

THAMARASELVAN NATARAJAN

Associate Professor

Department of Management Studies

National Institute of Technology Tiruchirappalli

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EDUCATION

- 2004 – 2007 **Ph.D. in Management**
Title: Consumer Evaluation of Service Brand Extensions in Indian context
-An empirical study using structural equation modeling.
National Institute of Technology Tiruchirappalli. Tamil Nadu
- 2001 – 2003 **M.Phil. in Management** - **First Class**
Alagappa Institute of Management
Alagappa University, Karaikudi. Tamil Nadu
- 1990 – 1992 **MBA - Master of Business Administration -** **First Class**
Regional Engineering College Tiruchirappalli (Presently
National Institute of Technology Tiruchirappalli) Tamil Nadu
- 1987 – 1990 **BBA – Bachelor of Business Administration -** **First Class**
Thiagarajar Arts College, Madurai.
Madurai Kamaraj University, Madurai. Tamil Nadu

SIGNIFICANT ADMINISTRATIVE EXPERIENCE

- 2011- 2014 **Head of the Department – Dept. of Management Studies**
- 2007-2009 **Associate Dean - Administration**

WORK EXPERIENCE

2010 – Till Now	Associate Professor
2007 – 2010	Assistant Professor
2004 – 2007	Selection Grade Lecturer
1999 – 2004	Lecturer Department of Management Studies National Institute of Technology, Tiruchirappalli, Tamil Nadu
1996 – 1999	Lecturer Department of Management Studies Mepco Schlenk Engineering College, Sivakasi, Tamil Nadu
1994 – 1996	Lecturer Department of Management Studies Maharaja College for Women, Erode, Tamil Nadu.
1992 – 1993	Probationary Officer Karur Vysya Bank, Mumbai.

AREAS OF EXPERTISE

- Services Marketing
- Marketing Research
- Strategic Marketing
- Marketing Metrics
- Marketing Analytics
- Social Media Marketing
- Online Marketing
- Brand Strategies
- Web Based Advertising
- Advanced Web Metrics

RESEARCH INTERESTS:

Self Service Technologies

Brand Leveraging Strategies

Customer Satisfaction Analytics

Services Marketing

Social and online Medias

Editorial Activities: Journal of Services Research

International Journal on Contemporary Management Research

International Journal of Business and Information

PH.D. GUIDANCE IN NATIONAL INSTITUTE OF TECHNOLOGY TIRUCHIRAPPALLI.

Ph.D.'s produced		
S.No.	Student Name	Topic
1.	R.Saraswathy	Employer Branding in Indian IT Industry – September 2010
2.	M.Sivagnanasundaram	Consumer Adoption of Self Service Technologies in retail banking – December 2011
3.	L. Manigandan	A framework to measure overall risk of supply chain – December 2011
4.	B.Janarthanan	Indian consumers perception beliefs towards social media advertisements. April 2014

Ph.D.'s ongoing		
5.	S. Thanigai Arul	Self-service technologies in Indian Airlines Industry
6.	J.Daniel Inbaraj	Cause related marketing and role of celebrities in Indian context
7.	Thushara Srinivasan	Antecedents and consequences of employee branding.
8.	Iswariya	Portrayal of women in advertisements in Indian medias.
9.	Priya verdhini	Advertisement cues in OTC drug advertising.
10.	Aravindha Raja	Retail analytics

RESEARCH AND PAPER WORK

International journals

- 1. Natarajan, Thamaraiselvan;** Balakrishnan, Janarthanan; Balasubramanian, Senthilarasu; Manickavasagam, Jeevananthan; “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, 2014.
- 2. Natarajan, Thamaraiselvan;** Balasubramanian, Senthilarasu; Balakrishnan, Janarthanan; Manickavasagam, Jeevananthan; “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, 2013.
- 3. Thamaraiselvan Natarajan,** Janarthanan Balakrishnan, Senthilarasu Balasubramaniam, Jeevananthan Manickavasagam; “Examining beliefs, values and attitudes towards social media advertisements: results from India”, International Journal of Business Information Systems. 2014 (accepted for publication)

