



Dr.M.ELAMPIRAI
Assistant Professor of Management

Contact

Address : Centre for Distance and Online Education,
Bharathidasan University,
Tiruchirappalli- 620 024.

Employee Number : BDU1810927

Date of Birth : 04.09.1981

Contact Phone Number : 8220790856

Contact mail : drmelampirai@bdu.ac.in

Academic Qualifications:

S.NO.	QUALIFICATION	COLLEGE/ UNIVERSITY	SUBJECT/ DISCIPLINE
1	B.B.A.,	Madras University	Business Administration
2	M.B.A., (Full Time)	Madras University	Marketing& HR
3	M.Phil.,	Periyar University	Management
4	Ph.D.,	Bharathidasan University	Management

Additional Qualification:

NET QUALIFICATION: Passed the UGC-NET' Examination for the eligibility for Lectureship held on 29th June, 2008 in the Subject "Management"

Teaching Experience: 17 Years

(P.G- 3 Years U.G. 16 Years)

S.No.	Institution	Designation	Period		Total Years
			From	To	
1	CDOE, Bharathidasan University	Assistant Professor of Management	20.12.2022	Till Date	1 Year
2	GASC, Orathanadu (formerly Bharathidasan University Constituent College for Women, Orathanadu)	Assistant Professor and Head of Management.	02.07.2009	19.12.2022	13 Years 6 months
3	Vysya Institute of Management Studies, Vysya College, Salem.	Lecturer	01.06.2007	30.04.2009	UG- 2 Years PG- 2 Years

Industrial Experience : (02 Years)

1. DESCRIPTION OF THE JOB

Worked as Sales Manager in Reliance Life Insurance Co. Ltd. from March 2006 to July 2006

2. DESCRIPTION OF THE JOB

Worked as Sales Team Manager in Bajaj Allianz Life Insurance Co. Ltd. from June 2005 to March 2006

3. DESCRIPTION OF THE JOB

Worked as Direct Sales Associate in HDFC Standard Life Insurance Ltd. from March 2005 to May 2005

4. DESCRIPTION OF THE JOB

Worked as Financial Consultant in IDBI Bank Ltd. from July 2004 to November 2004

Research Experience:

(11 Years)

Areas of Research

Rural Marketing and Consumer Behaviour

Research Supervision / Guidance

Program of Study		Completed	Ongoing
Research	Ph.D.	-	-
Project	PG	4	--

Publications in UGC-Care/Refereed Journals

International		National		Others
Journals	Conferences	Journals	Conferences	Books
10		07		04

Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized: (Total 35)

S.No.	Date	Name of the Guest	Topic
1.	15.04.2010	Dr.P.Kasinathan Principal, Marudupandiyar College, Thanjavur.	Special Lecture Programme on "Self Motivation".
2.	15.10.2010	Dr. N. Gnanasabapathy, Director, Mam B-school, Trichy.	Special Lecture Programme on "Present Scenario in Marketing Strategies".
3.	08.04.2011	Dr. P. Stanley Joseph, Associate Professor in Economics, St.Joseph College, Trichy.	Special Lecture Programme on "Impact of Globalisation on Indian Economy".

4.	11.04.2012	Dr. M. Lakshmi Bala, Assistant Professor and Head, Department of Business Administration, KundavaiNachiyar Government College, Thanjavur.	Special Lecture Programme on “Career Development and Women Entrepreneurship”.
5.	09.10.2012	Dr. R. Rajasekaran Principal, SwamyVivekanandha College, Thanjavur.	Special Lecture Programme on “Personality Development”.
6.	15.02.2013	Dr. V. Shanmugasundaram, Research Advisor and Associate Professor, Hallmark Business School, Trichy.	Special Lecture Programme on “Self Confidence”.
7.	11.03.2013	Mr. L. Mathivanan, Deputy Director, KVIC, Gopalapuram, Chennai.	Special Lecture Programme on “Marketing Strategies in Advertising”.
8.	17.04.2013	Dr. J. Fredrick, Assistant Professor (SG), Department of Economics, NMSSVN College, Nagamalai, Madurai.	Special Lecture Programme on “The Challenges and Vindicate of Youth in the Contemporary Era”.
9.	13.02.2014	Mr. A. Ananda Hariharan, Placement Trainer, Nalandha School of Business, Trichy.	Special Lecture Programme on “Effective Communication in Business Era”.
10.	29.04.2014	Dr. M. Swaminathan, Director, Bharat Institute of Management, Bharat College, Thanjavur.	Special Lecture Programme on “Managing Human Relations”.
11.	13.04.2015	N. Alagusundaram, Assistant Professor, A. V. V. M. Shri Pushpam College, Poondi.	Special Lecture Programme on “Recent Trends in MBA”.
12.	16.09.2016	Dr. R. Neelakandan, Assistant Professor of Psychology, Annamalai University, Chidambaram.	Special Lecture Programme on “You are the Key”.
13.	04.10.2017	Jc. R. Gomathimahizhini	Special Lecture Programme on “Future”.
14.	04.10.2017	Mr. R. Palaniappan, Chairman, Infosystems Educational and Research Institute, Thanjavur and his team members.	Training Programme on “Basic Computer Knowledge”.

