



**AMET**  
**UNIVERSITY**  
(Deemed to be University Under Section 3 of UGC Act 1956)

**Prof. Dr. V. RAJENDRAN**

M.Tech., Ph.D., D.Sc., FinsIP(UK), FASCh, FIAAM(Sweden)

Vice Chancellor

**UNDERTAKING**

**Reconstitution of Centre for Internal Quality Assurance (CIQA)**  
**with two external experts from ODL / OL background**

This is to undertake that the Academy of Maritime Education and Training (AMET) Deemed to be University will reconstitute the Centre for Internal Quality Assurance (CIQA) of Centre for Distance and Online Education (CDOE) with two external experts from Open and Distance Learning (ODL) and Online Learning (OL) background. The reconstitution of CIQA will be updated in all our documents and website and will be informed to the UGC-DEB.

Director-CDOE

**Dr. J. RENGAMANI, MBA., Ph.D.,**  
Director  
Centre for Distance and Online Education (CDOE)  
AMET Deemed to be University  
Kanathur, Chennai - 603 112.



Vice Chancellor

**Prof. Dr. V. RAJENDRAN**  
VICE - CHANCELLOR  
ACADEMY OF MARITIME EDUCATION AND TRAINING  
(Deemed to be University u/s 3 of UGC Act. 1956)  
# 135, East Coast Road,  
Kanathur, Chennai - 603 112, India.



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Registrar i/c , AMET &lt;registrar@ametuniv.ac.in&gt;

## Invitation to Serve on the Centre for Internal Quality Assurance Committee at Centre for Distance and Online Education, AMET, Chennai-reg.

2 messages

Registrar i/c,AMET <registrar@ametuniv.ac.in>  
To: "drssubramanian@tnou.ac.in" <drssubramanian@tnou.ac.in>

Mon, Feb 19, 2024 at 5:49 PM

Dear Sir,

It is with great pleasure that I reach out to you on behalf of the Centre for Distance and Online Education (CDOE) at AMET, Chennai, extending an invitation to join the esteemed Centre for Internal Quality Assurance (CIQA) Committee.

At CDOE, our unwavering commitment lies in delivering exceptional distance and online education experiences tailored to meet the diverse needs of our student body. The CIQA Committee is a cornerstone in ensuring that our programs and services consistently uphold the highest standards of quality and excellence.

Your participation as a valued member of the CIQA Committee offers a platform to share your expertise, insights, and innovative ideas, thereby enriching our quality assurance processes and practices. Your invaluable contributions will be pivotal in fostering continuous enhancement and advancement in our educational offerings.

The key responsibilities entrusted to CIQA members encompass:

- Evaluating and refining the effectiveness of internal quality assurance mechanisms.
- Spearheading strategies to elevate teaching, learning, and assessment within the distance and online education sphere.
- Cultivating collaborative partnerships with faculty, staff, and administrators to address quality-centric issues and challenges.
- Vigilantly monitoring adherence to accreditation standards and regulatory mandates.
- Proposing initiatives geared towards augmenting overall program quality and elevating student satisfaction.

Your distinguished background and wealth of experience render you an indispensable asset to our CIQA Committee. We firmly believe that your unique perspectives will significantly bolster our endeavors to sustain and elevate the educational quality at CDOE.

In earnest anticipation of your favourable consideration, we extend our heartfelt gratitude for contemplating this invitation. We eagerly anticipate your active engagement and collaborative spirit within the Centre for Internal Quality Assurance Committee at CDOE, AMET Chennai.

Warm Regards,

Dr.R.Muthezhilan,M.Sc.,Ph.D.,

Registrar i/c  
Academy of Maritime Education and Training (AMET)  
Deemed to be University  
135, East Coast Road  
Kanathur, Chennai-603112

**Registrar**  
ACADEMY OF MARITIME EDUCATION AND TRAINING  
(Deemed to be University u/s 3 of UGC Act. 1956)  
# 135, East Coast Road,  
Kanathur - 603 112, Chennai, India.

Dr.S. Subramanian Tamil Nadu Open University <drssubramanian@tnou.ac.in>  
To: "Registrar i/c,AMET" <registrar@ametuniv.ac.in>

Mon, Feb 19, 2024 at 6:05 PM

I am really happy to accept the invitation, hope association with your esteemed organisation provides a unique learning avenue to me.

With regards,  
Prof.S.Subramanian  
Professor and Director,School of Management Studies  
Director - Research  
Tamil Nadu Open University,Chennai 600015.

[Quoted text hidden]



**Registrar**  
ACADEMY OF MARITIME EDUCATION AND TRAINING  
(Deemed to be University u/s 3 of UGC Act. 1956)  
# 135, East Cost Road,  
Kanathur - 603 112, Chennai, India.



Registrar i/c , AMET &lt;registrar@ametuniv.ac.in&gt;

## Invitation to Serve on the Centre for Internal Quality Assurance Committee at Centre for Distance and Online Education, AMET, Chennai-reg.

3 messages

Registrar i/c,AMET &lt;registrar@ametuniv.ac.in&gt;

Mon, Feb 19, 2024 at 5:45 PM

To: directoroe@srm.ist.edu.in, manoranjanhod@rediffmail.com

Dear Sir,

It is with great pleasure that I reach out to you on behalf of the Centre for Distance and Online Education (CDOE) at AMET, Chennai, extending an invitation to join the esteemed Centre for Internal Quality Assurance (CIQA) Committee.

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- Cultivating collaborative partnerships with faculty, staff, and administrators to address quality-centric issues and challenges.
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In earnest anticipation of your favourable consideration, we extend our heartfelt gratitude for contemplating this invitation. We eagerly anticipate your active engagement and collaborative spirit within the Centre for Internal Quality Assurance Committee at CDOE, AMET Chennai.

Warm Regards,

Dr.R.Muthezhilan,M.Sc.,Ph.D.,

Registrar i/c  
Academy of Maritime Education and Training (AMET)  
Deemed to be University  
135, East Coast Road  
Kanathur, Chennai-603112

Registrar  
ACADEMY OF MARITIME EDUCATION AND TRAINING  
(Deemed to be University u/s 3 of UGC Act. 1956)  
# 135, East Coast Road,  
Kanathur - 603 112, Chennai, India.

