

DEPARTMENT OF BUSINESS ADMINISTRATION

Dr.P.A.Venkatachalapathy Guest Lecturer Department of Business Administration Government Arts and Science College, Thittamalai, Nambiyur,Erode – 638458 Tamil Nadu E-mail:venkatgobiphd@gmail.com Phone: 8838272797, 9715478855	
Research Area • Human Resource Management • Marketing Management	Courses Teaching • Principles of Management • Organisational Behaviour • Investment Management • Business Communication • Business Law • Marketing Management • Human Resource Management • Modern Office Management • Banking Law and Practice • Advertising and Sales Promotion
Research Experience: 5 years	Teaching Experience: 20 Years
Research Credentials: Nil	
Publications National Journals: 5 International Journals: 4 Conferences: 3	
Career Government Arts and Science College, Thittamalai, Nambiyur Designation: Guest Lecturer Period: November 2025 - till date Bharathidasan College of Arts and Science Designation: Associate Professor and Head Period: June 2008 – November 2025 Cherran’s Arts and Science College, Kangeyam Designation: Assistant Professor Period: June 2006 – May 2008	
Education Ph.D. Subject: Service Marketing Institution: Gobi Arts & Science College, Gobichettipalayam Affiliated University: Bharathiar UNIVERSITY, Coimbatore Year of Award: October 2017	



M.Phil.

Subject: Marketing Management

Institution: Cherran's Arts & Science College, Kangeyam

Affiliated University: Bharathiar University

Year of Award: June 2008

MBA

Subject: Marketing and HR

Institution: Madurai Kamaraj University

Year of Award: May 2004

BBM

Institution : Gobi Arts College, Gobichettipalayam

Affiliated University: Bharathiar University

Year of Award : 1996

UGC- NET December 2012

Projects

National Level

Ongoing - Completed -1

Research Guidance

Completed

Ph.D. - M.Phil. -5

On Going

Ph.D. -

Institutional Responsibilities

Head- Department of BBA& BBA (CA)

Member- College Academic Council, Anti- Ragging, Research Committee, NAAC committee

Co-Ordinator- Citizen Consumer Club & Disciplinary Committee

Board of studies member University/

Institution

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1. Member, **SENATE**, (2013-16)
Bharathiar University, Coimbatore-046
2. Member, Board of studies,
Gobi Arts Science College,
Gobichettipalayam
3. Member, Board of studies,
Management studies (UG),
Bharathiar University, Coimbatore.
4. Member, Board of studies,
Management Studies, (DDE)
Bharathiar University, Coimbatore



International Journals

- (i) A study on problems and prospects of online marketing at Coimbatore
(ISBN-2279-543) -IJSRR
- ii) A Study on Members Awareness and satisfaction of service provided by PACCS-IOSR
journal 19th August 2016 (ISSN: 2319-7668)
- (iii) A Study on Entrepreneurial Awareness among the Arts college Schedule caste student with reference to Tirupur District **IJBARR- ISSN 2348 8653 Oct- Dec 2016**
- (iv) Entrepreneurial Awareness – A study on Arts college Schedule caste student in Tirupur District **(IJMSRR- Jan 2017) ISSN 2349-6738**
- (v) Role of e- business in present scenario- E Business Growth and challenges in India
Shanlax Publications ISBN 978-93-86537-20-1

(b) National Journals:

- (i) A Study on Consumer buying motives of Maruthi Suzuki swift car in Gobichettipalayam Town - **KASC Journal of Social Science ISSN 2394-482x**
- (ii) Brand preference of female consumers' towards hair oil with special reference to select brands –a study in erode city **PARIPEX - indian journal of research | volume - 10 | issue - 02 |February - 2021 | print ISSN No. 2250 - 1991 | doi : 10.36106/**

Book Publications

- (i) Book **(Principles of Management)** Thakur Publishers – ISBN 978-93-5163-958-9
- (ii) Book (**Marketing Management**) Aruna Publication- ISBN 978-54-93704-9-2

FDP

1. FDP ICT academy 3 days from 23/01/2020 to 25/01/2020 Organized by erode Arts and Science college, Erode.
2. Two days National level commerce conclave “shaping imaginations” organized by VET Institute of Arts and science College, Erode from 19th and 20th May 2021

Extension activities Organised

: 10 Social awareness Rally conducted
(Voters Awareness, Dengue Awareness, Water saves, Environmental Protection, Organic Farming, Removal of Semai Karuvelam, People Safety and KavalanSOS app awareness)