

V.M.Shenbagaraman

Associate Dean (Academics)
Faculty of Management
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SNAPSHOT

- Presently working as Associate Dean (Academics) in the Faculty of Management, SRM University.
- 27 Years and 6 Months of teaching experience (19 years at SRM) in Engineering & Management.
- Published a text book titled, “Computer Languages for Management” for MBA ,First Edition 1999.
- Published 104 Articles in Journals / Research Papers /Case Study / Book Chapters including National and International Conferences Paper Presentation.

EMPLOYMENT SCAN

- Associate Dean (Academics)
Faculty of Management, SRM University 2015 onwards

Key Accomplishments

- **Co-ordinating** with the Heads of Marketing, Finance, Management, Information Systems & Operations Management and Innovation & Entrepreneurship for smooth conduct of BBA, MBA and Ph.D Programs of Management
- **Assisting Dean**, Faculty of Management for all administrative work related to BBA, MBA and Ph.D
- Acted as **Coordinator** for the preparation and documentation of **NAAC** in 2007
- **Organising Secretary for Hannam University, South Korea** – SRM University, Linton Global Leadership Programme from 12 – 1- 2015 to 6-2-2015.
- **Vice-President** for SRM Association of Management Studies (SAMS) from 1996 to 2005
- **Core Team Member** for 24 hours Management Technical Festival “**YUVA**”, conducted at Faculty of Management, SRM University for two consecutive years (2013 and 2014).
- **Coordinator** for **seating committee** for SRM University **Convocation** at T.P.Ganesan Auditorium during for four consecutive years (2012, 2013, 2014 and 2015).
- **Convenor for Book Purchase / Newspapers / Magazines** for MBA students in the Faculty of Management from 2010 onwards.

- **Coordinator for the compilation of Data Capture Format** Documentation in the Faculty of Management during 2014 and 2015.
- **Convenor** for the preparation and documentaion of **Faculty of Management calender** in coordination with the SRM campuses in Ramapuram,Vadapalani,Modinagar and Sikkim during 2013, 2014 and 2015.

PRECEDING ASSIGNMENTS

☞ Associate Dean (Academics)	2015 onwards
☞ Professor & Head-Admin Team	2013-2015
☞ Professor & Head -Systems	2011 -2012
☞ Assistant Professor & Head-Systems School of Management, SRM University	2009-2011
☞ Assistant Professor School of Management, SRM University	2005-2009
☞ Senior Lecturer School of Management, SRM University	2003-2005
☞ Lecturer School of Management,SRM Engineering College	1996-2003
☞ Lecturer ECE Dept,Bharath Engineering College	1992-1996
☞ Lecturer ECE Dept, Indian Institute of Engineering Technology	1988-1992
☞ Quality Control Engineer Solidaire TV Company,Chennai,	1985-1987

Key Functions

- ☞ Handled Computer and Information Security Management for M.Tech (Information Security and Cyber Forensics) for **NIGERIAN** students of SRM University ,2015.
- ☞ Handled Management Information systems for B.Tech (MIS) student from **HANNAM UNIVERSITY, SOUTH KOREA** in SRM University,2015
- ☞ Handled Security and Computer Networks for B.Tech (Information Systems) students from **UNIVERSITY OF TALCA,CHILE,NORTH AMERICA** in SRM University,2009.
- ☞ Introduced Business Analytics in the MBA curriculum of SRM University in 2013.

- ☞ Teaching MIS,IT Systems Management,E-commerce Technology and Management,ERP,Security and Computer Networks for MBA students of SRM University.
- ☞ Guiding 8 Research Scholars in the Faculty of Management of SRM University from 2012
- ☞ Handled Electronic Devices, Circuit Theory, Communication Systems, Electrical and Electronic Instrumentation ,Electronic Devices Lab,Circuit Theory Lab,Analog and Digital Instrumentation Lab for B.E (CSE and ECE) students of Bharath Engineering College and Indian Institute of Engineering & Technology from 1988 to 1996.
- ☞ Supervisor in the Colour TV Production unit of Solidaire TV Company Limited, Chennai during 1986 and 1987.

SCHOLASTICS

- ☞ **M.Tech. CSE (Distinction)** SRM University, Chennai, 2014
- ☞ **Ph.D. Management** Pondicherry University, Pondicherry, 2010
- ☞ **MBA Finance & International Trade** University of Madras, Chennai, 1995
- ☞ **AMIE ECE** Institution of Engineers, Calcutta, 1987
- ☞ **B.Sc. Physics** Madurai Kamaraj University, Madurai, 1983
- ☞ **UGC-NET Exam Management** University Grants Commission, 2004
- ☞ **SUN JAVA, UML standards** NIIT, Chennai, 2000
- ☞ **Oracle,Forms and Reports** Bitech Computers, 1997

PROFESSIONAL ACHIEVEMENT

Honors/Awards/Recognition/Funding

- Received the award of **Outstanding Faculty** for the contribution and achievement in the field of Management from Venus International Foundation on 5th July 2015
- Received Hong Kong Dollar 2,260 towards Travel/Boarding expenses to **Chair the session for the International Conference held in Hong Kong** during 26-27 Oct 2012,organized by the International Association of Computer Science and Information Technology(IACSIT)
- **Organising Secretary for Hannam University,South Korea – SRM University, Linton Global Leadership Programme** from 12 – 1- 2015 to 6-2-2015 and hence the Faculty of Management recived Rs 5.95 Lakhs from Hannam University,South Korea.
- Reviewer for the Research Papers from various countries for the International Conference on Information Communication and Management in Hong Kong conducted by International Association of Computer Science and Information Technology (IACSIT) during October 2012.