Registrar i/c,AMET &lt;registrar@ametuniv.ac.in&gt;

Mon, Feb 19, 2024 at 5:50 PM

To: director.oe@srmist.edu.in

[Quoted text hidden]

Mon, Feb 19, 2024 at 6:05 PM

**Dr. Manoranjan P. Ram** <manoranjanhod@rediffmail.com>  
To: "Registrar i/c,AMET" <registrar@ametuniv.ac.in>  
Cc: "directoroe@srm.ist.edu.in" <directoroe@srm.ist.edu.in>

Thanks for the invitation.

Happy to accept your request.

Thanks and Regards,

Dr Manoranjan Pon Ram  
Director  
Directorate of Online and Distance Education,  
SRMIST

Prof.(Dr.)Manoranjan.Pon.Ram.

[Quoted text hidden]



**Registrar**

ACADEMY OF MARITIME EDUCATION AND TRAINING  
(Deemed to be University u/s 3 of UGC Act. 1956)  
# 135, East Cost Road,  
Kanathur - 603 112, Chennai, India.

## ACADEMIC PROFILE

### **DR. S. SUBRAMANIAN**

Professor & Director  
School of Management Studies,  
Tamil Nadu Open University, Chennai.  
e-mail:chisant@rediffmail.com  
Mobile: 9791081466



### **ACADEMIC QUALIFICATION**

**Master of Business Administration (M.B.A)** - Thiagarajar School of Management, Madurai Kamaraj University, Madurai.

**Master of Philosophy (M.Phil)** - Environment Management, Madurai Kamaraj University, Madurai.

**Doctor of Philosophy (Ph.D)** - Management, Alagappa University, Karakudi.

### **WORK EXPERIENCE**

- January 2015 – Still **Professor & Director**, School of Management Studies, Tamil Nadu Open University, Chennai 15.
- April 2009 – January 2015 Assistant Professor (Stage III) and Head i/c, School of Management Studies, Tamil Nadu Open University, Chennai 15.
- January 2006 – March 2009 Assistant Professor (Stage II), School of Management Studies, Tamil Nadu Open University, Chennai 15.
- March 2004 – December 2005 Lecturer (SS), School of Management Studies, Tamil Nadu Open University, Chennai 15.
- July 1998 – March 2004 Lecturer in Management, Tamil Nadu Institute of Labour studies, Labour Department, Govt. of Tamil Nadu, Chennai 5.

## RESEARCH AREAS

- Competency: Mapping, Assessment and Development
- Human Dimensions of Corporate Restructuring
- Leadership and Organizational Change
- Organizational Capabilities; Capacity Building
- Performance Management System
- Evaluation of Training and Development Programs

## ARTICLES PUBLISHED IN JOURNALS

- *Hari Harasudha H & Dr.S.Subramanian, Exploring the Relationship between Green Human Resources Management on Employee Green Behaviuor: A Mediation Analysis*, Studies in Indian Place Names (UGC CARE Journal), Vol.40-Issue-69-March-2020,ISSN:2349-3114, pp 337-343.
- *Vinothini A & Dr.S.Subramanian* The Effectiveness of 360 Degree Performance Appraisals among Employees with reference to Safe Express Logistics Pvt Ltd, The International Journal of Analytical and Experimental Modal Analysis, ISSN: 0886-9367
- *Monisha R & Dr.S.Subramanian, Buying Behaviour of Indian Online Consumers*, Emperor International Journal of Finance and Management Research (*Peer Reviewed & Indexed Journal with High Impact factor 5.48*) vol.5,Special Issue 01,January 2019,ISSN (o) 2395-5929 (Impact factor:5.48),pp 336-341.
- *Vijayaraj.M and Dr.S.Subramanian,The Socio-Economical Impact and Opportunities to the Rural Entrepreneurs in Tamilnadu*, M-Infiniti Journal of Management, A Double Blind Peer-Reviewed Journal, March-April 2018, Vol.12, Special Issue - 3, ISSN: 0973-7197, pp.65-67
- **Horning Interpersonal Skills**, pp 68-75, Souvenir Published by the Tamil Nadu Open University, Chennai 15.

- *S.Shiju & Dr.S.Subramanian, A Search for Management Competencies of School Teacher*, International Journal of Management and Commerce vol.5,Issue 01,January 2018,ISSN (o) 2348-9766 (Impact factor:5.564),pp 369-399.
- *S.Shiju & Dr.S.Subramanian, Developing A Contemporary Competency Scale for Indian School Teacher*, International Journal of Research in Economics and Social Sciences (IJRESS) vol.7,Issue 12,December 2017,ISSN (o) 2249-7382 (Impact factor:6.939),pp 145-161.
- *Dr.S.Subramanian & R.Monisha, A Study on Effectiveness of Advertisement Through Online Marketing*, Journal of Advance Research in Dynamical and Control Sysytems,Volume.7,Special Issue, July,2017 ISSN 1943-023X (Impact factor 7.96),pp 140-145.
- *Dr.S.Subramanian & R.Monisha, A Study on E-Promotional Activities of Online Shoppers in Chennai*, International Journal of Research in IT and Management,Volume.6,Issue 11,November, 2016 ISSN (O) 2231-4334, ISSN (P) 2349-6517. (Impact factor 5.96), pp 96-102.
- *K.S.Usman Mohindeen & Dr.S.Subramanian, Talent Management: Need of the Hour for Information Technology Industry in India*, Pezzottaite Journals International Journal of Trade and Global Business Perspectives A Refereed Quarterly Journal,Volume 5, Number 3, July – September, 2016, Print ISSN 2319-9059, Online ISSN 2319-9067.
- *K.S.Usman Mohindeen & Dr.S.Subramanian, A Study on Factors Affecting Visitors Attitude Towards Phoenix Market City, Chennai*, Journal of Advanced Management Research, Volume 4, Issue 1, Jan – April 2016, Print ISSN 2393-9664.
- *K.S.Usman Mohindeen & Dr.S.Subramanian, Human Resource Management Strategy for Curbing Talent Turnover in Entertainment Industry*, An EP Journal of Human Resources, Volume 4, Issue 1,Jan - April 2016,Print ISSN 2348-5973.

