

Dr. G. Muruganantham



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Specialisation:

Marketing/General Management.

Teaching Interest:

- Marketing Management.
- Consumer Behaviour
- Advertising Management
- Brand Management
- Total Quality Management.

Corporate Experience:

Three Years in CIPLA Ltd & DABUR India Ltd.

Awards Received

- Best in the session award for the paper titled "Celebrity Effect on Brand Positioning - A Study with Reference to Female Personal Care Products" at the Global Conference on Business and Finance,

organised by the Institute for Business and Finance Research at Atlantic City, **New Jersey, USA** on January 6-9, 2009.

- Best Paper Award for the paper titled "Case study on Corporate Social Responsibility of MNC'S in India" at the International Trade and Academic Research Conference organised by Academy of Business & Retail Management and co-hosted by London College of Management Studies at **Wembley, London** on 8-10 November 2010.

Educational Qualification:

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

List of Publications:

- Muruganantham.G And Kaliyamoorthy.S, "Retail Revolution" (Cover Story), ICFAI Journal – Marketing Mastermind, June 2005,pp 15 - 21.
- Muruganantham.G And Kaliyamoorthy.S, "Knowledge Management - The Challenge Of The Day", Tata McGraw-Hill, New Delhi, 2005, pp 313 - 322.
- Muruganantham.G and Kaliyamoorthy.S, Brand Positioning – A Contextual Review, Advertising Express, ICFAI Press, November 2008, pp 48-50.
- Muruganantham.G and Kaliyamoorthy.S, Celebrity Endorsement - A Competitive Tool for Brand Positioning, International Journal of Value Chain Management, Vol 3, No 4, 2009, pp 386-400.
- Muruganantham. G and Sezhiyan D.M., Retail Merchandising in India, Journal of Business and Retail Management Research, October 2010.

Papers Presented in the International Conferences:

S.No	Conference Theme	Host Institution	Title of the paper
1	4thIIMA Conference on Marketing in Emerging Economies, January 5 -7, 2011	IIM Ahmedabad	Study on Factors Influencing Brand Loyalty of Deodorants
2	Seventh AIMS International Conference Management, December 20-23, 2009	IIM - Bangalore	Impact of Global Recession in Marketing Competitiveness
3	International Conference On Convergence of corporate	IIT-Kharagpur	Corporate Governance in

	Governance Norms, September 5-6, 2009.		Indian SMEs
4	International Conference On Marketing In The Age Of Convergence, January 7 & 8, 2006	IIM - Kozhikode	Celebrity Endorsement - A Competitive Promotional Tool
5	Sixth International Conference On Operations And Quantitative Management (ICOQM -VI), August 9-11, 2005.	IIM - Indore	Contemporary Scenario In Environmental Management
6	Eleventh International Conference On Productivity And Quality Research (ICPQR), December 12-15, 2005.	IIT - Delhi	Knowledge Management - The Challenge Of The Day

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