

CURRICULAM VITAE OF SHRI. H. SAMUEL THAVARAJ



Name : **H. SAMUEL THAVARAJ**

Designation : Assistant Professor,
Department of Rural Industries and Management,
Gandhigram Rural Institute – Deemed University,
Gandhigram – 624 302,
Dindigul District.

Educational Qualification : M.B.A., M.Phil., Ph.D.,
Qualified UGC-NET in Management,
December 1999.

Experience (Teaching) : UG: 1 yr and 5 months
PG : 13 yrs and 6 months

Specialization : Marketing and Human Resource Management

E-mail : samuel_tha@rediffmail.com

Research Guidance : M.B.A Projects – 87

Publications :

- “A Discriminant Analysis on Entrepreneurship: A Psychological Approach”, SEDME, Volume 32, pp. 47-52, March 2005.
- “Emotional Intelligence among Practicing Cost and Management Accountants in Tamilnadu”, The Management Accountant, Volume 42 No.10, October 2007, pp 817 – 819.
- “Emotional Intelligence – The Training has to open the Third Eye”, FOCUS – A half-yearly house journal from Postal Training Centre, April 2008, pp 12 – 15.

SEMINARS/CONFERENCES ATTENDED

| Name of the Programme | Date | Place | Nature of Participation | | Title of the Paper |
|---|------------------------------------|--|-------------------------|-------------|---|
| | | | Resource Person | Participant | |
| National Conference on “Green Business: Opportunities and Challenges” | 23 rd September 2010 | Kodaikanal Christian College, Kodaikanal | | Participant | GREEN BUSINESS – A PSYCHOLOGICAL APPROACH (Significance of Meta-skills of Emotional Intelligence in Green Business) |
| UGC Sponsored National Level Seminar on “Customer Relationship Management” | , August 28- 29, 2008 | Department of Commerce, Providence College for Women, Coonoor | | Participant | Relationship Marketing – The Competitive Edge for Unorganised Retailers |
| National Conference on “Emerging Paradigms in Management” | 15 th March 2008 | Department of Management Studies, The American College, Madurai | | Participant | Factors Influencing Post Graduate Students towards Entrepreneurship |
| National Conference on “Emerging Paradigms in Management” | 15 th March 2008 | Department of Management Studies, The American College, Madurai | | Participant | Brand Killing |

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|---|-----------------------------------|---|--|-------------|--|
| National Level Seminar on “Recent Trends in Service Marketing in India” | February 7 th 2008 | Rev. Jacob Memorial Christian College, Ambilikkai | | Participant | Emotions in Service Relationships |
| National Conference on “Strategic Management for Competitive Advantage” | March 16-17, 2007 | Department of Management Studies, K.L.N College of Engineering, Pottapalayam | | Participant | Emotional Intelligence – Human Resource Strategy for Competitive Advantage |
| National Conference on “Strategic Management for Competitive Advantage” | March 16-17, 2007 | Department of Management Studies, K.L.N College of Engineering, Pottapalayam | | Participant | Entrepreneurship Among Students |
| National Seminar on “HR Practices in the Knowledge Management Era” | 24 th February 2006 | Department of Management Studies, Karpagam College of Engineering, Coimbatore | | Participant | Identifying the Factors that Influence the level of Emotional Intelligence among Managers of Private Sugar Mills in Tamilnadu |
| National Seminar on “HR Practices in the Knowledge Management Era” | 24 th February 2006 | Department of Management Studies, Karpagam College of Engineering, Coimbatore | | Participant | The Quality Required to be an Entrepreneur |

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|---|------------------------|----------------------------------|--|-------------|---|
| National Seminar on “Indian Multiculturalism and Christian Educational Institutions” | March 6-7, 2006 | The American College, Madurai | | Participant | - |
| National Seminar on “Globalisation and its Impact on Indian Higher Education” | January 24-25, 2006 | The American College, Madurai | | Participant | - |

INTERNATIONAL CONFERENCE ATTENDED

| Name of the Programme | Date | Place | Nature of Participation | | Title of the Paper |
|--|------------------------------|---|-------------------------|-------------|---|
| | | | Resource Person | Participant | |
| International Conference on “Services Marketing in the Globalized Era” | May 15 th 2008 | San International Business School, Coimbatore | | Participant | Emotional Labour in the Service Encounter |
| International Conference on “Managerial Issues in the Globalized Era” | October 17- 18, 2007 | Sree Amman Institute of Management and research, Chittode, Erode | | Participant | Attitude of PG Management Students towards Entrepreneurship |

WORKSHOPS ATTENDED

| Name of the Programme | Date | Place | Nature of Participation |
|--|------------------|--|--------------------------------|
| Workshop on “Emotional Intelligence for Business Excellence” | August 5-6, 2005 | FICCI Ladies Organization, Madurai (supported by HANNS SEIDEL Foundation, Germany) | Participant |

FACULTY DEVELOPMENT PROGRAMME

| Name of the Programme | Date | Place | Nature of Participation |
|---|--------------------------------|--|--------------------------------|
| Faculty Development Programme on “Emerging Trends in Human Resource Management” | 25 th February 2005 | Department of Management Studies, K.L.N college of Engineering, Pottapalayam | Participant |

TRAINING PROGRAMME ATTENDED

| Name of the Programme | Date | Place | Nature of Participation |
|---|---------------------|---------------------|--------------------------------|
| Training Programme for “Conflict Resolution and Reconciliation” | October 17-19, 2002 | CSI Centre, Chennai | Participant |

QUALITY IMPROVEMENT PROGRAMME ATTENDED

| Name of the Programme | Date | Place | Nature of Participation |
|---|---------------------|--|--------------------------------|
| Quality Improvement Programme on Programme “Self-Management and Emotional Intelligence – A course for all B-School Faculty” | October 11-15, 2004 | T. A. Pai Management Institute, Manipal, Karnataka | Participant |
| Quality Improvement Programme on “Paradigm Shifts in Human Resource Management - Academic Impact” | October 21-25, 2002 | T. A. Pai Management Institute, Manipal, Karnataka | |

CONDUCTED WORKSHOP/MANAGEMENT DEVELOPMENT PROGRAMME

| Name of the Programme | Date | Place | Nature of Participation |
|---|--------------------------------|---|--------------------------------|
| One Day Workshop on “Emotional Intelligence for Business Graduates” | 5 th September 2006 | Seminar Hall, The American College, Madurai | Organised |
| Management Development Programme for the Heads of the Educational Institutions run by the C.S.I Diocese of Madurai and Ramnad | 16 th February 2002 | Seminar Hall, The American College, Madurai | Organised |

Refresher Course:

Attended a 21 Day Refresher Course on “Rural Industries and Management” conducted by the Department of Rural Industries and Management (RIM), Gandhigram Rural Institute – Deemed University, Gandhigram from 10-11-2010 – 01-12-2010.

Countries visited

: Attended a South Asian Christian Youth Conference on “Called for Peace” at Pegasus Reef Hotel, Wattala, Sri Lanka from May 23-30, 2002.

Awards & Recognitions

: B.B.A – Madurai Kamaraj University
Rank Holder – 12th Rank

: Serving Indian Railways on Invitation as RPF – MITRAS – Madurai Division