- Certificate of Appreciation and Rs 1000/-Cash award from SRM University for the Book Chapter “Operational Logistics and Supply Chain Management in Chennai Port:An Empirical Analysis” in Pensee Journal, ISSN 00314773, Vol.76,No.1,Jan 2014, Pp 396-405,Esplaces Marx , France. (Scopus Indexed with impact factor = 0.131) on 5th September 2014
- Certificate of Appreciation and Rs.800/- Cash award from SRM University for the Book Chapter , “A Study on the Applications of Business Intelligence and its Current Trends”, in the book titled, “A Competitive Edge for Organizations”published by Tumkur University and East Point College of Engineering & Technology, Bangalore.
- Received honorarium of Rs.1000/- for the publication of the article in Quarterly Journal of NIPM, titled “Causes of Workplace Deviant Behaviour in the Private Banks”, “Personnel Today” by National Institute of Personnel Management, ISBN: 0970-8504,Vol.34, No. 2, July – September 2013, Pp.27-30.
- Certificate of Appreciation and Rs.721/- Cash award from SRM University for the Book chapter Publication “A Study on Human Resource Information Management System with specific reference to ELGI Electric and Industries Ltd” in the book “Challenges in Reinventing the Business Process”, Archers & Elevators Publishing House , Bangalore in 2014
- Certificate of Appreciation and Rs.721/- Cash award from SRM University for the Book chapter Publication “A Study on Modeling of Employee Branding Communication”, in the book “Emerging Trends in Management”, Niruta Publications, Bangalore,2014.
- Certificate of Appreciation and Rs.721/- Cash award from SRM University for the Book chapter Publication “A Study on Job Satisfaction of Women Employees in Tamil Nadu with specific reference to Vilupuram District” in the book “New Vistas and Horizons in Management”, Niruta Publications, Bangalore, 2014.
- Certificate of Appreciation and Rs.500/- Cash award from SRM University for the Case study “Tomorrow Never Dies” presented by me in the International Case Conference Conducted by IMT, Nagpur in International Centre, Goa. It has been published by Excel Publications, ISBN: 978-93-80697-52-9, 2010.Pp638 – 640
- Certificate of Appreciation and Rs.500/- Cash award from SRM University for Book chapter Publication in the Book “ Effective HRM Practices for Business Performance”, Bonfring Intellectual Property, Coimbatore , ISBN: 978-93-82338-11-6 on 5th Sep 2012.
- Certificate of Appreciation from Controller of Examinations,SRM University for smooth conduct of being the Camp officer for central valuation in MCA camp in 2011.
- Certificate of Appreciation and Rs.500/- Cash award from SRM University for Book chapter Publication in the Book “Implementation of IFRS: An Impact on corporate Sector in India”, Mangalam Publishers & Distributors,DeIhi,2012, ISBN: 978-81-89972-85-1.
- Cash award Rs.400/- from SRM University for achieving 100% result in many subjects from the year 2006.

- Merit Certificate from SRM University for achieving 100% result in many subjects from the year 2006.
- Acted as a judge in Cyber Twist 2007, Gregoris college, Chennai, 2007.
- One of the Resource Person for the AICTE – ISTE sponsored STTP conducted in MBA Department. SRM University, Kattankulathur campus, 2005.
- Co-chairman for the International conference on Business Research, SRM University, Kattankulathur campus, 2011.
- Panel Member for the National Conference on “Emerging Social Perspectives and Parallel issues of Business Management” SRM University, Ramapuram Campus, 2012.
- Delivered a special lecture on “Information Security Management”, at SRI Akilandeswari Women’s College, Wandiwash, on 26-02-2013.
- Invited Lecture on “Information Security Management and Software Enterprises Management”, KSR College of Technology, Tiruchengode, 2012.
- Invited Guest Lecture on “Computer Networks and Security Management” in Annamalai University, 2007.
- Handled a three months course to Management Students on the subject “System Analysis and Design” & “Computer Languages for Management” at Sri Ram Engineering College, Chennai, 2001.

