

## **Department of Management Studies**

**Dr.S.K.G.Ganesh**  
**Ph.D. (Management)**  
**Professor of Management Studies &**  
**Director (PG admissions)**

Dr.S.K.G.Ganesh, Professor of Management Studies and Director (PG admissions) of the institution, has an overall experience of twenty nine years including twenty two years in B.S. Abdur Rahman Crescent Institute of Science and Technology (formerly Crescent Engineering College). He is also the Management Representative - ISO of the institution. Dr.Ganesh received his Ph.D. degree in Management from Jawaharlal Nehru Technological University. His specialization and areas of interest include Services Marketing, Business Marketing, Marketing research, Consumer Behaviour and Relationship Marketing. Professor Ganesh blends industry practices with theoretical concepts in his lectures and strongly believes in inter-disciplinary approach.

Prior to joining academics, Dr.Ganesh served GEC Alstom India Limited for seven years wherein he had the experience of independently managing planning, customizing and purchase sections. 72 kaizens in a month was one of his remarkable achievements during his stint in the industry.

Professor Ganesh has successfully undertaken consultancy assignments in business organisations. He has published and presented more than forty papers in reputed journals and conferences. His report on the grant-in-aid project that he executed for National Testing Service-India, under MHRD scheme, received appreciation. Dr.Ganesh has authored/edited three management books, organised several workshops, seminars, panel discussions & faculty development programmes on innovative management topics and also chaired sessions in management conferences. Dr.Ganesh was given the honour to offer editorial support to the journal, Vidwat - the Indian Journal of Management

**Dr. HAIDER YASMEEN**  
**Ph.D.**  
**Professor**

Dr. Haider Yasmeen is the Professor of the Department of Management Studies. In 2009, she earned a Ph.D. in HR and Organizational Behaviour from Anna University, Guindy Campus, India. Her doctoral work focused on Role stress and Motivation Component of Indian Administrative Service Officers, Tamil Nadu Cadre. She also holds an MBA in Systems and MSW in Community Development from University of Madras. Professor Yasmeen's research interests are in the area of Education and Employability, HR practices and Behavioral Psychology of firms and Predictive Analytics. She has published a number of research papers in refereed national and Scopus indexed international journals. She has also presented papers in International Conferences held at US and Dubai. She is basically an expert corporate skill trainer and has imparted training to executives working in industries and academics. She has also offered consultancy services to corporate such as Hiedelberg, India Pvt Ltd, Amphenol Omni Connect etc. She has contributed her expertise as a resource person to a number of entrepreneurship and faculty development programmes. She is the Chief Editor of the Crescent Journal of Business, brought out by the department. Additionally as initiator and coordinator of Human Resource Development Club, she has contributed immensely for the transformation of community and the society. She is a recognized research supervisor of this Institution.

**Dr. L. ARAVINDH KUMARAN**

**Ph.D.**

**Associate Professor**

Prof. Aravindh Kumaran.L, is a Mechanical Engineer and has Masters Degree in both Engineering as well as Management . He is an expert in quantitative techniques, supply chain management and production management. He has published and presented several research papers in National and International Conferences in his area of expertise and has eighteen years of teaching experience. His research interests span both supply chain management and operations management. He has organized several FDPs and Workshops. He is the entrepreneurship development cell coordinator of the institution and provides training and mentorship to student entrepreneurs.

**Dr. S.PANBOLI**

**Ph.D.**

**Associate Professor**

Prof. Panboli S. is a Civil Engineer with a Post Graduate in Business Administration. She has 24 years of academic experience. She has published several papers in journals of repute and has authored books, in Organizational Behaviour and Personnel Management for the Distance Learning mode of Institute of Correspondence Education, University of Madras. She has qualified herself in UGC-NET for Lectureship in Management. She has done her Doctorate in the area of HR. Her present areas of research include emotional intelligence, work stress, work-life balance and Neuro Linguistic Programming.

