




## Department of Management Studies

### Personal Details

<b>Name:</b>	BAALAJI AMUTHAN V T	
<b>Designation:</b>	ASSISTANT PROFESSOR (O.G)	
<b>Educational Qualification:</b>	B.TECH.,MBA	
<b>Experience:</b>	9 years	
<b>Area of Specialization:</b>	MANAGEMENT, HUMAN RESOURCE, MARKETING	
<b>Date of Birth:</b>	14/07/2014	
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### Educational Details

S. No	Degree	Branch/Specialization	Institution / University	Year
1.	B.TECH	MECHANICAL ENGINEERING	BHARATH UNIVERSITY, CHENNAI	2007
2.	M.B.A	MANAGEMENT	ANNA UNIVERSITY, TRICHY	2010

### Professional Society Memberships

1. Indian Society of Technical Education: Life Member
2. Indian Science Congress
3. TERA Membership

### Publication Details

1. "Assorted Cement Brands Sales Performance Among The Shop Sellers – A Group Level Analysis In The Context With Chennai And Tiruvallur Districts", Studies in Indian Place Names, Vol-40-Issue 59-(2020), Page:143-154, ISSN: 2394-3114
2. "Assimilation Of Transgenders Quality Of Life: Psychoanalytic Study In Chengalpet District, Tamil Nadu", Studies in Indian Place Names, Vol-40-Issue 59-(2020), Page No: 155-164 March 2020, ISSN: 2394-3114
3. "Optimizing The Transportation (Subset Of Scm): Indian Paint Factories To Versatile Dealers Cited At Chennai Region, Studies in Indian Place Names, Vol-40-Issue 59-(2020) 213-222, March 2020, ISSN: 2394-3114
4. "Examining Consumer Psychology and Marketing Professionals perception towards Neuromarketing", International Journal of Business and Globalisation, 2020. (Inderscience)
5. Social media and social commerce: Examining the Synthetic thinking on Business: International Journal of Advanced Science and Technology, Vol. 28. No.19, (2019), pp 619-625. (Scopus Indexed)
6. Apprehend View Of Quality Of Work Life Of Women Faculties With Special Reference To College Professors In Chennai District, International Journal of Research and Analytical Reviews, March

2019, Special Issue Page No: 255-262.

7. A Study analysis of Quality work life amidst the peers in Indian organizations. Shanlax International Journal of Management- April 2018 Vol-V Page No: 164-167.
8. Indian Streams Research Journal: International journal of Business Intelligence and Innovations – ISSN23487404-Vol1issue1- April 2015 - “Work and life: The three principles- A review”.
9. “Quality of Work Life: A Comprehend View of the MSME”s Employees with Reference to SIDCO Industrial Estate, Thirubuvanam” with (ISSN No.2250-1940), (pp.858-860).

#### **Conference Details**

1. Presented a Paper “Apprehend View of Quality of Work Life of Women Faculties with Special Reference to College Professors in Chennai District” at Eminent Management Practices-A Vision for sustainable Business Growth, SRM University, BIZAD 2019.
2. “Paradigm of Quality of Work Life: A Perspective View of BPO & KPO Employees” in an International Conference on Synchronizing Management Theories and Business Practices: Challenges Ahead organized by Annamalai University, Chidambaram with (ISBN No.978-93-82338-09-3), (pp. 301-305).

#### **Funded Projects**

1. Received Grant (2018-2019) from Tamil Nadu State Council for Science and Technology (TNSCST) for the project “Rehabilitation of natural fertilizers to the farmers in Kanchipuram district with reference to the Amma Bio-fertilizers scheme”.