

RESUME

Dr. G. T. Thiru Arooran, Ph.D

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Professional Summary

Senior Business Management faculty with 25 years of experience in teaching, research, and administration, focused on student-centered teaching. Actively involved in NAAC and NBA accreditation processes and integrated OBE into the MBA curriculum as a curriculum coordinator. Expertise in delivering high-quality instruction in Financial and Data Analytics, Quantitative Techniques (using MS Excel, R Studio), and Operations Research (using TORA, MS Solver). Passionate about fostering effective learning environments.

Key Professional Skills

1. **Teaching** – Business Law and Financial Analytics subjects, Quantitative papers for MBA as a practical course. Core domain is Quantitative Analytics.
2. **Academic Research** – Publication track at a constant interval, compiled book on Basics of Business and Management, qualified research guide for Management Scholars
3. **Administrative Tasks** – Actively involved in NAAC and NBA Preparation, Department Curriculum Coordinator and was involved in academic reforms for MBA department and to integrate OBE in curriculum, Department Exam Coordinator

Value added contributions that I can bring in

1. **Design and offer courses** such as **Financial Risk Management** using **Python, Quantitative Techniques and Operations Research in practical mode** using **MS excel, R and TORA**
2. **Revenue generation** through **certificate programs in financial modeling and management consultancy.**
3. Effectively contribute to raise the stature of the institute with **National and International accreditations** such as **NBA and ACBSP (US)**

Academic Qualification

Doctor of Philosophy (Ph.D.)

Karunya Institute of Technology and Sciences, a Deemed to be University, Coimbatore, India - 2017

- Thesis entitled "Investment Behaviour Among Information Technology Professionals: Evidence from Tamil Nadu, India" for the Doctor of Philosophy.

Master of Philosophy (M. Phil)

Madurai Kamaraj University, Madurai, India - 2004

- Secured 62%, in Course Work.
- Undertook the research and submitted successfully dissertation titled "Personal Selling in Life Insurance"

Master of Business Administration (MBA)

Karunya Institute of Technology, Coimbatore, India – 1997

- Secured 65% of class
- Chosen Finance and Marketing apart from general management as electives during the course
- Undertaken a field study in finance under the title "Working Capital Management"

Bachelor of Commerce (B. Com)

Chikkaiah Naicker College, Erode, India – 1995

- Secured 58% of class
 - Learned Accounting, Banking, Taxation, Insurance, and the interest for management course developed.
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Book Compiled

Basics of Business Management, 2nd edition, McGraw Hill Education (India) Private Limited

Short Term Courses

Completed successfully:

1. **Data Analytics in IIM Rohtak** covering **Tableau, Excel, R Studio, etc.** The course completed in August 2022
2. **Executive Development Programme on “Financial Data Analysis”** in **IIM Kashipur**, in May 2020
3. Swayam Course on **“Introduction to R Software”** offered by Prof. Salabh, Professor in Mathematics, IIT Kanpur, in December 2020
4. Building Dashboard using Google Studio, by Skill Nation on in March 2022

Courses Undergoing:

1. Quantitative Finance and Risk Management, a short-term course in Indian Institute of Quantitative Finance, Mumbai

Work History

Karunya Institute of Technology and Sciences, (A Deemed to be University under UGC), Coimbatore, Tamil Nadu, India (July 2009 to till date)

1. Assistant Professor in MBA
2. Encouraged students' commitment to lifelong learning by linking course content to broader themes and current events for both undergraduate and graduate levels.
3. As Internal Project Coordinator, facilitated management projects for graduate students, guiding 7-10 students annually.
4. **Served as Academic Facilitator and Curriculum Coordinator, driving academic reforms for MBA courses, integrating practical courses, OBE, and developing syllabi for both undergraduate and graduate management programs.**
5. **Conducted end-semester exams off-campus during 2017-18 and served as Department Exam Coordinator, liaising with the Controller of Examination Office.**
6. **Core team member for NAAC and NBA accreditation efforts.**

RVS College of Arts and Science (Autonomous), Coimbatore, Tamil Nadu, India (July 2006 – June 2009)

1. Assistant Professor in BBA.
2. Developed syllabi for Bachelor of Business Management covering subjects such as Accounting, Insurance, and General Management.
3. **Member in College Admission Committee and Coordinator for International Organization for Standardization certification.**
4. **Appointed as Head of Department for Bachelor of Business Management during 2006-2008.**
5. **Prepared the department and worked together with the institution to receive National Accreditation and Assessment Council peer team for institution accreditation purposes.**
6. Promoted as faculty to teach post-graduation program Master of Business Administration.