- *K.S.Usman Mohindeen & Dr.S.Subramanian*, **Employee Value Proposition :A Tool to Enable, Engage, Enrich and Empower Talent and Talent Retention in IT Industry**, International Journal of Business Intelligence & Innovations, Special Volume, Issue 3,January, 2016 ISSN 23484705,pp 06-10.
- *K.S.Usman Mohindeen & Dr.S.Subramanian* **An Overview of Retention Strategy in Logistics Industry with Special Reference to Chennai City**,pp31-37,International Journal on Management Science, Volume 7,Issue 1,October- 2015,Print ISSN 2347-856,Online ISSN 2348-3210.
- *K.S.Usman Mohindeen & Dr.S.Subramanian* **Talent Management – a Theoretical Frame work for Talent Retention in IT Sector**, pp 38-50,CKPIM Business Review, Vol. No.III, Issue IV, April 2015 - an online journal.
- **Leadership Audit in Voluntary Organization in India**, pp 105-111, **SCHOLARS WORLD** - International Refereed Multidisciplinary Journal of Contemporary Research, Volume II, October 2014, Issue IV, Online ISSN-2320-3145, Print ISSN-2319-5789.(Impact factor 3.552)
- **A Study on Employee Perception Towards Welfare Facilities With Reference to Chennai Port Trust**, pp 122-126, International Journal of Applied Management Research, Volume. 6, January – June 2014, Issue 1, ISSN No. 0974-8709.
- **Retail Management in India-Several Global Issues**, pp 26-31, International Research Journal of Management and Humanities, Vol.1, No.1, October 2013, ISSN No. 2347-3274.
- **A Study on Entrepreneurial Behaviour Among the Students in Women’s Colleges in Chennai city**, pp 35-40 Published in Retell, (Research Teaching Research Letter), An Inter-disciplinary Research Journal,Vol.12,No.2,April 2012.(ISSN 0973-404X).

- **Quintessence of Consumer Awareness on Drug Usage –A Critical Analysis**, pp 76-79 Published in International Journal of Consumerism (Listed in Ulrich & Cabell Directory, Texas, USA)-Vol.1, Issue-1, December, 2011.(ISSN No:2250-1010)
- **A Study on Achievement Motivation and Performance of Executives in CPCL, Chennai**, pp 73-77 Published in M-Infiniti - Journal of Management -Vol.2, Issue-2, June 2011. (ISSN 0973-7197).
- **Fostering Quality Customer Service in Public Sector Banks, pp 122-125**, Published in Shankhya - International Journal of Management and Technology -Vol.2, Issue-2, and June 2011. (ISSN 0975-3915).
- **Identification of Executive Competencies in Hospitality Industry, pp 55-71** published in the Management Global Review, Vol.1, Issue.1, March – September 2011. (ISSN 2231-623X).
- **A Study on Customers’ Preference towards Common User Terminal for Domestic Air Cargo in Chennai**, pp 33-37 published in the Annamalai International Journal of Management – Vol.5, Issue 1, February 2011. (ISSN 0974-0406).
- **Emotional Competence of Executives at work in Chennai City**, pp55-64 Published in Shankhya - International Journal of Management and Technology-Vol.1, Issue-2, March 2010. (ISSN 0975-3915).
- **Role of HR in Information Economy**, pp 1-12 Management Global Review – Vol. I, Issue 2, April-June 2008, an online Journal.

## BOOKS PUBLISHED

- **Customer Relationship Management**, 2017, Tamil Nadu Open University, Chennai 15.
- **Fundamentals of Logistics**, 2017, Tamil Nadu Open University, Chennai 15.

- **Customs Clearance and Forwarding**, 2017, Tamil Nadu Open University, Chennai 15.
- **Human Resource Management**, 2015, Tamil Nadu Sports and Physical Education University, Chennai.
- **Nurturing Competency for Growth**, 2013, Ayyappan Publishing House, (ISBN no.978-81-909575-9-5), Chennai 4.
- **Merchandise Management & Pricing**, 2011, Tamil Nadu Open University, Chennai 15.
- **Retail Marketing**, 2009, Tamil Nadu Open University, Chennai 15.
- **Elements of Insurance**, 2008, Tamil Nadu Open University, Chennai 15.
- **Human Resource Management**, 2007, Tamil Nadu Open University, Chennai 15.
- **Human Resource Development**, 2006, Tamil Nadu Open University, Chennai 15.

## BOOKS REVIEWED

- **Stress Management**, 2015, Excel Publishers for Anna University.
- **Strategic Human Resource Management**, 2014, Excel Publishers for Anna University.
- **Introduction to Maritime Business**, 2012, Excel Publishers for University of Madras.
- **Hospital Planning and Design**, 2012, Excel Publishers for University of Madras.

## ARTICLES PUBLISHED IN EDITED VOLUME

- **Handling Conflict in Organisation**, pp 254-256.2, Business stratagem, Southern Book House, Pondicherry. ISBN No. 978-81-920303-6-4.
- **HR Management and Staff Development**, pp 271 -273, Excellence in management Practices, Southern Book House, Pondicherry, ISBN No. 978-81-920303-5-7.

- **Emerging Trends in Human Resource Management**, pp 356-358, Strategic Issues in Business, Scitech Publications(India) Pvt. Ltd, ISBN No. 978-81-8371-289-7.
- **Gender Issues in public and private sector organization**, pp 52-62, Emerging Trends in Management, Andril Pathipagam, ISBN No. 978-93-80508-01-0.