PUBLICATIONS/PRESENTATIONS

Journal Publications:

1. K.D.Balaji, Dr. V.M. Shenbagaraman, S. Jacob Pratabaraj, Saravanan.P, “ Operational Logistics and Supply Chain Management in Chennai Port: an empirical analysis”, Pensee journal, ISSN 00314773, Vol.76, No.1, Jan 2014, Pp 396-405, Espaces Marx, France. (Scopus Indexed with impact factor = 0.131).
2. Kumar.G., Krishnan.A.R., Balaji.K., Dr. Shenbagaraman.V.M., “A Study on Customer Perception towards Online Shopping Service Quality among the IT Professional in South Chennai”, International Journal of Applied Engineering Research, ISSN: 0973-4562, Volume 9, Number 24 (2014) Pp.23935-23953, Research India Publications (Scopus Indexed).
3. Walter.T. Mambodaza, Robert T.R. Shoniwa, V.M. Shenbagaraman, “ Cybercrime in Credit Card Systems: Case Study on the 2014 Korean Credit Bureau Data Leak”, International Journal of Science and Research (IJSR), ISSN(Online) 2319 – 7064, Volume 3, Issue 3, March 2014, Pp.530-534. (Impact Factor(2012) 3.358)
4. P. Saravanan, Dr. S. Jacob Prathabaraj, Dr. V.M. Shenbagaraman, “A Study on Information Breaches and the Measures for Protecting Them”, Annamalai Business Review, ISSN: 0974-1690, Special Issue, Pp.121-123, April 2015.

5. E.Pradeep,Dr.V.M.Shenbagaraman, P.Saravanan,” Factors Influencing the Buying Behaviour of Consumer Durables”, Annamalai International Journal of Business Studies and Research, ISSN:0975-749X,Pp.37-40, Special Issue, April 2015, (A Peer reviewed Global Impact Factor journal).
6. Dr.V.M.Ponniah, Dr.V.M.Shenbagaraman, Balaji.K.D, “ A Study on the Future trends of E-commerce”, Annamalai Journal of Management, ISSN – 0974 – 0406, Special Issue, April – 2015, Pp.102-105.
7. K.D.Balaji and Dr.V.M.Senbagaraman, “ Attitude of Youth towards Entrepreneurship”, Zenith International journal of Multidisciplinary Research,ISSN: 23315780,Volume 3, Issue 2, Pp.51-58, April 2014.
8. S.Balaji, Dr.V.M.Shengaraman, “ A Study on Job Engagement and Workplace Deviant Behaviour among Private Employees – A Special reference to Puducherry”,Annamalai Business Review, Vol.4, Special Issue 1, ISSN – 0974-1690, Jul- Dec 2013, Pp.48-53.
9. P.Saravanan and Dr.V.M.Shengaraman,” OPportunities, Challenges and Threats in Indian Retail Sector with specific reference to Foreign Direct Investment”, Shanlax International Journal of Commerce, ISSN: 2320 – 4168, Volume – 1, Special Issue -1, Feb 2013, Shanlax Press, Madurai.
10. S.Balaji, Dr.V.M.Shengaraman, “Causes of Workplace Deviant Behaviour in the Private Banks”, Personnel Today by National Institute of Personnel Management, ISBN: 0970-8504,Vol.34, No. 2., July – September 2013, Pp.27-30.
11. K.D.Balaji, V.M.Shenbagaraman, “ A Study on Entrepreneurial Attitude among Final Year Engineering Students in Kancheepuram District, Tamil Nadu”, Indian Journal of APplied Research, ISSN: 2249 – 555X, Volume 3 Issue 5, May 2013(Impact Facator:0.8215).
12. Dr.V.M.Shengaraman, K.D.Balaji, “An empirical study on Stress levels among Software Professionals in the city of Chennai”, Global Research Analysis, Impact factor:0.2714 for 2012,ISSN:2277-8160,Feb 2013.
13. P.Saravanan, Dr.V.M.Shenbagaraman, Dr.K.Mohan &Dr.R.Wranton Perez , “A study on the voice of customers with specific reference to Bath soap users in Chennai, TamilNadu, **International Journal of Management (IJM)**, **Impact factor:1.5030 for 2011**, ISSN Print: 0976-6502 , ISSN Online: 0976-6510, Issue – 1-Vol.3 , April 2012, Pp214-224.
14. With K.Mohan and P.Saravanan, “A study on consumer sales Promotion: Techniques,Features,Challenges and Ethical issues”, Annamalai Journal of Management ISSN No.0974- 0406 Vol.4. Issue -1, Pp 86-91 (Sep 2009)
15. With K.Mohan and P.Saravanan ,“A study on worldwide E-Business scenario among various countries”, ITMnach,(A Management journal from Institute of Technology and Management), ISSN No.0975-3249,Vol.3,No.2,Pp 30-39 (Aug 2009)
16. With K.Mohan and P.Saravanan ,“Proliferation of IT in Service Sector with special reference to Indian Banking System: OPportunities and Threats”, ITMnach(A Management

journal from Institute of Technology and Management, ISSN No.0975-3249.Vol.1,No. 2,Pp 6-16(Dec 2007)