4. **Thamaraiselvan Natarajan**, Janarthanan Balakrishnan; “Multiple discriminant analysis of consumer response to social media advertisements in Facebook, LinkedIn, YouTube and Twitter”, International Journal of Internet Marketing and Advertising, 2014 (accepted for publication)
5. Senthil Arasu Balasubramanian, Jeevananthan Mancikavasagam, **Thamaraiselvan Natarajan**, Janarthanan Balakrishnan; “An Experimental analysis of forecasting high frequency data of matured and emerging economies stock index using data mining techniques” International Journal of Operational Research.2014 (accepted for publication)
6. Senthil Arasu Balasubramanian, Jeevananthan Mancikavasagam, **Thamaraiselvan Natarajan**, Janarthanan Balakrishnan; “Performances of data mining techniques in forecasting stock index – evidence from India and US” Journal of national science foundation srilanka, 42 (2): 177–191, 2014. ***SCI impact factor.231**
7. Lakshmi, Visalakshmi, **Thamaraiselvan** and Senthilarasu; “Assessing the Linkage of Behavioural Traits and Investment Decisions using SEM Approach”, Int. Journal of Economics and Management 7(2): 221 – 241, 2013.
8. Punniyamoorthy M, **Thamaraiselvan.N**, and Manigandan L, “Assessment of supply chain risk - Scale Development and Validation” Benchmarking: an International Journal. Vol. 20 No. 1, 79-105, 2013
9. Ramasamy, Murugesan; **Thamaraiselvan, Natarajan**, " Knowledge Sharing and Organizational Citizenship Behavior" 18.4 (Oct-Dec 2011): 278.
10. Manigandan L,**Thamaraiselvan.N**, and Punniyamoorthy M “ An instrument to measure supply chain risk: establishing content validity" International Journal Network Enterprise Managment vol.4, No.4, 2011.
11. Mohammad Abdi, PDD.Dominic, Alan G Downe,Siew-Phaik Loke, **Thamaraiselvan N**, “ Aligning IT strategy with business strategy for competitive intelligence – A structure equation model”, International journal of business excellence, Vol 6, No.4, 2013
12. **Thamaraiselvan.N**, Senthil Arasu.B, Sivagnanasundaram.M, “*Behavioral intention towards mobile banking in India: The case of State Bank of India (SBI)*”, International Journal of E-Services and Mobile Applications., Vol 3, Issue 4, 2011

- 13. Thamaraiselvan.N, Senthil Arasu.B, Sivagnanasundaram.M ,** “*Role 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, Vol 45, No 1, 2011
- 14. Thamaraiselvan. N and R.Saraswathy** “*An Empirical Study of Employer Attractiveness in IT Industry: An Indian Perspective*”, International Journal of Indian Culture and Business Management (IJICBM) Vol 4, No.5, 2011
- 15. Thamaraiselvan.N, R.Saraswathy and M.Sivagnanasundaram (2011)** “*Snapshot of Personnel Productivity Assessment in Indian IT Industry*”, International Journal of Information Technology Project Management (IJITPM), 2(1) 48-61, 2011
- 16. Thamaraiselvan.N, Senthil Arasu.B, Sivagnanasundaram.M ,** “*Customer’s Choice amongst Self Service Technology (SST) Channels in Retail Banking: A Study Using Analytical Hierarchy Process (AHP)*”, Journal of Internet Banking and Commerce, Vol 15, No 2, 2010
- 17. Thamaraiselvan.N, R.Saraswathy, B.Senthil Arasu and M.Sivagnanasundaram** “*Facades of Attractive Employer in Indian IT Industry: Existing Employee Perspective*”, International Journal of Human Capital and IT professionals (IJHCITP), 2(1). 2011
- 18. Thamaraiselvan N and Raja J,** “*How do consumers evaluate brand extensions – Research finding from India*”, Journal of Services Research Vol.8, No.1. 2008
- ***The above study has been replicated in Bulgaria as a master thesis by **Svetozar Petrova (2008-2009)** “ An analysis of the process of brand extension evaluation – a Replication and Further Extension of the work of Thamaraiselvan and Raja (2008) in a Bulgarian Context” in Dublin Institute of Technology, Bulgaria”
- 19. Senthilarasu B, Jeevananthan M, Thamaraiselvan N, Janarthanan B** "Predicating intraday prices of stock market using nonlinear models – Evidence from developed and developing countries ", Omega – The International journal of Management Science” (Under Review – see details in the attached proof)

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 encounters – 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 ICAI 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.

