



Dr.V.A.ANAND
ASSISTANT PROFESSOR

Contact

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Academic Qualifications

Degree	Institution	Year	Branch	Class
Ph.D	Madurai Kamaraj University	2015	Business Administration	Highly Commended
M.A (JMC)	Alagappa University	2019	Journalism and mass communication	First
M.S.W	Alagappa University	2015	Social Work	First
M.B.A	Bharathidasan University	2009	Business Administration	First

B.Tech	Bharathidasan University	2003	Information Technology	Second
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Teaching Experience

Total Teaching Experience : 14.6 Years

Position	Institution	Duration
Assistant Professor	Department of Logistics Management, Alagappa University, Karaikudi	01.07.2016 to Till Date
Assistant Professor	Alagappa Institute of Management, Alagappa University, Karaikudi	30.01.2016 to 30.06.2016
Guest Lecturer	Bharathidasan University Constituent Arts & Science College, Nannilam	10.8.2015 to 30.1.2016
Associate Professor	Shivani School of Business Management, Trichy	04.03.2015 to 08.08.2015
Assistant Professor	Shivani School of Business Management, Trichy	26.04.2010 to 03.03.2015
Lecturer	Roever Engineering College, Perambalur	04.07.2005 to 10.04.2006

Research Experience

Total Research Experience : 08 Years

Academic and Additional Responsibilities

S.No	Position	UniversityBodies	Period	
			From	To

1.	Deputy Warden	P.G Men's Hostel, Alagappa University	2016	2021
2.	Deputy Coordinator	Entrepreneurship Development Cell, Alagappa University	2016	Till date
3.	Coordinator	Remedial Coaching Class, DoLM	2016	Till date
4.	Coordinator	NSS, DoLM	2016	Till Date
5.	Coordinator	Swachh Bharat, DoLM	2016	Till Date
6.	Coordinator	SWAYAM, DoLM	2016	Till Date
7.	Coordinator	Village Extension Program, DoLM	2016	Till Date
8.	Coordinator	Vivekananda Cadet Corps, DoLM	2016	Till Date
9.	Coordinator	Industrial Visit, DoLM	2016	Till Date
10.	Coordinator	Environmental Awareness Club, DoLM	2016	Till Date
11.	Coordinator	ALUTES, DoLM	2016	Till Date
12.	Coordinator	Placement and Alumni ,DoLM	2017	2021
13.	University Representative	ALU DDE EXAMINATIONS	2017	Till Date
14.	Coordinator	IQAC, DoLM	2016	Till Date
15.	Coordinator	Yi - YUVA	2021	Till Date
16.	Coordinator	Orientation Program for Fresher's, DoLM	2021	2022
17.	Coordinator	Non Major Elective, DoLM	2023	Till Date
18.	Presiding Officer	TN, Legislative Assembly	2021	2021
19.	Executive Member	ALUFA	2018	2020

Areas of Research

- **Logistics and Supply Chain Management**
- **Entrepreneurship**

Research Supervision/Guidance

Program of Study		Completed	Ongoing
	Ph.D		03
	M.Phil	03	
Project	PG	75	12

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books/Chapters/Monographs/Manuals
13	01	03	03	13

h-index : 01

Total Citations : 01

Funded Research Projects

Ongoing Projects:

S.No	Agency	Period		ProjectTitle	Budget (Rs.In lakhs)
		From	To		
1.	RUSA Phase 2.0	2023		Issues in E-Logistics and Supply chain Management practices of various stake holders with respect to Chennai Port Trust, Chennai	5.0

Completed Projects:

S.No	Agency	Period		ProjectTitle	Budget (Rs.In lakhs)
		From	To		
1.	AURF	2017-2019		Challenged for adopting training and development programs in small and medium enterprises (SMEs) in Tamil Nadu – An Evaluative Study	0.25
2.	RUSA	2017-2019		Issues in E-Logistics and Supply Chain Management practices of various stake holders with respect to V.O.C Port Trust, Tuticorin	16.7

