



PROFILE OF THE FACULTY

1. Name, Address & email : Dr.R.Narasimhan
Assistant Professor,
School of Management
Studies, Tamil Nadu Open
University, 577, Anna Salai,
Saidapet, Chennai - 600015.
63690 53503
drnrarasimhan@tnou.ac.in
2. Designation & School : Assistant Professor
School of Management Studies
Programme Coordinator : BBA (Marketing)
3. Subject Specialization : Human Resource Management/Labour Laws
4. Educational Qualification

S.No.	Examination Passed	Name of the Board/ University	Year of Passing	Subject
1	MBA	Madurai Kamaraj University	2009	Business Administration
2	MA	University of Madras	2007	Sociology
3	M.com	Annamalai University DDE	2020	Commerce
4	Ph.D	University of Madras	2021	Management

5. Fellowship/Award

S.No.	Name	Institution	Purpose of Award	Year
1.	First Rank Medal	Department of Sociology University of Madras	First Rank	2007

- UGC NET and SET qualified in Management.
- SET qualified in Sociology.
- Obtained University of Madras Qualification Approval for Teaching BBA, MBA, MA (HRM)

6. Teaching & Industry Experience

S.No	Name of Employer	Designation	Period of Employment	
			From	To
1	Tamil Nadu Open University	Assistant Professor	2022	Till Date
2	PG Department of MA (HRM and OD), MADRAS SCHOOL OF SOCIAL WORK, Chennai. Affiliated to University of Madras.	Assistant Professor	2019	2022
3	Department of Business Administration, DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE, (Autonomous) Chennai. Affiliated to University of Madras.	Assistant Professor	2015	2018
4	KVT Homes and Estates Private Limited, Chennai.	HR Manager	2013	2015
5	Department of Business Administration, RKM VIVEKANANDA COLLEGE, Chennai. Affiliated to University of Madras.	Assistant Professor	2009	2013

Administrative Positions Held in TNOU

Deputy Director (i/c)- Student support services division (SSSD)	22/07/2024 to Till date
Regional Coordinator , Chennai	05/07/2024 to Till date
Regional Coordinator , Salem	13/09/2023 to 04/07/2024
Regional Coordinator , Chennai	09/06/2023 to 12/09/2023
Regional Coordinator , Kothagiri	07/03/2022 to 01/06/2022

Full paper in Conference/Seminar Proceedings and Papers Presented in National/international seminars and Conferences

S.No.	Title	Details of Publications	ISSN/ ISBN - No.
01	A study on cyber security challenges & opportunities for MSME's in Industry 5.0	International conference on Industry 5.0 on "Global Competitiveness – strategies for MSME's to remain competitive" organized by KS Rangasamy College of Arts & Science and MSME Technology development centre, Coimbatore.	ISBN 978-93-341-2460-6
02	Empirical study on the influence of perceived benefits, risk and trust towards E-shopping behavior with particular reference to Chennai city.	International conference on "Pioneering Trends and Innovations Reshaping the Global Finance Landscape" organized by University of Madras and ACCA. Aug 2024	ISBN 978-9355277640
03	Constitutional Bodies in India with reference to Attorney general of India and GAG of India.	Two days National Seminar on "Current Scenario of India Constitution –Experiences and Expectations" Aug 2024	ISBN 978-935753670-7
04	Indian Constitutional Provisions in Factories Act 1948	Two days National Seminar on "Current Scenario of India Constitution –Experiences and Expectations" Aug 2024	ISBN 978-935753670-7
05	Emergency provisions of Indian Constitution and power of Article 20 & 21.	National Seminar on Center state relations in INDIA, Organised by School of Politics and Public Administration , Tamil Nadu Open University.	ISBN 978-8-19-517933-6
06	Needs of Professional skills at workplace in the present scenario	10 days Capacity Building & Personality development for girl students Organised by Pasumpon Muthuramalinga college for Arts and Science.	ISBN 978-93-5527-333-8
07	Consumer Education in Insurance Sector issues and challenges	International Conference on Indian Education System in 2020 organised by Thiru Thangal Nadar College, Chennai.	ISSN 23484705

