

## Faculty Profile

1. Name : Ramakrishnan.M
2. Designation : Professor
3. Date of Joining : 05.05.2005
4. Nature of Association : Regular
5. E mail :  
[rammtech@yahoo.com](mailto:rammtech@yahoo.com)
6. Mobile no. : +91 9894385805



### Academic Qualifications:

Course	Name of the Institution / University	Year of Passing	% of Marks	Class
Ph.D	Anna University, Chennai	Nov 2013	-	-
M.Phil	Periyar University	2009	-	First
M.B.A Marketing, Finance	PSG College of Technology	May 2004	8.2/10 CGPA	First Class with Distinction
M.Tech Leather Technology	Anna University, Chennai	February 2000	7.77 /10 CGPA	First
B.Tech Leather Technology	Anna University, Chennai	April 1998	6.554 /10 CGPA	First
H.S.C.	Govt. Hr. Sec. School, Tiruchengode, Namakkal, India	April 1993	82.2	First
S.S.L.C.	Govt. Hr. Sec. School, Tiruchengode, Namakkal, India	March 1991	84.2	First

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### 8. Teaching Experience

- **Professor**, K.S.Rangasamy College of Technology, Tiruchengode, from 01.09.2016 to till-date.
  - **Associate Professor**, K.S. Rangasamy College of Technology, Tiruchengode, from 09.10.2015 to 31.08.2016.
  - **Assistant Professor**, K.S. Rangasamy College of Technology, Tiruchengode, from 08.06.2010 to 08.10.2015.
  - **Lecturer**, K.S. Rangasamy College of Technology, Tiruchengode, from 08.08.2005 to 07.06.2010.
  - **Lecturer**, Priyadharshini Engineering College, Vaniyambadi, from 1.06.2000 to 31.05.2002.
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## 9. Projects

### Under Graduate

- **Title:** “Studies and modification of Teripod tannins as a Retanning Agent”

### Post Graduate

- **Title:** “Studies on Jatropha oil- A new source for Fatliquors”
- **Title:** “Risk Based Credit Loan Pricing in Lakshmi Vilas Bank Limited”

### Ph. D

- **Thesis title:** “Measuring Retail Service Quality Using RSQS and Validating RSQS in the Context of South Indian Retail Stores”

## 10. Publications

### Journals

1. M.Ramakrishnan. “Measuring Retail Service Quality using RSQS and Validating RSQS in the context of South Indian Retail Stores”, Journal of Contemporary Research in Management, Vol 10, No. 1, 2015
2. M.Ramakrishnan and Dr.Sudharani Ravindran. “Measuring Retail Service Quality using RSQS and Validating RSQS in the context of South Indian Retail Stores”, European Journal of Social Sciences, Vol. 30, Issue 1, pp. 59-69, 2012
3. M.Ramakrishnan and Dr.Sudharani Ravindran. “Determinants of Retail Service Quality – A study of departmental stores of TamilNadu”, Research Journal of Social Science and Management Vol. 2, No. 4, pp. 168-170, 2012.
4. M.Ramakrishnan and Dr.Sudharani Ravindran. “Rural Retailing in India – A Study on Retail Service Quality Scale (RSQS)”, Management Today-International Journal of Management Studies, Vol. 2, No. 2, April-June 2012.
5. M.Ramakrishnan and Dr.Sudharani Ravindran. “Customer Expectation of Retail Service Quality – A Comparative Study of Departmental Stores in Coimbatore”, International Journal of Research in Finance & Marketing, Vol. 2, Issue. 7, pp. 27-37, July 2012.
6. M.Ramakrishnan and Dr.Sudharani Ravindran. “A Study on the Consumer Perception towards Private Label Brands with Special Reference to Big Bazaar, Coimbatore, Tamil Nadu”, Researchers World-Journal of Arts, Science & Commerce, Vol. III, Issue. 3(4), pp. 72-78, 2012.
7. M.Ramakrishnan and Dr.Sudharani Ravindran. “Quality Gap Of Educational Services in Higher Education: An Empirical Investigation”, International Journal of Multidisciplinary Educational Research, Vol. 1, Issue. 1, pp. 72-78, 2012.

8. M.Ramakrishnan and Dr.Sudharani Ravindran. “Applicability of Retail Service Quality Scale (RSQS) in India”, Indian Journal of Applied Research, Vol. 1, Issue. 9, pp. 184-186, 2012.