Distinctive Achievements / Awards

- Lean Six Sigma Yellow Belt
- Microsoft Certified Professional

- Ni-MSME, Govt of India, Certified Trainer in Entrepreneurship Development
- Food Safety Supervisor, Certificate of Competence
- Best Paper Award, International Conference on Supply Chain Management, Jan 2022
Singapore
- Received a Certificate of Appreciation from Alagappa University for the Contribution made as a Deputy Coordinator of Entrepreneurship Development Cell during NAAC Visit 2017
- Received a Certificate of Appreciation from Alagappa University for the Contribution made as a Deputy Warden , University Hostel during NAAC Visit 2017

Events organized in leading roles

Number of Seminars /Conferences /Workshops/ Events organized: 16

Position	Programme	Duration	Institution
Nodal Officer	EDP for SC/ST youth	21.02.2012 to 26.03.2012	EDI, Govt of Tamil Nadu
Coordinator	TOT for Faculty	29.05.2013 to 12.06.2013	Ni-MSME, Hyderabad
Coordinator	Entrepreneurship Awareness Camp for College Students	28.10.2013 to 30.10.2013	EDI, Govt of Tamil Nadu
Coordinator	International Conference on E- Logistics & SCM	12.09.2019 to 13.09.2019	DoLM, Alagappa University
Organizing Committee	International Conference on Nxt Gen Logistics & SCM 4.0	28.02.2018 to 1.03.2018	DoLM, Alagappa University

Coordinator (3 Spells)	Village Extension Program	22.09.17 to 24.09.17 20.09.19 to 22.09.19 27.10.23 to 29.10.23	DoLM, Alagappa University
Coordinator (2 Spells)	Orientation Program for fresher's	7th to 8th October 2021 7th to 10th September 2022	DoLM, Alagappa University
Organizing Secretary	International Conference on NXT Gen Logistics & SCM 5.0 (online)	11th May 2022	DoLM, Alagappa University
Convenor	Workshop on My- Story Motivational Session by successful Entrepreneur	15th Nov 2022	Entrepreneurship Development Cell. Alagappa University
Organizing Secretary	Workshop on Entrepreneurship and Innovation as Career opportunity	14th Nov 2022	Entrepreneurship Development Cell. Alagappa University
Organizing Secretary	Book Talk Programme	10th Jan 2023	Faculty of Management
Organizing Secretary	Workshop on Entrepreneurship skill, Attitude and Behavior Development	14th Feb 2023	Alagappa Institute of Skill Development

Organizing Secretary	One Day Motivation cum Training Program on Strategies to excel in Competitive Examinations	15th March 2023	DoLM and Alagappa University Study Circle, Alagappa University
Coordinator	Industrial Visit	27.03.19 to 30.03.19	DoLM, Alagappa University

Events Participated

Number of Conferences/Seminars/Workshops: 94

OverseasExposure/Visits

- Dubai
- Sharjah
- Sri Lanka

Membership

Professional Bodies

1. Life Member, SALIS
2. Fellow Member, IARA
3. Life Member, Indian Red Cross Society, Sivagangai District
4. Member, Education Research and Development Association (ERDA)
5. Jaycee Foundation Member, JCI

Advisory Board

Year/Period	Name of the BoS/Administrative Committee / Academic Committee	Role
2019 and 2022	Department of Logistics Management	Internal Member

Academic Bodies in Other Institutes/Universities

Year/Period	Name of the BoS/Administrative Committee / Academic Committee	Role
2016 to Till Date	Board of Studies for MBA, Thanthai Hans Roever College (Autonomous), Perambalur	Member
2017 to Till Date	Board of Studies for BBA, Subbalakshmi Lakshmi Pathy College of Science (Autonomous), Madurai	Member

List of Research Articles / Recent Publications

S. No	Authors/Title of the paper/Journal
1.	V.A.Anand , The Role of Government in supporting MSMEs, SHIVANI Journal of Research in Management vol 1 Issue 1st April 2012 / PP57, ISSN 2277- 5463
2.	V.A.Anand , P.Kannadas, Assessing the validity of IS Success Models: An Empirical Test in SMEs JAMAL Academic Research Journal vol 6 No 1&2 June 2012 /PP67 ISSN 0973- 0303
3.	V.A.Anand,P.Kannadas Linkage between Information Systems in SMEs and the Performance of Firms –A Causal path Analysis SMART Journal of Business Management Studies vol 9 No 2 July-Dec 2013/PP44 ISSN 0973- 1598
4.	J.Preetha,V.A.Anand , The Accessible Road Blocks in implementing Total Quality Management (TQM) in Indian Telecom Industry Limited , GE-International Journal of Management Research, ISSN(0):2321-1709- ISSN(P):2394-4226 Vol 5,issue 8, August 2017, Impact Factor : 5.779

