

Dr. BARKAVI G E



Communication Address:

D.No: 13/1-203,
Pudusampalli,
Raman Nagar Post,
Mettur Dam,
Salem District,
Tamilnadu State,
India - 636403.

Mobile : 07708169338.

E-Mail : barkavi.mba08@gmail.com,
barkavi.phd2012@gmail.com

Profile Information:

Date of Birth : 25.11.1987
Marital Status : Married
Languages Know : Tamil, English
Blood group : O Positive
Aadhar Number : 515179762921
Pan Number : AUUPB8199F
Google Scholar ID: [BARKAVI G E](#)
Orchid ID: 0000-0003-4831-2129

CURRICULUM VITAE

OBJECTIVE

Interested to work in a challenging and learning atmosphere, which should give me an opportunity to deliver the best out of me. My greatest asset is my sincerity, honesty, which keeps me going.

PROFESSIONAL RECORD

- **Research** **PhD in MANAGEMENT SCIENCE**
Anna University, Chennai.
July 2017.
- **Post-Graduation** **M.B.A (FINANCE & MARKETING)**
First Class with 84%.
MUTHAYAMMAL ENGINEERING COLLEGE,
Anna University of Technology, Coimbatore.
2008 – 2010.
- **Under-Graduation** **B.COM (COMPUTER APPLICATIONS)**
First Class with 61%.
VYSYA COLLEGE,
Periyar University, Salem.
2005 – 2008.
- **HSC** **COMMERCE WITH COMPUTER SCIENCE**
First Class with 82%.
MALCO VIDYALAYA MATRICULATION
HIGHER SECONDARY SCHOOL, Mettur Dam.
2004 – 2005.
- **SSLC** **STATE BOARD**
First class with 71%.
MALCO VIDYALAYA MATRICULATION
HIGHER SECONDARY SCHOOL, Mettur Dam.
2002 – 2003.

EMPLOYMENT HISTORY (14 YEARS)

- From 21.05.2024 to Till Date Working as an Associate Professor in the Department of Management Studies at K.S.R. College of Engineering, Tiruchengode.
- 2.10 Years (01.07.2021 to 20.05.2024) worked as Associate Professor in Department of Business Administration at Kalasalingam Business School, Kalasalingam Academy of Research & Education, Krishnankoil.
- 6 Years (26.06.2015 to 30.06.2021) worked as Associate Professor in Department of Management Studies at Jayalakshmi Institute of Technology, Thoppur.
- 1.11 Years (01.06.2013 to 30.05.2015) worked as Assistant Professor in Department of Management Studies at Brahma School of Business, Namakkal.
- 10 Months (18.07.2012 to 31.05.2013) worked as Assistant Professor in Department of Management Studies at Vasavi Vidya Trust Group of Institutions (Vysya College Campus), Salem.
- 2.1 Years (01.06.2010 to 07.07.2012) worked as Assistant Professor in Department of Management Studies at Sri Ganesh School of Business Management, Salem.

FUNDED PROJECTS

- Proposal submitted for **CSIR-ASPIRE: A Special Call for Research Grants for Women Scientists** in the proposed title “Robustness of Adaptive Neuro-Fuzzy Inference System for Optimal Prediction of Student Ability Level with Brain Dominant Hemisphere Using Human Computer Interface” grant worth of **Rs.13,03,615**.
- Received grant of **Rs.30 Lakhs (Project Cost is Rs.3 Crore 18 Lakhs)** as a **Quality Head in DDU-GKY** Training for 520 Candidates under 4 different Sectors.
- Received grant of **Rs.61 Lakhs** acted as a Single Person of Contact and Co-ordinator for **PMKVY TI** under **AICTE** and given training for 450 Candidates under 18 Specializations from 11 different Sectors.
- **Co-ordinator in Entrepreneurship Development Cell** and Conducted **4 Entrepreneurship Awareness Camp** Programmes for 300 Students and received **grant of Rs.80,000 from EDI**.
- Received **grant of Rs.6 Lakhs** from **AICTE** for **Unnat Bharat Abhiyan 2.0**.