08	Legal Education In Tamil Nadu: A study	International Conference on Indian Education System in 2020 Organised by Thiruthangal Nadar College , Chennai.	ISSN 23484705
09	Penance as a Motivational factor for human development	International conference on Reimagining Business Resilience in current Economy Organised by DG Vaishnav College, Chennai	ISSN 0971-2143 (18)
10	Possession of Self-restraint as source of wealth	International conference on Reimagining Business Resilience in current Economy Organised by DG Vaishnav College, Chennai	ISSN 0971-2143 (18)
11	Be an Employer than being employee	International Conference on India and Global Economy-Issues and Challenges Organised by DG Vaishnav College , Chennai	ISBN 978-3-659-26231-9
12	The Power of Self-Restraint and Penance as a source of wealth: Combating COVID 19 crises.	International Conference on women Leadership and Empowerment, AVID college, Maldives.	July 2020
13	Peace and Reconciliation Conference 2019	Sri Vishnu Mohan Foundation and the Indian Council of Philosophical Research (ICPR)	Jan 2019
13	Recent Trends in Micro-Finance	National Seminar on INDIA-An Emerging Economic Power organized by PG Department of Commerce, Jamal Mohamed College, Tiruchirappalli.	ISBN 93-81521-00-7
14	Recent Trends in E-Marketing	Department of Commerce and Economics, SRM University, kattankulathur-603203	ISBN 9789381195161
15	Customer Satisfaction towards retail banking services (A study with reference to Perungalathur Panchayat)	International conference on Challenges and Issues of Emerging economies in the economic order for developing the world economy- Department of Accounting & Finance ,RKM Vivekananda College, Mylapore, Chennai-600 004	ISBN 978-93-81195-30-7

16	The Evolution of Human Resource Management	National Seminar on Transformation, Adaptation and sustainability towards a brighter future, Organised by Department of Commerce, Management and Corporate Secretaryship, Patrician College of Arts and Science-600 020	ISBN 978-81-88331-19-8
17	Retail Services and Emerging trends in India	National Seminar on Service sector in the globalization era , organized by PG&Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli-620020	22 Feb 2012
18	Micro-Finance sectorial challenges and growth trends	Department of commerce and financial studies, BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI	January 2012

Research Papers published in Journals (National & International)

S. No.	Title of the Paper	Journal	Month & Year	Vol. (Issue), Pages	Impact Factor/ H index/ i10
1.	Social Security schemes for the unorganized workers in India	Journal of Emerging Technologies and Innovative Research, UGC Care listed	March 2022	Vol 9, Issue 3 UGC Approved ISSN 2349-5162	Impact Factor: 7.95
2.	The Possession of Self-Restraint as a source of wealth: Lessons from Thirukural	Purakala Journal , UGC Care Group 1	May 2020	Vol 31 ISSN 0971-2143 (18)	Impact Factor: 5.60
3.	The Power of Penance as a Motivational Factor for Human Development	Purakala Journal , UGC Care Group 1	May 2020	Vol 31 ISSN 0971-2143 (18)	Impact Factor: 5.60

4.	A study on Employee Engagement in Non Governmental Organisation: A case Analysis From Chennai.	Think India Journal UGC Care Group 1	December 2019	Volume 22 Issue 14 ISSN 0971-1260	Impact Factor:5.09
5.	Leadership Styles and its Effectiveness on Employee's Performance in Select Engineering Sectors in Chennai City	Think India Journal UGC Care Group 1	December 2019	Volume 22 Issue 14 ISSN 0971-1260	- Impact Factor:5.09
6	A study on Gender Bias in Wage Discrimination	International Journal of Scientific Research UGC Care List	November 2018	Volume 07 Issue 11 UGC Care List	Impact factor 4.758
7.	A study on the status of women entrepreneurs	International Journal of Scientific Research UGC Care List	November 2018	Volume 07 Issue 11	Impact factor 4.758
8.	Legal Education in Tamil Nadu	Think India Journal UGC Care Group 1	February 2019	Vol 21	ISSN 23484705
9.	Consumer Education in Insurance Sector : Issues and Challenges	Think India Journal UGC Care Group 1	February 2019	Vol 21	ISSN 23484705
10.	A Study on The Impact Of Mindfulness Training Programs On Employee Performance At Capgemini Technology Services India Limited, Chennai.	Library Progress International Scopus Listed Journal	Jul-Dec 2024	Vol 44 , No 3	ISSN 0970 1052

11.	Assessing the influence of Performance appraisal methods on employee engagement and satisfaction: Insights from simpson & co.ltd	Journal of Management & Entrepreneurship UGC care Group 1	October- Decemb er Issue 2024	Vol 18 No4	ISSN 2229-5348 -
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9. Book Chapters