15.	02.02.2018	Dr. V. Nagajothi, Head, Department of Business Administration, Rajah Serfoji Government College, Thanjavur.	Special Lecture Programme on “Career Opportunities in Management”.
16.	21.02.2018	Prof. V.C. Malarmannan, Director, Nalandha Institute of Management., Trichy.	Special Lecture Programme on “Self Management To Achieve Success”.
17.	27.02.2018	Dr. Thiyagarajan, Head in Management Studies Mr. V. S. Guna, Assistant Professor in Management Studies Indhra Ganesan College of Engineering, Trichy.	Special Lecture Programme on “Preparing for TANCET Examination”.
18.	17.04.2018	Dr. C. Soundararajan, Assistant Professor in Management Studies and team members, IndraGanesan College of Engineering, Trichy.	“Training Programme on TANCET Examination”.
19.	05.02.2019	Dr. Thiyagarajan, Professor, Department of Management, Indra Ganesan College of Engineering, Trichy	“Special Lecture Programme on Motivational Techniques for Career Development”
20.	19.03.2019	Prof.V.C.Malarmannan , Director , Nalandha Institute of Management, Trichy.	Special Lecture Programme on “Self Motivation is the Key to Success”.
21.	02.04.2019	Dr. Thiyagarajan, Professor, Mr.Mohemed Rafiq, Dr.C.Soundar rajan and Ms.Nivetha, Department of Management, Indra Ganesan College of Engineering, Trichy	“TANCET Awareness Programme”
22.	14.02.2020	Prof.V.C.Malarmannan , Director , Nalandha Institute of Management, Trichy.	Special Lecture Programme on “TALENT 2020”
23.	08.03.2021	Prof.V.C.Malarmannan, Director, Nalandha School of Business, Tiruchirappalli.	Inauguration of Bharathidasan Management Association for Women and Special Lecture Programme on “ Plan Your Future”
24.	08.03.2021	Students and Faculties of Management	Women’s Day Function
25.	12.03.2021	Students of Management department	“JAMBOREE” – Intradepartmental Competitions
26.	22.09.2021	Mr.R.Palaniappan, Founder and Managing Director of Infosystems, Thanjavur Trainers- Ms.M.Devipriya and Ms.K.Kalkirathina, Infosystems, Thanjavur	Workshop on “Computer Basics”

27.	04.10.2021 to 09.10.2021	Dr.M.Elampirai, Head of the Department of Management , Dr.K.Iyyapparajan, Dr.P.Rajendran, Dr.S.Senthil Assistant Professors of Management, GASC, Orathanadu	Orientation Programme for First BBA Students
28.	13.10.2021	All faculties and students of Management	"Saraswathy Pooja Celebrations"
29.	08.03.2022	All faculties and students of Management	"Women's Day Celebrations"
30.	20.05.2022	Dr.G.Chandrasekaran, Former Head, Department of English,Pattukottai Polytechnic College, Pattukottai & National Trainer, JCI	Special Lecture Programme on "I am too CM, if"