Bishop Ambrose College, Coimbatore, Tamil Nadu, India (July 1999 – June 2006)

1. Lecturer in BBA and BBA CA
 2. Taught introductory and upper-level courses in Business Law, Financial Accounting, Marketing Principles, Industrial Law, Cost, and Management Accounting.
 3. Served as a member of the library books purchase committee and acted as chair of the College Library Auditing Committee.
 4. Demonstrated a continued commitment to undergraduate teaching through full participation in the college community.
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Member in Board of Studies

1. Served as academic expert in RVS College of Arts and Science, Sulur, BBA and BBA CA board of studies during 2017-2019
2. Served as academic expert in Hindustan College of Arts and Science, Coimbatore in BBA CA board between during 2020-2023
3. Serving as academic expert in Bishop Ambrose College, Coimbatore in BBA and BBA CA board since 2024

Research Supervisor:

Qualified as research supervisor and presently guiding six Ph.D scholars

Publication Details

- a) Papers Presented and published in Conference proceedings
National: 4 International: 6
- b) Articles publications in referred Journals
National: 2 International: 5
- c) Articles published in Scopus Indexed Journals - 4

Paper presented and published in conferences proceedings:

1. **“Exploring the Sustainable Entrepreneurial Landscape: Revealing Obstacles and Approaches in Green Business”** at **International Conference** organized by The American College, Madurai, February 9th & 10th, 2024
2. **“Green Finance”** at **International Conference** at Sri Ramakrishna College of Arts and Science, Coimbatore, October 10, 2023
3. **Competitiveness in Fertilizer Supply Chain and Logistics Key Element of Marketing Effectiveness** at **International Conference** organized by Er. Perumal Manimekalai College of Engineering, Hosur, April 27 – 28, 2023.
4. **“Impact of Economic Recession in Financial Sector”** at **international seminar** at Paavai Engineering College, Namakkal, December 2009, ISSN 978-81-8488-942-0.
5. **“Impact of Economic Recession of the USA and Other Nations”** at Shri Saraswathi Thiagaraja College, Pollachi, September 2009.
6. **“Impact of Economic Recession of FMCG”** at Lady Dock College Madurai, September 2009.
7. **“Knowledge Sources in New Area: Issue, Challenges and Strategy”** at International Seminar held in Nanda Engineering College, Erode in October 2009.
8. **“Employment in Unorganised Sector in India”** at UGC sponsored Seminar at Gobi Arts & Science College in February 2009.
9. **“Challenges in Insurance Sector”** at an **international conference** held in SAN International Business School, Coimbatore in May 2008.
10. **“Liberalisation of Indian Insurance Sector”** at a National Conference held in CMS College, Coimbatore on February 2008.

Articles published in refereed journals:

1. Thiru Arooran et. Al, **“Exploring the Sustainable Entrepreneurial Landscape: Revealing Obstacles and Approaches in Green Business”** in Humanities and Social Science Studies Journal, UGC Care Approved Group I, ISSN 2319-829X with I.F. 7.28, Vol 13, Issue 1, No. 15, Jan – June 2024
2. Thiru Arooran et. al, **“Determinants of Emotional Intelligence and Its Impact: An Empirical Research among University Students during the Covid-19 Lockdown Period in Coimbatore”** in International Journal of Advanced Science and Technology Vol. 29, No. 7, (June 2020), pp. 5293-5301
3. Thiru Arooran et. al, **“Digital Twins Technology: A Bird’s Eye-View from Coimbatore Manufacturing Firms”** in International Journal of Recent Technology and Engineering, Volume 8, Issue 4, November 2019
4. Thiru Arooran et. al **“Information Technology Professionals’ Investment Preference and Options with specific reference to Tamil Nadu, India”** in Research Journal of Social Science & Management, Volume 6, No. 6, July 2016, ISSN: 2251 157
5. Thiru Arooran et. al **“Portfolio and Asset Classification of selected Income Fund Schemes”** in RVS Journal of Management, Volume 6, No. 2, February-June 2014, ISSN: 0975-3435, p 38-44

6. Thiru Arooran et. al “**Shareholding pattern and returns analysis of Indian iron and steel stocks**” in SNS Journal of Finance, Volume 1 Issue 5, July 2013 – January 2014, ISSN: 0975 1408, p 37-48
 7. Thiru Arooran et. al “**Risk and Return Analysis of Selected Mutual Fund Income Schemes**” Business Plan: Journal of Business and Management, Volume 1. No 4, July 2011, ISSN 0975 9336
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Articles published in Scopus indexed journals