17. With K.Mohan ,“A study on Internet Security”, Annamalai Business Review, Vol No. 1. Pp18 to 24(Jan 2008)
18. With K.Mohan and P.Saravanan ,“A study on growth of E-commerce in India”, M-Infinity Journal of Management, ISSN No.0973 7197 Vol. 2,Issue 4, Pp 21-25 (May 2008)
19. With G.S.Reddy,“Marital status and life value preferences: A study on Chennai students”, SRM Management Digest, ISSN 0973-6905,Vol 3,Pp101-105, (April 2005)
20. With G.S.Reddy, “Social Status and Relative Preference of Power Bases”, SRM Management Digest, ISSN 0973-6905, Vol. 1,Pp70-76 (April 2004)
21. “Core Banking solution:What is it really mean?”, SRM Management Digest, Vol 4,Pp 18-21,(Dec 2002)
22. “The Internet: What is it really like?”, SRM Management Digest, Vol 1,Pp 57-61 (Dec 2001)

Book/Book Chapter Publications:

23. Book chapter Publication “A Study on Human Resource Information Management System with specific reference to ELGI Electric and Industries Ltd” in the book Challenges in Reinventing the Business Process, Archers & Elevators Publishing House , Bangalore, 2014.
24. Book chapter Publication “A Study on Job Satisfaction of Women Employees in Tamil Nadu with specific reference to Vilupuram District” in the book New Vistas and Horizons in Management, Niruta Publications, Bangalore, 2014.
25. Book chapter published “A Study on Job Satisfaction of Women Employees in Tamil Nadu with specific reference to Vilupuram District” in the book New Vistas and Horizons in Management, Niruta Publications, Bangalore, 2014.
26. “FDI in India: OPportunities and Challenges in Retail Sector”, Book Chapter published in ISBN edited Book titled “Foreign Direct Investment in Retail Trade: OPportunities and Challenges”, Shanlax Publications, Madurai(ISBN978-93-806860-6-6) First Impression, February 2013.
27. “A Study on Employee welfare measures at puducherry with respect to Thirubuvanai Industrial Estate” Book chapter published in the book Occupational Hazards and Welfare measures – A Labour Perspective, Archers and Elevators Publishing house, 2013.
28. Published a chapter on “A Study on the APplications of Business Intelligence and its Current Trends”,in the book titled “ Technology in Business; A Competitive Edge for Organizations”, Niruta Publications,Bangalore, 2013

29. "A Study on Work Life balance and employee engagement in the contemporary world" Pp.62-64, Book chapter published in the book Occupational Hazards and Welfare measures – A Labour Perspective, Archers and Elevators Publishing house, 2013.
30. "A study on Human Resource Information Management System with reference to ELGI Electronic and Industries Limited", Book chapter published in the book Challenges in reinventing the Business Process, Pp.118-121, Archers 7 Elevators , 2013.
31. A Study on Modeling of Employee Branding Communication", Book chapter Published in the Book Emerging Trends in Management", Niruta Publications, Bangalore
32. Implementation of IFRS: An Impact on corporate Sector in India, Book Chapter Published in Mangalam Publishers & Distributors,DeIhi,2012(ISBN: 978-81-89972-85-1)
33. Book chapter Published in "Emerging Markets Case Studies Collection", Excel India Publishers, New Delhi(2011) ISBN: 978-93-80697-52-9

Case Study Presentation:

34. November 16-18,2010,With Dr.K.Mohan and P.Saravanan, "Tomorrow Never Dies" , International Case Conference Conducted by IMT, Nagpur in International Centre, Goa, ISBN: 978-93-80697-52-9,2010

Presentation in International Conferences in Foreign countries:

35. October 26-27,2012,with B.Arun Prasad and P. Arun Kumar, "A Study on Evolution of Digital Economy using Conceptual Models" in the International Conference Held in Hong Kong,organized by the International Association of Computer Science and Information Technology(IACSIT)
36. October 26-27,2012,with Prof. S. Sundararajan and Dr. (Mrs.) Jayshree Suresh, "Service Contagion: A Study of conceptual aspects on the road to Service Quality", in the International Conference Held in Hong Kong,organized by the International Association of Computer Science and Information Technology(IACSIT)

Presentation in International / National Conferences in India:

37. Dr.Jacob Prathabharaj,Dr.V.M.Shenbagaraman, Jawahar Philimis, "A Study on the Financial Implication of the year 2038 software problem" in the National conference on "Recent Trends in Management" at K.S.College of Engineering and Management,Bangalore on 28th May 2015.
38. Dr.V.M.Shenbagaraman,P.Saravanan,K.D.Balaji, " A study on the effectiveness of Technological Impacts due to Employee Monitoring Sytem in IT Industry", in the National conference on "Recent Trends in Management" at K.S.College of Engineering and Management,Bangalore on 28th May 2015.
39. P.Saravanan,Dr.S.Jacob Prathabharaj, Dr.V.M.Shenbagaraman, "A Study on Information Breaches and the Measures for Protecting Them", in 5th International Conference on

“Unleashing opportunities at the bottom of the pyramid” at Annamalai University during 17th and 18th April 2015.