Research papers published in Conferences

International: Outside India

1. **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 which will be held at Ryerson University, Toronto, Canada (May 23 – 26, 2011).- Accepted for presentation.
2. **Thamaraiselvan N.** Punniyamoorthy M, Raja J, and Senthil Arasu M “ *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.
3. **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.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.
2. **Thamaraiselvan.N** Senthil Arasu.B, Sivagnanasundaram.M (2010), Service design using Taguchi's technique, Athenaeum 2010, Bharathidasan Institute of Management, Tiruchirappalli
3. **Thamaraiselvan.N**, Senthil Arasu.B, Sivagnanasundaram.M (2009), *Determinants of SST usage in retail banking*, 3rd Great Lakes NASMEI Marketing Conference, Chennai.
4. **N.Thamaraiselvan** and R.Saraswathy *Potential hires perspective of employer attractiveness in IT & ITTES Industry* (PABCET 2009).
5. **N.Thamaraiselvan** and R.Saraswathy *The Impact of Clearance Sales Store attributes on Store Loyalty* (PABCET 2009).
6. **N.Thamaraiselvan** and R.Saraswathy *An empirical study of Employer Attractiveness Indian Perspective* Athenaeum 2010, Bharathidasan Institute of Management, Tiruchirappalli
7. **N.Thamaraiselvan** and R.Saraswathy *An Empirical Study of Most Attractive Employer in Indian IT Industry: existing employee perspective*(ICMPSG 2010).
8. **N.Thamaraiselvan** and R.Saraswathy *Modeling Employee Branding : The Spin –Off of Employer Branding*(TRIM 2011)
9. **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. **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.
2. **Thamaraiselvan N** and David Jawahar P, *FMCG Brand extensions: Consumer evaluation View point*. Presented a paper at the Third National Seminar on Business Research held at PSG college of Technology, Coimbatore. November 19-20, 2004.
3. **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.
4. **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.
5. **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.
6. **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.
7. **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 January, 2002.

Research Publications-Books, Chapters in a book

International:

1. **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 View point*. 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.

No. of self-financed courses/faculty development programmes Organized/proposed/attended

FDP’S CONDUCTED

1. Self-sponsored faculty development programme on “**The Art of Teaching: Pedagogical Tools and Techniques**” was conducted from November 18th to 22nd 2013.
2. Self-sponsored faculty development programme on “**The Art of Teaching: Pedagogical Tools and Techniques – Series II**” was conducted from March 3rd to 7th 2014.
3. Self-sponsored faculty development programme on “**Data Mining and Data Analysis**” was conducted from March 10th to 14th 2014.

4. Self-sponsored faculty development programme on “**The Art of Teaching: Pedagogical Tools and Techniques – Series III**” to be conducted from November 17th to 21st 2014.
5. Self-sponsored faculty development programme on “**Data Mining and Data Analytics**” to be conducted from November 24th to 28th 2014.
6. Self-sponsored faculty development programme on “**Imparting soft skills for success and life skills for survival**” to be conducted from November 24th to 28th 2014.

