



Name: Dr.S.Muralidhar

Designation: Associate Professor

Specialization: Marketing & Finance

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LinkedIn : Dr.Muralidhar Subramaniam

Qualification

BBM., MBA., Ph.D

Work Experience

Industry : 10 Months
Teaching : 16 Years 5 Months

Courses Facilitated

UG

Marketing Management
Entrepreneurship
Principles of Management
Total Quality management
Management science
Professional Ethics
Engineering Economics & Cos
Analysis
Engineering Economics &
Financial Accounting
Fundamentals of Strategy
Financial Market
Auditing
Business Economics
Fundamentals of Strategic
Management
Managerial Economics

Career Summary

Working as an Associate Professor, specialized in Marketing & Finance with over 16 years of Teaching and 10 years of Research experience in Deemed University, Business school and MBA department of various reputed Engineering colleges affiliated to Anna University, Chennai and 1 year of corporate experience across Insurance and Banking sector. Expertise includes Securities market, Retailing, Tourism and Services marketing to name a few. Having sound knowledge in various disciplines in academic and administrative aspect. Completed Doctoral degree under Anna University, Chennai at 2017 and the Research area is Service quality in Tamilnadu Tourism. In the academic endeavor, having the credit of Authoring 3 Text books, 3 Patents and 18 Articles published in ABDC, Web of Science, Scopus indexed and UGC listed journals. Besides attending several conferences, seminars and training programs, has also organized Management meets, Faculty Development programs and workshops. Acting as a Research Supervisor for Doctoral Programmes, Doctoral Committee Member, Co Supervisor for Doctoral candidates, Board of Studies Member for various Deemed Universities and Autonomous Institutions. Acted as a certified Retail Management trainer for PMKVY (Pradhan Mantri Kaushal Vikas Yojana). Has also reviewed the book published by leading publisher. Having passionate in grooming the students by mentoring, training and facilitating to place them in corporate. Acted as a Guest Speaker, advisory Board Member for many Student Development Programmes.

Research Interest

Service Quality, Retailing, Consumer Behavior, Capital Market, Investor Behavior

Research Publications

National Journal - 2
International Journal - 11
UGC Listed - 5
Scopus Listed - 5
Patent - 3
Text books - 3

Management Information Systems PG Production & Operations Management Production Management Security Analysis & Portfolio Management Merchant Banking and Financial Services Insurance & Risk Management Services Marketing Rural Marketing Retail Management Value Based Management Corporate Governance & Corporate Social Responsibility Marketing Management Business Application Software Lab Computer Proficiency Lab Entrepreneurship Management Concepts Principles of Management Accounting for Management International Business Management Professional Skill Development Lab Economic Analysis for Business Business Research Methods Organizational Behaviour	Articles / Case Studies	
	Consultancy / Projects	
	Books / Chapters	3
	Activities	
	Recognition / Awards	<ul style="list-style-type: none"> Received an Appreciation certificate in Placement Day 2015 as the Best Placement Coordinator at Knowledge Business School, Salem for Conducting and Pooling Students for Off-Campus Drives Received an Appreciation certificate in Placement Day 2017 as the Best Placement Coordinator at Knowledge Business School, Salem for Conducting and Pooling Students for Off Campus Drives Received an Award in Achievers Day as the Best Student Development Coordinator at Knowledge Business School, Salem for Motivating and Guiding the students to participate in the events and winning prizes. Acted as an Advisory Board Member and Chair Person 2nd International Conference on “Emerging Trends in Commerce and Management” on 28th Jan.,2018. Received Certificate of appreciation seven times for producing 100% results in End Semester Examinations
<u>Member on Committees / Editorial Boards</u> <ul style="list-style-type: none"> Editorial Committee Member in International Journal Member - Board of Examiner Member - Board of Studies <u>Professional Memberships</u>	Seminar / Conferences - 20 FDP / Workshop - 30	Seminar Conferences Attended