ORCID ID: <https://orcid.org/0000-0002-0094-2124>

1. Thiru Arooran et. Al, “**Cultural Experience and Employee Indifference: Burnout as a Mediator among IT Professionals**” Salud, Ciencia y Tecnologia – Serie de Conferencias, Vol. 3 (2024) DOI: <https://doi.org/10.56294/sctconf20241148>
 2. Thiru Arooran et. al, “**Predicting and Modelling Cost and its impact on profitability using artificial neural networks: A case in automotive passenger car industry in India**”, 3rd International Conference on Signal Processing and Communication, ICPS 2021, held 13 May 2021, Article Number 9451765, p 436-439 DOI: 10.1109/ICSP51351.2021.9451765
 3. Thiru Arooran et. al, “**Retail Investment Influencing and Decision-Making factors among Information Technology Professionals: Evidence from Tamil Nadu**” “International Journal of Innovative Technology and Exploring Engineering, Volume-9 Issue-1, November 2019, p 1343-1347
 4. Thiru Arooran et. al, “**Civil Engineering Professionals in Coimbatore: Their Investment Patterns**” in International Journal of Civil Engineering and Technology, Volume 10, Issue 01, January 2019, p 904-913
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Invited Lectures/ Resource Person

1. Interviewed as the resource on “Investment for Prosperity” a financial awareness and planning program in Family TV, for two episodes dated 26th October 2024
2. Invited as the resource for a Faculty Development Program titled “OBE in Curriculum Design” at Bishop Ambrose College, Coimbatore on 11th June 2024
3. Invited as a Session Chair for the International Conference on Management Research at Sahrdaya SIMS 2024 held on 7th June 2024.
4. Invited as a resource person to deliver key note address for an international conference titled "Digital Transformation in Business - Opportunities and Challenges.", conducted by the Department of BBA CA and Logistics, Hindustan College of Arts and Science, Coimbatore on 13th March 2024
5. Invited as the Chief Guest to Inaugurate the Commerce Association and to conduct a workshop Students on “Personality Development” at AVP College of Arts and Science, Tirupur on 19th July 2023
6. Invited as guest speaker to handle the course titled “Statistics for Management” covering Descriptive Statistics, Probability and Testing of Hypothesis for I MBA students of Sri Krishna College of Engineering and Technology, Coimbatore dated 11th and 12th February 2023.
7. Invited as the guest speaker for the session titled “unfading Life” held in the department of Corporate Secretaryship, PSG College of Arts and Science, Coimbatore on 06th April 2023

8. Invited as the resource for a workshop titled “Curriculum Designing & Development” at American College, Madurai on 26th August 2022
9. Invited as a resource person in an International Business Colloquium for developing and presenting a case study titled “Export Potential of Turmeric – An Indian Experience”, a case study on Turmeric market in Tamil Nadu, organized by Azusa Pacific University, dated 7th October 2021
10. Invited as the resource person, for a YouTube channel, “Valam Valamariya Aaval” to create financial awareness among the public. It was on four episodes titled
 - a. “Investment and Maturity” dated 27th August 2020
 - b. “Lay man to become Millionaire” dated 31st August 2020
 - c. “Key points before obtaining Loan” dated 2nd September 2020
 - d. “Prosperity in aged life” dated 4th September 2020
11. Conducted a training for the team of 31 employees, of Windcare India (P) Ltd., Gudimangalam, Udumalpet on the topic “Team Building”, dated 10th March 2018.
12. Conducted a training for the team of 22 employees, of Windcare India (P) Ltd., Gudimangalam, Udumalpet on the topic “Team Building”, dated 10th February 2018.
13. Conducted a training for the team of 30 employees, of Windcare India (P) Ltd., Gudimangalam, Udumalpet on the topic “Problem Solving”, dated 10th June 2017.
14. Invited by the Department of Electrical and Electronics Engineering, Karunya University to conduct a Mock Interview among EEE students on 27th September 2012.
15. Deputed as the resources person to train the MBA students enrolled for the course in Raffles University at Chennai Center between 19th April 2010 and 15th May 2010

Other Information

- Date of Birth: 17 December 1974
- Nationality: Indian
- Other countries travelled: Jordan, Egypt and Israel

References:

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| <p>1. Dr. O. Joji Chandran, Professor, School of Business, Christ University, Bangalore jojichandran@gmail.com Mobile: 09447006541</p> | <p>2. Dr. Sunil Vakayil, Associate Professor in Marketing Management, Loyola Institute of Business Administration, Chennai sunilvakayil@gmail.com Mobile: 9865201155</p> |
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