#### **International Conferences**

1. M.Ramakrishnan, CHALLENGES IN ENTREPRENEURSHIP DEVELOPMENT, MANAGERIAL ISSUES IN THE GLOBALIZED ERA, Sree Amman Institute of Management and Research, Erode, October 17-18, 2007
2. M.Ramakrishnan, Sudharani Ravindran, Measuring Retail Service Quality using RSQS and Validating RSQS in the context of South Indian Retail Stores, MARKETING ON SHAPING THE FUTURE OF RESEARCH IN MARKETING IN EMERGING ECONOMIES: LOOKING AHEAD, Indian Institute of Management, Lucknow, January 13-14, 2012

#### **National Conferences**

3. M.Ramakrishnan, SERVICE QUALITY GAP ANALYSIS IN EDUCATIONAL SERVICE, RVS Institute of Management Studies, Coimbatore, September 10, 2011

#### **International Seminar**

4. M.Ramakrishnan, S.Rajarajeswari, ARE THEY BEING SERVED? FACULTY AND STUDENTS EXPECTATION OF COLLEGE EDUCATIONAL SERVICES, GALLOPING OF INDIAN SERVICES TOWARDS GLOBAL STANDARDS, Muthayammal Engineering College, Rasipuram, November 2, 2006
5. M.Ramakrishnan, SERVQUAL ANALYSIS IN EDUCATIONAL INSTITUTIONS, Sengunthar Institute of Management Studies, Tiruchengode, February 10, 2009

#### **National Seminar**

6. M.Ramakrishnan, S.Rajarajeswari, ARE THEY BEING SERVED? FACULTY AND STUDENTS, Sree Amman Arts & Science College, Erode, October 14, 2006
7. M.Ramakrishnan, INDIAN RETAIL INDUSTRY - OPPORTUNITIES CHALLENGES AND STRATEGIES, RECENT INNOVATIONS IN CORPORATE MANAGEMENT, Annai Mathammal Sheela Engineering College, Namakkal, October 15, 2008

## 11. Summer Training Programmes

- ✓ Attended **NEN-Stanford - IIMB - Entrepreneurship Educators' Course (EEC) Module # 1- in Depth: Advanced Case Method** conducted by National Entrepreneurship Network (NEN), Bangalore at INDIAN INSTITUTE OF MANAGEMENT – BANGALORE from 06-01-2009 to 08-01-2009.
- ✓ Attended **NEN-Stanford - IIMB - Entrepreneurship Educators' Course (EEC) Module # 2: New Venture Creation - Developing a Business Plan** conducted by National Entrepreneurship Network (NEN), Bangalore at Indian Institute of Information and Technology, Bangalore from 31-08-2009 to 02-09-2009
- ✓ Attended **NEN-Stanford - IIMB - Entrepreneurship Educators' Course (EEC) Module # 3: Outside the Box- Experiential Learning Methods** conducted by National Entrepreneurship Network (NEN), Bangalore at INDIAN INSTITUTE OF MANAGEMENT – BANGALORE from 06-07-2009 to 08-07-2009.
- ✓ Attended **NEN Faculty Development Course: Launching Intensive Programs- High Impact Infrastructure Design** conducted by National Entrepreneurship Network (NEN), Bangalore at Sri Krishna Institute of Management, Coimbatore on 17-08-2011.
- ✓ Attended Two day **Faculty Development Programme** on Entrepreneurship Challenges and Development in Technical Education at Bannari Amman Institute of Technology, Sathyamangalam from 05-12-2005 to 06-12-2005
- ✓ Attended Two Weeks Faculty Development Programme on Entrepreneurship conducted by Department of Science and Technology (DST) at PSG College of Technology from 13-11-2006 to 25-11-2006

## 12. Funds Received

- Received Grants-in-aid Rs. 6,00,000/- by All India Council for Technical Education (AICTE) to conduct the two Weeks Faculty Development Programme on “Experiential Teaching Methods for Imparting Entrepreneurship among the Students” on 27 April to 10<sup>th</sup> May, 2015 at K. S. Rangasamy College of Technology, Tiruchengode – 637 215. **Letter sanctioning grant-in-aid No. F.No / RFID / FDP / P(1) / 2014-15 Dated. 18.11.2014.**

### 13. Invited Lecture Delivered

- Resource Person for “Students’ Enrichment Programme” at KSR College of Arts and Science for Women on 24.07.15.
- Delivered a talk on “Understanding the Start-ups” at KSR Institute of Engineering and Technology on 14.08.2015.
- Delivered a talk on “The New Dynamic Trends of Entrepreneurship” at Jairam Arts and Science College on 25.09.2015.

### 14. Membership in Professional Bodies

- **Life Member**, Indian Society of Technical Education (ISTE) – LM 54092.

### 15. Resrach Activities

- Recognized supervisor by Anna University, Chennai
- **Area of Expertise/Research Interests**
  - Services Marketing
  - Service Quality
  - Retail Service Quality Scale
  - Risk Based Credit Loan Pricing
  - Stock Market
  - Mutual Funds

### 16. Personal Details

**Fathers Name** : R,Marimuthu

**Date of Birth & Age** : 05-06-1976 & 43 Years

**Gender** : Male

**Marital Status** : Married

**Permanent Address** : **No:8, Brindhavan Nagar,**  
Koottapalli,  
Tiruchengode - 637214,  
Namakkal District  
Tamilnadu, India.