40. E.Pradeep, Dr.V.M.Shenbagaraman, P.Saravanan, “Factors Influencing the Buying Behaviour of Consumer Durables”, in 5th International Conference on “Unleashing oPportunities at the bottom of the pyramid” at Annamalai University during 17th and 18th April 2015.
41. Dr.V.M.Ponniah, Dr.V.M.Shenbagaraman, Balaji.K.D, “ A Study on the Future trends of E-commerce”, in 5th International Conference on “Unleashing oPportunities at the bottom of the pyramid” at Annamalai University during 17th and 18th April 2015.
42. Israel Umana and Dr. V.M.Shenbagaraman , “Data security breaches through SQL injection attacks and mitigation strategies”, International conference on Data sciences in Business APplication”,SRM University, 12th and 13th February,2015.
43. Umoah B. Offiong and Dr. V.M.Shenbagaraman, “Combating Phishing Attacks: How to design an effective program using Analytics to protect your organization against social engineering”, International conference on Data sciences in Business APplication”, SRM University, 12th and 13th February,2015.
44. Esther Daniel Aduatin and Dr. V.M.Shenbagaraman, “Security trends and Prospect of Biometric technology”, International conference on Data sciences in Business APplication”, SRM University, 12th and 13th February,2015.
45. Aniekan Julius Bassey and Dr. V.M.Shenbagaraman, “Deploying DNSSEC in Firensic Analysis of security attacks ”, International conference on Data sciences in Business APplication”, SRM University, 12th and 13th February,2015.
46. Jawahar Philimis, Dr. V.M.Shenbagaraman and K.D.Balaji, “ Energy Data Analytics”, International conference on Data sciences in Business APplication”, SRM University, 12th and 13th February,2015.
47. Saravanan P,Dr. V.M.Shenbagaraman and K.D.Balaji, “Analytics for Energy,Natural Resources and Utilities”, International conference on Data sciences in Business APplication”, SRM University, 12th and 13th February,2015.
48. Nibediata Basu and Dr. V.M.Shenbagaraman, “A comparative study on the e-tailing giants in the Indian soil”, International conference on Data sciences in Business APplication”, SRM University, 12th and 13th February,2015.
49. E.Pradeep and Dr. V.M.Shenbagaraman, “A study on retail shoPping over the internet”, International conference on Data sciences in Business APplication”, SRM University, 12th and 13th February,2015.
50. T.Muthupandian and Dr. V.M.Shenbagaraman, “ Role of Web based intermediaries in e-commerce business Models, International Conference on Sustainable Global Business model, SRM University, 15th and 16th February 2014.
51. E.Pradeep and Dr. V.M.Shenbagaraman, “Creative and Innovative Strategies in e-commerce” International Conference on Sustainable Global Business model, SRM University, 15th and 16th February 2014.

- 52.** S.Balaji and Dr.V.M.Shenbagaraman, “A study on Job Engagement and workplace deviant behavior among private employees”, in AICTE sponsored International conference on “Economics,Business,Finance,Human Resouce and Technology for sustainable Development”, at SAI RAM Institute of Management Studies during 20th and 21st December 2013.
- 53.** January 20&21,2011,With Dr.K.Mohan and P.Saravanan, “A study on the influence of E-Banking Technology on the Lifestyle of the Metropolitan customers of Public Sector Bank”, International Conference on Business Research, SRM School of Management in association with SSRN, USA, SRM University, Kattankulathur.
- 54.** January 7-9,2010,With Dr.K.Mohan and P.Saravanan, “Development of B2C E-Commerce Model for Credit Card Services of Indian Bank”,2nd International Conference on e-Education, e-Business, e-Management and E-Learning (IC4E 2011),International Economic Development Research Center (IEDRC) in association with Institute of Electrical and Electronics Engineers, Inc.(IEEE) conducted in Navinchandra Mehtha Institute of Technology and Development, Mumbai, IEEE Catalog Number: CFP1102 J –ART,ISBN-978-1-4244-9214-5 , IEEE Catalog Number: CFP1102 J PRT,ISBN-978-1-4244-9213-8 , 2011.Indexed in IEEE Xplore, Ei Compendex, Thomson ISI and INSPEC.
- 55.** January 3-7,2010,With P.Saravanan and K.Sadisvan, “ A study on the Effectiveness of ICT tool with specific reference to FastAlerts“, 98th Indian Science Congress, Conference, Indian Science Congress Association and SRM University at SRM University, Kattankulathur, Chennai.
- 56.** May 21-23,2010,With P.Saravanan and Dr.Subadra, “A Study on Measuring the Effectiveness of Bank’s Financial Products advertisements with reference to Canara Bank, Chennai”, International Conference on Sustainable Strategies on Technology and Management for Developing countries , Asian Council for Science and Management , Singapore. Anuragam & Kalaignaan Pathipagam, Chennai at Tyndale College , Singapore.
- 57.** May 21-23,2010,With Dr.K.Mohan and P.Saravanan, “A Study on investors’ Perception towards Mutual Fund in the present Scenario”, International Conference on Sustainable Strategies on Technology and Management for Developing countries ,Asian Council for Science and Management, Singapore. Anuragam & Kalaignaan Pathipagam, Chennai at Tyndale College , Singapore.
- 58.** December 22-24,2009,With P.Saravanan, “Retail Sector of Indian Economy: Future Trends & OPportunities”, International Conference on Retail Excellence , SRM University, Kattankulathur , Chennai, 2009.
- 59.** December 22-24,2009,,With P.Saravanan and Dr. R.Wranton Perez, “A study on Foreign Direct Investment in Indian Organized Retail Sector”, International Conference on Retail Excellence , SRM University, Kattankulathur , Chennai, 2009.
- 60.** December 22-24,2009,,With P.Saravanan, Dr.K.Mohan and RWranton Perez,” Retail industry in India: Challenges, OPportunities & Strategies”, International Conference on Retail Excellence , SRM University, Kattankulathur , Chennai, 2009.
- 61.** December 17-19,2009,With Dr.K.Mohan and P.Saravanan, “A Study on the Voice of Customer with specific reference to Bath Soap users in Chennai”, NPDC-09, PDMA India