S.No.	Title with page no's	Book, Title, Editor & Publishers	ISSN/ ISBN No.
01	A study on cyber security challenges & opportunities for MSME's in Industry 5.0	International conference on Industry 5.0 on "Global Competitiveness – strategies for MSME's to remain competitive" Sep 2024	ISBN 978-93-341-2460-6
02	Empirical study on the influence of perceived benefits, risk and trust towards E-shopping behavior with particular reference to Chennai city. (pp 349-362)	New Age Business Trends and Practices across the spectrum. Aug 2024	ISBN 978-9355277640
03	Constitutional Bodies in India with reference to Attorney general of India and GAG of India. (pp 444 -447)	World Constitution Day 2024 "Current Scenario of India Constitution –Experiences and Expectations" Aug 2024	ISBN 978-935753670-7
04	Indian Constitutional Provisions in Factories Act 1948 (pp 448-450)	World Constitution Day 2024 "Current Scenario of India Constitution –Experiences and Expectations" Aug 2024	ISBN 978-935753670-7
05	Needs of Professional skills at workplace in the present scenario. . (pp 119-125) (May2022)	Capacity Building & Personality development for girl students, MJPPublishers, Chennai-New Delhi	ISBN 978-93-5527-333-8
06	Emergency provisions of Indian Constitution and power of Article 20 & 21 (pp 28-31) (September 2022)	Neithal pathipagam, Chennai.	(ISBN 978-8-19-517933-6)

07	Book Chapter “Office management and secretaryship”	+1 vocational education textbook from Tamil Nadu TextBook Corporation. 2018	State council for education research and training. Government of Tamil Nadu
08	Book Chapter “Management”	+2 vocational education textbook from Tamil Nadu TextBook Corporation. 2022	State council for education research and training. Government of Tamil Nadu

LIST OF SLM BOOKS AUTHORED / COURSE WRITER

S . N o	Name of the Book	National (or) International Publisher – Name & Place	Title of the Book/Chapter	Author	Volume, Issue & Page No.	Year	ISBN No.
1	SLM Full book	National Publisher , Tamil Nadu Open University , Saidapet , Chennai 15	Labour Legislations	Dr.R.Narasimhan	First Edition	April 2023	978-93-5706-959-5
2	SLM Full book	National Publisher , Tamil Nadu Open University , Saidapet , Chennai 15	Retail Marketing	Dr.R.Narasimhan	First Edition	May 2023	978-93-5753-009-5

LIST OF SLM BOOKS EDITED

S . N o	Name of the Book	National (or) International Publisher – Name & Place	Title of the Book/Chapter	Editor	Volume, Issue & Page No.	Year	ISBN No.
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1	SLM – Full Book	Tamil Nadu Open University	International Business Management MSPS 35	Dr.R.Narasimhan	First Edition	October 2022	978-93-5706-237-4
2	SLM – Full Book	Tamil Nadu Open University	Legal Aspects of Business MSPS 33	Dr.R.Narasimhan	First Edition	October 2022	978-93-5706-233-6
3	SLM – Full Book	Tamil Nadu Open University	Sales and distribution management BBAMN 31	Dr.R.Narasimhan	First Edition(Tamil & English medium)	May 2023	978-93-5753-007-1
4	SLM – Full Book	Tamil Nadu Open University	Services Marketing BBAMN 33	Dr.R.Narasimhan	First Edition (Tamil & English medium)	May 2023	978-93-5753-007-1
5	SLM – Full Book	Tamil Nadu Open University	Marketing Research BBAMN 35	Dr.R.Narasimhan	First Edition (Tamil & English medium)	May 2023	978-93-5753-005
6	SLM – Full Book	Tamil Nadu Open University	Strategic Human Resource Management MSPSE-64	Dr.R.Narasimhan	First Edition	April 2023	978-93-5706-969-4

7	SLM – Full Book	Tamil Nadu Open University	Organisational Development MSPSE -63	Dr.R.Narasimhan	First Edition	April 2023	978-93-5706-964-9
8	SLM- Full Book	Tamil Nadu Open University	Financial Market & Services BBAS-63	Dr.R.Narasimhan	First Edition	July 2023	978-93-5753-805-3

10. Participation in Orientation/ Refresher/ FDP/Short term Courses/Workshops/Webinars

S.No	Duration and Date	Event	Organisation and Venue
1.	Two Weeks 08-22March 2021	Online Interdisciplinary refresher course on “Blended Learning & Flipped Classroom”	Teaching Learning centre, Ramanujan College- University of Delhi.
2	Two Weeks 24.05.2021 to 06.06.2021	Faculty Development Programme (FDP)on PEDAGOGY AND RESEARCH METHODS	AMET-Academy of Maritime Education and Training , Kanathur, Tamil Nadu
3.	5 Days 13.07.2021 to 17.07.2021	International Professional Development Programme (PDP) on Research Analysis For Social Sciences	SRM Institute of Science and Technology, Ramapuram , Chennai.
4.	One day 12.07.2021	International (FDP) on Research Methodologies-Application of Statistical Tools	Marudhar Kesari Jain College for Women, Vaniyambadi, Tamil Nadu.
5.	Three Days 04.06.2021 to 06.06.2021	National Level Webinar Research Methodology	Dr.MGR Educational and Research Institute, Tamil Nadu.
6.	One Day 13.07.2021	International Webinar on Entrepreneur The Innovator	Guru Nanak College, Chennai.
7.	Five Days 26.06.2021 to 30.06.2021	Faculty Development Programme (FDP) on Social Entrepreneurship	Madras School of Social Work, Chennai.

