



Name : **Dr. N. Rajalingam**
Designation : Assistant Professor
Department / Centre : Management Studies

Educational Qualifications (Chronologically Reverse):

- Ph.D (2008) in Business Administration from Manonmaniam Sundaranar University, India
- M.B.A (1999) specialized in Marketing & Production from Madurai Kamaraj University, India
- B.E (1996) in Mechanical Engineering from Madurai Kamaraj University, India

Academic Affiliation:

- Assistant Professor (S.S), Department of Management Studies, Manonmaniam Sundaranar University, Tirunelveli, November 2007 till date
- Assistant Professor, Department of Management Studies, Manonmaniam Sundaranar University, Tirunelveli, January 2006 to October 2007
- Lecturer, Department of Management Studies, Manonmaniam Sundaranar University, Tirunelveli, September 2004 to December 2005
- Lecturer, Department of Management Studies, Mepco Schlenk Engineering College, Sivakasi, February 2003 to September 2004
- Regular Guest Faculty, Department of Management Studies, Manonmaniam Sundaranar University, Tirunelveli, November 2001 to February 2003
 - Lecturer, Department of Business Administration, Aditanar College of Arts and Science, Tiruchendur, June 2000 to November 2001

Professional Affiliation:

- Life Member, India Society of Technical Education, India
- Member, University Level NSS Advisory Committee, Manonmaniam Sundaranar University, Tirunelveli, from 2006 to 2009
- Member, Planning Committee, Risk and Disaster Management Training, National

Service Scheme, Manonmaniam Sundaranar University, Tirunelveli (2006 – 07).

- Member, Planning Committee (2008 – 09), Manonmaniam Sundaranar University for the Home Stay Event, Youth Exchange Programme, NSS Regional Centre, Chennai
- Camp Officer & Member, Advisory Committee, National Integration Camp (2008 –09) at Manonmaniam Sundaranar University, sponsored by Ministry of Youth Affairs, GoI.

- Member, Selection Committee, NSS Volunteers to pre- RD Parade Camp, from 2007 to 2009.

Training and Consultancy:

- Trainer in the areas of
Personality Management
Leadership
Disaster and Risk Management
Soft Skills Development.

Area of Research:

- Buyer behavior, Readership, Labour welfare

Publications:

I. Research Papers Published in Refereed Journals:

1. Media Effectiveness on Brand Preference, Journal of Commerce and Trade, October 2006 – April 2007, pp. 17 – 21. ISSN: 0973-4503

II. Chapters in Books (Edited Volume)

1. One Chapter – Coauthor – Female Workers in Beedi Industry, Status of unorganized labour, Discovery, 2009 pp. 139 – 152. ISBN: 978-81-8356-493-9

Awards:

- University Level Best NSS Programme Officer Award of Manonmaniam Sundaranar University, 2007 – 08.

Declaration

I hereby declare that, the information provided by is true to the best of my knowledge.