INTERNATIONAL ASSIGNMENT

- Appointed as Part Time Faculty Member of the Milwaukee School of Engineering, United States as a Lecturer (Shadow Faculty) in the Rader Business School from 01.09.2021 to 31.08.2022.

CONSULTANCY SERVICES

- As a part of Consultancy, Contributed Corporate Training at Mohamed Sathak College of Arts & Science, Chennai on Installation of SPSS Software and effectively offered Hands on Training to the PG Students with the skills needed for effective Data Analysis.

PATENT RIGHTS

- Dr.G.E.Barkavi (Second Investigator), 'Evaluating Physical activity of COVID- 19 Patients during Isolation', in the field of Mechanical Engineering, Application Number: 202041057415(Submitted and awaiting request for Examination).
- Dr.Barkavi.G.E (Third Investigator), 'A Retrospective study on Post-Covid Challenges on Indian Financial and Business Sector, Application Number: 202241028398(Awaiting Request for Examination).

DESIGN GRANT

- Dr. Barkavi Ganesan Elangovan, Dr. Rajib Mallik, Anitha Arumugam, Dr. Bibhab Kumar Lodh, Dr. Pramod Kumar Sigh, Subharun Pal, Dr. Mohd Asif Gandhi, Dr. Pallela Dileep Reddy, Jyoti Prasad Patra & Devaprasanth Rangasamy, 'Smart Device for Logistics and Fleet Management', Design Number: 6351808, 18 March 2024, Intellectual Property Office.

RESEARCH PUBLICATIONS

- Dr. G.E Barkavi, Ms. Abirami Ravi, Ms. R Hema Pooja Valli, Ms. B Sutha & Mr. M Pradeep, 'An Insight on the Benefits of Diverse and Inclusive Workplace at it Companies', International Conference on New Frontiers in Communication, Automation, Management and Security (ICCAMS), Electronic ISBN:979-8-3503-1706-0, Print on Demand (PoD) ISBN:979-8-3503-1707-7, 2024,
- Dr. G.E Barkavi, Ms. B Sutha, Dr. S Viji, Ms. Abirami Ravi, Ms. R Hema Pooja Valli & Mr. M Pradeep, 'Impact of Intrinsic and Extrinsic Motivators on Employee Performance on Employee Engagement', International Conference on New Frontiers in Communication, Automation, Management and Security (ICCAMS), Electronic ISBN:979-8-3503-1706-0, Print on Demand (PoD) ISBN:979-8-3503-1707-7, 2024,
- Dr. Barkavi Ganesan Elangovan, Mr. Pradeep.M., Dr. Bathrinath Sankaranarayanan, Ms. Ramesh Priyanka & Dr. Uthayakumar Marimuthu, 'Analyzing the Barriers in the Seafood Packaging Industry using Fuzzy DEMATEL', Journal of The Institution of Engineers (India): Series C 104, No. 6 (2023): Pg No: 1151-1161.
- Dr.Barkavi.G.E & Mr.C.Nandhaa, 'Navigating Aging: A Comparative Analysis of Functional Health among Elderly Individuals in Tamil Nadu', The Seybold Report, ISSN: 1533-9211, DOI: 10.5281/zenodo.10472792, Vol 18, Issue 12, Pg No: 1934-1945.
- Dr.Barkavi.G.E & Mr.C.Nandhaa, 'A Study on Physical Issues of Elderly Impacting Social Well-Being: Moderating Effect of Gender', Journal of the Oriental Institute, ISSN: 0030-5324, Volume- 72, Issue 03, No.17, 2023, Pg No: 79 – 84.
- Dr.Barkavi.G.E, Dr.M.Maria Antony Raj & Mr.C.Nandhaa, 'Greying India Needs Healthy Elders: A Conceptual Study', Education and Society, UGC CARE Approved, Group I, Peer Reviewd, Bilingual, Multi-Disciplinary Referred Journal, ISSN: 2278-6864, Volume 47, Issue – 1, No – 12, January-March : 2023.

