



**P. S. NAGARAJAN**  
**Associate Professor**

### Contact

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### Academic Qualifications

Degree	Institution	Year	Branch	Class
Ph. D	Alagappa University	2007	Management	Not Applicable
M. Phil	AlagappaUniversity	66	Management	First

<b>MBA</b>	MaduraiKamarajUniversity, Madurai.	62	Management	2000
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### Teaching Experience

Total Teaching Experience : 16 Years

<b>Position</b>	<b>Institution</b>	<b>Duration</b>
Assistant Professor	Alagappa Institute of Management, Alagappa University	Since January 2008

### PDF/ Visiting Professor : Abroad

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<b>Position</b>	<b>Institution</b>	<b>Duration</b>
-	-	-

### Research Experience

Total Research Experience : -

<b>Position</b>	<b>Institution / University</b>	<b>Duration</b>
-	-	-

### Academic and Additional Responsibilities

<b>S.No</b>	<b>Position</b>	<b>University Bodies</b>	<b>Period</b>	
			<b>From</b>	<b>To</b>
1	Coordinator	Meet the Manager Program	2008	Till date

### Areas of Research

- Digital Marketing
- Green Marketing

### Patents Filed

Nil

### Research Supervision/Guidance

Program of Study		Completed	Ongoing
Research	PDF	-	-
	Ph.D	13	02
	M.Phil	20	-
Project	PG	~200	08
	UG/ Others	-	-

### Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books/Chapters/Monographs/Manuals
36	-	73	-	4

Cumulative Impact Factor (as per JCR) :

h-index : 6

i10 index : 6

Total Citations

: 138

## Publications

Thesis Evaluated : 26

Vivavoce Examiner : 07

## Funded Research Projects

Ongoing Projects: Nil

S.No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
-	-	-	-	-	-

Completed Projects:

S. No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1	ICSSR	2013 -	2016	A Study on the aftermath of Liberalization in the Rural Villages of Tamil Nadu	6,50,000
2	UGC	2012 -	2014	A Study on Enhancing the Marketing of Self-Help Group Products in Select Districts of Tamil Nadu	4,87,700
3	ICSSR	2013 -	2015	A Study on Public Service Advertising on Health Awareness Among the Youth in Tamil Nadu	2,00,000
4	Alagappa University	2009 -	2010	Minor Research on the Marketing Promotions of Self Help Group Products in Kanyakumari District	20,000

5	UGC-STRIDE	2019-2021	SDGs for sustainable management education	7,50,000
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**Other Fund Received as Research Mentor:**

S.No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
-	-	-	-	-	-

**Consultancy Projects:**

S.No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
-	-	-	-	-	-

**Others:**

S.No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
-	-	-	-	-	-

**Distinctive Achievements / Awards**

- Best Teacher Award in 2006 from Hindustan Group of Institutions.
- Best Social Scientist Award presented by Indian Academic Researchers Association, 2018.

Number of Seminars / Conferences / Workshops / Events organized:

**Events organized in leading roles**

<b>Position</b>	<b>Programme</b>	<b>Duration</b>	<b>Institution</b>
<b>Co-ordinator</b>	FacultyDevelopmentProgramonDiversityin Teaching	7th and 8th March 2014	<b>UGC</b>
<b>Co-ordinator</b>	FacultyDevelopmentProgramonSmallBusiness Management	14 <sup>th</sup> and 15 <sup>th</sup> March 2014.	<b>UGC</b>
<b>Co-ordinator</b>	National Conference on Sustainable Green Business (NCSGB – 2018)	26 <sup>th</sup> and 27 <sup>th</sup> March 2018.	<b>ICSSR</b>
<b>Co-ordinator</b>	National Conference on Facets of Digital Marketing Spree (FDMS – 2019)	21 <sup>st</sup> and 22 <sup>nd</sup> February 2019.	<b>ICSSR</b>
<b>Co-ordinator</b>	National Conference on Depth and Expanse of Online Marketing Mettle (OMM – 2019)	1 <sup>st</sup> and 2 <sup>nd</sup> August 2019.	<b>ICSSR</b>
<b>Co-ordinator</b>	Conducted Three-day Entrepreneurship Awareness Camp	17 <sup>th</sup> and 19 <sup>th</sup> October 2019	Entrepreneurship Development Institute of India
<b>Co-ordinator</b>	Two Day Workshop on Franchising	23 <sup>rd</sup> and 24 <sup>th</sup> January 2020.	ICSSR
<b>Co-ordinator</b>	Two Day International Conference on Sustainable Environmental Management	25 <sup>th</sup> and 26 <sup>th</sup> March 2022.	ICSSR

## EventsParticipated

Number of Conferences/Seminars/Workshops:27

## OverseasExposure/Visits

- Nil

## Membership

### Professional Bodies

1. Fellow of Singapore Institute of Auditors

### Advisory Board

Year/Period	Name of the BoS/Administrative Committee / Academic Committee	Role
Since 2008	MBA, Alagappa Institute of Management	Internal member

