

RESUME

Dr. A. THANGA RAJA., M.B.A, PGDMM, PGP-BABI, PhD.,

4a/1, Rastha South Street, Melaseval, Tirunelveli, Tamilnadu, India,

Pin- 627452 ☎ Mob: 9842529981

✉ Personal: thangaraja.mba@gmail.com

Official: thangaraja.a@vit.ac.in



“Making Learning Simple”

Summary

- PhD Awarded (October,2016)
- Eight years of Teaching experience & Two years of Industrial Experience
- UGC-NET & SET qualified
- Post Graduate Program in Business Analytics and Business Intelligence (PGP) in University of Texas & Great Lakes
- Three patents published in social mining, deep learning and Image processing
- Certifications acquired from Scandinavian Institute of Business Analytics (SCANBA) On Market Analytics, Pricing Analytics & Sales Forecasting
- Consulting on Marketing Analytics for Markone India Pvt Ltd.

Expertise

- Data Analyst
- Tutor in Business Analytics , Marketing Analytics and People Analytics
- Expert in SPSS & AMOSS, Modeler, NVIVO and Open source software like RStudio, Gephi, etc.

**SCOPUS AUTHOR ID: 57192373271, RESEARCHER ID: S-2230-2017,
ORCHID ID: 0000-0001-5496-7258, MICROSOFT ACADEMIC ID: 2939234037,
GOOGLE SCHOLAR ID: nVRzjYsAAAAJ,**

| Publication in Journals | | | | Publication in Conference | |
|--------------------------------|------------------|----------|-----------|----------------------------------|---|
| International | Scopus Published | 8 | National | International | 2 |
| | Scopus Accepted | 3 | | | |
| | UGC Approved | 8 | | National | 8 |
| | Peer Reviewed | 12 | | | |
| Total | 31 | 6 | 10 | | |

Work experience - Academic

| | |
|-------------------------------|--|
| 5.8.2019 To Present | Assistant Professor, Vellore Institute of Technology, Chennai, India |
| 18.12.2017 to 29.7.2019 | Assistant Professor, SCMS School of Technology and Management, Cochin, Kerala. |
| 1.6.2017 to 17.12.2017 | Assistant Professor, LEAD College of Management, Palakkad, Kerala |
| 29.9.2012 to 30.11.2016 | Assistant Professor, Department of Management Studies, Manonmaniam Sundaranar University(State University), Tirunelveli, Tamilnadu |
| 7.7.2010 to 30.4.2012 | Lecturer, Department of Management Studies, M. D. T. Hindu college Tirunelveli, Tamilnadu |

Work Experience – Industry

| | |
|-------------------------------|--|
| 1.1.2009 to 6.7. 2010 | ASMI enterprises - channel partner of Vodafone India Pvt Ltd, Sales manager Tamilnadu, India |
| 29.5.2008 to 31.12.2008 | Max New York Life Insurance Company Limited Financial Planning Manager Tamilnadu, India |

Educational Qualification

| | |
|---------------------------------|---|
| April 2019 To March 2020 | Post Graduate Program in Business Analytics and Business Intelligence (PGP- BABI) in University of Texas & Great Lakes Austin, Texas |
| July 2012 to October 2016 | Manonmaniam Sundaranar University Doctor of Philosophy in Business Administration (PhD - Awarded) Tamilnadu, India |
| June 2006 to | Manonmaniam Sundaranar University Master of Business Administration (M.B.A) - Full Time |

| | |
|-------------------------------|---|
| April 2008 | Tamilnadu, India |
| June 2003 to April 2006 | Manonmaniam Sundaranar University Bachelor of Business Administration (BBA) - Full Time Tamilnadu, India |
| June 2013 to April 2014 | Madurai Kamaraj University Postgraduate Diploma in Marketing Management (PGDMM) Tamilnadu, India |
| June 2016 To April 2018 | Tamilnadu Open University Master of science in psychology (MSc-psychology) Tamilnadu, India |
| August, 2011 | UGC - SET - State Eligibility Test For Lectureship in Management Tamilnadu, India |
| September, 2012 | UGC - NET - National Eligibility Test For Lectureship in Management India |