S.No.	Date	Name of the Programme	Position Held
1.	27.01.2023 to 31.01.2023	XLVI Indian Social Science Congress at Bharathidasan University, Trichy	Member of Accommodation Committee
2.	13.04.2023	One-Day National Symposium on "Learning Management System(LMS-2023) organized by CDOE, Bharathidasan University, Trichy.	Committee Member
3.	21.04.2023	One-Day National Workshop on "E-Content Development for Distance Education-(E-CDDE- 2023) organized by Department of Education,CDOE, Bharathidasan University, Trichy.	Committee Member
4.	03.10.2023 to 07.10.2023	Students Induction Programme (BDU-SIP2023)	Department Coordinator
5.	29.11.2023	National Seminar "Technology Enabled Learning in Distance and Online Education" TELDOE-2023	Committee Member

Events Participated

Training Courses, Teaching-Learning-Evaluation Technology Programme,and FacultyDevelopment Programmes attended (Total :15)

S. No.	Programme	Duration	Organized by
1.	Management Development Programme	18.02.2008 (1 Day)	Vysya Institute of Management Studies, Vysya College, Salem

2.	Faculty Training Workshop in Financial Markets	14.08.2009 (1 Day)	NCFM and Bharathidasan University, Tiruchirappalli.
3.	UGC Sponsored Two Days National Workshop on “Publishing Research Articles in Business Management”.	03.11.2012 to 04.11.2012 (2 Days)	Bharathidasan University, Tiruchirappalli.
4.	Workshop on “Introduction to Data Analysis”.	13.11.2013 (1 Day)	University of Madras, Chennai.
5.	Training in Imitation Jewelry Making.	23.04.2013 to 27.04.2013 (5 Days)	Central Palmgur and Palm Products Institute, KVIC, Chennai.
6.	National Workshop on “Resources and Technologies for Scholarly Information”.	12.08.2014 (1 Day)	Department of Library and Information Science, Bharathidasan University, Tiruchirappalli.
7.	Orientation Course for NSS Programme Officers	03.09.2014 to 09.09.2014 (7 Days)	Empanelled Training Institution, Madras School of Social Work, Chennai.
8.	Training of Trainers on “Environment and Sustainable Development for NSS Programme Officers”.	08.08.2016 to 12.08.2016 (5 Days)	Annamalai University and Rajiv Gandhi National Institute of Youth Development.
9.	“NSS Programme Officers Meet”.	13.02.2017 (1 Day)	NSS Cell, Bharathidasan University, Tiruchirappalli.
10.	CAS Orientation Class.	13.04.2018 (1 Day)	IQAC, Bharathidasan University, Tiruchirappalli.
11.	Orientation Workshop On “SWAYAM”.	03.05.2018	Department Of Library and Information Science & UGC-HRDC, Bharathidasan University, Tiruchirappalli.
12.	FDP on “Emerging Challenges in Teaching”.	15.06.2019	ITM Business School, Chennai.
13.	Training Programme on “Right to Information Act,2005”.	09.01.2020 &10.01.2020	Anna Institute of Management, Chennai .
14.	One Week online FDP on “E-Learning and Developing MOOCs for Teaching Process in Higher Education”.	14.12.2020 to 20.12.2020	Department of Statistics and IQAC, Hindu College, University of Delhi in collaboration with Pandit Madan Mohan Malviya National Mission on Teachers and Teaching, Teaching Learning Centre, Ramanujan College, Delhi,

15.	Participated in the Faculty Development Program on Financial Markets,	01.12.2021	NSE & Bharathidasan University, Trichy,
-----	---	------------	---

Papers presented in Conferences, Seminars, Workshop, Symposia (Total : 52)