### Academic Bodies in Other Institutes/Universities

Year/Period	Name of the BoS/Administrative Committee / Academic Committee	Role
Since 2017	MA HRD in Manonmaniam Sundaranar University	External expert
Since 2016	MBA at PSR Engineering College, Sattur, Tamil Nadu.	External expert
Since 2018	Tamil Nadu Physical Education and Sports University	External expert
Since 2022	ADM College for Women, Nagapattinam	University Nominee
Since 2022	A.V.V.M Sri Pushpam College, Thanjavur	Subject expert

## Ph.D. Thesis Guided

1. No. of PhD Thesis evaluated : 26
2. No. of PhD Public Viva Voce Examination conducted : 13

<b>S. No</b>	<b>Name of theScholar</b>	<b>TitleoftheThesis</b>	<b>Year ofCompletion</b>
1	C. Tirumal Azhagan	A Comparative Study on Service Quality Performance Between Organized and unorganized Retailing with reference to Chennai City	2014
2	J. Ashokkumar	A Study on the attitude towards online shopping among the Software professionals in Chennai	2014
3	S.Gangadharan	A Study on effectiveness of Public Service Advertising in healthAwareness among the rural youths in Kancheepuram District, Tamilnadu	2014
4	N. Manikandan	An Analysis on Lapsation of Unit Linked Insurance Policy in Indian Life Insurance Sector	2015
5	R. R. Surath Kumaar	Influence of Servicescape in Patient Relationship Management with Respect to Select Ophthalmic Hospitals in Tamil Nadu	2016
6	S. Murugan	Influence of Social Media on Vacation Travels of IT Professionals in Chennai City	2018
7	M. Sudha	Analysis on the Pester Power of Kids in Bangaluru towards the Purchase of Convenient Food Products endorsed by stimulating Advertisements in Kids Television Channels	2019
8	A. Vignesh	A Study on HRPractices and Challenges of Startups in Manufacturing Sector among Sivaganga, Ramanathapuram and Pudukottai Districts in Tamil Nadu	2021
9	R. Jenelin Kamalam	A Study on the Self Service Technology in Retail	2020



		Banking Services of Nationalised Banks in Chennai	
10	K. Murugan	Marketing of khadi and village products in Pudukkottai district	2020
11	M. Amarnath	Awareness and obsession towards eco-friendly products through social media in Sivagangai district	2022
12	S. Sathish	Corollary of leveraging information technology in small and medium sized manufacturing startups in Sivagangai district	2022
13	AL. Chidambaram	An exploration of innovation and entrepreneurial skill development in universities	2022

### List of Research Articles / Recent Publications

S. No	Authors/Title of the paper/Journal	Impact Factor
1	<b>Shanmugavel, N., &amp; Balakrishnan, J. (2023).</b> Influence of pro-environmental behaviour towards behavioural intention of electric vehicles. <i>Technological Forecasting and Social Change, 187</i> , 122206.	13.64
2	<b>Shanmugavel, N., Alagappan, C., &amp; Balakrishnan, J. (2022).</b> Acceptance of electric vehicles: A dual-factor approach using social comparison theory and technology acceptance model. <i>Research in Transportation Business &amp; Management, 45</i> , 100842.	5.05
3	<b>Shanmugavel, N., &amp; Micheal, M. (2022).</b> Exploring the marketing related stimuli and personal innovativeness on the purchase intention of electric vehicles through Technology Acceptance Model. <i>Cleaner Logistics and Supply Chain, 3</i> , 100029.	9.5
4	<b>Shanmugavel, N., &amp; Rajendran, R. (2022).</b> Adoption of rainwater harvesting: a dual-factor approach by integrating theory of planned behaviour and norm activation model. <i>Water Resources Management, 36(8)</i> , 2827-2845.	4.49
5	<b>Shanmugavel, N., Rajendran, R., &amp; Micheal, M. (2022).</b> An exploration on the influence of altruistic factors on voluntary vehicle scrapping to promote sustainable environment. <i>Cleaner Materials, 4</i> , 100081.	5.41
6	<b>Shanmugavel, N. (2023).</b> Hedonic Motivation and Ducoffe's Web Advertising Model in Estimating Consumer Purchase	2.7

	Intention. <i>Global Business Review</i> , 09721509231158174.	
7	<b>Shanmugavel, N., &amp; Micheal, M.</b> (nd). An investigation on the influence of YouTube advertising on the purchase intention of nutritional drinks during COVID pandemic. <i>International Journal of Business Information System</i> .	1.13

### Resource persons in various capacities

National Conferences : 04

International Conferences : 03

Invited Lectures : 11

Date : 27.2.2024

Place : Karaikudi



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