- Dr.Barkavi.G.E, Dr.T.Rani, Dr.J.Janaki, Dr.R.Jayanthi, Dr.Pralay Ganguly & Dr.K.Sumathi, 'Effect of Organizational Commitment with Special Reference to HRM', The Seybold Report, ISSN: 1533 – 9211, Volume 17, Issue 10, October 2022, Pg No: 1987 – 1994.
- Dr.Barkavi.G.E, Dr.Sankara K.Moorthy, Dr.G.S.Jayesh, Dr.G.Karthiga, Dr.K.Ravindran & Dr.K.Priya, 'Inclusive review of healthcare management', International Journal of Health Sciences, E-ISSN: 2550 – 696X, Special Issue – III, June 2022, Pg No: 11273 – 11287.
- Dr.Barkavi.G.E, Dr.S.Santhoshkumar, Dr.M.Kalil Rahiman, Dr.S.Mythili, 'Experimental analysis of friction Stir welded of dissimilar aluminium 6061 and Titanium TC4 alloys using Response Surface Methodology', Materials Today: Proceedings, May 2022, Pg No: 1016-1022.
- Dr.Barkavi.G.E, Sankara Moorthy.K, Kannan P, Arun Kumar Singh, Someshwar Siddi, Sangameshwaran S, 'Trends and Challenges of Management Education in India', International Journal of Special Education in India, p-ISSN: 0827-3383 e-ISSN: 1917-7844, Volume 37, No.3, April 2022, Pg No: 13382-13393.
- Dr.G.E.Barkavi, Dr.K.Ravindran, Ms.P.Suba, Mr.R.Gopinath, 'A Study On Working Capital Management in Dharmapuri District Co-operative Milk Produced Unit – At Krishnagiri', Turkish Online Journal of Qualitative Inquiry (TOJQI), Volume 12, Issue 7, July 2021, Pg No: 3468-3482.
- Ms.G.E.Barkavi, Dr.A.Mahadevan & Dr.R.Ramesh, 'A Study on Quality Function Deployment of Public Bus Transport with Special Reference to Seats', Asian Journal of Research in Social Sciences and Humanities, ISSN 2249-7315, Vol. 6, No. 7, July 2016, Pg No: 1814-1821.
- Ms.G.E.Barkavi & Dr.R.Ramesh, 'A Study on Effective Derivates system in an Indian Stock Market', Shanlax International Journal of Management, ISSN: 2321- 4643, Vol: 3, Issue No: 4, April 2016, Pg No: 17-20.
- Ms.G.E.Barkavi, 'A Study on Passengers Attitude towards Private Bus with special reference to Salem City', Global Research Analysis, Listed & Indexed with International ISSN Directory, Paris, Impact Factor: 0.2714, ISSN: 2277 - 8160, Vol: 2, Issue No: 6, June 2013, Pg No: 73-75.
- Ms.G.E.Barkavi, 'A Comparative study on Bus Transportation with special reference to Abroad and India', Indo Asian Journal of Advanced Management, ISSN: 2250 - 1266, Vol: 1, Issue No: 2, July - December 2012, Pg No: 23-29.
- Ms.G.E.Barkavi & Mr.P.Sivakumar, 'Flow of Foreign Direct Investment across various sectors in India', Advances in Management, ISSN: 0974 - 2611, Vol: 5, Issue No: 6, June 2012, Pg No: 61-65.
- Ms.G.E.Barkavi & Mr.R.Arun, 'SNS-The New Face of Social Relationship', SHARE Journal of Multidisciplinary Research Studies, An International Platform for Researchers, ISSN: 0976 - 4712, Vol: 3, Issue No: 1, Jan-Mar 2012, Pg No: 73-76.
- Ms.G.E.Barkavi & Mr.M.Marutha Durai, 'Growth Prospective of Indian Telecom Industry influencing by TRAI', GHANSHYAM BINANI ACADEMY OF MANAGEMENT SCIENCES (GBAMS), ISSN: 0974 - 6374, Vol: 3, Issue No: 2, July-Dec 2011, Pg No: 55-59.
- Ms.G.E.Barkavi & Mr.M.Marutha Durai, 'Growth Prospective of Service Industry in and round India', International Journal of Physical and Social Sciences, ISSN: 2249 - 5894, Vol: 1, Issue No: 3, Nov 2011, PgNo: 33-51.

