

Essential Faculty Profile Information

1. Professional Photograph



2. Basic Information

- Full Name: Dr. V. Vimalnath, B.E., MBA., Ph.D., UGC-NET
- Designation: Assistant Professor (SG)
- Department: Department of Management Studies (DoMS)
- Anna University Faculty ID: 278108 | AICTE Faculty ID: 1-2501879222
- Years of Teaching Experience: 14 Years

3. Educational Qualifications: B.E. | MBA | Ph.D. | UGC-NET

4. Areas of Specialization: Consumer Behaviour, Experiential Marketing, Supply Chain and Logistics, Market Research

5. Faculty Research Dashboard (Maximum 300 Words)

Dr. V. Vimalnath is an Assistant Professor (SG) in the Department of Management Studies (DoMS) with 14 years of teaching experience. He holds a B.E., MBA, and Ph.D., and has qualified UGC-NET. His areas of specialization include Consumer Behaviour, Experiential Marketing, Supply Chain and Logistics, and Market Research. He has 15 journal publications (H-Index: 2) and 25 patents published (awaiting grant). He is a certified Design Thinking Trainer and a Microsoft Power BI Data Analyst. He has delivered keynote addresses at international conferences and conducted sessions on AICTE Universal Human Values. He is a lifetime member of the Madras Management Association (MMA). His research interests include UHV, Market Research, Design Thinking, Lean Six Sigma, Business Strategy, and UN SDGs. The profile may include:

6. Professional Identifiers

Provide clickable links for:

- Scopus Author ID: 57191189776 | <https://www.scopus.com/authid/detail.uri?authorId=57191189776>
- ORCID ID: <https://orcid.org/my-orcid?orcid=0000-0003-2997-5568>

- Google Scholar Profile:
<https://scholar.google.com/citations?user=zL8v6gcAAAAJ&hl=en>
- Web of Science Researcher ID:
<https://www.webofscience.com/wos/author/record/JUV-3009-2023>
- LinkedIn Profile: <https://www.linkedin.com/in/vimalnath-venkatasubramanian/>

-

7. Contact Information

- Official College Email ID: vimalnathv@saveetha.ac.in

8. Updated Resume/CV

- Attached

9. Academic Contributions

- Subjects Handled: Supply Chain Analytics, Operations Management and Research, Strategic Management, Statistics for Management, Marketing Management and CRM.
- Conference Presentations: Published and presented work on Entrepreneurship, Supply Chain Agility, Talent Management in Higher Education, and Digital Marketing in International conferences. Here's a concise write-up based on all your certificates:

Conferences Attended / Awards Won

He received the **Best Research Paper Presentation Award** at the AICTE-Sponsored National E-Conference DIBTNN 2022 (SRM Institute) for his paper on Agile Supply Chain, and earned a **Special Jury Mention Award** at the IMR Doctoral Conference 2022, jointly organised by IIM Bangalore and San José State University reflecting his strong presence in both academic development and competitive research forums.

- FDPs/Workshops Attended: Dr. Vimalnath V has actively participated in numerous Faculty Development Programs conducted by prestigious institutions **including AICTE, IIT Madras, NITTTR Chennai, University of Hyderabad, SRM Institute, and CEDAAR**, covering areas such as Contemporary Marketing Management, Teaching Pedagogy, Gamification in Management Education, Emerging AI Techniques, and Microsoft Power BI Data Analytics.

- FDPs/Workshops Conducted:

Dr. Vimalnath has served as a Resource Person at FDPs organised by Guru Shree Shantivijai Jain College for Women (ICT Tools for Teaching and Learning), Chevalier T. Thomas Elizabeth College for Women (NEP 2020 – New Trends in Higher Education), and Shri Krishnaswamy College for Women (Leveraging Technology for Classroom Engagement). He also conducted sessions on Public Finance and Introductory Economics for the Mid-Career Training Programme at the Regional Capacity Building and Knowledge Institute (Indian Audit and Accounts Department), Chennai and DG Vaishnav College.

- Guest Lectures Delivered: Dr. Vimalnath Venkatasubramanian has delivered guest lectures and sessions at several institutions including D.G. Vaishnav College (on "Fostering Human Values in Young Minds" and "Emerging Trends in Global Economics"), Anna Adarsh College for Women (on "Ideas to Impact"), Saveetha

College of Nursing (on IPR), Saveetha Engineering College (on "New Service Development and Blueprint" and "Design-Data-Digital-3D Model"), and ASET College of Science and Technology's PG Orientation 2024 (on "Inculcating Human Values in an AI Driven World"). He also delivered a session on "United Nations' Sustainable Development Goals" at a Joint Speaker Meeting of the Rotary Club of Chennai Triumph and Rotary Club of Meenambakkam.

10. Membership in Professional Bodies: Life Member – Madras Management Association (MMA)

11. Awards and Recognitions

- Best Faculty Awards: Excellence in Teaching & Research Integration Award (from Tmt. Kanimozhi Karunanidhi, MP, Lok Sabha, Government of India)
- Research Excellence Awards: Young Social Sciences Author Award
- Appreciation Certificates: Best Response Award for “Environmental Awareness” and “Future Job Opportunity in India” (Business Standard)
- Academic Achievements: Ardent NPTEL Scholar and Top Performer in Marketing Domain; Books Published “Welcome to Experience Economy”, “Human Values and Workplace Ethics”, “Supply Chain Management and its Application in the Modern World”

12. Research Metrics Dashboard/ Publication Repository

Display:

- Total Publications: 20
- Scopus Publications: 15 (Available via Scopus ID 57191189776)
- Citation Count: 65
- h-index: 2
- i10-index: 1

13. Current Responsibilities

- Student Mentor
- Design Thinking Coordinator (Institute Level)
- Dept. Moodle Coordinator
- Biz Quiz Club Faculty Coordinator
- Analytics Club Faculty Coordinator
- Discipline Coordinator (Institute Level)

14. Recent Activities (Dynamic Section)

Show latest:

- Publications: The future of digital-marketing: An obsessed artificial intelligence approach, Exploring the intersection of social science and language models: An AI-driven research agenda.