

Faculty Profile



Dr. V. Vimalnath, B.E., MBA., Ph.D. UGC-NET

Assistant Professor (SG), DoMS

HIGHLIGHTS:

- Number of Journal Publications: 10
- H-Index: 2
- Project Funding Received: Nil
- Patents Published: 2
- Patents Granted: Awaiting

PROFESSIONAL LINKS:

- Scopus ID: **57191189776**
 - Scopus Link: <https://www.scopus.com/authid/detail.uri?authorId=57191189776>
- Google Scholar ID: <https://scholar.google.com/citations?user=zL8v6gcAAAAJ&hl=en>
- Anna University Faculty ID: 278108
- AICTE Faculty ID: 1-2501879222
- Anna University Supervisor ID: -
- LinkedIn: <https://www.linkedin.com/in/vimalnath-venkatasubramanian/>

PROFESSIONAL BACKGROUND:

- Teaching Experience till date: 13 years
- Industrial Experience: Nil

AREA OF SPECIALIZATION:

Consumer behavior, Experiential Marketing, Supply chain and Logistics, Market Research

PATENTS PUBLISHED/GRANTED:

1. An approach in supply chain risk management for **assisting operational aspects**.
2. System and method for classroom management and teachers coping strategies

COURSES CERTIFIED:

1. Certified “Design Thinking” Trainer by School of Design Thinking, Intellect Design Arena, Chennai.
2. Certified “Microsoft Power BI Data Analyst” by Ministry of Electronics and Information Technology.

ACHIEVEMENTS AND AWARDS:

- “Excellence in Teaching & Research Integration award” from Tmt. Kanimozhi Karunanidhi, Member of Parliament, Lok Sabha, Government of India.
- “Young Social Sciences Author” for the following books
- “Welcome to Experience Economy – The X factor of CXM” published by Jupiter Publications Consortium, Chennai. ISBN – **978-93-86388-35-3**
- “Human Values and Workplace Ethics”, Scientific International Publishing House, India. **ISBN - 9789357573993**
- “Supply Chain Management and its application in the modern world”, Scientific International Publishing House. **ISBN - 9789357575928**
- Articles published in popular Finance daily “Business Standard” newspaper and won Best Response for “Environmental Awareness” and “Future Job Opportunity in India” while pursuing MBA.

SPECIAL SESSIONS DELIVERED:

- AICTE – Universal Human Values
- Keynote address in International Conferences.

CONFERENCES/SEMINARS/WORKSHOPS ATTENDED:

- Regular sessions on Research methodology and Teaching pedagogy.
- Ardent NPTEL scholar and top performer in Marketing domain.

PROFESSIONAL MEMBERSHIPS:

Life time MMA (Madras Management Association) member.

OTHER DETAILS (If any):

Passionate Educator | Research Enthusiast | Consultant | Cricketer | Movie Buff | Altruist

Talks about

UHV | Market Research | Design Thinking | Lean Six Sigma | Business Strategy | UN SDG