MANAGEMENT DEVELOPMENT PROGRAMME

- Participated in the “One Week Online Management Development Programme on Post-Covid Business Transformation in Business Coterie” at Gurukul Kangri (Deemed to be University), Haridwar.

AWARDS

- Received Best Professor Award from PRIMES - Sarvepalli Radhakrishnan Awards in September 2022.
- Received Sarvepalli Radhakrishnan Professor Award from Puducherry Research Institute of Management Education & Science in the year 2021.

RESEARCH SUPERVISOR

- With Knowledge and Expertise in the field of Management Science guiding four of the Research Scholars in the extent of Finance, Human Resource and Logistics as Co-Supervisor Under Kalasalingam Academy of Research and Education (Deemed to be University).

FACULTY DEVELOPMENT PROGRAMMES

- Participated in the Five-Day International Faculty Development Program on “Outcome based Education”, Organized by the Department of Management Studies, Velammal College of Engineering and Technology, Madurai in Collaboration with Allana Institute of Management Sciences, Pune.
- Participated in the One Week National Faculty Development Programme on “Empowering Educators: Nurturing Innovation and Entrepreneurship in Academia”, Organized by the IQAC & IIC of Sree Ayyappa College for Women, Nagercoil.
- Participated in the “Two Days Faculty Development Programme on Data Analysis Using PLS and NVIVO” at Kalasalingam Academy of Research and Education, Krishnankoil.
- Participated in the “Five Days Faculty Development Programme on Developing MOOC Courses” at Kalasalingam Academy of Research and Education, Krishnankoil.
- Participated in the “Five Days Faculty Development Programme on Structure Equation Modeling and Artificial Neural Network in Management Research” at Jamia Hamdard, ATAL.
- Participated in the “Five Days Faculty Development Programme on Emotional Intelligence” at International Management Institute Bhubaneswar, ATAL.
- Participated in the “Five Days Faculty Development Programme on Innovation Entrepreneurship & Startup” at National Institute of Technical Teachers' Training and Research, Bhopal, ATAL.
- Participated in the “One Week National Level Online Faculty Development Programme on Teaching Pedagogy and ICT Tools For Social Sciences” at Bhavan’s Vivekananda College, Secunderabad.
- Participated in “A Seven Day Online Faculty Development Programme on Enhancing Quality by Unearthing Innovative Practices – Equip 2022” at IQAC, Mannar Thirumalai Naicker College, Madurai.

- Participated in “One Day Faculty Development Programme on Challenges and Opportunities in Research Paper Publications” at VELS Institute of Science, Technology & Advanced Studies, Chennai.
- Participated in the “Two Day Faculty Development Programme on Research Methods for Business Research Scholar” at Erode Builder Educational Trust’s Group of Institutions, Erode.
- Participated in the Faculty Development Programme on “Art of Writing Research Article” held at K.S.R. School of Management, Tiruchengode.

