

## **Faculty Profile**



**Dr. Vimalnath V, B.E, MBA, PhD., UGC-NET**  
Assistant Professor, DoMS

Dr. Vimalnath Venkatasubramanian is an accomplished academician and passionate educator, currently serving as Assistant Professor in the MBA Department at Saveetha Engineering College, Chennai. With over 13 years of experience in higher education, Dr. Vimalnath is recognized for his learner-centered approach, strong commitment to experiential learning, and ability to inspire students in both classroom and entrepreneurial settings.

### **HIGHLIGHTS:**

- Number of Journal Publications: 5 Scopus, 3 ABDC, and 3 peer-reviewed journals
- H-Index: 2
- Project Funding Received: Nil
- Patents Published: 24
- Patents Granted: 2

### **PROFESSIONAL LINKS:**

- Scopus ID: 57191189776
- Scopus Link: [https://www.scopus.com/authid/detail.uri?authorId= 57191189776](https://www.scopus.com/authid/detail.uri?authorId=57191189776)
- Google Scholar ID: <http://tinyurl.com/Vimalnath-Google>
- Anna University Faculty ID: 278108
- AICTE Faculty ID: 1-2501879222
- Anna University Supervisor ID: NA
- LinkedIn: [https://www.linkedin.com/in/ vimalnath-venkatasubramanian/](https://www.linkedin.com/in/vimalnath-venkatasubramanian/)
- Website: <https://reachprofvimal.my.canva.site/about>

### **PROFESSIONAL BACKGROUND:**

- Teaching Experience till date: 13 years
- Industrial Experience: 2 years

### **INTERNATIONAL EXPOSURE:**

- Dubai
- Singapore

#### **AREA OF SPECIALIZATION:**

- Operations Management
- Supply Chain Analytics
- Services Marketing

#### **SPONSORED RESEARCH / FUNDING APPLIED / CONSULTANCY:**

- Nil

#### **PATENTS GRANTED:**

- AI BASED DEVICE FOR HR OPERATION

#### **PATENTS PUBLISHED:**

- **AI ENABLED TEAM COLLABORATION INSIGHTS**
- **AUGMENTED REALITY FOR INTERACTIVE ADVERTISING**
- **CRYPTOCURRENCY TRANSACTION OPTIMIZATION SYSTEM**
- **DIGITAL TWIN TECHNOLOGY FOR OPERATIONS**
- **DYNAMIC CONFLICT RESOLUTION SYSTEM**
- **DYNAMIC DEMAND FORECASTING SYSTEM**
- **DYNAMIC WORKFORCE SKILL MAPPING TOOL**
- **EMOTIONAL INTELLIGENCE ANALYSIS FOR RECRUITMENT**
- **ROBOTIC PROCESS AUTOMATION FOR LOGISTICS**

#### **ACHIEVEMENTS AND AWARDS:**

- Excellence in Teaching & Research Integration on Teachers Day 2024 received from Tmt. Kanimozhi, MP.
- “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**

#### **SPECIAL SESSIONS DELIVERED:**

With rich experience in Academia and a stint in Corporate I am **consistently into Training Corporate professionals at Functional and Business level** in the essential areas like ***Business Communication, Corporate Etiquettes, Lead Generation*** and ***Know your customer*** and also core areas like ***Decision Making, Creative Thinking and Problem-solving skills***. I am a

specialised and certified **Digital Marketing trainer** who also holds a **Doctorate in Philosophy in Management stream**, specialised Post-Graduation in **Marketing and Operations (MBA)** and graduated in **Mechanical Engineering**. Professionals from *Murugappa Group (TI), Tenet Technetronics, General Motors, ITC Infotech, Swiggy, Idea Cellular Ltd, Regional Training Institute (CAG), ICAI and Ford India* are a few of the training accolades.

**PROFESSIONAL MEMBERSHIPS:**

- MMA
- NIQR
- HBR