

**Dr. N. RAJALINGAM, B.E., M.B.A., Ph.D.**

**PROFESSOR** - Department of Management Studies

**MANONMANIAM SUNDARANAR UNIVERSITY**

**Tirunelveli – 627 012, Tamilnadu, India**

E-Mail Id: rajalingam.na@gmail.com (P) & rajalingam@msuniv.ac.in (O)

Ph: +919842178009 (P); & +91 462 2563312 (O) Fax: +91 462 2334363

R: 87, Raj Castle, New Nehru Nagar, Thiagarajanagar, Tirunelveli-627011, Tamilnadu, India



**DoB: 06 March 1975**

**B.E. (Mechanical Engineering)**

M. K. University, Madurai.

**M.B.A. (Production & Marketing)**

M. K. University, Madurai.

**Ph.D. (Business Administration)**

M. S. University, Tirunelveli

### **TEACHING EXPERIENCE** (Since June 2000)

**M.Phil** (Since July 2009)

**MBA** (Since November 2001)

**BBA** (June 2000 to Nov 2001)

### **PUBLICATIONS**

**International Journal** - 34

**National Journal** - 13

**Books** (Author / Co-Author) - 09

**Chapters** in Edited Volume - 04

**Articles** (Vernacular Magazine) - 05

### **RESEARCH GUIDANCE**

	<b>Awarded / Completed</b>	<b>Pursuing</b>	<b>Submitted</b>
<b>PDF</b>		<b>2</b>	
<b>Ph.D</b>	<b>21</b>	<b>6</b>	<b>2</b>
<b>M.Phil</b>	<b>27</b>	-	-

### **RESEARCH FIELD**

Green Marketing      Technology Adoption      Entrepreneurship      Behavioural Studies

### **NOTABLE ADMINISTRATIVE EXPERIENCE**

- Head, Department of Management Studies (02.07.2019 to 02.07.2022)
- Dean i/c, College Development Council (21.04.2023 to 01.08.2023)
- Director - Centre for Academic Affairs (from 26.09.2022 to 21.04.2023)
- Director - Centre for Faculty Development (from 26.09.2022 to 21.04.2023)
- Head – Department of Management Studies (from 02.07.2019 to 02.07.2022)
- Director i/c – Directorate of Distance and Continuing Education (from 21.01.2019 to 19.08.2021)
- Programme Coordinator i/c, NSS & RRC, MSU (from 16.09.2013 to 21.01.2019)
- Faculty-in-Charge – Career and Counseling Cell (from 06.0.2011 to 02.03.2017)
- Coordinator i/c – Entrepreneurship cum Skill Development Centre (from 08.02.2013 to 30.09.2013)
- Joint Placement Coordinator, MSU & Coordinator – University Students Advisory Bureau (22.07.2010 to 22.11.2012)
- Coordinator – 14<sup>th</sup> National Youth Parliament Competition – 2017 – 18
- Camp Officer - 7 day NSS National Integration Camp, 2008 (from 25.08.2008 to 31.08.2008)
- Programme Officer – National Service Scheme & Red Ribbon Club (from 01.07.2005 to 01.02.2010)

- **Support In University Administration:** University Representative in affiliated colleges as member in - College Committee, Awards Committee, Finance Committee, academic Council, Planning Board; University Observer - Senate Election, University End Semester Examinations, and Valuation of University End Semester Examinations; Flying Squad - University Examinations; Chief Superintendent - University End Semester Examinations; Conduction of Qualifying Examination for Ph.D; and Inspection Commission- Convener / Member
- Nodal Officer - Entrepreneurship Development Institute, Chennai, 2011 & 2012
- Chief Coordinator - Cultural Competitions– 25<sup>th</sup> Year celebrations of Thoothukudi District, 2012

## AWARDS

1. State NSS Award - NSS Programme Coordinator, by Govt. of Tamilnadu, for the year 2015-16.
2. District Level - Appreciation Certificate by Tirunelveli District AIDS Control Unit, Tamilnadu State AIDS Control Society, Government of Tamil Nadu, 2015.
3. Rotary Excellence Award, Rotary Club of Tirunelveli West, March 2011.
4. University Level Best NSS Programme Officer Award, by Manonmaniam Sundaranar University, Tirunelveli, 2007 - 08.

## CONFERENCE / SEMINAR / SYMPOSIUM / WORKSHOP / TRAINING / ETC.

<b>Organised /Coordinated / Facilitated</b>	- 219
<b>Chair Person</b>	- 04
<b>Honorary Lectures</b> (Chief Guest / Presidential / Inaugural / Keynote / Valedictory)	- 30
<b>Resource Person -</b>	
Technical Session / Invited Lectures	- 87
<i>International / National</i>	- 09
<i>University / District Level</i>	- 39
Guest Lecture	- 21
<i>State / Regional</i>	- 19
<i>College Level</i>	- 20
Radio Speech	- 03
<b>Papers Presented</b>	
International Conference	- 52
State level Conference	- 01
National Conference	- 15
<b>Participation</b>	
Conference / Workshop / Seminar / Training / Camp	- 41
Orientation / Refresher Course	- 07

## MEMBERSHIP EXPERIENCE

❖ **Life Member** - Indian Society of Technical Education

❖ **Member**

- **Standing Committee on Academic Affairs** - Manonmaniam Sundaranar University, Tirunelveli 2013 – 16 and 2019 – 22, 2024 - 27.
- **Senate** - Manonmaniam Sundaranar University, Tirunelveli, 2019 – 22
- **IQAC** – Manonmaniam Sundaranar University, Tirunelveli
- Member – Advisory / Organising / Selection and other official Committees relating to – Convocation, Entrepreneurship-cum-Skill Development Centre, Faculty Selection, University Business Collaboration Centre, Manual Preparation Committee, Preparation of Standard Operating Procedure for the University, Preparation of IT policy for the University, Upgradation of University Website, Framing revised Ph.D regulations, Research Board, Preparation of Structured Feedback from stake holders, Preparation of Template for Mark Statement, Purchase Committee, University Day Celebrations, NSS-National Integration Camp, Interstate (National level) YRC Study Camp, Youth Festival, Home Stay Event, Youth Exchange Programme, Gents Hostel, National Youth Corps (Nehru Yuva Kendra), NSS Pre RD Parade Camp, National Integration Camp, Adventure Camp, Youth Festival, etc.