CONFERENCES

- Presented a paper entitled “Detailed Study on the Role of Employees in Digital Alteration with Special Reference to E Commerce Firms in India” at the International Academic Conference on Economics, Business Management and Social Sciences held in Dehradun, India on 9th April, 2023.
- Presented a paper entitled “Role of Performance Management System on Employee’s Organizational Performance with Special Reference to IT Industry: Evidence from South India” at the International Academic Conference on Economics, Business Management and Social Sciences held in Dehradun, India on 9th April, 2023.
- Presented a paper titled “A Study on Information System in Business Debt Issues” in a Two-Day International Conference on Innovative, Multidisciplinary and Contemporary Perspectives and Practices in Commerce and Management” at Ayya Nadar Janaki Ammal College, Sivakasi.
- Presented a paper titled “A Study on Blockchain Security Models” in the International Conference on Team Teaching and Interdisciplinary Integration organized by Puducherry Research Institute of Management, Education & Science.
- Presented a paper titled “A Study on Passengers’ Attitude Towards Private Bus Transport with Special Reference to Coimbatore City” in the International Conference at Sri Ganesh School of Business Management, Salem.
- Presented a paper titled “A Study on Passengers Preference and Expectations of Public and Private Bus Transport Services with Special Reference to North West Tamilnadu” in the National Conference ENTIME 2012 On “Emerging New Trends in Managerial Excellence” At Sathyabama University, Chennai.
- Presented a paper titled “Most First-Rate & Most Ominous Market Practices of Indian Mobile Service Providers” in the UGC National Conference on “Modern Business Practices in Global Scenario” organized by Department of Business Administration held at Annamalai University, Chidambaram.
- Presented a paper titled “Impact of Globalization and Information Technology in determining the Profitability of Banking Industry” in the National Conference on “Emerging Trends in Banking Sector” held at SNR Institute of Management Sciences, SNR Sons College (Autonomous), Coimbatore.

- Presented a paper entitled “A Critical Perspectives on Entrepreneurship” in the International Conference on “New Vistas of Indian Business in Global Scenario” at Brahma School of Business, Namakkal.
- Presented a paper entitled “Revisiting the Past, Analysing the Present and Exploring the future on Customer Relationship Management” in the International Conference on Changing Perspectives of Management at Surya Group of Institutions, Villupuram.

SEMINARS & WEBINARS

- Participated in Webinar on “Entrepreneurship & Opportunities for Women” Organized by Sri Sarada Niketan College for Women, Karur.
- Participated in Webinar on “Thinking Smarter - Critical & Reactive Thinking” Organized by Sri Eshwar College of Engineering, Coimbatore.
- Contributed a Paper entitled “Impact of Globalisation on Educational Management through Communication and Information Technology” in the AICTE Sponsored National Seminar on “Management Education in 21st Country: The Experience of First Decade”.
- Presented a paper on “Services Marketing” in the National Level Seminar on Global Competitiveness of Indian Business held at School of Business Management, RVS College of Arts and Science, Coimbatore.
- Participated in One Day Seminar on “Placement Training and Tancet Awareness Programme” Organized by Brahma School of Business, Namakkal.
- Presented a paper titled “Customer Education Improve Customer Service” In the National Level Seminar On “Recent Innovations in Corporate Management” at Annai Mathammal Sheela Engineering College, Namakkal.

FORUMS

- Attended Finance Forum on CAPITAL MARKETS at Muthayammal Engineering College, Rasipuram.
- Attended National Level HR Forum on “HR FOR HR” at Muthayammal Engineering College, Rasipuram.

WORKSHOPS

- Participated in “Five Day Business Connect Series” Organized by the School of Management and Social Sciences, Nehru Arts and Science College, Coimbatore.
- Participated in the South Zone Regional Workshop on “Planning of UBA Activities in Village Clusters Adopted by Participating Institutes” organized by Indian Institute of Technology, Madras at Chennai.

- Participated in “One Day Workshop on College 2 Corporate Connect Programme” at Jairam Arts & Science College, Salem.
- Participated in the “Two Day National Level Workshop on Achieving Excellence in Research Endeavour” at PSG Institute of Management, Coimbatore.
- Attended National Level Workshop on “New Paradigms in Management Research” at Muthayammal Engineering College, Rasipuram.
- Workshop on “Numerical Aptitude” conducted at Muthayammal Engineering College, Rasipuram.
- Workshop on “Environmental Management” conducted at Muthayammal Engineering College, Rasipuram.
- Workshop on “Entrepreneurial Development” conducted at Muthayammal Engineering College, Rasipuram.
- Attended Multi-dimensional activity-oriented workshop on “Pathfinding” Conducted at Muthayammal Engineering College, Rasipuram.

