



Name: Dr. A. KARUPPANNAN

Designation: Assistant Professor

Specialization: Human Resource Management and Marketing

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Qualification

B.Com., MBA., Ph.D.,

Work Experience

20 years

Courses Facilitated

- Human Resource Management
- Organizational Behaviour
- Strategic Human Resource Management
- Training and Development
- Performance Management
- Principles of Management
- Global Marketing
- Retail and Supply Chain Management
- Strategic Management
- Business Ethics and Negotiation Skills
- Strategic Brand Management
- People Management
- Digital Marketing Professionals
- Digital Strategy and Innovation
- Inter Cultural Management

Career Summary

Dr. A. Karuppannan holds a bachelor's degree in commerce and master's degree in MBA (HRM & Marketing) from Periyar University and awarded Ph.D. in Management Sciences (HR) from Anna University. He has over 20 years of experience in academics from reputed B-Schools. He has published 20 papers in reputed international journals like ABDC indexed, Scopus indexed, UGC indexed, and ICI indexed. He has presented his research papers in leading national and international conferences. He has published 3 books "Human Resource Management", "Research Methodology", and "Customer Relation Management" and published 4 patents.

Research Interest

Human Resource Management, General Management, Marketing

Research Publications

- Published article 'E-HRM - Transforming Human Resource Management in the Digital Age: A Conceptual study' in Trends in Finance and Economics, June 2024, Vol.2, Issue 2, ISSN: 2583-9721, pp. 14 - 19, DOI: <https://doi.org/10.46632/tfe/2/2/2>.
- Published article 'Role of IOT and Blockchain Technology in the growth of digital HRM transformation as a function of Management' in Journal of Informatics Education and Research (**ABDC Journal**), 2024, Vol. 4, No. 02, pp. 396-404, ISSN: 1526-4726, DOI: <https://doi.org/10.52783/jier.v4i2.780>.
- Published article 'Empirical Analysis of Mental Well-Being of Pregnant women during Covid-19 period: A Case Study on Pre-and Post-Delivery Periods' in The Seybold Report (Scopus Index Journal), March 2023, Vol. 18, No. 03, pp. 1706-1721, ISSN: 1533-9211, DOI: 10.17605/OSF.IO/9VCAQ.
- Published article 'Online Tools and Applications in Learning and Evaluation: A Students Perception' in The Empirical Economics Letters (ABDC Listed Journal), July 2022, Vol. 21, Special issue. 03, ISSN: 1681-8997, pp. 193-204.
- Published article 'A Study on Occupational Health Issues of IT Employees' in Korea Review of International Studies (ABDC Listed Journal), August 2022, Vol. 15, Special issue 07, ISSN: 1226-4741.
- Published article 'Cultural Intelligence in the Modern Era' in Korea Review of International Studies (ABDC Listed Journal), May 2022, Vol. 15, issue 34, ISSN: 1226- 4741.
- Published article 'A Study on Virtual Engagement of Women Employees during Covid Pandemic' in Natural Volatiles and Essential Oils (Scopus Index Journal), 2021, Vo.8, issue 4, pp. 485-491.
- Published article 'Adaption of Technology in Academia After Covid-19' in Wesleyan Journal of Research (UGC Care list Journal), 2021, Vol.14, No.1(XXIV), ISSN: 0975-1386.
- Published article 'A Study on Work Life Balance of Women Teachers in Private School, Coimbatore' in Restaurant Business (Scopus Indexed Journal), Vol.118, Issue. 9, September 2019, ISSN: 0097-8043, pp. 171-179. <https://journals.eduindex.org/index.php/rb/article/view/8026>
- Published article 'Health and Safety at Workplace: A Study with special reference to the Textile Industries of Namakkal and Erode Districts, Tamil Nadu' in Asian Journal of Multidimensional Research, vol. 8, Spl Issue. 1, May 2019, ISSN: 2278-4853, pp. 41- 52, Impact Factor: SJIF 2018 = 6.053. <https://www.tarj.in/images/download/AJMR%20MAY%20%202019%20SPECIAL%20ISSUE%20%20FULL%20JOURNA>