IV Annual International Conference , IIT & New Product Development Corporation, Chennai.

62. September 24-26,2009,With Dr.K.Mohan and P.Saravanan, “A study on Impact of Television Advertisements on Consumer’s Purchase Behavior”, International Conference on impact of Economic Crisis in Global Business Scenario , Sri SaiRam Eng.College, Chennai, 2009.
63. December 21-23,2007,With P.Saravanan, “A comparative analysis of Entrepreneurial and Intrepreneurial Facts”, International Conference on Global Entrepreneurship , SRM University, Kattankulathur , Chennai, 2009
64. December 21-23,2007,With Dr.K.Mohan, “Entrepreneuerial perspectives of Electronic Banking system in India”, International Conference on Global Entrepreneurship , SRM University, Kattankulathur , Chennai, 2009
65. September 21-22,2007,With Dr.K.Mohan and P.Saravanan, “E-Banking: Problems and OPportunities in India”, International Conference on Global Business Strategy in Competition Environment , Sri Sai Ram Eng.College, Chennai, 2007.
66. December 11-13,2004,With K.Mohan, “Competing in a Global Economy”,International Conference conducted by TIME Business School, Tirupathi.
67. September 27-28,2004,With K.Mohan, “Growth of IT enabled services in India”, International Management Convention, “India calls world – A Road map to Success” conducted by Adaikalamatha Institute of Management, Thanjavur.
68. September 27-28,2004,With K.Mohan, “Internet Terrorism in Cyber Space: Issues & Challenges in Information Security management”, International Management Convention, “India calls world – A Road map to Success” conducted by Adaikalamatha Institute of Management, Thanjavur
69. September 27-28,2004,With K.Mohan, “Patent Right Implementation in Computer Software in Various Countries”, International Management Convention, “India calls world – A Road map to Success” conducted by Adaikalamatha Institute of Management, Thanjavur.
70. September 4,2004,with K.Mohan, “APplication of Social Engineering to network Security”, International Seminar, “Emerging trends in Global Business” conducted by Pondicherry University.
71. February 6-7,2004, with K.Mohan, “Computer Crime: Implications on Society”, International Seminar, Emerging Trends in Global Business: Challenges and Opportunities for Developing Countries conducted by P.R.Institute of Management, Ponnaiah Ramajayam College, Thanjavur.
72. January 3-7, 2015, with T.Muthupandian and E.Pradeep, “ An Empirical Study on Consumers’ attitude towards Organic Food Products with special reference to Sivakasi Town”, 102nd Indian Science Congress, University of Mumbai,Mumbai.

- 73.** January 3-7, 2015, with V.M.Ponniah, K.D.Balaji and Jawahar Philimis, “ Impact of Stress among Women in Chennai with reference to Private Sector Banks”, 102nd Indian Science Congress, University of Mumbai, Mumbai.
- 74.** January 3-7, 2015, with S. Jacob Pratabaraj and Guhan B, “ A study on retailer’s perception and expectation towards TNPL product”, 102nd Indian Science Congress, Mumbai.
- 75.** September 16th 2014, with Nibedita Basu “ A study on the antecedents of customer loyalty in e-retailing”, National Conference on Change Management: A 360 Degree Perspective, kodaikanal Christian College, Kodaikanal.
- 76.** 5th April 2014 , with S.Balaji, “ Investigation of Job Stress on workplace deviant behavior”, 54th National Conference on Contemporary Management Research, IFET college of Enginerring.
- 77.** March 28th 2013, with P.Saravanan, “A Study on the APplications of Business Intelligence and its Current Trends”, National Conference on Technology in Business; A Competitive Edge for Organizations ,(NCTB – 2013) conducted by Tumkur University and EAST point College of Engineering & Technology, Bangalore.
- 78.** February 1st and 2nd 2013 , with P.Saravanan, “FDI in India: OPportunities and Challenges in Retail Sector”, UGC sponsored two days National Seminar on “Foreign Direct Investment in Retail Trade – OPportunities and Challenges” , Sourashtra College, Madurai.
- 79.** July 03,2011,with Sathish, “A study on the APplication of RFID Technology in Healthcare Monitoring System”, 98th Indian Science Congress conducted in SRM University, Kattankulathur.
- 80.** March 10,2011,with P.Saravanan, “A Study on Students Database Management System”, National Seminar on Global Competitiveness in Business: Trends and Traits , P.G.Department of Commerece Government ARTS & Science College for Women, Bargur,2011.
- 81.** October 7-8,2010,with Dr.K.Mohan and P.Saravanan, “A Systematic study on Information Technology Led E-Governance Models for Financial Inclusion”, National Conference on Inclusive Growth In India. An emphasis on Financial and Social Inclusion. Women’s Christian College , Chennai and NABARD , 2010.
- 82.** With Dr.K.Mohan and P.Saravanan, “E –Banking : Challenges and OPportunities in India”, National Conference on Strategic Changes and Challenges in Management , Annamalai University , Chidambaram, 2008.
- 83.** March 26,2007,With Dr.K.Mohan and P.Saravanan, “Textiles Industry in India: OPportunities and Challenges” National Conference on Modern Trends in Clothing Technology & Management, Sardar Vallabhbhai Patel Institute of Textile and Management, Coimbatore, 2008.
- 84.** June 5,2004,With Dr.K.Mohan, “Cyber Terrorism : A serious threat to mankind”, National, “Emerging Trends and Business Management” conducted by Crescent Engineering College, Chennai.