8.	23.07.2021	National Webinar on Financial Empowerment Through Wealth Creation	Sree Vidyanikethan Institute of Management, Tirupathi, Andhra Pradesh.
9.	Two Days 25.06.2021 to 26.06.2021	Workshop on Industrial Relations Practices in Indian Scenario	Department of Social Work, Bharathidasan University.
10.	10 Days 02.11.2020 to 12.11.2020	National Skill Development programme on GST Registration, Assessment and Filing of Returns –Phase III RUSA	Department of Commerce, Bharathiar University, Coimbatore.
11.	One Week 11.06.2021 to 17.06.2021	Faculty Development Programme (FDP) on Yoga for Well Being during Covid Period	AMET , Kanatur, Tamil Nadu.
12.	One Day 07.08.2021	Webinar on Positive Mental Health	Tamil Nadu Teachers Education University.
13.	21.01.2012	FDP on Statistical Data Analysis by Using SPSS	Dhanraj Baid Jain College, Chennai.
14.	Feb 2021	FDP on Recent Trends in security markets	National Stock Exchange of India Ltd and BHARATHIDASAN University , Tiruchirapalli.
15.	18 and 19 March 2016	FDP on Teaching Methods and Psychology	IQAC cell DG VAISHNAV College, Chennai.
16.	22.02.2017	Accounting, auditing and Allied Areas workshop	The Institute of Chartered Accountants of India Chennai
17.	05.08.2022	National Webinar on Pride of Indian Textile and costume	Tamil Nadu Open University, Chennai
18.	23.09.2022	Webinar on Sign Languages Unit Us	SOSER, Tamil Nadu Open University
19.	Two Days 20.01.2022 to 21.01.2022	Workshop to Revamp the Vocational Syllabus	School Education Department Chennai-600006
20.	04.08.2022	National Webinar on Technology Development after Independence	Tamil Nadu Open University

21.	15.03.2022	ICT Application in Academic and Administration of Academic Counsellors of TNOU	Tamil Nadu Open University
22.	11.08.2022	Innovations in Education-Raising Scientific Literacy	SOE, Tamil Nadu Open University
23.	11.07.2022	Seminar on Perspectives on Persons with Disabilities for the Teaching, Non-Teaching, Out Sourced staff and Students of TNOU	SOSER, Tamil Nadu Open University
24.	03.08.2022	Interactive workshop on Awareness Programme on Tobacco Use in Different Form: Causes Cancer	CUIIC-TNOU and Cancer Institute , Chennai.
25.	20.02.2024 to 20.03.2024	UGC Sponsored Fifteenth Online Faculty Induction Programme.	HRDC , Bharathidasan University, Tiruchirappalli , Tamil Nadu.
26.	7th & 9 th ,Aug 2024	Workshop on Micro-Credentials: Introduction and best Practices for effective design.	TNOU & CEMCA , Commonwealth educational media centre for Asia , New Delhi.

11. Conferences/Seminars/Symposia/Workshop organized (Regional, National, International)

S.No.	Name of the Event	Place and Date	Role
1	National Webinar on Gandhian Innovation Principles and Sustainable Entrepreneurship Growth in India	05.08.2022 , SOMS, Tamil Nadu Open University, Chennai.	Member-Organizing Secretary.
2	Two Days Conference of Vice-Chancellors of Universities	25 th and 26 th April 2022 Raj Bhavan –Ooty	Member to look after Pre and Post works of the conference

12. Served as Member in Professional Bodies/Committees (BoS, Academic Council, Inspection Committees, National forums etc.)

- Served as Member in Revamping Vocational Syllabus for Plus 2 vocational education students by Commissioner of Vocational Education, School Education Department , Chennai - 600 006 , Government of Tamil Nadu.
- Served as Inspection Committee member for establishing New LSC and Community colleges under TNOU.

Declaration

I hereby, declare that the aforesaid particulars are true to the best of my knowledge and belief.

DR. R.NARASIMHAN