RESOURCE PERSON & CONTRIBUTIONS

- Served as a Board of Studies Member in the field of Management Board at Gnanamani College of Technology, Affiliated to Anna University, Chennai.
- Organized Hands-on Training on “Professional Selling” in the Department of Business Administration at Kalasalingam Business School.
- Organized a Workshop on “Systematic Literature Review” in the Department of Business Administration at Kalasalingam Business School.
- Addressed as a Resource Person for a Seminar “Research Methodology on Organizational Behaviour” Organized by the Department of Electronics and Communication Engineering, Narasu’s Sarathy Institute of Technology, Salem.
- Organized a Guest Lecture on “Unleash your career and Financial Potential through effective plans” in the Department of Business Administration at Kalasalingam Business School.
- Addressed as a Resource Person in the International Conference on “Impact on Dr.A.P.J.Abdul Kalam Dreams in 2022” organized by Puducherry Institute of Management & Science.
- Organized as a Coordinator for 3 Days Entrepreneurship Development Programme Organized by Department of Management Studies held at Jayalakshmi Institute of Technology.
- Participated as a Judge in Speak for India Contest Sponsored by Federal Bank and Times of India at Jayalakshmi Institute of Technology, Thoppur.
- Addressed as a Resource Person in the Topic of “Marketing Arrangements” for EDP held at Jayalakshmi Institute of Technology, Thoppur.
- Co-ordinator for National seminar on Stock Market Fashion’2K15 at Jayalakshmi Institute of Technology, Thoppur.

- Co-ordinator for Smart India Hackathon in AICTE to provide students a platform to inculcate a culture of Innovation and a mindset of Problem Solving.
- Addressed as a guest lecture on “Inventory Models & Simulation & Integer Linear Programming and Decision Theory” at Excel Business School, Komarapalayam.
- Participated in the event of Product Launch on MAVERICK’09 Conducted by School of Management, K.S.Rangasamy College of Technology, Tiruchengode.
- Participated in the Ad-Zap “GALLANT ’08” Event Conducted by the Department of Management Studies at Vysya Institute of Management Studies, Salem.

CERTIFICATION & ACHIEVEMENTS

- Certificate of Completion in “AI in Digital Marketing” Online Course at Great Learning.
- Certificate of Completion in “Marketing Analytics” Online Course at Great Learning.
- Certificate of Completion in “Marketing Automation Essentials” Online Course at Great Learning.
- Recognized with Research Supervisor for guiding Management Science PhD Scholars at Kalasalingam Academy of Research and Education.
- Qualified in Certification for the Standard Operating Procedures of DDU-GKY from NIRD & PR.
- Achieved 100% Results in the following subjects handled Communication skills, Decision Models in Business, Human Resources Management, Marketing Management, Labour Legislations, Security Analysis and Portfolio Management, Entrepreneurship Development, Services Marketing, Retail Marketing and Advertising and Sales Promotion.
- Achieved 98% Results in the following Subjects handled Principles of Management, Accounting for Management, Financial Management and International Business Management.
- Achieved 93% Results in the following Subjects handled Engineering Economics and Merchant Banking & Financial Services.
- Certified in IRDA with First class.
- Proved My Leadership Quality as a Secretary in the Association of Vibrant Managers in Department of Management Studies at Muthayammal Engineering College.
- Organised CHAKRAVYUHA-’08 an Intercollegiate Meet held at Muthayammal Engineering College on 15th November 2008.

KEY RESPONSIBILITIES

- A member in Board of Studies in the MBA Board at an Autonomous Institution affiliated to Anna University.
- SAP FI (Finance Module) Coordinator.
- Class Chair Person for MBA Students at Kalasalingam Academy of Research and Education.
- Quality Head in DDU-GKY at Jayalakshmi Institute of Technology.
- Co-ordinator & Single Person of Contact for PMKVY TI Courses at Jayalakshmi Institute of Technology.
- Member in Filling NSDC Application for Training Partner and Training Centre at Jayalakshmi Institute of Technology.