## ARTICLES PUBLISHED IN CONFERENCE PROCEEDINGS

- **Systematic Approaches for Effective Management of Present Day School Teachers** in the two day International Conference on Advanced Marketing (ICAM) organized by Department of Business Administration, Kalasalinagam Academy of Research and Education (Deemed to be University), along with University of Kelaniya, Sri Lanka.
- **The Socio-Economical Impact and Opportunities to the Rural Entrepreneurs in Tamilnadu** in the AIMS Regional Conference on Management Practices for Sustainable Development organized by Sri Sai Ram Institute of Management Studies and Sri Sai Ram Engineering College, Chennai.
- **A Study On Satisfaction Among The Retailer's Dealing With Nagarjuna Herbal Concentrates Ltd in South Kerala** in the International Conference on Economics, Business, Finance, Human Resource & Technology for Sustainable Development (IEBFHT'13), organized by Sri Sai Ram Institute of Management Studies and Sri Sai Ram Engineering College, Chennai.
- **A Study On Online/Internet Advertisement- at a Click**, in the International Conference on Economics, Business, Finance, Human Resource & Technology for Sustainable Development (IEBFHT'13), organized by Sri Sai Ram Institute of Management Studies and Sri Sai Ram Engineering College, Chennai.

- **Case Study on Organisational Practices – “Where End Matters”**pp183-184, International Conference on Best Organisational Practices, AMET Business School, AMET University, Chennai 603 112, ISBN No. 978-81-926045-1-0.
- **An Analysis of the Dimension of Service Quality**, pp 153-162, International Conference on Quality Management System, Department of Management Studies, Dr MGR University, Chennai 600 095, ISBN No. 978-81-91-0827-2-2.
- **Quality Assurance in Open and Distance Learning Organisation**, pp816 – 817, Quality Enhancement in Distance Education for life Long Learning, Bharathidasan University, Tiruchirappalli 620 024, ISBN No. 978-81-9053-801-5.
- **Empowering Consumers Through Consumer Protection Legislations**, pp 156 – 158, Globalization and consumer protection-Challenges and Strategies, Research Centre for Consumerism, Department of Business Administration, Kalasalinagam University, Krishnankoil 626 190, ISBN No. 978-93-8062-727-4.
- **Influence of Employee Competency on Service Quality**, pp 261-264, Innovations & Organizational Changes in the Contemporary Arena, Department of Management Sciences, Velammal Engineering College, Chennai 66, ISBN No. 978-93-8062-727-4.
- **Study on Impact of Competency Mapping on the HR Deliverables**, pp52-357-366, Building Global Leadership- Strategies and Competencies, Department of Management Studies, St.Joseph’s College of Engineering, Chennai 119, ISBN No. 978-81-7446-889-9.
- **Knowledge Management as a Competitive Asset**, pp 738-740, Impact of Economic Crisis in Global Business Scenario, Sai Ram Institute of Management, Sai Ram Engineering College, Chennai 89, ISBN No.978-93-80627-18-2.

- **Influence of HR system on Performance of Hospitality Organisation**, pp 151-155, Human Resource and Marketing Missing Links and Bridging Gaps, Dr.M.G.R - Janaki College for Women, Chennai 28, ISBN No.978-93-80055-96-1.
- **Competency Mapping for ODL Teachers**, pp 5-16, E-Content format by Indian Distance Education Association (IDEA), Conducted by University of Mumbai.

## PROJECTS UNDERTAKEN

- **Entrepreneurship –cum- Skill Development**, Sponsored by Department of Higher Education, Government of Tamil Nadu, 2011.
- **Curriculum Development for Management Studies Programmes** Sponsored by Department of Higher Education, Government of Tamil Nadu.
- **Foreign Invited Talk** Sponsored by Department of Higher Education, Government of Tamil Nadu.

## FDP PROGRAMME ATTENDED

- UGC Sponsored **Orientation Course (Information Technology)**, UGC-Academic Staff College, University of Madras, Chennai 5.
- UGC Sponsored **Refresher course on Commerce and Management**, UGC-Academic Staff College, University of Madras, Chennai 5.
- **Training on Pedagogy of Teaching Environmental Studies**, UGC-Academic Staff College, University of Madras, Chennai 5.
- **Research Methodology for Distance Education**, the Commonwealth of Learning in association with Dr.B.R.Ambedkar Open University, Hyderabad.

- **AICTE Sponsored Faculty Development Programme, Sri Sairam Institute of Management Studies, Sri Sai Ram Engineering College, Chennai 600 044.**

## RESEARCH GUIDANCE

	Awarded	Undergoing
<b>M.Phil</b>	13	01
<b>Ph.D</b>	01	08

## INVITED LECTURES

- **Developing E-Materials-An usage of Open Education Resources, MHRD, Government of India Sponsored Two Week Online Refresher Course (FDP) for Management and Commerce Faculty on E-Learning Resource & Teaching Methodology in Education & Research Development, Sai Ram Engineering College, Chennai.**
- **Delivered key note address as chief guest in the Inaugural function of six day faculty development programme Inculcating Start –Up Culture among the Students, Six – Day Faculty Development Programme on “MG 6071 Entrepreneurship Development”, R.M.K College of Engineering and Technology, Pudukkottai.**
- **Nurturing Competencies for Growth, One day Workshop on Contemporary Competencies of Aspiring Managers in Corporate Sector & Trends in E-tailing, Annai Veilankanni’s College for Women, Chennai 15.**
- **Global Supply Chain Issues, National Conference on Managerial Perspectives –Issues & Challenges in the Era of Globalisation, Department of Business Administration, St.Joseph’s College (Autonomous), Tiruchirappalli 620002.**
- **Talent Management Issues in Indian Scenario, AICTE Sponsored International Conference on [IEBFHT, 13], Sai Ram Institute of Management Studies, Chennai.**

- **Industrial Collaborative Programmes in Management**, National Workshop on Curriculum Development for UG Management Programmes, Karnataka State Open University, Mysore.
- **Knowledge Management in the Global Scenario**, International Conference on Application of Management & Technology Research in Global Economy, Sai Ram Institute of Management Studies, Chennai.
- **Competency Mapping**, International Conference on Competency Building Strategies in Business & Technology, Sai Ram Institute of Management Studies, Chennai.
- **Globalisation and HR issues in Indian Scenario**, National Conference on Globalisation and Indian Economy, Annai Velankanni College for Women, Saidapet, Chennai 15.
- **Quintessence of Environmental Education for School Children**, National meet on Health and Environment, Fathima Matriculation Hr Sec School, Chennai 15.

