

**P. Ravi**

Assistant Professor

Department of Management Studies

**Educational Qualifications:**

- ✓ Submitted Thesis—**Doctor of Philosophy** with the title ‘Retailers’ Beliefs, efforts and problems on Green Marketing Practices in India- A Study with special reference to Tirunelveli District, Tamilnadu’, Bharathiar University, Coimbatore,
- ✓ Qualified **UGC – NET for Lectureship in Management**, Dec 2000.
- ✓ Master of Business Administration with **Marketing** as specialization from The Department of Management Studies, Madurai Kamaraj University (Full-Time Residential), 1997-99.
- ✓ Bachelor of Engineering (ECE) from University of Madras through Adhiyamaan College of Engineering, Hosur, 1993-97

**Academic affiliation:**

- ✓ Since 25, August 2004, Assistant Professor - Department of Management Studies, Manonmaniam Sundaranar University, Tirunelveli.
- ✓ 16, August 2002 to 22 August 2004, Lecturer - Department of Management Studies, Sree Amman Arts and Science College, Erode.
- ✓ June 2000 to June 2002, Lecturer - Department of Management Studies, Vel Tech Engineering College, Avadi, Chennai.

**Training and Consultancy:**

- ✓ Trained TamilNadu Industrial Investment Corporation (TIIC) employees on Modern Management.
- ✓ Trained Assistant Directors of ESIC from all over India on Customer Satisfaction Management

**Area of Research:    **MARKETING****

- ✓ Green marketing practices
- ✓ International Marketing

- ✓ Market behaviour
- ✓ Web Analytics
- ✓ Cyber Marketing
- ✓ Retailing and Rural Marketing

### **Papers Presented / Published:**

- ✓ Presented a Paper titled “The Role of retailers for successful implementation of green marketing practices - An Empirical Investigation” at Nirma Institute of Management, Ahmedabad, April 2-3, 2010
- ✓ Presented a paper on “Green marketing based on Lewin’s force field analysis model” at the International conference on Global Economic Ascendance Realm” conducted by School of Management, Alagappa University, Karaikudi, 31/03/2009 to 02/04/2009.
- ✓ Presented a paper on ‘Customer expectations-A reason for retailing trends’ at the National Seminar on Retailing conducted by Jamal Institute of Management, Tiruchirapalli, 23,24, March 2007.
- ✓ Presented a paper on ‘Greening of Practices – A Corporate Responsibility’ at the National Seminar on Greening conducted by GRG College, Coimbatore, 16, Dec 2006.
- ✓ Presented a paper on ‘Customer expectations-A reason for retailing trends Retail Sector-Key Drivers’ at the National Seminar on Retailing conducted by Department of Management Studies, Alagappa University, Karaikudi,
- ✓ Presented a paper on ‘Retail Sector-Emerging Patterns’ at the National Seminar on Emerging Management Paradigms conducted by Department of Management Studies, University of Madras, Chennai, 23, 24, February 2006.
- ✓ Presented a paper on ‘Internet Based Marketing Strategies—IBMS’ at the International conference ‘Marketing in the age of convergence’ conducted by Indian Institute of Management, Kozhikode, 7, 8, January 2006.

### **Edited Volume:**

- ✓ Published an article titled ‘Higher Education: An Interrogative Pragmatic Approach’, in the book “Higher Education: Its social relevance”, released in commemoration of the visit of the Honourable President of India Dr APJ Abdul Kalam to M S University on 22 Sep, 2006.

### **Declaration**

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