

DR. P. RAVI., B.E., MBA., PhD

Professor and Head

Department of Management Studies

Manonmaniam Sundaranar University

Abishekapatti

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E-mail: ravi@msuniv.ac.in**Thrust areas:**

Marketing practices, Green marketing practices, Sustainable marketing, Rural marketing, Retailing, Business communication

Work History

Since 01, October 2017, Professor - Department of Management Studies, Manonmaniam Sundaranar University, Tirunelveli

Joined as Lecturer on 25.08.2004 – Department of Management Studies, Manonmaniam Sundaranar University, Tirunelveli

Administration Positions held

Director – MSU colleges / constituent colleges: From 13 June 2018 to 01 June 2020

Additional Controller of Examinations: Since October 2015 to June 2018 discharging duties related to conduct of examinations, evaluation and publishing the results for Distance and Continuing Education students of Manonmaniam Sundaranar University.

Controller of Examinations In-charge: Discharging duties of examinations and other related activities of university departments and affiliated college students

Director In-charge (DDCE): carrying the day to day activities of Directorate of Distance Education administration office of Manonmaniam Sundaranar University.

Deputy Warden (Gents' Hostel): Since February 2013 to December 2013 and October 2010 to November 2011 carrying out the day to day functions of hostel.

Qualifications

Doctor of Philosophy on the title „Retailers“ Beliefs, Efforts and Problems on Green Marketing Practices in India”- A Study with special reference to Tirunelveli District, TamilNadu“, Bharathiar University, Coimbatore, on 09.02.2011

Qualified **UGC – NET for Lectureship in Management**, Dec 2000

Master of Business Administration with **Marketing** as specialization from The Department of Management Studies, Madurai Kamaraj University (Full-Time Residential), 1997-99.

Bachelor of Engineering from University of Madras through Adhityamaan College of Engineering, Hosur, 1993-97

Training Provided

- Trained TamilNadu Industrial Investment Corporation (TIIC) employees on Modern Management.
- Trained Assistant Directors of ESIC from all over India on Customer Satisfaction Management.
- Consultations provided to SBI, Indian Bank, Few Shipping companies in TTK Districts.

Other Affiliations

Member – American Marketing Association (AMA)

Member – Environment Panel CII Tuticorin, Southern Region Madurai 2010 -11

Member - Logistics Panel CII Southern Region Madurai 2008-2009

Peer Review Panel Member for the International Journal “NAMEX International Journal of Management Research” with ISSN: 2250-2076

Events organized

Organized Second “International Conference in Marketing on Sustainable Marketing Strategies – Issues and Challenges” **ICOSMS2017** at Department of Management Studies, Manonmaniam Sundaranar University, Tirunelveli, TN India during December 14-15, 2017

Conducted an Awareness Rally – on “CLEAN AND GREEN NELLAI” on 25.02.2017

Organized First “International Conference in Marketing on Sustainable Marketing Strategies – Issues and Challenges” **ICOSMS2012** at Department of Management Studies, Manonmaniam Sundaranar University, Tirunelveli, TN India during August 24-25, 2012.

Organized a National Seminar in “CRM - Strategies and Issues” at Department of Management Studies, Manonmaniam Sundaranar University, Tirunelveli, TN India during February 17, 2006

Awards

Best paper award in the International Conference on Management in the New World Order held on August 13-14, 2012 at Indian Institute of Management, Ranchi

Publications : International Journals – 19 and National Journals - 12

Papers Presented: International conferences – 18 and National conferences - 15

Details about the publications can be sought by contacting through email.

Books Published (2)

Published a book on “Life Skill” which is a text book for community college students, published by Publications Division, Manonmaniam Sundaranar University during 2011

Published a book titled “Essentials of Executive Communication” during 2011 which is published by Publications Division, Manonmaniam Sundaranar University
ISBN 978-93-81402-11-5

Edited chapters - 5

Edited chapter titled “Corporate Social Responsibility Influences Employee Commitment and Organisational Performance” in book titled “Intelligence Innovation and Inclusion, Best Practices for Global Excellence by Vijay Nicole Imprints Private Limited ISBN: 978-81-8209-446-8, 2016

Edited chapter titled “Uncertainty as a Predictor of Consumer Buying Performance in the context of FMCG” in a book titled Marketing Dynamics with ISBN 978-93-81790-93-9

Edited chapter titled “Consumer Product Preferences Survey with Reference to E-Marketing” in a book titled Marketing Dynamics with ISBN 978-93-81790-93-9

Edited chapter titled “Green Practice – A Retailer’s Strategic Tool for Environmentally Sustainable Development” in a book titled Competitive Advantage through Globalisation” with ISBN 978-935-059-090-4
MACMILLAN PUBLISHERS INDIA LTD

Published an article titled „Higher Education: An Interrogative Pragmatic Approach“, in the book “Higher Education: Its social relevance”, released in commemoration of the visit of the Honourable President of India Dr APJ Abdul Kalam to M S University on 22 Sep, 2006.

Invited Lectures

68 lectures given in the business skills and marketing related disciplines in various institutions

Participation in Society

My contribution to society is to create a sustainable grown INDIA. My area of doctoral research is green marketing which primarily focuses on the retailers marketing practice. In an attempt of my research, my way of supplying the materials related to sustainable practices really got a welcome in my research.

In the capacity of CII member, many activities are carried out to create and practice the sustainable practices. I have formed a club called GREEN FORCE, where the students are members and they actively participate to save green in the surrounding environment. Upon discussions and meetings with District Collector, the producers of plastic carry bags were instructed and suggested to follow the environmental standards.

Energy saving concept has really made wonders in the world. To get that drive, my aim of “paint the night by white” is slowly getting its recognition in the area of my domicile. My point of providing free LED to the homes, I believe we can save energy. Also attempts are made to promote the use the clean and sustainable energy. All of my research works adopt SDG’s of United Nations.