S.No.	Title of the Paper Presented	Title of Conference / Seminar & Organizer & Level (International / National / State / Regional / College or University)
1.	“Women Entrepreneurship”.	State Level Seminar on “Fostering Entrepreneurship in India” held at Karpagam Arts and Science College, Coimbatore on 07.09.2007.
2.	“Role of Yoga and Meditation in Human Excellence”.	UGC Sponsored National Conference on “Human Excellence through Ethics and Value Education” held at NGM College, Pollachi on 03.10.2008 and 04.10.2008.
3.	“Talent Management”.	National Level Seminar on “Recent Innovations in Corporate Management held at Annai Mathammal Sheela Engineering College, Namakkal on 15.10.2008.
4.	“Strategic Management”.	National Seminar on “Strategic Changes and Challenges in Management” held at Annamalai University on 18.10.2008.
5.	“Corporate Social Responsibility”.	International Conference on “Trends in International Management Experiences” organized by VinayakaMissions University on 07.11.2008 and 08.11.2008.
6.	“Financial Institutions Supporting Entrepreneurship”.	National Conference on “Creativity and Innovation in Entrepreneurship Development” held at SSM School of Management, SSM College of Engineering, Komarapalayam on 18.12.2008.
7.	“Creativity and Innovation in Business”.	UGC Sponsored National Seminar on “Profitability Through Creativity and Innovation” held at Annamalai University on 10.03.2009.
8.	“Global Financial Crisis and Its Impact on Various Countries”.	UGC Sponsored National Seminar on “Global Financial Crisis – Its Impact on Indian Economy” held at NGM College, Pollachion 25.08.2009 and 26.08.2009.
9.	“Role of RBI to Overcome Global Financial Crisis”.	Two Day National Seminar on Global Financial Crisis and Its Impact on Indian Financial System” held at Bharathidasan University, Tiruchirappalli 12.09.2009 and 13.09.2009.
10.	“Gender Inequalities and Women in India”.	Consultative Workshop on “Women, Law and Public Domain” held at Pondicherry University on 03.12.2009 and 04.12.2009.
11.	“WTO and Indian Industry”.	National Seminar on Impact of Globalisation on Indian Industries and Foreign Trade” at KhadirMohideenCollege, Adirampattinam on 27.03.2010 and 28.03.2010.

12.	“Women Empowerment through Microfinance”.	UGC Sponsored Two Day National Seminar on “Micro Finance for Inclusive Growth: Challenges in Sustainability of Micro Finance Operations and Interventions” held at Department of Women’s Studies, Bharathidasan University, Tiruchirappalli on 18.03.2011 and 19.03.2011.
13.	“Emotional Intelligence and Stress Among Students – With Reference to Orathanadu, Thanjavur”.	National Seminar on “Emotional Intelligence and Organisational Development-An Interdisciplinary Approach” held at Periyar University, Salem on 28.03.2011.
14.	“An Inquiry into the Performance of Women Entrepreneurs in Madurai District”.	UGC Sponsored Two Day International Seminar on “Contemporary Issues and Challenges of Indian Business in Global Scenario” held at Jamal Mohamed College, Tiruchirappalli on 13.02.2013 and 14.02.2013.
15.	Participated	Two Day State Level Seminar on “Entrepreneurship Development” held at SASTRA University, Kumbakonam on 22.02.2013 and 23.02.2013.
16.	“Strategic Management in Tourism with reference to Thanjavur”.	Two Day International Seminar on “Global Competitiveness – A Challenge for Sustenance and Excellence” held at Jamal Mohamed College on 16.08.2013 and 17.08.2013.
17.	“A Study on Green Marketing in India”.	Two Day National Level Seminar on “Contemporary Trends in the Avenues of Commerce and Management” held at Cauvery College for Women, Tiruchirappalli on 20.09.2013 and 21.09.2013.
18.	“A Study on E-commerce in India”.	Fifth International Conference on “Sustainable Inclusive Growth in the Global Scenario – Issues and Challenges” held at Adaikalamatha Institute of Management, Adaikalamatha College, Vallam, Thanjavur on 28.09.2013.
19.	Participated.	Two Day International Conference on “Integration and Implementation of Research to become a Reflexive Researcher” held at Cauvery College for Women, Tiruchirappalli on 18.08.2014 and 19.08.2014.
20.	“A Study on Innovative Practices in HUL”. Received Best Paper Award	Sixth International Conference on “Transition from Inertia to Implementation” held at Adaikalamatha Institute of Management, Adaikalamatha College, Vallam, Thanjavur on 13.09.2014.
21.	“Emerging Challenges in Indian Banking Sector”.	National Conference on “Emerging Opportunities and Challenges in the Service Sector” held at Annai Vailankanni Arts and Science College, Thanjavur on 29.01.2016.
22.	Participated.	National Seminar on “Impact of Demonetisation of Indian Economy” held at Bon Secours College for Women, Thanjavur on 10.02.2017.
23.	Participated.	Awareness Programme on Duchenne Muscular Dystrophy (DMD) for the NSS Programme Officers on 22.09.2017.