Patents Published - details

| Patents | Patent number | Bulletin No | Date of Publication |
|---|----------------------|--------------------|----------------------------|
| A system for fake news detection using bidirectional encoder representations transformer (BERT) model | 202041044837A | 43/2020 | 23-10-20 |
| Brain tumor detection in pet scan images using extended u-net framework with vgg-16 encoder | 202041047141A | 47/2020 | 20-11-20 |
| Management of dense cloud removal from Landsat images using deep neighbour-pixel embedding technique | 202041047038A | 47/2020 | 20-11-20 |

Certifications

| | |
|--------------------------------------|--|
| Artificial Intelligence in Marketing | University of Virginia, Darden School of Business Nov,2020 |
| Digital Footprint | University of Edinburg,USA Oct,2020 |

| | | |
|---|--|-----------|
| Applying Data Analytics in Marketing | Illinois University, USA | Oct,2020 |
| International B2B (Business to Business) Marketing | Yonsei University | Oct,2020 |
| Market Research and Consumer Behavior | IE University, Spain | Oct,2020 |
| Marketing analytics: Know your customers | Macquarie University, Australia | Aug,2020 |
| An Introduction to Consumer Neuroscience & Neuromarketing | Copenhagen Business School, Denmark | Oct,2020 |
| Excel Dashboard - HR Dashboard & Analytics using MS Excel | Institute of Investment Banking | Feb 2019 |
| Workforce analytics for HR | Human Capital Management Institute, Jeff Higgins | Feb 2019 |
| Conceptual foundation of PLS path modeling | Geoffrey Hubona, | Feb 2019 |
| Sales Forecasting | Scandinavian Institute of Business Analytics (SCANBA), | Dec,2018 |
| Market Analytics | Scandinavian Institute of Business Analytics (SCANBA), | Dec,2018 |
| People Analytics | +Acumen : Google's VP of People Analytics - Prasad Setty | Dec 2018 |
| Price Analytics | Scandinavian Institute of Business Analytics (SCANBA) | Dec, 2018 |
| C | NIIT, Tirunelveli | Nov, 2013 |

Invited Talk

- 1 Resource person for Research Metrics and roadmap to high impact Publications on a webinar by Christu jothy institute of Technology, Telengana

- 2 Resource person for Consumer Psychology -Post Covid 19, FDB on emerging trends in Business and Society by Kalasalingam Business School, Viruthunagar on 1st July 2020
- 3 Resource person for MHRD Sponsored One week FDP on Statistical Analysis using SPSS by M.S.University, Tirunelveli on August 2020
- 4 Resource person for Basics in R Programming (Spoken Tutorial), by Sadakathullah Appa College, Tirunelveli on 31st May 2020
- 5 Resource person for Webinar on Data Analytics: Post Covid 19, Saveetha college of Engineering, 15th July 2020
- 6 Provided a Lecture on “Business Analytics” invited by BORNA Institute of Higher Education, Afghanistan on 19th November 2019.
- 7 Resource Person for Two days’ Workshop on “ Statistical data analytics through SPSS” on 16 & 17 , March , 2019 organized by department of Business Administration, Sadakathulla Appa College, Tirunelveli, Tamilnadu.
- 8 Resource Person for Two days Hands on training on “Data Analytics through SPSS hands on training” in
- 9 Resource Person for St Pauls College (Autonomous), Thoothukudi, Tamilnadu on 24 & 25th of August 2018.
- 10 Resource Person for One day National seminar on “Innovation on Marketing” on 22nd February 2018 organized by Popes College, Sawyerpuram, Tamilnadu
- 11 Resource Person for One day National Seminar on “Recent trends in Management “ on 08-02-2018, organized by Sadakathullah Appa College, Tirunelveli, Tamilnadu
- 12 Resource Person for One day National Seminar on “Contemporary trends in Marketing” on 11th January 2018 organised by Infant Jesus college of arts and science for women, Nagercoil, Tamilnadu
- 13 Resource Person for UGC – NET & SET Coaching in Saratha College for Women, February, 2016

Academic activities

- 1 Organised a “Case-a-thon” for the internal MBA students at Vellore Institute of Technology, Chennai, India on August, 2019
- 2 Organised and participated as resource person in Two day workshop on Business Analytics on December 2019
- 3 Acted as a CHAIRPERSON for the ICCR sponsored Regional level seminar on “E-Marketing – is it indispensable for today’s marketing?” organised by Sivanthi athithanar engineering college, Tiruchendur (2015)

