for Business Intelligence, on 8-13 August 2016 along with Dr. E.Sivasankar, CSE Dept .

Others:

- Book reviewer for the Oxford University Press in the Marketing area for Indian adaptation.
- Book reviewer for Tata McGraw Hill, in Marketing area.
- Reviewer for the International Journal of Retail & Distribution Management, Emerald Publications.
- External Expert, Syllabus Formation of PGDM (Retail Management), Sardar Vallabhbhai Patel Institute, Coimbatore.
- Member, Syllabus sub-committee, Anna University, Chennai.

Select International Conference Presentation:

- Muruganantham and K. Priyadharshini, Indian Women's attitude towards Private Label Brands, 11th ISDSI International Conference - Interdisciplinary Research at the Global level, IIM - Trichy, 2017.
- Muruganantham Ganesan and Esther Princess George, An Exploration of Various Dimensions in Job Advertisements for Effective Recruitment, International Conference Strategies in Volatile and Uncertain Environment for Emerging Markets, IIT- Delhi, 2017.
- Muruganantham, Ravi Shankar Bhakat, K. Priyadharshini, Effect of Inflation on Indian Consumer's Purchase Intention, 11th Eurasia Business And Economics Society Conference, Ekaterinburg, Russia, 2013.
- Muruganantham. G and Himanshu Sharma, Factors Influencing Brand Loyalty towards Deodorants, Marketing in Emerging Economics, IIM-A, 2011.

Awards Received:

Received **Best Paper Award** for the paper titled "Case study on Corporate Social Responsibility" at the International Trade and Academic Research Conference organized by Academy of Business & Retail Management and co-hosted by London College of Management Studies at **London** on 8th – 10th November 2010.

Received **Best in the Session Award** for the paper titled "Celebrity Effect on Brand Positioning" at the Global Conference on Business and Finance, organised by the Institute for Business and Finance Research at **USA** on January 6th – 9th, 2009.

Received **Best Paper Award** for the paper titled "Brand Loyalty in Men's Jeans wear" in the International Conference on Strategic Trends on Innovations and Creativity organized by Department of Management Studies, **Anna University, Chennai**, on 10th & 11th September 2012.

Training and Development:

- Organised ICSSR New Delhi sponsored a Two Week Capacity Building Programme for Young Social Science Faculty from 19 to 30 August 2019.

- Served as a Resource Person for One day "Executive Development Programme on Benchmarking" at HRDC, BHEL-Trichy, on 12 August 2016.
- Delivered a special lecture on "Quality practices in India" to the participants of the Business Excellence work shop organized by APO-Japan in Singapore on 21st October 2011.
- Serving as a Resource Person for AICTE and ICSSR sponsored Workshops and conferences in South India.

Professional Affiliation:

Member in All India Management Association.

Administrative activities:

- Served as Associate Dean - Institute Development, for Two Years from November 2015 to December 2017.
- Served as Warden for Zircon A Hostel for Five Years from December 2010 to November 2015.

Contact Address:

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