- Member in Filling TNSDC Application for Training Partner and Training Centre at Jayalakshmi Institute of Technology.
- Criteria 6 Head in NAAC Accreditation.
- Criteria 3 & 4 Coordinator for NAAC Accreditation.
- Represented as an Anna University Representative.
- Represented as an Examiner for Central Valuation.
- Represented as an External Examiner for Project Viva Voce.
- Represented as an External Examiner for Data Analysis and Business Modeling.
- Presented as a Passionate Trainer to Jayalakshmi Institute of Technology Students.
- Presented as a Passionate Trainer to School Students as Career Guidance.
- Member in AICTE, DOTE Activities.
- Member in Internal Auditing for MBA.
- Member in Question Paper setting for Internal Exam.

SUBJECTS HANDLED & AREAS OF INTEREST

- Core Papers: Accounting for Management, Principles of Management, Statistics for Management, Communication skills, Legal Aspects of Business, Decision Models in Business, Financial Management, Production Management, Human Resources Management, Management Information System and Marketing Management.
- Finance Electives: Merchant Banking and Financial Services and Security Analysis and Portfolio Management.
- Human Resource Management Electives: Entrepreneurship Development and Strategic Human Resource Management and Development.
- Marketing Electives: Services Marketing and Advertising and Sales Promotion.
- Lab Papers: Business Application Software and Data Analysis and Business Modeling.

SOFTWARE EXPOSURE

- Documentation software: MS OFFICE.
- Packages: SPSS, METASTOCK, MINITAB, POM.
- Certified Computer Accountant Course: Tally 9.

QUALITIES

- Self-Assured, Versatility.
- Inventiveness.
- Conscientiousness.
- Vibrant and Seeker.

PROJECTS GUIDED

- Guided more than 200 Students for MBA both regular and distance education.

ACADEMIC PROJECT

SUMMER PROJECT

- **Company** : Reliance Life Insurance, Salem.
- **Project Title** : “A STUDY ON THE EFFECTIVENESS OF ADVERTISING STRATEGY IN RELIANCE LIFE INSURANCE”.
- **Team size** : One
- **Duration** : 30 days
- **Description** :
 - The main objective is to study the effectiveness of advertising and its impact on customers.
 - To examine the customer perception towards the attributes of advertisements given by RLIC.
 - To identify the expectations of customers towards the advertisement given by RLIC.

MAIN PROJECT

- **Company** : Aavin Dairy, Salem.
- **Project Title** : “A STUDY ON BRAND PREFERENCE OF AAVIN MILK WITH REFERENCE TO SALEM CITY”.
- **Team size** : One
- **Duration** : 90 days
- **Description** :
 - To find out the brand preference of Aavin milk in Salem city among consumers.
 - To find out the different factors for preferring the particular Aavin Brand.
 - To know the degree of satisfaction derived by the consumers.

THESIS

- **Research Title** : “A STUDY ON COMMUTERS’ PREFERENCE AND SATISFACTION ON BUS TRANSPORT SERVICES WITH SPECIAL REFERENCE TO NORTH-WEST TAMILNADU”.
- **Description** :
 - To Identify the various factors that influence the Passengers’ to prefer Bus Transport for their Journey.
 - To Study the Better Understanding of Passengers Expectations towards Public and Private Bus Transport.

- To Determine the Passengers' Perception towards Bus Transport Services in Northwest Tamilnadu.
- To Explore the Passengers' Level of Satisfaction towards the Service Quality delivered by the Public and Private Bus Transport.
- To Identify the Major Problems faced by the Passengers while utilizing the Bus Transport Services.
- To Suggest Strategies to Bridge the Gap between Passengers' Perceptions and Expectations on Bus Transport Services in Northwest Tamilnadu.

DECLARATION

I hereby declare that the above information furnished above is true to the best of my knowledge.

Place : Krishnankoil.
Date : 19.07.2024.



(Dr.BARKAVI.G.E)

REFERENCES

1. Dr. P. SENTHIL KUMAR,
THE PRINCIPAL,
K.S.R. COLLEGE OF ENGINEERING,
K.S.R. KALVI NAGAR,
TIRUCHENGODE.
MOBILE: +91 – 9994595475.
2. Dr. SENTHIL KUMAR S,
PROFESSOR,
SKYLINE UNIVERSITY,
NIGERIA.
MOBILE: +91 – 9842528749/9842629451.