Membership

1. Registered Member in RPub (R studio)
2. Member in Institute of Analytics
3. Twitter follower of International Institute of Business Analysis
4. Consumer Association of India (CAI)
5. International Society for Research and Development
6. I-Explore International Research Journal Consortium (IIRJC) - ID : 14162

Reviewer

1. Reviewer for International Journal of Management Practices, Inderscience publisher (ISSN: 1741-8143)

Editorial Board Member

1. International Journal of Commerce and Management Research [ISSN:2455-1627] (Associate Editor)
2. International Journal of Business and Economic Research (IJBER) [e-ISSN:2455-3921]

Manuscripts Accepted

1. Sanjeev M A , Thangaraja Arumugam & Santosh Kumar PK, Multidimensional Scale of Perceived Social Support (MSPSS): Validity & Reliability in the Indian Context, International journal of Management Practice, Inderscience
2. Thangaraja Arumugam, Sanjeev M A, Renju K Mathai, Boseline Jose, Balamourougane.R, An Empirical Verification of the proposed Distributor Marketing intelligence System (DMiS) Model, International Journal of Business informations system, Inderscience

Papers Published in Journals

Scopus Indexed Papers

- 1 Shahul Hameed, S., Madhavan, S., Arumugam, T.(2020)."Is consumer behaviour varying towards low and high involvement products even sports celebrity endorsed?", International Journal of Scientific and Technology Research, 2020, 9(3), pp. 4848–4852
- 2 Arumugam, T., Subramaniam, B., Jayakrishnan, B., Vasudeva Reddy, A.S.I., Ranganathan, M.(2020)."Financial reengineering perspectives of government of India with respect to time series effect and performance of sovereign gold bond",International

- 3 Subramani, A.K., Akbar Jan, N., Goute, A.K., Arumugam, T.(2019)"Exploring the medical representatives' perception towards motivational measures implemented by selectedpharma companies, Chennai city",Indian Journal of Public Health Research and Development, 2019, 10(12), pp. 6–13
- 4 Kadiresan, V., Khuan, W.S., Arumugam, T., Rasu, F., Theseira, A.S.(2019)."Employee engagement and retention in automotive industry in Malaysian context. Job stress as a moderator",International Journal of Engineering and Advanced Technology, 2019, 8(6 Special Issue 3), pp. 607–617
- 5 Kadiresan, V., Arumugam, T., Jayabalan, N., Rahim, H.B.A., Charles Ramendran, S.P.R.(2019). "HR practices and employee retention. Leader-member exchange (LMX) as a mediator",International Journal of Engineering and Advanced Technology, 2019, 8(6 Special Issue 3), pp. 618–622
- 6 Anuradha, Thangaraja, N.Akbar Jan, A.K. Subramani(2019)"Social Media Addiction, Culture Code and Mediation Effect of Mindfulness: A Structural Equation Modelling Access" International Journal of recent Technology and Engineering, ISSN : ISSN:2277-3878(Online) , Volume-8 Issue-2S3, August 5, 2019 {Scopus Indexed}
- 7 Subramani, A.K., Akbar Jan, N., Arumugam, T., Sasikala, M.S.(2019). “Examining the relationship between quality Management implementation and business performance: A approach”, International Journal of Business Excellence, ISSN: 1756-0055
- 8 Vimala, Thangaraja, September 2016. Pull Factors, Career Anchor and Turnover of Academicians in Malaysian Higher education. *Journal of International Business and Economics*. [ISSN: 1544-8037 E-ISSN: 2378-9174

Papers indexed in UGC

- 1 Thangaraja, April 2018, The Consumer Experience on geographical indicators and its impact On purchase decision: an empirical study, *International Journal of Pure and Applied Mathematics*, ISSN 1314-3395
- 2 Thangaraja, Renju , Renuga, December, 2018 “A Case Study On Optimal transportation Time Frame Of Blue Crab From Gujarat to Tamilnadu” “International Journal of management, Technology And Engineering, [ISSN: 2249-7455]”. [*UGC Approved*]
- 3 Thangaraja, Rafiq, December, 2018, “A Case Study On The Yearly Meat consumption And Inventory Management Decisions In Kerala”, “Suraj Punj Journal for Multidicciplinary Research, ISSN: 2394-2886”. [*UGC Approved*]