- 85.** March 27,2004,with K.Mohan,"Electronic Terrorism in IT Super highway",National seminar,"Global competitiveness of Indian Industries"conducted by EGS Pillai Engineering college,Nagapattinam.
- 86.** March 2004,,with K.Mohan," Information Technologies Implications on Business",National seminar, "Information Technology Implications in Business Transformations" Organized by Dept. Of Mgt. Studies & Dept of Comp. Applications at Thangavelu Engineering college, Chennai.
- 87.** March 7-8,2004, with K.Mohan, "Crime on online trading Systems", National seminar, "U.G.C sponsored seminar on Indian Capital Market in the Post Liberalization Era" conducted by Department of Commerce, Bharathidasan University, Tiruchirapalli.
- 88.** February 28,2004, with K.Mohan, "Business Process Outsourcing; Predictions for India", National seminar, "Emerging Opportunities in Business Process" conducted by S.R.M. Arts and Science college, Kattankulatur.
- 89.** February 27,2004,With Mohan, "Ethical Issues of Computer Hacking", National level conference, "Forthcoming Trends in Management" conducted by St.Joseph college of Engineering, Chennai.
- 90.** February 20-21,2004, With Mohan, "Growth of E-Commerce in India: B2B and its Implications", National seminar, "Managing Business in Knowledge Age" conducted by Management wing, Annamalai University.
- 91.** February 16,2004, With Mohan, "Hackers and Hacking: Definition and Approaches", National seminar, "New Vistas in Management" conducted by Department of Management Studies, V.L.B.Janakiammal college of Arts and Science, Coimbatore.
- 92.** January 22-23,2004,with K.Mohan, "Protecting software: Patent Right Implementation in various countries", National Seminar, "Ministry of HRD sponsored on Management perspectives on IPR" conducted by Dept. of Management Studies, University of Madras.
- 93.** December 13-14,2003,with K.Mohan, "Higher Education in India-Challenges Ahead". National Conference, "Academic Staff colleges-Enhancing their Impacts Conducted by School of Management, Pondicherry University, Pondicherry.
- 94.** November 1-2,2003,with K.Mohan, "E-Commerce-Predictions for India", National seminar, "Converging to Synergise- tomorrow's dimensions, challenges, opportunities and strategies for India" conducted by School Of Management, Pondicherry University and confederation of Indian Industry, Pondicherry.
- 95.** January 22-23,2003, "Protecting software Patent Right Implementation in various countries", National Seminar, "Ministry of HRD sponsored on Management perspectives on IPR" conducted Management Studies, University of Madras
- 96.** Yau Ibrahim Saleh and Dr.V.M.Shenbagaraman, " A study on cyber crime and its implications with specific reference to United States – North Korea relations " , Research Day celebration at SRM university,27th February,2015.
- 97.** Ms.Nibedita Basu and Dr.V.M.Shenbagaraman, " A study on the prospects of e-retailing in India", Research Day celebration at SRM university,27th February,2015.

98. Akash Deep Gangwar, Prateek Shivhare, Sneha Parmar and Dr. V.M. Shenbagaraman, “The rise of malware: cyber crime and its implications with specific reference to malware” Research Day celebration at SRM university, 28th February, 2014.
99. Pradeep.P, J.K.S. Durga Prasad, R. Vignesh Kumar and Dr. V.M. Shenbagaraman, “A study on information security management with specific reference to US critical networks”, Research Day celebration at SRM university, 28th February, 2014.
100. P. Thamizhikkavi and Dr. V.M. Shenbagaraman, “Installing of biometric device in vehicle and license card reader for avoiding vehicle theft”, Research Day celebration at SRM university, 28th February, 2014.
101. Prapti Priya Nayak, Swapnil B. Patil, Akshay Y. Bahade and V.M. Shenbagaraman, “Futuristic approach towards data security through homomorphic encryption”, Research Day celebration at SRM university, 28th February, 2014.
102. Walter T. Mambodza, Robert T.R. Shoniwa and Dr. V.M. Shenbagaraman, “Cybercrime in e-commerce: A case study on the 2014 Korean credit bureau data leak”, Research Day celebration at SRM university, 28th February, 2014.
103. Israr UI Maqbool and Dr. V.M. Shenbagaraman, “E-mail security: A study on various cryptographic algorithms with specific reference to Pretty Good Privacy”, Research Day celebration at SRM university, 28th February, 2014.
104. V. Yoghavel, S. Prabhakaran, V. Avinash and Dr. V.M. Shenbagaraman, “Cyber warfare espionage by flame”, Research Day celebration at SRM university, 28th February, 2014.