**Member on
Committees /
Editorial Boards**

Journal Reviewer -
International Journal
of Creative Research
Thoughts

**Professional
Memberships**

Life Member of
Indian Society for
Technical Education

	<p>L.pdf</p> <ul style="list-style-type: none"> Published article 'Occupational Health Problem - A special reference with IT industry in Tamil Nadu' in Asian Journal of Research in Social Sciences and Humanities (Indian Citation Index, EBSCO Discovery, ProQuest), vol. 6, no. 6, 2016, ISSN(E): 2249-7315, ISSN(P): 2250-1665, pp. 766-779 Article DOI: 10.5958/2249-7315.2016.00242.2, Indian Citation Index, Impact factor - 4.169 Published article 'Employee Job Satisfaction and Attitude with special reference to IT Sector in Tamil Nadu State' in Asian Journal of Research in Social Sciences and Humanities (Indian Citation Index, EBSCO Discovery, ProQuest), vol. 6, no. 6, 2016, ISSN(E): 2249-7315, ISSN(P): 2250-1665, pp. 824-836, Article DOI: 10.5958/2249-7315.2016.00247.1, Indian Citation Index, Impact factor - 5.997 Published article 'Occupational Health Factors Affecting Employees in Textile Industries, Tamilnadu' in Asian Journal of Research in Social Sciences and Humanities (Indian Citation Index, EBSCO Discovery, ProQuest), vol. 6, no. 9, 2016, ISSN(E): 2249-7315, ISSN(P): 2250-1665, pp. 943-949 Article DOI: 10.5958/2249-7315.2016.00844.3, Indian Citation Index, Impact factor - 4.169 Published an article 'Occupational Health Factors affecting Employees in Automobile Industries, Salem District' in National Conference on 'Social Implications of E-Business in India', Shanlax International Journal of Management, March 2016, Vol.3, Special Issue 4 (Vol. 2), ISSN: 2321 - 4643, pp. 63 - 65, Impact factor - 3.122 Published article 'Employees Occupational (Job) satisfaction with special reference to Seshasayee Paper & Boards Limited, Erode' in International Journal of Business Management & Research(IJBMR) - Special Edition, January 2015, ISSN(P): 22496920, ISSN(E): 22498036, pp.111 - 118, Impact factor - 4.9
<p>Articles / Case Studies</p>	<p>Nil</p>
<p>Consultancy / Projects</p>	<p>Nil</p>
<p>Books / Chapters</p>	<ul style="list-style-type: none"> Dr.A.Karuppannan, Dr.Maheswari Mainthan, "Management and Organizational Behaviour", 2023, Prime International Publication, 1st Edition, ISBN: 978-93-6010-844-1. Dr. Maheswari Mainthan, Dr. A.Karuppannan, Chetan T.R, R.Balakrishnan, "Customer Relationship Management", 2023, Good Writers Publishing, 1st Edition, ISBN: 978-93-5756-036-8. Dr. Ashok Kumar Koshariya, Dr. Deewakar baral, Dr. A.Karuppannan, Dr. Maheswari Mainthan, "Research Methodology and IPR", 2023, Scientific International Publishing House (SIPH), 1st Edition, ISBN: 978-93-5625-663-7. A.Karuppannan, Maheswari Mainthan, D.Sasikala Devi, P.Soundaravalli, "Human Resource Management" January 2022, Haiyagrev Publications, 1st Edition, ISBN: 978-8195512102.
<p>Activities</p>	<p>Nil</p>
<p>Recognition / Awards</p>	<p>Nil</p>
<p>Seminar Conferences Attended</p>	<ul style="list-style-type: none"> Participated and presented a paper titled 'A Study on Virtual Engagement of Women Employees during Covid Pandemic' in the International Conference on Recent trends in Management and Engineering Research (ICREAMER' 24) organized by Dhanalakshmi Srinivasan College of Engineering and Technology ECR, Mamallapuram, Chennai, Tamil Nadu, India on 22nd and 23rd March, 2024. Participated and presented a paper titled 'E-HRM - Transforming Human Resource Management in the Digital Age: A Conceptual study' in the International Conference on Recent trends in Management and Commerce (ICRMC 2024) organized by REST Labs & REST Society for Research International, Kaveripattinam, Krishnagiri, Tamil Nadu, India on 26th and 27th April, 2024. Participated and presented a paper titled 'A Study on Occupational Health Issues of IT Employees' in the 2nd International Conference on Research and

Development in Science, Technology and Management organized by Indian Academicians and Researchers Association In Association With Universite Ibn Zohr, Morocco And Center Ibn Zohr of Development and Research, Morocco on 10th May, 2022.