- 4 Thangaraja, Renju, December, 2018 “Talent Pipeline of Software employees In Doha: A Conceptual Approach” “International Journal of Scientific Research and Review, [ISSN NO: 2279-543X]”. [UGC Approved]
- 5 Thangaraja, February 2018, the role of culture code in acceptance of internet of things among FMCG consumers: A positivist approach. *SADAKATH: A Research Bulletin*, [ISSN: 23477644, UGC Approved]
- 6 Renju, Thangaraja, October 2017. Human resource information system, human resource performance and moderating effect of national and international banks of bank employees in Qatar. *International Journal of Research in Commerce and Management*. [ISSN 0976 – 2183]
- 7 Abirami, Thangaraja, August 2017. Significance of elating the entrepreneurial initiatives through education among MBA Students.. *International Journal of Trend in Scientific research in Development*, pp. 777-784. [ISSN: 2456-6470]
- 8 Thangaraja, August 2016. The indispensability of information technology in marketing intelligence system: A conceptual approach. *International journal for scientific research and development*. [ISSN online:2321 0613]
- 9 Jeyarani.,Thangaraja, Aug,2016. The role of marketing intelligence in green banking : A conceptual approach. *Imperial Journal of interdisciplinary research*. [ISSN:2454-1362]
- 10 Thangaraja, August 2016. The mediating role of employee engagement on compensation and retention among frontline hospitality employees in Tamilnadu. *International Journal of Advanced Educational Research*. [ISSN: 2455-6157, UGC Approved]
- 11 Renju, Thangaraja., July 2016. The role of Q-metric approach in the training of emotional intelligence competence among the employees of the hospitality industry, Tamilnadu-India.. *International Journal of Learning and Development*. [ISSN:21644063, Impact Factor: 0.676]
- 12 Thangaraja.A, July 2016. Impact of self-efficacy on customers online shopping attitude of cosmetic products in Tirunelveli district. *International Journal of Advanced research and innovative ideas in education*, pp. 463 - 466. [ISSN:23954396]
- 13 Thangaraja, May 2016. An evolution of distributors’ Marketing intelligence system among FMCG distributors: A conceptual Framework. *International Journal of multidiciplinary education and research*. [ISSN : 2277 – 7881]
- 14 Renju Mathai, Thangaraja., May 2016. Preference and Promoting of E-Learning as a Training Medium in the Hospitality Industry with special reference to four and five star

- hotels in Tamil Nadu – India. *International Journal of Business Administration*, pp. 91-103.[ISSN 1923-4007]
- 15 Thangaraja, May 2016. The impact of personal growth of generation y employees among educational institutions in Tirunelveli: A retention View. *International Journal of Multidisciplinary education and research*. [ISSN : 2277 – 7881]
 - 16 Thangaraja, March 2016. Fast moving consumer goods distributors ‘source of information and marketing intelligence system on customer feedback.. *International Journal of Advanced research and innovative ideas*. [ISSN:23954396]
 - 17 Thangaraja, March 2016. Fast moving consumer goods distributors’ acceptance of technology for marketing intelligence: an Empirical approach.. *Global Academic Research Journal*. [ISSN:23473592, UGC Approved]
 - 18 Thangaraja, March 2016. The adoptability of emotional intelligence for self-evaluation of post graduate teachers in Tirunelveli: A Pragmatic approach. *Vignettes of Research*, pp. 16-20.[ISSN: 23201797, UGC Approved]
 - 19 Thangaraja, March 2016. The role of rural marketing intelligence in the development of agro products in southern Tamilnadu: An empirical approach.. *International Journal of Advanced research and innovative ideas in education*, pp. 467-471. [ISSN:23954396]
 - 20 Thangaraja, 2015. The veiling part of neuro marketing in developing brand preference in FMCG sector: A conceptual study. *International journal of advanced research and innovative ideas in education*, Issue 5, pp. 1012-1015. [ISSN:23954396]
 - 21 Thangaraja, December 2014. Role of marketing intelligence system in marketing decisions for health drink distributors in Tirunelveli. *ACME International Journal of multidisciplinary research*, pp. 44-50.[ISSN: 2320236X, UGC Approved]
 - 22 Thangaraja, R., May 2014. Marketing Intelligence System among Supermarkets in Tirunelveli City: An Empirical Study. *International Journal of Current Research*, pp. 6668 - 6670.[ISSN: 0975833X]

