

### Profile of Dr. P. Chitramani



- (i) Designation : Professor
- (ii) Department : Business Administration
- (iii) Qualification : M. B. A. , M.Phil., Ph.D, NET., SLET
- (iv) Experience : 26 years
- a. Specialization : Strategic management , CRM, Supply Chain Management , ITC business processes, Business Analytics
- (v) Email id : chitra.palaniswamy@gmail.com Mob No:+919843358352

#### Research Guidance :

Degree	Awarded	Guiding
M.Phil	11	11
Ph.D	2	4

#### (vi) Publications

S.No	Category	Total	For the Period (2013-2018)
1	International Journals	28	15
2	National Journals	-	-
3	In house	-	-
4	Full length articles in proceeding	2	2
5	National Conference	-	
6	Books / Chapters in Books / Books Edited	16	2

Best 5 Publications (2013-2018):

S.No.	Title of the Article	Name of the Journal	I/N	ISBN/ ISSN	Vol.	Pages	Date, Month and Year
1	Influence of loyalty programmes on satisfaction and retail store loyalty	International Journal of Electronic Marketing and Retailing	I	ISSN:1741-1025E- ISSN:1741-1033	Volume 6, Issue 2	89-111	, 1 January 2014,
2	Customer based retailer equity of apparel retail stores	Indian Journal of Marketing	I	0973-8703	Volume 46, Issue 5	7-25	May 2016
3	A Conceptual Framework on Green Supply Chain management Practices	Industrial Engineering Letters	I	ISSN 2224-6096 (Paper) ISSN 2225-0581 (online)	Vol.3, No.10,	42-51	2013
4.	Environmental Sustainability through Green Supply chain management practices among Indian Manufacturing Firms with special reference to Tamilnadu.	International Journal of Scientific and Research Publications	I	ISSN 2250-3153	Volume 4, Issue 3	1-8	March 2014
5.	Brand Building of Retail Stores	Journal of Contemporary Research in Management	I	0973 9785	Vol.8; No.2	9-24	April - June, 2013

(vii) Sponsored Projects

Major Projects handled so far		Major Projects handled during (2013-2018)	
Nos	Financial Outlay	Nos.	Financial Outlay
Nil	NIL	1	13.5 lakhs

(viii) Details of the Projects (2013-2018):

S.No	Title of the Project	Funding Agency	Duration	Total Amount in Lakhs
1.	UGC Swayam MOOC - Supply Chain Management	UGC – MHRD	1 year	13.5 lakhs

- (ix) Seminars / Conferences / Workshops organized (2013-2018) : 5  
(x) Seminars / Conferences / Workshops attended (2013-2018) : 5  
(xi) Awards / Achievements / Recognitions (2013-2018) : nil  
(xii) Invited Talks (2013-2018) : 4  
(xiii) Visits Abroad (2013-2018) : 9  
(xiv) Additional Responsibilities (2013-2018) :

Head , Department of Business administration

Member Secretary – Research Advisory Committee

Convener – Tirupur Rathnasamy Samiammal Endowment lecture

Co-ordinator - UGC Swayam MOOC - Supply chain management

Member – Academic Council, Avinashilingam Institute for Home Science and Higher Education for Women

Member – Board of Studies, PSG College of Arts and Science

Member – Board of Studies, Avinashilingam Institute for Home Science and Higher Education for Women

Chairperson – Examination, Avinashilingam Institute for Home Science and Higher Education for Women

**Dr.P. Chitramani**