- Participated and presented a paper titled 'A Study on Online Tools and Applications in Learning and Evaluation – A Students Perception' in the 2nd International Conference on Research and Development in Science, Technology and Management organized by Indian Academicians and Researchers Association In Association With Universite Ibn Zohr, Morocco And Center Ibn Zohr of Development and Research, Morocco on 10th May, 2022.
- Participated and presented a paper titled 'A Study on Virtual Engagement of Women Employees during Covid Pandemic' in the Ninth International Conference Contemporary Issues in Advanced Business Management (ICCABM-2021) held on 18th-19th June, 2021 at Malla Reddy College of Engineering & Technology, Hyderabad.
- Participated and presented a paper titled 'Adaption of Technology in Academia After Covid-19' in an 'Online International Conference – Business and Education in the New Global Realities' held on 22nd December, 2020 at School of Commerce, Jain (Deemed-to- be University), Bengaluru.
- Participated and presented a paper titled 'Health and Safety at Workplace: A Study with Special Reference to the Textile Industries of Namakkal and Erode District, Tamil Nadu' in the International conference on 'Industry 4.0: Developing sustainable competitive strategies' held during 08-09 March, 2019 at GRG School of Management Studies, PSGR Krishnammal College for Women, Coimbatore.
- Participated and presented a paper titled 'A Study on Work Life Balance of Women Teachers in Private School, Coimbatore' in 4th International Conference on 'Emerging Strategies for Business Advancements (ICESBA-2019), held at Mallareddy Engineering College for Women, Secunderabad on February 8-9, 2019.
- Participated and presented a paper titled 'A Study on Online Tools and Applications in Learning and Evaluation – A Students Perception' in 6th International Conference on 'Preparing for the Future: Learning and Teaching Management' held at Justice K.S.Hegde Institute of Management, NITTE University, Mangalore on 29th and 30th December, 2018.
- Participated and presented a paper entitled "Occupational Health factors affecting Employees in, Automobile Industries" in the one day National Conference on "Social Implications of E-Business in India" organized by the Department of Management Studies at PMC Tech Hosur on 18th March, 2016.
- Participated and presented a paper titled 'A study of Labour Welfare Measures at SAIL – Salem Steel Plant' in International conference on 'Contemporary Challenges in Service Sector and Manufacturing Sector' held at Excel Business School on 26th February 2016.
- Participated and presented a paper titled 'Occupational Satisfaction of Spinning Mill Employees' in International Conference on 'Excellence of Innovations in Business Organizations' at Mahendra Engineering College, Namakkal held on 17th October 2014.
- Participated and Presented a Paper titled "A study on Employees Welfare Facilities" in the one day International Seminar on "Impact of Global Crisis on Indian Business Scenario" - organized by the Department of Commerce (CA) & Management on 4th January, 2014 at Vivekanandha group of Institutions.
- Participated and Presented an article "Occupational Health Problems of Employees in Spinning Mills- a Special Reference with Namakkal District." in the International Seminar organized, by the Vivekanandha Business School on 12-13th April, 2013.
- Participated and presented paper on 'Performance and Compensation Management with special reference to IT Industries' in the International Conference on 'Emerging Trends in Global Business' at RVS Institute of Management Studies on 10th September, 2011.
- Participated and Presented paper entitled 'A study on Occupational Health diseases in IT industry' during the international seminar on 'Global challenges on emergent India - A management perspective' held on 14th and 15th February, 2011 at Vivekananda Institute of Information and Management Studies, Tiruchengode.
- Participated and presented paper on 'The Role of Goal Setting and Goal Striving in Consumer Behaviour' in the National Conference on 'Think Global – Go Rural' conducted on 18th March, 2010 at K.S.Rangasamy College of Arts and Science.