## PAPERS PRESENTED IN THE SEMINARS/CONFERENCES

### *INTERNATIONAL CONFERENCES*

- **Exploring the Relationship Between Green Human Resource Management on Employee Green Behaviour: A Mediation Analysis**, International Conference on Industry 4.0 –Architecting Management Practices in Business, Indirapuram Institute of Higher Studies, Ghaziabad.
- **Effect of Inclusive Leadership on Employee Green Behavior with Mediating Effect of Perceived Organizational Support**, 7<sup>th</sup> PAN IIM World Management Conference 2019 on Public Policy & Management Emerging Issues, Indian Institute of Management, Rohtak, Haryana.

- **Systematic Approaches for Effective Management of Present School Teachers**, Fourth International Conference on Advanced Marketing (ICAM), Kalasalingam Academy of Research and Education (Deemed to be University) and University of Kelaniya, Sri Lanka.
- **Organisational Citizenship Behaviour and Service Quality in Health Care Organisation** - International Conference on Interdisciplinary Innovation in Business Management & Technology (IIBMT'17), Annai Veilankanni's College for Women, Chennai 600 015.
- **Job Satisfaction among Women Employees of Banking and Education Sectors in Chennai City – A Comparative Study**, International Conference on Interdisciplinary Innovation in Business Management & Technology (IIBMT'17), Annai Veilankanni's College for Women, Chennai 600 015.
- **An Overview of Retention Strategy in Logistics Industry with Special Reference to Chennai City**, Banking, Finance, Business & Technology for Sustaining Economic Development in Global Market (IBFBT'15), Sri Sai Ram Institute of Management Studies, Sri Sai Ram Engineering College, Chennai.44.
- **Impact on Training the Trainers in Indian Corporate**, Competency Building Strategies in Business and Technology for Sustainable Development, Sri Ganesh School of Business Management, Salem 636111.
- **Crucial Factors Affecting Quality of Education And Quality Through Enhanced Management**, Enhancing Excellence, Equity and Efficiency in Higher Education (EEEEHE), School of Education, Tamil Nadu Open University, Chennai 600 015.
- **A Study On Satisfaction Among The Retailer's Dealing With Nagarjuna Herbal Concentrates Ltd in South Kerala**, Economics, Business, Finance, Human Resource & Technology for Sustainable

Development (IEBFHT'13), Sri Sai Ram Institute of Management Studies, Sri Sai Ram Engineering College, Chennai.44

- **A Study On Online/Internet Advertisement- at a Click**, Economics, Business, Finance, Human Resource & Technology for Sustainable Development (IEBFHT'13), Sri Sai Ram Institute of Management Studies, Sri Sai Ram Engineering College, Chennai.44
- **Resource Management for Sustainable Development**, Climate Change, Territorial Classification & Socio-Economic Crisis, Jointly organized by the Centre for Remote Sensing & Department of Economics, Bharathidasan University and Centre for interdisciplinary Studies on Environment and Development (CIEMAD), National Polytechnic Institute (IPN), Mexico D.F., Mexico.
- **Leadership Traits Audit Among the Team Leaders in Voluntary Organisation**, Strategic Trends on Innovations & Creativity in Management Practices, Faculty of Management Science, Anna University, Chennai 25.
- **Development Centre Approach for Entrepreneurial Development**, Transnational Business Challenges and Strategies, Dr. M. G. R University, Maduravoyal, Chennai.
- **Gender Issues at Work**, Research for transforming the society, Mother Theresa Women's University
- **Aspects of Customer Relationship Management**, Global Business Strategy in Competitive Environment, Sri Sai Ram Institute of Management Studies, Sri Sai Ram Engineering College, Chennai.
- **Emotional Competence At work**, Global Business and Policy Modelling (GBPM 2006), Adaikalamatha Institute of management, Adaikala Matha College, Thanjavur 613 403.
- **Case Study on Organisational Practices – “Where End Matters”**, International Conference on Best Organisational Practices, AMET Business School, AMET University, Chennai 603 112

- **An Analysis of the Dimension of Service Quality**, International Conference on Quality Management System, Department of Management Studies, Dr MGR University, Chennai 600 095.
- **Quality Assurance in Open and Distance Learning Organisation**, Quality Enhancement in Distance Education for life Long Learning, Bharathidasan University, Tiruchirappalli 620 024.
- **Empowering Consumers Through Consumer Protection Legislations**, International Conference on Globalization and consumer protection-Challenges and Strategies, Research Centre for Consumerism, Department of Business Administration, Kalasalinagam University, Krishnankoil 626 190.
- **Influence of Employee Competency on Service Quality**, International Conference on Innovations & Organizational Changes in the Contemporary Arena, Department of Management Sciences, Velammal Engineering College, Chennai 66.
- **Knowledge Management as a Competitive Asset**, International Conference on Impact of Economic Crisis in Global Business Scenario, Sai Ram Institute of Management, Sai Ram Engineering College, Chennai 89.
- **Influence of HR system on Performance of Hospitality Organisation**, International Conference on Human Resource and Marketing Missing Links and Bridging Gaps, Dr.M.G.R - Janaki College for Women, Chennai 28.
- **Competency Mapping for ODL Teachers**, E-Content format by Indian Distance Education Association (IDEA), Conducted by University of Mumbai.

### **NATIONAL CONFERENCES**

- **The Effectiveness of 360 Degree Performance Appraisals among Employees with reference to Safe Express Logistics Pvt Ltd**, A One

Day National Conference on Advancement in Business in the Digital Era 2019, Jamal Mohamed College, Tiruchirappalli, 25<sup>th</sup> September, 2019.