TRAINING PROGRAMMES ATTENDED

1. Participated in two day workshop on “**Perspectives on Curriculum**” sponsored by TEQIP, NIT Trichy during May 9-10, 2013.
2. Attended the “**Outbound Experiential Learning Camp for Team Building and Effective Group Dynamics**” conducted by Adventure Zone during 11⁻¹² Feb 2013.
3. Participated in the national workshop on “Emerging Trends in Supply Chain and Changing Business Environment” in NIT Trichy during 22-23 January 2011.
4. Faculty Development Programme on “**Capstone Business Simulation Programme**” conducted by Dr.Craig Waters, CEO, CAPSIM Management Simulations Inc., in ICRISAT, Hyderabad September 18-19,2010.
5. Faculty Development Programme on “**Using Simulation as Pedagogical Tool in Marketing and Strategy**” conducted by IBS-Hyderabad, February 17-19, 2010.
6. Faculty Development Programme on “**Effective Teaching: Cooperative Learning**” by Rich Felder, N. Carolina State University and Rebecca Brent, Education Designs, sponsored by Indo-US Collaboration for Engineering Education (IUCEE) held in Global Education Centre, Infosys Technologies Ltd, Mysore, June 29th to July 1, 2009
7. Attended an in house training programme on “**The Seven Habits of Highly Effective People**” conducted by Franklin Covey south asia, 2nd to 4th October 2008.
8. Attended two day workshop on “**Right to information act, 2005 and role of information officer**” conducted by National Archive of India, RTI Cell, New Delhin in collaboration with NIT Trichy under TEQIP community services, 8th to 9th August 2008.

9. Training Programme on “**Accural Accounting Systems**” as part of Technical Education Quality Improvement Programme (TEQIP) conducted by National Institute of Technology Tiruchirappalli, 31st March to 2nd April 2008.
10. Management Development Programme on “**Educational Excellence in Colleges and Universities**” conducted by Indian Institute of Management Culcutta, July 23-25, 2007.
11. Management Development Programme on “**Data Analytics for Business Management**” conducted by National Institute of Technology Tiruchy, January 21-26, 2006.
12. AICTE sponsored Faculty Training Programme on “**E-business and Supply Chain Management**” conducted by National Institute of Technology, March 14-24, 2005.
13. QIP short term training programme on “**Services Management**” conducted by Indian Institute of Technology, Madras, chennai. January 19-24, 2005.
14. AICTE sponsored three weeks Faculty Development Programme on “**Induction Training Programme in Management for Young Teachers**” under the topic of **Pedagogy in Management** conducted by Indian Institute of Management, Kozhikode, January 24February 14, 2004.
15. AICTE sponsored Quality Improvement Programme on “**Effective management of Sales Force and Distribution Channel**” conducted by Management Development Institute, Gurgaon November 11 – 15, 2002.
16. Training Programme on “**Computers and Applications**” conducted by National Institute of Technology, Trichy October 29 to 9th November 2001.

Awards

1. **Golden Jubilee distinguished alumni award for serving personnel at NIT Tiruchirappalli awarded on 16th July 2014.**
2. **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. – BEST PAPER AWARD.**

3. **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. – **BEST PAPER AWARD**.
4. Best Reviewer Award of the year 2007 awarded by the **CONTEMPORARY MANAGEMENT RESEARCH** - An International Journal/ CMR / ISSN 1813-5498 / CMR-JOURNAL.ORG.
5. Awarded the certificate of merit in Master of Business Administration (MBA) programme 1990-1992 for excellent academic performance in Regional Engineering College, Tiruchirappalli.

Administrative Positions and responsibilities

Associate Dean – Administration (May 2007 - June 2009), NIT –Tiruchirapalli

Responsibilities and Activities

Legal	Handled legal cases relevant to land grabbing Career Advancement Scheme (CAS) – anomalies and issues Right to Information Act – Information Non-Teaching promotions and pay fixation Tenders, Awarding and Vacating of shops
Recruitment	Coordinated, Assisted in two large recruitment drives (Preparation of recruitment, Application Scrutinizing, Expert Fixation)
Security	Man power requirement, Outsourcing of manpower, Key positions assignment and reassignment, system modeling in align with CISF recommendations
Hospital	Doctors and Staff Nurses appointment, System requirements for the hospital administration, Purchase of hospital equipments and furniture, Awarding and renewal of outsourcing contracts of clinical labs and pharmacy.
Transport	Purchase and Maintenance of vehicles, Monitoring and controlling of activities
Guest House	Outsourcing of Guest house maintenance, purchase of furniture and in house materials and system development for guest house profit/cost centre.
Purchases	Furniture's for the Institute and Departments, Air conditioners purchase and maintenance.
Shopping	Issue of Tenders, Award and renewal of contracts for the 23 different shops. Institute Sign Boards Design and development

Head of the Department: Feb 11th 2011 to Feb 6th 2014

Significant improvement in the various media ranking (From 38 to 26th) of department of management studies in national standing. (Business Today, Outlook, Business India etc.,

Infrastructure development for the department – New building, modernization of existing class rooms, labs, softwares etc.