Editorial Board/Reviewer

- Member of the Editorial Board for SRM Management Digest, an Annual Publication of SRM School of Management. ISSN: 0973-6905
- Reviewer for the Research Papers from various countries for the International Conference on Information Communication and Management in Hong Kong conducted by International Association of Computer Science and Information Technology (IACSIT) during October 2012.
- Review committee member for the selection of Research papers in the International Conference on Data Sciences and Business Applications, 12th and 13th Feb 2015.
- Review committee member for the selection of Research papers in the International Conference on Global Entrepreneurship.
- Review committee member for the selection of Research papers in the International Conference on Business Research.

Membership information:

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| • Life Member | Indian Society for Technical Education | New Delhi |
| • Senior Member | International Association of CS and IT | Singapore |
| • Member | International Association of Engineers | Hong Kong |
| • Member | Indian Science Congress | Kolkata |
| • Associate Member | Institution of Engineers | Kolkata |

Seminars/Conferences/Workshops/Training attended:

- ✓ Attended FDP on Knowledge Management on 6th July conducted by Tata Consultancy Services,Siruseri,Chennai
- ✓ A two day workshop on “ Network Simulation for MANETs, VANETs and Sensor Networks using NS2” organized by School of Computing Science and Engineering at VIT University , Chennai on 8th and 9th March 2014.
- ✓ ISTE Workshop on “Microwave Communication System”, Hindustan college of Engineering, Chennai, 17th May to 4th June 1993
- ✓ AICTE Conference on “The recent trends in communication”, Sathyabama Engineering College,Chennai, 1st Feb to 3rd Feb 1995
- ✓ ISTE Summer School for Engineering Teachers on “Bio Medical Instrumentation”, Sathyabama Engineering College,Chennai, 17th May to 23rd May 1995
- ✓ SUN JAVA PROGRAMMING WITH JDK 1.2 USING UML STANDARDS, NIIT,Chennai, 24th Nov 1999 to 19th Jan 2000
- ✓ Summer Workshop on “Current Trends in E-Business & The Emerging New Economy”, Velammal College of Management & Computer Studies, 8th and 9th June 2001
- ✓ FDP on “Business Application Software” Anna University,Chennai, 24th Oct to 26th Oct 2002
- ✓ Information System Security in the workplace – An End user Perspective, CII-Secure Information Risk Management Service, April 2003 (3 Days)
- ✓ Staff Development Programme for HND, Edexcel International, Bangalore, Sep to 22nd Sep 2004
- ✓ MDP on “Competing through Manufacturing”, SRM Institute of Science and Technology , Chennai, 3rd Nov to 5th Nov 2005
- ✓ Workshop on “ Simplified Enterprise Applications Learning”, Anna University,Chennai, 12th and 13th Nov 2009
- ✓ F,DP on Knowledge Management, Tata Consultancy Services,Chennai, 19th March 2011
- ✓ SAP Academic Conference India 2010, SAP University Alliances at International Management Institute,New Delhi, 16th &17th July 2010
- ✓ SAP UNIVERSITY ALLIANCES PROGRAM – Faculty Workshop, SAP INDIA,Asia Pacific Japan, 21st March to 25th March 2011
- ✓ Workshop on Multiple Intelligence Teaching Methodology, SRM University, May 2011 (3 Days)

- ✓ Workshop on International Accreditation conducted by SEAA Trust, New Delhi at SRM University on 3rd January 2013
- ✓ SAP University Alliances Train the Trainer Workshop on Agile Project Management, Design Thinking, Business Model and Innovation from June 12-13, 2013 at SAP Labs, Bangalore.
- ✓ National Seminar on “Structured Approach of Methods and Techniques behind Research Methodology” by the Department of Computer Science and Engineering, Faculty of Engineering and Technology in association with the Institute of Engineering and Technology , 14th and 15th March 2014.
- ✓ Two day workshop on “Startup Forum” at IIT – Madras Research Center by SAP Labs India and Tie, 11th & 12th March 2014.
- ✓ One day workshop on Business Analytics at SRM University, 04th July 2014.
- ✓ One day workshop on Business Analytics at SRM University, 9th July 2014.
- ✓ Three days workshop on “How to prepare Rubrics” at Faculty of Management, SRM University, 15th to 17th July 2014.

PERSONAL FORTE

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