- **Buying behaviour of Indian Online Consumers**, Issues and Challenges in the New Millennium on Evolving Economy, Accounting & Business Management, Guru Nanak College (Autonomous), Chennai 600 042.
- **New Dimensions of the Capital Budgeting Techniques in MSME**, National Seminar on New Dimensions of Capital Budgeting Techniques in the Micro, Small and Medium Enterprises (MSME) in new ERA, Saraswathy College of Arts and Science, Tinidivanam, Tamil Nadu.
- **Talent Management – Need of the Hour for Information Technology Industry in India**, Emerging Trends in Management, Prof.Dhanapalan College of Arts and Science, Chennai 603 103.
- **A Study on Work -Life Balance of Employees in BPO Firms**, Managing for Inclusive Growth and Sustainable Development, Department of Management Studies, University of Madras, Chennai 5.
- **Impact of Leadership Development in an Organisation**, Emotional Intelligence and Organisational Development –An Interdisciplinary Approach, Department of Commerce, Periyar University, Salem.
- **A Study on Problems of Customers in Cargo Handling System in Chennai Airport**, Research Implications for Management Applications, Department of Management Studies, University of Madras, Chennai 5.
- **Role of Export Credit and Guarantee Corporation of India in Promoting Export Trade**, Management Perspectives in Global Era, Dr.M. G. R University, Maduravoyal, Chennai.
- **Emotional Competence of Executives at work in Chennai City**, Toward a Global Society, XXX Indian Social Science Congress conducted by Indian Academy of Social Sciences held at Alagappa University, Karaikudi.

- **Quintessence of Customer Relationship Management in Tourism Industry**, Emerging Trends in Customer Relationship Management, Department of Commerce, Periyar University, Salem.
- **Study on Impact of Competency Mapping on the HR Deliverables**, National Conference on Building Global Leadership- Strategies and Competencies, Department of Management Studies, St.Joseph's College of Engineering, Chennai 119.

### SEMINAR/ CONFERENCE /WORKSHOP- ORGANISED

- Four- day Hands on Workshop for the Designing, Developing and Delivering Online Learning Programmes jointly organised by the Tamil Nadu Open University and Commonwealth Educational Media Centre for Asia in Chennai, 13.11.2019 to 16.11.2019.
- One day Workshop on Effective Office Administration and Disciplinary Procedure, School of Management Studies, Tamil Nadu Open University, 4<sup>th</sup> May 2016.
- One day Workshop on Innovation in higher education and Communication Skills, School of Management Studies, Tamil Nadu Open University, 3<sup>rd</sup> May 2016.
- One day workshop on 'Enhancing Quality of Work life: The Role of Soft Skills, School of Management Studies, Tamil Nadu Open University, 30<sup>th</sup> November 2015.
- Planned, Organised and Monitored the Skill Development Training Program on Tailoring & Dress Making and Tally 9.1 under the Entrepreneurship cum Skill Development Cell in the selected centers at Chennai, Madurai, Vellore and Thiruvannamalai, Tamil Nadu Open University.
- 2 Batches of 5 Days Entrepreneurship Development Training Program for Community College Teachers organised by the Entrepreneurship cum Skill

- Development Cell, Tamil Nadu Open University, Tamil Nadu Open University.
- Two Days Workshop on “Curriculum Development for Management Studies” in the School of Management Studies, Tamil Nadu Open University, Tamil Nadu Open University.
  - One Day International Seminar on “Contemporary Issues in Management” in the School of Management Studies, Tamil Nadu Open University, 3<sup>rd</sup> March 2013.
  - One Day Seminar on “Lateral Thinking and Six Thinking Hats” in the School of Management Studies, Tamil Nadu Open University.
  - One Day Workshop on “Self Learning Material Development for Course writers of Catering and Hotel Administration Programmes, Tamil Nadu Open University.

## **ACADEMIC MEMBERSHIP**

- Member, Syndicate Committee, Tamil Nadu Open University, Chennai
- Special invitee, Planning Board, Tamil Nadu Open University, Chennai.
- Member, Academic Council, Tamil Nadu Open University, Chennai.
- Chairman, Board of Studies (Management), Tamil Nadu Open University, Chennai.
- Member, Board of Studies (Commerce), Tamil Nadu Open University, Chennai.
- Member, Board of Studies (Management), University of Madras, Chennai.
- Member, Board of Studies (Sports Management), Tamil Nadu Sports and Physical Education University, Chennai.
- Member, Board of Studies (Management), Mother Teresa Women’s University, Kodaikanal.
- Member, Board of Studies (Management), Sai Ram Institute of Management, Sai Ram Institute of Technology (Autonomous), Affiliated to Anna University.

- Member –Editorial Board, SAMZODHANA, A Journal of Management Research (An international, Double Blind Peer Reviewed, Open Access Journal).
- Member –Advisory and Review Committee for Conferences, Seminar, Symposia and Workshop organized in the reputed Universities and other educational institutions.
- Member, Review Committee for reforming Distance Education, Tamil Nadu Sports and Physical Education University, Chennai.
- Member, Committee on Quality Assurance of Self Learning Material, Center for Distance Education, Anna University, Chennai 25
- Member, Committee on Quality Assurance of Self Learning Material, Institute of Distance Education, University of Madras, Chennai 25
- Member, Syllabus review committee, Anna University of Technology Chennai.
- Member, Indian Society for Training and development
- Member, Madras productivity Council
- Member, Madras Management Association
- Member, Research Advisory Committee - Anna University, Alagappa University, Pondicherry University, Bharathiar University, Mother Teresa University, Annamalai University, University of Madras, Sathya Bama University, Vels University and SRM University.
- Examiner for Ph.D and M.Phil thesis/dissertation in various National and State Universities



## Director (Online Education)

Dr. Manoranjan Pon. Ram

Dr. Manoranjan Pon. Ram is an eminent professional and educationist who has been modernizing and revitalizing the digital facet of higher education. In his career span of over 24 years, he has been associated with various government universities PAN India projects, to develop LMS compatible Interactive learning audio-visual materials, student engagement strategies, online assessment and content delivery system. He is an evangelist of Flipped Learning pedagogy and has done extensive research on Flipped Classroom model and Blended mode of learning.

Author is another adjective used for this former member of editorial boards of various leading journals who has eight edited books on Management and IT to his credit.

On the educational front, Dr. Manoranjan Pon. Ram has achieved diverse academic qualifications such as Bachelor's degree in Engineering and Post-Graduation in Management with a doctorate in E-Commerce makes a strategic combination of Management and Information Technology. He has received the prestigious awards such as "Rastriya Gaurav Award", "Certificate of Excellence" from honorable Dr. Bhima Narain Singh - former Governor of Tamil Nadu & Assam for meritorious service in Management and IT Education and "Udyog Shiksha Sahyog Puruskar".