24.	Participated.	One day Seminar on “Women Empowerment” at Bishop Heber College,Trichy on 23.02.2018.
25.	“Challenges and Role of GST in Indian Industry”.	National Conference on “Emerging Challenges of Global Business Scenario” at Sengamala Thayaar Educational Trust Women’s College, Mannargudi on 28.02.2018
26.	Participated.	One Day National Conference on “Inculcation of Indigenous Entrepreneurship in Young Brains(NCIE-2019)”, SASTRA (Deemed to be University), Kumbakonam on 22.03.2019.
27.	“Innovative Business Practices in Indian Companies”.	One Day International Conference on “Problems & Prospects of Business Innovation in India”, Swami Vivekananda Arts & Science College, Vallam, Thanjavur on 23.03.2019.
28.	Participated	One Day National Level Workshop on “Contemporary Issues and Challenges of GST in Entrepreneurship”, Department of Business Administration & IQAC, H.H.The Rajah’s College(Autonomous), Pudukkottai on 27.03.2019.
29.	“Infant Mortality In India”	One Day National Seminar on “Challenges and Innovations: Healthcare Management in India”. Bon Secours College for Women, Thanjavur on 06.12.2019.
30.	Participated	Webinar on “Kick Start Your Agri-Business”, Marudupandiyar College, Thanjavur, 09.07.2020
31.	Participated	Webinar on “Mental Health in Pandemic Times”, Ministry of Information and Broadcasting, Ernakulam and NSS Unit, Sacred Heart College (Autonomous), Thevara, Kochi, 16.07.2020
32.	Participated	Four Day Webinar Series on “Intellectual Property Rights”, IQAC and IPR Cell of Sacred Heart College (Autonomous),Thevara, Kochi, 17,20,22 and 24 th July 2020
33.	Participated	Social Work Quiz III- “Research Methodology”, Government Arts and Science College for Women, Orathanadu, 25-28 July 2020
34.	Participated	National Webinar on “ Biotechnological Interventions for Sustainable Development and Ensuring Livelihood for Rural Poor and Women Folks, ESDC, Government Arts and Science College for Women, Orathanadu , 28.07.2020
35.	Participated	National Webinar on “Space Technology Applications for Societal Development”, ESDC, Government Arts and Science College for Women, Orathanadu 29.07.2020
36.	Participated	Online Science Forum-I, MTS Academy,BDU BECH Bharathidasan University, Tiruchirappalli, 02.08.2020
37.	Participated	International Webinar “Developing Digital Literacy Skills”, Govindammal Aditanar College for Women, Tiruchendur, 03.08.2020

38.	Participated	National Level Webinar on “ Prospects for Commerce and Management Education in India: Implications of Covid-19”, Government First Grade College, Krishnarajanagar, Mysuru ,6 th and 7 th August 2020
39.	Participated	National Science Week Celebrations Webinar on “ Science Communication” , Department of Library and Information Science, Bharathidasan University, Tiruchirappalli, 28.02.2022
40.	Participated	International Conference (Online) on “Economics of Happiness and Welfare” , St.Josephi’s College& Sacred Heart College, Chalakkudy, 18 th and 19 th June 2021
41.	“A Study on Rural Consumer Behaviour towards durable goods in Pudukottai District”,	Two Day International Conference on “The Impact of Covid-Pandemic in the Universal Tertiary Sector”, Holy Cross College, Trichy, Chennai, 16 th and 17 th March 2021
42.	Participated	National Webinar on “ Economics of Election”, Jointly organized by St.Joseph’s College, Irinjalakuda and Sacred Heart College,Chalakkudy, Kerala on 27.03.2021.
43,	Participated	International Online Workshop on “Academic Research Writing and Publication”, Department of Business Administration, Annamalai University on 23.04.2021
44.	“Perception of Rural Consumers towards Digital Payment System- With Special Reference to Thanjavur District”,	“International Conference on Emerging Approaches in Business Management- Agile Interdisciplinary Practices (ICEABM-2021), SRM Institute of Science and Technology, Vadapalani Campus, Chennai, 26.11.2021
45.	“Perception of Rural Consumers towards Digital Payment System- With Special Reference to Tiruvarur District”	Virtual International Conference on (ICCPSB-2022), AIMS IBS B School,Bangalore, 19.02.2022
46.	“ A Comparative Study on Awareness, Usage and Perception of Digital Payment System Among Rural Consumers in Thanjavur and Tiruvarur Districts,	“Two Day International Conference on “Digital Transformation in Banking and Finance” , Bishop Heber College, Trichy 23 rd and 24 th March 2022
47.	“Healthcare Seeking Behaviour among Rural Women in Tiruvarur District”	One Day National Seminar on "The Effect of COVID-19 Pandemic on Service Sector Sustainability and Growth" conducted by the Department of Economics, Holy Cross College, Tiruchirappalli on 28.09.2022.
48.	“A Comparative Study on the Healthcare Seeking Behaviour among Rural Women in Thanjavur and Tiruvarur District	XLVI Indian Social Scienc Congress held from 27 th to 31 st January 2023 at Bharathidasan University, Tiruchirappalli.

