



SRM Valliammai Engineering College


RM Nagar, Kattankulathur-603203, Kancheepuram District, Tamil Nadu

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Department of Management Studies

Personal Details

Name:	SAM PAUL.B	
Designation:	Asst.Professor (OG)	
Educational Qualification:	B.E , M.B.A	
Experience:	Industrial Experience :4 years Teaching Experience :5.5 Years	
Area of Specialization:	Marketing and HR	
Date of Joining:	11/06/2016	
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Educational Details

S. No	Degree	Branch/Specialization	Institution / University	Year
1.	B.E	Electronics and communication	RG College Of Engineering	2005
2.	M.B.A	Marketing and HR	Madras University	2009

Professional Society Memberships

1. Indian Society of Technical Education: Life Member
2. Indian Science Congress : Annual Member

Publication Details

Journals:

1. Emerging trends in Digital marketing International Journal of Review and Analytical Research, special issue, Vol :4,issue :4, Pg 62-66, Aug 2018,
2. A study on employee morale in a private company, IJBARR, Vol : 5, Issue :4, Pg 74-79 ,Oct-Dec 2018.
3. International Marketing in India- Concepts, Opportunities and Challenges International Journal of Review and Analytical Research, Pg :349 – 356, March 2019 Issue.
4. Growth Of Retailing Industry In India, International Journal of Review and Analytical Research, Pg :330 – 337, March 2019 Issue.
5. Global Marketing In India- Opportunities and Challenges, Our Heritage, Vol-68-Issue-1-January-2020
6. Analysis of FDI inflows from selected countries using linear curve fit - Pal Archs Journal of Archaeology Egypt /Egyptology Pal Archers (Scopus)

Conferences:

1. International level – Attended and Presented paper-1

Other Details

NPTEL /NITTTR Online Courses:

1. NPTEL Course "Speaking effectively" – Topper ,2017
2. NPTEL Course "Marketing Management"– Topper, 2019
3. NPTEL Course "Design Primer" - 2020
4. AICTE - NITTT - Module 1 - Orientation Towards Technical Education and Curriculum Aspects -Sep 2021
5. AICTE -NITTT-Module 2-Professional Ethics and Sustainability

No of FDP Participated: 2

No of Conference/Webinar/Workshop Conducted: 1

Patented Filed and Granted: 1 -An IOT Based Computer System For Efficient Health Care Data Management.