Papers Published in conference

International

- 1 A Thangaraja, B Jayakrishnan, M Ranganathan, V Kadiresan, R Mathai, (2020). "A Social Network Analysis on Understanding Pattern of Shoppers’ OmniChannel Adoption and Clustering Based on Channel Switching and Preference Attributes", ICMBS, Amity Dubai, SSRN 371375

- 2 B Jayakrishnan, DR Aruna, A Thangaraja, M Ramganathan (2020). A Conjoint Based Approach on Female Customers' High Relevant Attributes Towards Passenger Car Preferences, ICBMIS, Amity, Dubai. SSRN 3713761
- 3 Thangaraja, January 2013. *A study on Marketing Intelligence system among the Automobile Dealers in Tirunelveli*. Chennai, International Conference on changes and Challenges and strategic reforms in Management.
- 4 Thangaraja, D., August 2013. *A study on Marketing Intelligence system among the Pharmaceutical Distributors in Tirunelveli*. Tirunelveli, ICOSMS 2012

National

- 1 Thangaraja. A, July 2016. The impact of E-learning in the development of training effectiveness on hospitality sector in Tamilnadu. *National Journal of Advanced Research*, iv(2), pp. 18 - 20.[ISSN: 2455-216X]
- 2 Thangaraja, January 2015. Application of marketing intelligence towards customer acceptance of technology in banking sector in Tirunelveli: An empirical study. *Journal of physical education and allied health sciences*, pp. 22-25.
- 3 Thangaraja, January 2015. The association of Fast Moving Consumer Goods distributors' involvement in distributors marketing decisions: An empirical approach *Journal of Physical education and allied Health science*.
- 4 Subhalakshmi, Thangaraja, January 2014. Students' Habitude In Internet And Their Inclination On Various Websites: An Empirical Study. *Saratha Journal of Library Science*, pp. 62-67.
- 5 Thangaraja, S., December 2014. Event tourism: Tourist attitude and preference with respect to event management in Tamilnadu. *Journal of Physical education and allied Health sciences*, pp. 100-104.
- 6 Thangaraja, December 2014. A study on student perception towards choosing electives in business studies in Tirunelveli. *Journal of physical education and allied health sciences*, pp. 105-109.

Seminar workshop attended

- 1 The Art of writing research Papers on 29th April 2020 by CIT, Chennai
- 2 Quantifying the Quality of Publication 25th Sep 2020, by DEEDs, AP
- 3 Qualitative data analysis using NVIVO software, 18th Sep 2020, by DEEDs, AP
- 4 Intellectual Property Rights (IPR) & Patent Rights, by ASC VIT, Chennai 7th Nov 2020

- 5 Systematic Review and Meta-Analysis in Social Sciences, 28th Aug 2020 by DEEDs, AP
- 6 Discover how metrics can boost funding and networking opportunities, 30th April 2020 by Elsevier Researcher Academy
- 7 Funding Hacks for Researchers, 6th April 2020 by Elsevier Researcher Academy
- 8 How to secure funding - ECR edition, 31st march 2020 by Elsevier Researcher Academy
- 9 Writing a persuasive cover letter for your manuscript 7th April 2020 by Elsevier Researcher Academy
- 10 Publishing Research Articles in Quality Journals, 24th may 2020, IMT, Hyderabad
- 11 International Conference on Business management, Innovation, Sustainability - ICBMIS 2020 on 15 June 2020
- 12 One day webinar on The digital accountant - digital skills in the transformed world organised by kumara guru College of liberal arts and science, Coimbatore on 26th may 2020
- 13 Online workshop on "Designing, Conducting and Writing Mixed Method Research Design" organised by Koach Scholar, New Delhi from 31st October to 4th November, 2020.
- 14 A 5 Days Management Development program (MDP) on Leveraging data for effective decision making organised by XIME, Chennai from 19th to 23rd of jan 2020
- 15 Two day Workshop on Social Network Analysis, Organised by School of Computing Science and Engineering (SCOPE) VIT Chennai, Tamil Nadu, India from 12th and 13th March 2020
- 16 A 5 Days Workshop on Business analytics and its application using R, Department of Management Studies, NIT, Trichy from 28th Sep 2019 to 2nd Oct 2019.
- 17 Two day workshop "Teaching with Simulation" conducted by Rajagiri Business School, with content support of Harvard Business Publishing. June 23rd and 24th 2018
- 18 One day workshop on NBA- Accreditation in SCMS School of Technology and Management, Cochin. 7th April ,2018
- 19 One day FDP on SEM & Preparing of Project proposal for Funding School of Management Studies, VELS University, Chennai 4th Feb, 2017 VELS University, Chennai
- 20 Application of Statistical Package for the Social Science (SPSS) research Manonmaniam sundaranar university college, Sankarankovil, October, 2016

