



SRM Valliammai Engineering College (An Autonomous Institution)

SRM Nagar, Kattankulathur-603203, Kancheepuram District, Tamil Nadu
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Department of Management Studies

Personal Details

Name:	Dr.K.Guru		
Designation:	Assistant Professor(OG)		
Educational Qualification:	B.Tech.,M.B.A.,M.Phil.,PGDHM, Ph.D		
Experience:	13 years		
Area of Specialization:	HR and Marketing		
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Educational Details

S. No	Degree	Branch/Specialization	Institution / University	Year
1.	B.Tech	Electronics and Communication Engg	Sri Manakula Vinayagar Engg.College	2007
2.	M.B.A	HR & Marketing	Rajalakshmi Engineering College	2009
3.	M.Phil	Management	Prist University	2011
4.	PG Diploma	Hospital Management	Madurai Kamaraj University	2012
5.	Ph.D	Business Administration	Madurai Kamaraj University	2019

Professional Society Memberships

1. Indian Society of Technical Education (ISTE): Life Member
2. Teaching and Education Research Association (TERA): Life Member
3. The Indian Science Congress Association: Annual Member
4. Institute for Engineering Research and Publication (IFERP): Annual Member
5. International Society for Development and Sustainability (ISDS): Associate Member
6. Madras Management Association- MMA: Institutional Membership

Editorial Board Member

1. International Journal of Research Publications
2. The Law Brigade Publishers

Publication Details

Journals:

1. International Journal of Research and Analytical Reviews, "Innovative Approach of Game Theory in Strategic Business Operations" Spl Vol : 126-131
2. Think India Journal, "Application of Data Science and Research Trends in Marketing through Big Data" Vol 22: 118-125
3. Think India Journal, "Improvising Business Decisions and Return on Marketing Investments with Market Analytics", Vol 22: 6130-6137
4. International Journal of Research (Our Heritage), ISSN 0474-9030, "The impact of leadership styles

- adopted to improve employee motivation and commitment: An empirical study in India cements limited” Vol 68: 493-502
5. Studies in Indian Place Names, “A study on factors influencing customers attitude towards merging of public sector banks” Vol 40, Issue 59, Pg.95
 6. Studies in Indian Place Names, “A study on investor’s behaviour towards mutual fund decisions: An empirical analysis with respect to Chennai region” Vol 40, Issue 59, Pg.165
 7. Studies in Indian Place Names, “A Study on Lean Manufacturing Adoption in Confectionaries with reference to Candy Production” Vol 40, Issue 59, Pg.223
 8. Solid State Technology, “Analysing The Predictors of Turnover Intention In Manufacturing Sector In Bhopal” Vol 63: Issue: 6, Pg.10258
 9. PalArch’s Journal of Archaeology, “Analysis of FDI inflows from selected countries using linear curve fit” Vol 17: 7872-7879
 10. Sambodhi , “A Study on Subtle Distinction of Direct Marketing and Multi-Level Marketing Applied in Business Practices” Vol-43-No.04 (VII)
 11. Shodh Sarita, “Exploring effectiveness of DAGMAR approach in promotional campaigns of fast moving consumer goods” Vol-7, Issue 27, Pg.73
 12. Sambodhi , “A Critical Evaluation of Outperforming Equity Funds with Reference to HDFC Mutual Funds” Vol-43-No.03 (III), Pg.220-226
 13. Psychology And Education, “Impact of Corporate Social Responsibility on the Organisational Performance – A Study with Reference to Select Companies in Chennai City – Reviews and Conceptual Frame Work” Vol-58, Issue 2, Pg.277-285
 14. xllkogretim Elementary Education Online, “Exploration of Factors Influencing Vendor Buyer Relationship in Automobile Business Market” Vol-20, Issue 5, Pg 3366 - 3373
 15. Turkish Journal of Computer and Mathematics , “Effectiveness of Conflict Management Games and Activities in Workplace” Vol-12 Issue 11 Pg. 395-400
 16. Jijnasa, “A Study on Occupational Stress among the Employees in Software Companies in Chennai” Vol 38 Issue 7 Pg. 36-47
 17. xllkogretim Elementary Education Online, “SOT based Dynamic Garbage Management System” Vol 20 Issue 5 Pg. 2207-2214
 18. International Journal of Advanced Research in Engineering and Technology, “IoT Based Smart Logistics Management System using GPS and GSM” Vol 11 Issue 12 Pg. 3035-3041
 19. ANVESAK , “A Study on Determinants of User Acceptance of E-Recruitment “ Vol 51 Issue 01 Pg. 51-54
 20. Empirical Economics Letters, “Imitative Buying Behaviour of Online Shoppers in the Purchase of Electronic Gadgets: A Qualitative Analysis using NVIVO” Vol 20 Issue 02 Pg. 19-25
 21. International Journal of Research and Analytical Reviews A Study On Organizational Climate At Electromags Automotive Products Pvt. Ltd., Chennai Vol 1: Pg 57-61
 22. A study on organizational climate and its dimensions with references to Hindustan motors Vol 1:Pg 28-33, Annamalai Journal of Management
 23. Working Condition prevailed and welfare measures industries –A empirical study Vol 2: Pg 172- 178, Roots international journal of multidisciplinary researches
 24. A study on organizational climate and its dimensions with reference to Karur Vysya banks in Chennai Vol 6: Pg 1-7, Indian stream of research journal
 25. Organizational cultural and organizational performance: Bridging the Quandaries Vol 3: Pg 658- 660, International Journal of Applied Research
 26. International Journal for Applied research, “A study on organizational climate and its effectiveness” Vol 1: Pg 397- 400
 27. Annamalai Journal of Management, “A study on organizational climate in Hindustan motor” Vol 1: Pg 28-33
 28. Indo Asian Journal, “Boomer Branding” Vol 2: Pg 82-86
 29. Indo Asian Journal, “A study on relationship of organizational climate with job motivation” Vol 2: Pg 117- 120
 30. Indian stream of research journal, “Analyzing the effectiveness of organizational climate and work environment” Vol 6: Pg 1-6
 31. International Journal of Commerce and Management Research, “The impact of employees perception of organizational climate in manufacturing industries at Kandanchavadi, Chennai” Vol 2: Pg 31-33
 32. International Journal of Commerce and Management Research, “Organizational climate and welfare measures in industries: An empirical study” Vol 1: Pg 111- 115
 33. International Journal for Applied research, “A study on organizational climate and its effectiveness” Vol 1: Pg 397- 400

