



## Profile

Name : Mr.S.Ramesh  
Department : Management Studies  
Designation : Assistant Professor  
Qualification : MBA., NET.,  
Phone : 9750939793  
Experience : 14 Years  
Area of Specialization(s) : Operations and Marketing  
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## AcademicQualifications

Degree	Branch	Institution/UniversityName	Year of Graduation
PG	MBA	K.S.Rangasamy college of Technology / Anna University	2009
UG	B.Sc Information Technology	K.S.Rangasamy college of Technology / Anna University	2006

## Research Publications(Indexed)

- Impact of BS VI Engines in Indian Automobile Market, South India Journal Of Social Sciences (UGC-CARE) ISSN: 0972-89

## Reviewer in

IGNOU –School of Management Studies

## Presentations in Conference

S. Ramesh, “Strategies of Marketing Mix for Rural Market in India”, (2012), Indo Asian Journal of Marketing, Vol 2.

- S. Ramesh, “Challenges for the Marketers in Sustaining in Various Segments”, (2013), Indo Asian Journal of Marketing, Vol 3.
- S. Ramesh, “Green Marketing in India”, (2010), International Conference on marketing 2010, Infant Jesus

College of Engineering.

- S. Ramesh, “Growth of Service Industry in Rural India”, (2015), International Conference of Business Management 2015, College of Business Management.
- S. Ramesh, “Strategy of FMCG into Rural Marketing in India”, (2015), TITCON 2015, AVS Engineering College.
- S. Ramesh, “A study on Impact of Advertisement and Promotion for Industrial Products”, (2013), NCBA 2013, Brahma School of Business.
- S. Ramesh, “Growth of Retail in Rural India”, (2013), NCBA 2013, Brahma School of Business.
- S. Ramesh, “Brand awareness for cosmetics Products Among College Students in Semi Urban”, (2012), National Conference on Sales and Marketing 2012, Sri Ganesh School of Business Management.
- S. Ramesh, “A Strategy for Sustain Various Market Segments”, (2013), National Conference on Sales and Marketing 2013, Sri Ganesh School of Business Management.
- S. Ramesh, “Growth of Logistics and its Contribution to GDP of India”, (2013), TITCON 2013, AVS Engineering College.

### **Participation in Seminars**

S. Ramesh, “Impact of Blue Ocean Strategy in Business”, (2015), International Conference of Business Management 2015, College of Business Management.

### **Participation in Faculty Development Programme**

- FDP on Disaster Management, VLB Janaki Ammal College, Coimbatore, March 2010.
- FDP on Avenues of Project Grants and Proposal Writing, KPR School of Business, Coimbatore, May 2012
- FDP on Research Methodology for Business Research Scholars, Erode Builders Educational Trust Group of Institution, Erode, Jan 2013.
- FDP on Soft Skills, Confederation of Indian Industry (CII), November 2012.
- FDP on Industry Survival, Confederation of Indian Industry (CII), December 2012.
- FDP on Demand in Skilled Workers, Madras Management Association, March 2013.
- International FDP on Ethics and Values for Teaching Professionals and Administrators, Globethics
- FDP on Global Business Foundations, Infosys, Mangalore.

### **Conference/ Seminar/Workshop Organized**

Organized a FDP on Investment Analysis from SEBI

**InvitedSpeaker/SessionChair-Conference/Seminar/Workshop**

Resource person for workshop on Operations Management on Tagore College of Ennineering and Technology