5.	V.A.Anand , An Analysis of challenges in Lean Implementation and Sustainability , Nxt Gen Global Supply Chain Management,Ganecon Publications , ISBN: 978-0-6482502-3-4 Pg 87, Feb 28 th to Mar 1 st 2018
6.	V.A.Anand , Talent Management: A Theoretical structure Literature Reviews and a Research Docket , Nxt Gen Global Supply Chain Management,Ganecon Publications, ISBN: 978-0-6482502-3-4 Pg 124, Feb 28 th to Mar 1 st 2018
7.	V.A.Anand , A Study on green supply chain management practices in the Indian manufacturing industries, Nxt Gen Global Supply Chain Management,Ganecon Publications, ISBN: 978-0-6482502-3-4 Pg 43, Feb 28 th to Mar 1 st 2018
8.	V.A.Anand , A study on critical analysis on status of international trade policies in India, Nxt Gen Global Supply Chain Management,Ganecon Publications , ISBN: 978-0-6482502-3-4 Pg 52, Feb 28 th to Mar 1 st 2018
9.	V.A.Anand , Analysis of the Innovative ways for value creation within the Smartphone market: A case study approach Exploitation Blue ocean framework, Shanlax International Journal of management, ISSN:2321-4643,pg 127,vol 5,Special issue 3, March 2018 UGC Approval No:44278, Impact Factor : 2.082
10.	R.Arivalagan ,V.A.Anand , Significance of Bonded Logistics Parks in China, Enabling Indian Retail Industry for Effective Logistics, International Journal of Recent Technology and Engineering, ISSN: 2277-3878 Vol- 8 ,Issue:6Pages March 2020
11.	Aravindaraj.K,Rajan Chinna,V.A.Anand , James Paul,A Contemporary on Government Initiatives and SWOT analysis of Transportation sector in India, International Journal of Scientific & Technology Research ,ISSN: 2277-8616,Vol 8 ,Issue:11 Pages 3971-3975 , Nov 2019, Impact Factor : 7.466
12.	J.Pandilakshmi,V.A.Anand , Agribusiness (foods) Supply Chain Management in Indian Agriculture:Affairs,Favorable circumstances and further Research, International Journal of Recent Technology and Engineering, ISSN: 2277-3878 ,Vol-8 ,Issue: 8 Pages 10425-10430, Nov 2019
13.	J.Preetha,V.A.Anand , A Survey based study to replenish the soil wealth based on knowledge management in the colony of Indian Telecom Industries Limited, International Journal of Advance and Innovative Research, ISSN: 2394-7780 Vol 5,Issue:4(XVI) Pages 1Dec 2018
14.	R.Arivalagan,V.A.Anand , Impact of COVID19 pandemic on business sector- A special focus on warehouse industry in the state of Chhattisgarh, International Journal of Business and Administration Research Review, E-ISSN:2347-856X ISSN:2348-0653 Vol No:9:Issue-1Feb 2022
15.	R.Arivalagan ,V.A.Anand , Freight Economics Savings Calculator in a Hydroponics organization using Random Forest Algorithm, Empirical Economics Letters, ISSN 1681 8997 ABDC Nov 2021
16.	V.A.Anand, P.Rajan Chinna,V.Sivakumar ,Operational Effectiveness of Logistics: Empirical Evidence from V.O.Chidambarnar Port Trust – Tuticorin, ACM Digital Library, Pages130–136 https://doi.org/10.1145/3512676.3512698 March 2022
17.	Srividya Srinivasan,V.A.Anand , Importance of Strategic Talent Management- A Review with MID-SIZE IT Companies in Chennai,Humanities and Social