- 21 Two day national workshop on Business Research Analytics Department of Management Studies, Manonmaniam Sundaranar University, Tirunelveli, 7th and 8th March 2016.
- 22 Art of writing Bibliography based on Mendeley reference Manager , Perunthalaiva rkamarajar Library, Manonmaniam Sundaranar University, Tirunelveli ,30th March 2016
- 23 Understanding Gender and Masculinities Department of criminology an criminal justice, M.S.University , 4th April 2016
- 24 Safety and Loss prevention Department of criminology and criminal justice, M.S.University, 29th march 2016
- 25 Statistical tools of research with special reference to SPSS, DoMs , Regional office , Anna University : Tirunelveli Region 30th and 31st January 2015
- 26 Reaching The Unreached; Higher Education in India Curriculum Development cell, One day Seminar, 25th August, 2015
- 27 Advances in Data analysis Using Structural equation modeling
- 28 UGC Sponsored National seminar on prospects and challenges in Women Entrepreneurs Department of Commerce, M.D.T. Hindu College, Tirunelveli, March 12th & 13th 2015
- 29 UGC sponsored One day Workshop Access to E-resources through NLIST and other resources 10th January 2014 Sadakathula Appa college, Tirunelveli
- 30 Model Building and Validation of research in Management and Social science, Department of Management Studies, Anna University, Chennai March, 27- 29 , 2014
- 31 National symposium on understanding the role of citation, The Impact factors and copyright in research publications Saratha library , Tirunelveli 14.02.2014 February
- 32 Two day workshop on research methodology, Department Of Management Studies, M.S.University 2 & 3 December
- 33 Application of Business intelligence in Entrepreneurial Development: A Conceptual approach, Sadakathullah Appa College , Tirunelveli 18th February, 2015
- 34 Status Quo of Promotions of FMCG products and its scope in India : A conceptual study Department of Commerce, Sri Saratha College.
- 35 A study on Marketing Intelligence system among the Automobile Dealers in Tirunelveli Mohamed Sadhak College of Arts and Science, JAN 30&31 ,2013
FMCG Retailer's approach towards Marketing Intelligence system in Tirunelveli , NIT – Trichy, Feb, 20th 2013

- 37 A study on Marketing Intelligence system among the Pharmaceutical Distributors in Tirunelveli , ICOSMS2012, M.S.U
- 38 Application of Marketing Intelligence system in FMCG sectors, Periyar Maniammai University
- 39 Consumer awareness on CPA among college students in Tirunelveli. Department of Commerce, M.S.University, Tirunelveli, Feb 24 & 25 , 2012
- 40 Statistical analysis and interpretations using SPSS & AMOS (Two day), School Of Business, Leadership And Management- FDP - Karunya University, Coimbatore – September 2012
- 41 Modern Banking Reforms, PG Department Of Commerce, M.D.T. Hindu College, Tirunelveli – Jan 2011
- 42 Marketing in Sports Management, M.D.T.Hindu College, Feb 4th 2011, M.D.T.Hindu College
- 43 Challenges in Human resource Management M.D.T.Hindu College Dec 11 2010
- 44 Application of SPSS for Data analysis. PG and Research Development of Economics M.D.T. Hindu College, Tirunelveli – December 2010
- 45 Developing Soft skills Department Of Management Studies, M.S.University March 2007
- 46 Empowering Commerce Graduates To Face Career Challenges In The Post – Liberalization Era St Xaviers College, Tirunelveli – March 2006

Yours sincerely

Dr.A.Thangaraja