34. International Journal of Business Intelligence & Innovations - ISSN 23484705 - Vol-1 Page No 15-21 - Consumer's Perception of Cause Related Marketing
35. International Journal of Business Intelligence & Innovations- ISSN 23484705 - Vol-1 Page No 115 - 120 Marketing Channel Strategies in Rural Emerging Markets
36. Emerging Trends in Management towards Sustainable Development - Vol -1 Page No 62- 65 - Effective Campaign for Promotions in Rural Market
37. Management Research in a Changing Climate - ISSN 978 93 83241 56 9 Vol -1 Page No - 220 - 222 - Effective Marketing Campaign to reach Rural Market
38. International association of engineering and management association Vol -1 Page No145 -147 - Promoting Health Care Campaigns in Rural Market

Conferences

CONFERENCE	ORGANIZER	DATE	PAPER TITLE
International conference on International business scenario in India	Sacred Heart College	10 th January 2014	Synchro marketing for hospitality industry in modern era
National conference on Emerging trends in management towards sustainable development	VEL TECH Institute of Management	21 st March 2014	Effective Campaigns for Promotions in Rural Market
National conference on Management research in a changing climate	Easwari Engineering College	17 th October 2014	Effective marketing campaigns to reach rural market
National conference on Management and seminar on journal paper	International Association of Eng. & Management Education	6 th November 2014	Promoting healthcare campaigns in rural market
International conference on Banking Finance & technology for sustaining economic development	Sri Sairam Institute of Management Studies	10 th October 2015	A study on organizational climate and its dimensions with reference to Hindustan motors
National conference on Opportunities and challenges of Indian business	Sacred Heart College	22 nd January 2016	Boomer Branding: the innovative tool for employer branding and retention
International conference on Corporate social responsibility and sustainable development	Rani Anna Government College for Women	29 th January 2016	Organization climate and working conditions prevailed in industries
International conference BIZAD'19	SRM Institute of Technology	20 th March 2019	Innovative Approach of Game Theory in Strategic Business Operations
7th International conference on Business Research	SRM Institute of Technology	24 th Nov 2020	A Study on Subtle Distinction of Direct Marketing and Multi-Level Marketing Applied in Business Practices
International conference on Digitalization of Business Operations	St.Martin's Engineering College	10 th & 11 th July 2020	Exploring effectiveness of DAGMAR approach in promotional campaigns of fast moving consumer goods
International conference on continuity, consistency and innovation in Applied Science	St.Martin's Engineering College	13 th August 2020	A critical evaluation of outperforming equity funds with reference to HDFC mutual funds
International conference on recent developments in science, engineering and IT	Madurai Kamaraj University	23 rd to 25 th September 2020	Advanced Queue Management System to reduce customer waiting time
International Virtual Conference on Contemporary Practices of Technology and Management for Economic Growth	VIT Business School	23 rd & 24 th October, 2020	Application of Data Science for Predicting Customer Age Based on E-Commerce Data to Boost Online Sales
Virtual National Conference On Metamorphosis of Modern Management and Research	Bannari Amman Institute of Technology	12 th March 2021	A Study on Occupational Stress among the Employees in Software Companies in Chennai
Virtual National Conference On Metamorphosis of Modern Management and Research	Bannari Amman Institute of Technology	12 th March 2021	A study on Determinants of User Acceptance of E-Recruitment
