



PERSONAL PROFILE

Dr. K.G.PRASANNA SIVAGAMI M.B.M., M.B.A., Ph.D, SLET

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EMPLOYMENT

ACADEMIC (15 Years)

- **Assistant Professor** – *Department of Management Studies* – **Shrimathi Indira Gandhi College, Tiruchirapalli**. Working since JULY 2013.
- **Assistant Professor** – *Department of Management* – **Hindusthan College of Arts and Science, Coimbatore**. Worked between June 2006 and May 2013.
- **Guest Lecturer** – **Avinashilingam University, Coimbatore**. Handled classes for B.Com, and M.F.C courses. Worked for one year.

INDUSTRIAL (4 Years)

- Worked as Operations Executive with **M/s Citi Shelters – Associates of CitiBank N.A, . Coimbatore**. for 3 years. Responsible for processing and approval of home loans.
- Worked as Clerk/Cashier with **M/s Bharat Overseas Bank Ltd., Mumbai** for 10 months. Responsible for banking operations.

EDUCATION

- **Doctor of Philosophy (Ph.D.)** in *Management – Part Time, Mother Teresa University, Kodaikanal*. AUG 2015. **Research Title:** "Women Shopping Behavior with reference to Food Retailing in Tamilnadu". Specialized in Retailing.
- **Master of Banking Management (M.B.M.,)** – *Department of Bank Management, Alagappa University, Karaikudi*. **First Class** - 1996 –1998. Specialized in Banking /Finance.
- **Master of Business Administration (M.B.A.)** – *Alagappa University, Karaikudi*. **First Class** - 2006. Specialized in Marketing.
- **Bachelor of Science (B.Sc.,)** –*Madurai Kamraj University*. **First Class** - 1993 –1996. Major- Physics.

OTHER CREDENTIALS

- Qualified in the State Level Educational Testing (SLET), **Eligibility for Lectureship in Management** conducted by Bharathidasan University, during May 2000.

- Completed **Post Graduate Diploma in Computer Applications (PGDCA)** through the Distance Education of Alagappa University.

SPECIALISATION

Marketing & Finance

PAPERS PRESENTED IN SEMINARS:

5 Papers presented in National and International Seminars organised by Universities, management institutes and colleges in India.

FDPs ATTENDED:

Attended 2 National Symposiums, 1 Faculty development Program, 1 workshop

PUBLICATIONS:

4 Papers published in international journals on Women consumer behavior, Green retailing, Retail Strategies and Consumer Perception.

PERSONAL DETAILS

DOB : 14.05.1976

Age: 43 years