**Dr. N.ANURADHA**

**Ph.D.**

**Associate Professor**

Dr. N.Anuradha, is an Associate Professor in the Department of Management Studies and is associated with the department since July 2008. She has eighteen years of experience in various managerial positions. This includes experiences from both public sector as well as private sector companies for a period of over 9 years. She has published 13 papers in conferences and journals. Her areas of interest include Financial System, Financial services, Financial Markets, Financial instruments, Portfolio Management and behavioural finance. Currently she is guiding four scholars in their doctoral research. Her current administrative responsibilities include, Accreditation, Ranking, Management information system and ISO.

**Dr. CHANDRIKA SRINIVAS**

**MBA, M Phil, Ph.D.**

**Assistant Professor (Senior grade)**

Prof. ChandrikaSrinivas has an overall experience of 27 years with 15 years in corporate and 12 years in teaching. She holds a master's degree in management (MBA), advanced postgraduate research degree (M Phil) and Doctoral research (PhD) in marketing. She has worked in many reputed industries and her industrial experience spans over 15 years in areas such as marketing, marketing services, marketing coordination & administration, corporate communication and related fields. She has presented papers in International conference and also published papers in national journals in her area of expertise. Her area of interest includes marketing and general management subjects.

**Dr.M.JAMAL MOHAMED ZUBAIR**

**Ph.D.**

**Assistant Professor (Senior Grade)**

Dr.M.Jamal Mohamed Zubair (Alumnus IIM Ahmadabad) is currently working as Assistant professor (Senior Grade). Dr Zubair Obtained his PhD in business administration, from Manonmaniam Sundranar University. He has been teaching courses in the areas of business management and guiding PhD scholars, his areas of research interest are Digital marketing, Entrepreneurship, Human Resources, Corporate Social Responsibility and Strategic Management and published his research work in various international journals. He is a mentor, academic administrator, and researcher. Previously Dr. Zubair worked as a HOD of business administration in Sadakathullah Appa College, Tirunelveli. He has over 14 years of total experience includes academic institutions and industry. Dr Zubair has trained ford motor employees in value management. Dr Zubair has taken up a reputed FDP program from IIM- Ahmadabad, and is the alumnus of the same.

**Mrs. J. HEMALATHA**

**M.B.A**

**Assistant Professor (Senior Grade)**

Mrs. J. Hemalatha is a graduate in Leather Technology from University of Madras and a Gold Medalist in her Masters Degree in Business Administration from Anna University. She has 15 years of experience including 7 years of industrial experience. She has worked for the manufacturing and service industries before moving to academics. She has published research papers in national and international journals and has written chapters in edited volume books. Her areas of interest include Retail Management, Operations Management and Materials Management. She is pursuing her doctoral research in the area of Retail Management.

**Dr. KHALID WAHEED FALAHI**

**Ph.D.**

**Assistant Professor**

Dr. Khalid Waheed Falahi is an economist with specialization in Islamic Banking and Finance. He has also completed Advance studies in Islamic Jurisprudence majoring in Islamic commercial Law from Hyderabad. He has been associated with Indian Centre for Islamic Finance, New Delhi and is a member of Indian Association for Islamic economics (IAFIEF), Aligarh since 2002. He has worked on economics projects sponsored by private and government institutions such as the Ministry of Small Scale Industries and Centre for Inter-Disciplinary Studies (ICDS), Aligarh. His areas of interest include International Finance, Banking, Economics of Development and Planning, Islamic Economics, and Islamic Finance.

**Mrs. TAKHELLAMBAM ROCKY DEVI**

**M.B.A**

**Assistant Professor**

Prof. Takhellambam Rocky Devi, is a Post Graduate in Business Administration from Anna University with distinction She has also qualified UGC SET for lectureship in management. She has conducted soft skills training for the corporate sector and has more than nine years of experience which includes three years in industry. She is pursuing Ph.D in the area of Human Resource Management. She has published papers and written cases in National journals and has written chapters in edited volume book. Her areas of interest include Organizational Behavior, Industrial Relations & Labour Management and International Human Resource Management.

---