Currently, being the Director - Online Education, he is responsible for strategizing the entire process of academic content development, delivery, stakeholders' engagement, assessment, support and quality. He has been avidly propagating the use of digital platforms for doing business and education delivery among corporate executives and academicians through various management & faculty development programs, by giving talks at conferences and seminars. He has given notable contribution in the development and delivery of MOOC.

Presently, he is involved in the research of integrating Artificial Intelligence (AI) techniques with teaching-learning methodology for online Higher Education.



### Vision:

SRM Online education will re-imagr to provide global learners a unique

### Mission:

Create a virtual learning environment to engage, empower and uplift learners across the world anywhere.

### Our Values:

SRM Online education operates under the organizational values that are in alignment with SRMIST.

### Goals:

- To emerge as a leader in Online Learning
- Enhance adult learner recruitment access and success
- Support University priorities

Director Online Education

## Student Testimonial





Date: 29.10.2023

**Certified True Extract of the Minutes of the Academic Council Meeting  
in respect of Reconstitution of Centre for Internal Quality Assurance (CIQA)**

The following is an extract of the resolution passed in the meeting of the Academic Council of AMET Deemed to be University, Chennai (Deemed to be University under section 3 of the UGC Act 1956) held on 06.10.2023.

**Item No: 4**

Resolved that the Reconstitution of Centre for Internal Quality Assurance of the Centre for Online and Distance Education (CODE), AMET as per the provision of the UGC – ODL and OL Regulations 2020 is recommended for the approval of Executive Council.

**Committee Members:**

1. Dr.V.Rajendran, Vice Chancellor, AMET (Chairperson)
2. Dr.S.Bharathiraja, Professor & Dean, Faculty of Engineering and Technology, AMET (Member)
3. Dr.S.Priya, Dean Academics, AMET (Member)
4. Dr.D.Arivazhagan, Coordinator IQAC, AMET (Member)
5. Dr.Sandeep Kumar Gupta, Professor & Head, Department of Business Studies, AMET- CODE (Member)
6. Dr.Ruben Anto, Head of the Department of Commerce, AMET – CODE (Member)
7. Dr.R.Balaji, Professor & Head, Department of Management Studies, AMET – CODE (Member)
8. Dr.K.Selvasundaram, Professor & Head, SRM University –(External Member)
9. Dr.S.Preetha, Professor & Head, Vels University – (External Member)
10. Dr.M.Jayaprakashvel, Registrar i/c, AMET – (Member)
11. Mrs.K.Jayabharathi, Financial Controller, AMET – (Member)
12. Dr.I.Haroon Basha, AMET, Coordinator – Centre for Internal Quality Assurance, CODE - (Member Secretary)

The tenure of the Members of the CIQA, CODE shall be two years from the date of this notification.

  
**Registrar i/c**

**Dr. M. JAYAPRAKASHVEL**  
Registrar i/c

ACADEMY OF MARITIME EDUCATION AND TRAINING  
(Deemed to be University u/s 3 of UGC Act. 1956)

# 135, East Coast Road,  
Kanathur, Chennai - 603 112, India.  
office@ametuniv.ac.in



www.ametuniv.ac.in





Date: 29.10.2023

**Certified True Extract of the Minutes of the Executive Council Meeting  
in respect of Reconstitution of Centre for Internal Quality Assurance (CIQA)**

The following is an extract of the resolution passed in the meeting of the Executive Council of AMET Deemed to be University, Chennai (Deemed to be University under section 3 of the UGC Act 1956) held on 07.10.2023.

**Item No: 4**

Resolved that the notification of Reconstitution of Centre for Internal Quality Assurance of the Centre for Online and Distance Education as per the provision of the UGC – ODL and OL Regulations 2020 and recommended by Academic Council Meeting held on 06.10.2023 be approved.

**Committee Members:**

1. Dr.V.Rajendran, Vice Chancellor, AMET (Chairperson)
2. Dr.S.Bharathiraja, Professor & Dean, Faculty of Engineering and Technology, AMET (Member)
3. Dr.S.Priya, Dean Academics, AMET (Member)
4. Dr.D.Arivazhagan, Coordinator IQAC, AMET (Member)
5. Dr.Sandeep Kumar Gupta, Professor & Head, Department of Business Studies, AMET- CODE (Member)
6. Dr.Ruben Anto, Head of the Department of Commerce, AMET – CODE (Member)
7. Dr.R.Balaji, Professor & Head, Department of Management Studies, AMET – CODE (Member)
8. Dr.K.Selvasundaram, Professor & Head, SRM University –(External Member)
9. Dr.S.Preetha, Professor & Head, Vels University – (External Member)
10. Dr.M.Jayaprakashvel, Registrar i/c, AMET – (Member)
11. Mrs.K.Jayabharathi, Financial Controller, AMET – (Member)
12. Dr.I.Haroon Basha, AMET, Coordinator – Centre for Internal Quality Assurance, CODE - (Member Secretary)

The tenure of the Members of the CIQA, CODE shall be two years from the date of this notification.

  
**Registrar i/c**

**Dr. M. JAYAPRAKASHVEL**  
Registrar i/c  
ACADEMY OF MARITIME EDUCATION AND TRAINING  
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# 135, East Coast Road,  
Kanathur, Chennai - 603 112, India.





## **Objectives and Functions:**

### **Centre for Internal Quality Assurance (CIQA)**

- The objective of establishment of Centre for Internal Quality Assurance (CIQA) is to develop and put in place a comprehensive and dynamic internal quality assurance system to provide high quality programmes of higher education in the Open and Distance Learning mode. Its functions would inter alia include the following:-To maintain quality in the services provided to the learners.
  - To ensure continuous improvement in the entire operations of the Higher Educational Institution.
  - To identify the key areas in which the Higher Educational Institution should maintain quality.
  - To disseminate information on quality assurance.
  - To devise mechanisms for interaction and obtaining feedback from various Departments or Centres or Schools in the Higher Educational Institution.
  - To suggest to the authorities of the Higher Educational Institution, measures for qualitative improvement.
  - To ensure the implementation of its recommendations through regular monitoring.
  - To ensure participation of all stakeholders namely, learners, teachers, staff, parents, society, employers, and Government in quality improvement processes.
  - To prepare Programme Project Report and ensure another launch of programme(s).
  - Collection, collation and dissemination of accurate, complete and reliable statistics about the quality of the programme(s).