49.	“Awareness and Usage of E-Wallets among people in Tiruvarur District”	International Conference on “Emerging Trends and Issues in Business Management and Social Innovation” organized by the Army Institute of Management and Technology, Greater Noida on 06 th May 2023.
50.	“Awareness and Usage of E-Wallets among people in Thanjavur District”	6 th One Day International Conference on “Changing Business Set-Up and Economic Environment in the Backdrop of Covid-19” held on 7 th June 2023 jointly organized by Primax Foundation, Bengaluru, Karnataka and Putra Business School Malaysia.
51	“A Study on Satisfaction Towards E-Wallets Among College Students in Thanjavur District(With Special Reference to GASC Students, Orathanadu)	One Day National Level Conference on Economic Renaissance: India’s Growth Outlook and its Implications on 29.09.2023 organized by Dharmaurthi Rao Bahadur Calaval Cunnan Chetty’s Hindu Collge, Pattabiram, Chennai.
52	“A Study on Factors Influencing Consumer Satisfaction Towards E-Wallet Payment System in Tiruvarur District”	International Conference on “Inspiring an Inclusive Future, Development for all, The Trust of all in Business Perspective” conducted by PG & Research Department of Commerce of SRM Institute of Science and Technology, Ramapuram, Chennai on 9 th and 10 th October 2023.

Administrative Experience:

College/University/Institution:

S.No.	Designation	Period
1.	Conducted Remedial Coaching Classes to the students under UGC XI plan merged scheme.	2011-2012
2.	Coordinator for BMW (Bharathidasan Management Assocation for Women”	2009 to 2022
3.	Member of Discipline Committee.	2009-2011 2015-2022
4.	Member of Admission Committee.	2010-2012 2014 -2022
5.	Member of Students Grievance Cell.	2012-2014.
6.	Additional Chief Superintendent	November 2012 BDU Examinations November 2016 BDU Examinations
7.	Sports Secretary	2016-2017
8.	Organizing Secretary in the one day “Motivation Campaign on Promotion of Youth Entrepreneurship” with IECD, Bharathidasan University, Tiruchirappalli.	17.02.2017

9.	NSS Programme Officer	2013-2018
10.	Garden Supervisor	21.10.2021-19.12.2022
11.	BC/MBC Hostel Coordinator	2019-2020, 2020-2021
12.	Member of Admission Help Desk	2021-2022
13.	IQAC Coordinator for the department	2019-2022
14.	Old Student Association (OSA) Secretary	19.04.2022- 19.12.2022
15.	Consumer Club Coordinator	25.03.2022 to 19.12.2022
16.	EDC and Placement Cell Coordinator	25.03.2022 to 19.12.2022

Co-curricular activities:

Resource persons in various capacities

S.No.	Name of the Activity	Details of activity (Name of the Programme, Place, Date of Presentation)
1.	Special Lecture Programme	Acted as Moderator and Chief Guest for the Special Lecture Programme on “Temperament and Patience get you success- How to build Wait and Watch Culture”, Zoom Meeting, 13.07.2020
2.	National Level Management Meet - 2K21	Acted as Jury Member for the event Mime in the National Level Management Meet -2k21 , Annai Vailankanni College of Arts and Science, Thanjavur , 06.03.2021
3.	One Day Seminar	Acted as Chief Guest for the One Day Seminar on “Need and Importance of Value Education in 21 st Century”, Swami Vivekananda Arts and Science College, Vallam, Thanjavur , 24.12.2021