	Science Studies Journal, ISSN 2319-829X , Vol. 12 Issue 01, No 18,January – June 2023, Impact Factor : 7.28
18.	V.A.Anand , Talent management- The way to optimize Employee performance , New Dimensions of Management in the Globalized ERA, ISBN 978-93-80657- 40-0, 29th – 30th January 2015
19.	V.A.Anand , Challenges and Opportunities of Entrepreneurship in India in the Rural Context, Online Marketing of Services in The Globalisation ERA, ISBN 978-81-929458-4-2, 15th March 2016
20.	V.A.Anand , Paradigm shift of Indian Life Insurance sector-An overview, Emerging Trends in Indian Insurance Sector, ISBN 978-81-929581- 7-0, 23 rd March 2016
21.	V.A.Anand , A Conceptual approach to the Entrepreneurial Ecosystem in India, New Dimensions of Management t in the Globalized ERA , ISBN 978-93-85977-05-3 30 th March 2016
22.	V.A.Anand , Highly secured cloud Accounting using RSA and AES Algorithms , International Conference on financial Markets and Corporate Finance, 12th -13 th August 2016, DOMS, IIT, Madras
23.	V.A.Anand , A View on Entrepreneurship Training Enlargement in India-Conceptual Approach, Perspectives On Entrepreneurial Resurgence And innovations, ISBN 978-81-9259-745-4, 19 th August 2016
24.	J.Preetha,V.A.Anand , Implementation of Lean manufacturing practices in product encrytor by Indian Telecom Industries LTD,India, The Management Spectrum, pg 56,RIN number-TNENG 05991 vol:6/Issue no:2, Dec 2016
25.	V.A.Anand , Factors affecting employee’s commitment and employee’s retention towards the strategic implementation of TQM in Indian telecom industry, India, New Dimensions of Management in the Globalized ERA ISBN:978-93-85977-91-6 Pg 85
26.	V.A.Anand , A study on behavioural finance: An Overview,Evaluation and challenges, New Dimensions Of Management in the Globalized ERA , ISBN:978-93-85977-91-6, Pg 463, Feb 2017
27.	V.A.Anand , Impact of the Internet on Marketing Strategy, Global Growth:Gears and Glows, ISBN:978-81-933316-4-4 Pg 266, Feb 2017
28.	V.A.Anand , An Investigation study on tourism capability of India reference to Tamilnadu: Tourist’s consciousness Theory, Recent Trends in Global Sustainable Tourism Research, ISBN: 978-93-89146-64-6 ,Pg 228, Sep 2019
29.	V.A.Anand , Logistics Network optimization in distributing critical medical supplies for a pharmaceutical company, Recent Trends in E-Supply Chain Management, ISBN: 9789389146714 Pg 69, Sep 2019

30.	J.Preetha,V.A.Anand , Confederacy of Lean tools and techniques during manufacturing in Indian Telecom Industry Limited (ITI) in India SMT, Recent Trends in E-Supply Chain Management, ISBN: 9789389146714, Pg 164, Sep 2019
31.	V.A.Anand , A study on process management in supply chain management in ECSTASY Logistics Company,Coimbatore, Recent Trends in E-Supply Chain Management, ISBN: 9789389146714, Pg 184, Sep 2019
32.	J.Preetha,V.A.Anand , The Impact of COVID-19 Pandemic on employee involvement and employee commitment in Indian Telecom Industry Limited, Impact of COVID-19 on the global Economy, ISBN:978-81-940480-4-6 Pg 147-155, Dec 2020 Noble World Record No.NWR/1082/2020
33.	R.Arivalagan V.A.Anand , Importance of Container Dwell time in freight transportation system using XG Boost machine learning model, Contemporary Issues in Business, Economics, and Society(Vol-II), ISBN:978-91-987581-1-5 DOI:10.25215/919875811X,Pg 179, Dec 2021, The Board of Red Shine Publication
34.	R.Arivalagan ,V.A.Anand , Trends and challenges in marketing management-A special focus on Logistics challenges in E-Commerce Industry in India, Emerging Trends Business and Management, ISBN:9789394293144, March 2023

Resource persons in various capacities

National Conferences	:	01
International Conferences	:	01
Invited Lectures	:	39

Date : 24.02.2024

Place : Karaikudi