## **Activities of Centre for Internal Quality Assurance:**

- To fulfill the above objectives the Centre for Internal Quality Assurance shall -
- prepare a Programme Project Report for each programme according to the norms and guidelines prescribed by the Commission and wherever necessary by the appropriate regulatory authority having control over the programme;
- get the Programme Project Report approved by the appropriate authority of the Higher Educational Institution and the Commission before launch of the programme;
- oversee the development of Study Learning Material (SLM), integration of Information and Communication Technology (ICT), setting up of Learning Centres and coordination with the parent institution and relevant Regulatory authorities;
- put in place monitoring mechanism to ensure the proper implementation of Programme Project Reports;
- design annual plans for quality level enhancement at the level of the Higher Educational Institution and ensure their implementation;
- arrange for feedback responses from students, employers and other stakeholders for quality related institutional processes;
- develop quality benchmarks or parameters for the various academic and administrative activities of the Higher Educational Institution;
- obtain information from other Higher Educational Institutions on various quality benchmarks or parameters and best practices;
- organise workshops or seminars on quality related themes and Higher Educational Institution wise dissemination of the proceedings of such activities;
- suggest restructuring of programmes in order to make them relevant to the job market;
- develop and implement innovative practices in major areas leading to quality enhancement in services to the learners;
- create learner centric environment rather than institution centric environment;
- cultivate creativity and innovation in the faculty and staff;
- adopt measures to ensure internalisation and institutionalisation of quality enhancement practices through periodic accreditation and audit;
- conduct or encourage system based research to bring about qualitative change in the entire system;

- coordinate between the Higher Educational Institution and the Commission for various quality related issues or guidelines;
- record activities undertaken on quality assurance in the form of an annual report; and
- to coordinate recognition and accreditation of the Higher Educational Institution.
- It will be mandatory for all Higher Educational Institution to submit Annual Reports to its Statutory Authorities or Bodies about the activities undertaken by Centre for Internal Quality Assurance during the financial year.

### **Establishment of Centre for Internal Quality Assurance:**

- The Centre for Internal Quality Assurance will be established in all Higher Educational Institutions offering programmes in Open and Distance Learning mode and should be headed by a full-time Director, being a senior academician of the rank of Professor, who shall be supported by adequate number of academic and other staff.
- A Centre for Internal Quality Assurance Committee should be constituted which shall be chaired by its Director, and consisting of academic staff and internal quality auditors nominated from various functions or departments of the Higher Educational Institution.

It shall perform following functions:-

- decide policies for programme development methodology and programme delivery mechanism that are aligned with the vision and mission of the Higher Educational Institution;
- advice on any issues related to programme development, Information and Communication Technology intervention and implementation, learning and teaching, collaboration referred to the Committee;
- supervise academic approval and related modification procedures and to ensure that programmes satisfy stated design requirements and academic standards appropriate to the type and level of award as per philosophy of the Open and Distance Learning mode of education;
- promote automation of academic and administrative activities of the Higher Educational Institution, Regional Centres and Study Centres or Learning Support Centres;

- oversee and report on the effectiveness of systems for self-evaluation and monitoring;
- appoint external subject experts or agencies or organisations for validation and annual review of its in-house process, its Learner Support Centres, Open and Distance Learning mode programmes etc.;
- appoint third party auditing bodies for quality audit of programme(s);
- approval of Self-Appraisal Report to be submitted to the Assessment and Accreditation agencies on behalf of Higher Educational Institution;
- promote collaboration and association for quality enhancement of Open and Distance Learning mode of education and research therein; and
- encourage industrial involvement and industry-institution linkage for providing exposure to the learners.



Ref.No: CODE/CIQA/001

Date: 10-07-2023

### **Notification**

As per the provisions given in the Annexure I section III & IV of the UGC-ODL and online Regulations 2020, the Executive Council of the University in its 12<sup>th</sup> meeting dated 07-10-22 has approved the constitution of the CIQA Committee.

#### **(a) Vice Chancellor as Chairperson**

1. Dr. V. Rajendran - Vice-Chancellor - Chairperson

#### **(b) Three senior teachers of Higher Educational Institution – Members**

2. Dr.S.Bharathi Raja - Principal – AICTE - Member

3. Dr. S. Priya - Dean, Academic - Member

4. Dr. D. Arivazhagan - Director IQAC - Member

#### **(c) Head of Three Departments or School of Studies offering recognized programmes in Open and Distance Learning and Online mode – Members**

5. Dr. Sandeep Kumar Gupta - Professor & Head, Department of Business Studies - Member

6. Dr. M. Ruben Anto - Professor & Head, Department of Commerce - Member

7. Dr. R. Balaji - Professor & Head, Department of Management Studies - Member

#### **(d) Two external experts of Open and Distance Learning and/or Online education –Members**

8. Dr. K. Selvasundaram - Professor & Head, Management Studies, SRM University - Member

9. Dr. S. Preetha - Professor & Head, Management Studies, VELS University - Member

#### **(e) Officials from the Administration and Finance departments of the Higher Educational Institution – Members**

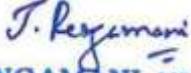
10. Dr. M. Jayaprakashvel – Registrar - Member

11. Ms. K. Jayabarathi - Director, Finance - Member

**(f) Director, Centre for Internal Quality Assurance**

12. Dr. I. Haroon Basha - Director, Centre for Internal Quality Assurance (CIQA),  
CDOE - Member Secretary

This CIQA Committee shall discharge all the functions as mentioned in the UGC-ODL and online Regulations 2020. The tenure of this committee shall be for a period of two years (in anticipation of next EC) from the date of this notification. All the internal members shall discharge the responsibilities of CIQA Committee in addition to their basic assignments and no honorarium shall be paid to the internal members for this purpose.

  
Dr. J. RENGAMANI, MBA., Ph.D.,  
Director, ODL-OL  
Centre for Online and Distance Education (CODE)  
AMET Deemed to be University  
Kanchipuram, Chennai - 603 112.