National Virtual Conference on Automation, Robotics, Artificial Intelligence and Mechatronics	SSN College of Engineering	19 th March 2021	A Conceptual Study on Ethical Work Behaviour in Organization
International E-Conference on Sustainable Innovation, Research & Emerging trends in Entrepreneurship.	Pratap University, Rajasthan	3 rd April 2021	The Effectiveness and Challenges of Online Learning: A Literature review
Second International Conference on Mechanical and Energy Technologies	Galgotias College of Engineering & Technology, Noida, U.P.	28 th Oct 2021	The future impact of technological developments on Digital Marketing through Artificial Intelligence
International Conference on Business Research	SRM Institute of Science and Technology	1 st Dec 2021	Understanding the employee motivation and productivity
Virtual National Conference On Metamorphosis of Modern	Bannari Amman Institute of Technology	29 th Dec 2021	Study on Effectiveness of Training and Development with special reference to

Management and Research (NC3MR)			Pearl Global Industries Ltd
International Conference on Technology Agility and Transformed Management Practice during Pandemic	SRM Institute of Science and Technology	16 th March 2022	Customer Gender Prediction Model Based on E-Commerce Data

Books / Book Chapters Published

Books:

1. Service Operations Management;
2. Business Analytics;
3. Information Systems Management;
4. Digital Marketing
5. Retail Management
6. Integrated Marketing Communications

Book chapters:

1. "Trends and Methods to evaluate Online Assessments";
2. "Ethics and Professionalism in Workplace";
3. "Application of Digital Analytics to Create Business Value";
4. "Converging Omni channels and Integrating Data for Understanding Customers, Audiences and Media";
5. "Consequences and Implications of COVID-19 in International Business";
6. "Artificial Intelligence- Architecture to Applications"
7. Modern approaches in HR Analytics towards predictive decision making for competitive advantage (Taylor & Francis)
8. Strategies for Upskilling in Data Science After the COVID 19 Pandemic (COPE Indexed)

Editor for Books:

1. "Emerging Global Business Practices and Trends in Post Pandemic Economy"
2. "Management Analytics & Software Engineering"

Patent

1. Published Patent Titled, "BLOCK CHAIN-BASED SHOPPING CART" (Application number 202041020687)
2. Published Patent Titled, "BLOCK CHAIN-BASED RICE ATM"(Application number 2020102839)

Research and Development Projects

Supervisor for TNSCST funded Students Projects

1. Empowerment of Transgenders in Chengalpet Taluk through Transgenders Rights Association (2017-18)
2. Imparting Knowledge on Solid Waste Management for Municipal Workers of Chengalpet Taluk with reference to "Hand In Hand India" SWM Project (2019-20)

Mentor for AICTE funded Students Project

3. Blockchain based Smart Supply Chain Management System for Agricultural Products (Chathra Vishwakarma Awards 2020)
4. Primary Evaluator for AICTE innovative toys and games concepts (Toycathon 2021)

Awards

1. "Excellence teaching in higher education" award by DK International Research Foundation for the year 2018
2. "Best Young Faculty Award" by Novel Research Academy (2019-20)
3. "Edge India Times Award for excellence in research" (2020)
4. "Innovative Teacher Award" for the year 2020
5. Recognized as "NPTEL Discipline Star" for completing courses more than more than 60 weeks

- in Management discipline
6. Has awarded “Creative Tank” and “Best Leader” award for innovative marketing campaigns organized in DAEHL

Other Details

1. No. of STTP/FDP coordinated: 17
2. No. of Conferences / Webinar: 8
3. No. of Guest Lectures delivered: 6
4. No. of FDP's Attended: 48
5. No. of Online Courses completed: 22