Introduced Online processing for MBA admissions.

Signed a MOU with Madras Management Association for better industry institute interaction.

Floated a DoMS news letter , finance magazine in the department.

Introduced FIRM games for better relationship between first and second year MBA graduates.

Significant contributions to the institute through the following committees

1. Revision of 6th pay of Teaching staff arrears calculation committee
2. Estate Welfare Committee
3. Committee to frame the uniform curriculum for all UG and PG programmes
4. Committee constituted to review the design, contents and printing of the golden jubilee annual report.
5. Institute website development committee
6. Institute day programme management committee
7. Documentation and review committee for NBA Accreditation.
8. Committee constituted to finalise the House Keeping Services in the Institute Zone
9. Member in the department administrative council

Conducted 7 conclaves on different domains of the management to build industry institute interaction. (Details given below)

1. The General Management Conclave “**Vyoog-2014**” conducted by Department of Management studies, National Institute of Technology Trichy-15, February 23rd , 2014.
2. The Marketing Conclave “**MPULS-2013**” conducted by Department of Management studies, National Institute of Technology Trichy-15, February 23rd , 2013.

3. The Analytics Conclave “**SAMVID-2013**” conducted by Department of Management studies, National Institute of Technology Trichy-15, August 18th ,2013.
4. The Marketing Conclave “**MPULSE-2012**” conducted by Department of Management studies, National Institute of Technology Trichy-15, February 23rd , 2012.
5. The Finance Conclave “**Finecture-2012**”conducted by Department of Management studies, National Institute of Technology Trichy-15, March 31rd , 2012.
6. The Human Resource Conclave “**Avance 2012- Emerging Trends in HR**” conducted by Department of Management studies, National Institute of Technology Trichy-15, November 3rd , 2012.
7. The General Management Conclave “**Vyoog-2012**” conducted by Department of Management studies, National Institute of Technology Trichy-15, December 8th , 2012.

During my tenure as head of the department, the department bagged 14 awards under various categories. (details are given below)

S.No.	Name	Prizes/Awards	Organization
1.	Department of Management Studies, NIT, Trichy	Indian B-School Awards (Best Specialisation Award – Information Technology), Jan 2013	Discovery Education Media Private Limited
2.	Department of Management Studies, NIT, Trichy	Innovation Leadership Award, Feb 2013	DNA and STARS group
3.	Department of Management Studies, NIT, Trichy	Outstanding B school (South), Feb 2013	DNA and STARS group
4.	Department of Management Studies, NIT, Trichy	Outstanding B school (South), Feb 2013	DNA and Stars group
5.	Department of Management Studies, NIT, Trichy	Best government engineering college with Outstanding B school (South) which encourage leadership, development, marketing and institute and industry interface, June 2013	ABP news
6.	Department of Management Studies, NIT, Trichy	MMA Award for Managerial Excellence in Educational Institutions, June 2013	Madras Management Association
7.	Department of Management Studies, NIT, Trichy	Outstanding B school (South), Feb 2012	Bloomberg UTV
8.	Department of Management Studies, NIT, Trichy	Outstanding B school (South), June 2012	ABP News

9.	Department of Management Studies, NIT, Trichy	B-School Leadership Award, Nov 2012	HUL,BSA and Dewang Mehta Business School Award
10.	Department of Management Studies, NIT, Trichy	Business school with best academic input(syllabus) in operations and manufacturing, Nov 2012	HUL,BSA and Dewang Mehta Business School Award
11.	Department of Management Studies, NIT, Trichy	Business school that encourages leadership as a part of the Curriculum, Nov 2012	HUL,BSA and Dewang Mehta Business School Award
12.	Department of Management Studies, NIT, Trichy	Outstanding B school (South), Nov 2012	Amar Ujala Awards
13.	Department of Management Studies, NIT, Trichy	Outstanding B school (South), Feb 2011	Star News
14.	Department of Management Studies, NIT, Trichy	Business School which encourages innovations that lead to better development, Nov 2011	Dewang Mehta Business School Awards