



# NANDHA ENGINEERING COLLEGE

(Autonomous)

Affiliated to Anna University Chennai ★ Approved by AICTE ★ Accredited by NBA-New Delhi

. itchandampalayam (PO), Vaikkalmedu , Erode, Perundurai Road, ERODE –638 052.



## DEPARTMENT OF MANAGEMENT STUDIES

### INDIVIDUAL FACULTY DATA SHEET

Name of the College : Nandha Engineering College  
Name of the Department : Management Studies  
Name of the Degree & Course : MBA  
Name of the Faculty Member : Dr. V. Manimegalai  
Regular or Adjunct : Regular  
Designation : Professor & Head of the Department  
Mail Id : manimegalai.v@nandhaengg.org  
Gender : Female  
Faculty code given by COE : 7322068  
Date of Joining the present Post : 06/09/2007  
Scale of Pay :



### **Educational Qualifications:**

Category	Name of the Degree	Specialization	Years of Passing	Name of the College	Name of the University	% of Marks / Grades obtained	Class obtained
UG	B.Com	Commerce	1998	Vellalar College for Women	Bharathiyar University	61%	I
PG	M.B.A	Finance and Marketing	2000	Maharaja college for women	Bharathiyar University	64%	I
<u>M.Phil</u>	<u>M.Phil</u>	Marketing	2005	Alagappa University	Alagappa University	-	-
<b>Ph.D</b>	Ph.D	Marketing	2015	Bharathiyar University	Bharathiyar University	-	-



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## DEPARTMENT OF MANAGEMENT STUDIES

**Title of Ph.D Thesis\*:** An Empirical Study on Marketing of Life Insurance Policies in Rural Areas of Erode District

### Academic Experience:

Name of the college	Designation	Joining Date	Relieving Date	Experience		
				Years	Months	Days
Maharani College for Women	Lecturer	01/06/2001	30/11/2001	-	6	-
Navarasam Arts and Science College	Lecturer	01/12/2001	28/02/2007	5	2	-
Nandha Engineering College	Lecturer	06/09/2007		2	6	-
Nandha Engineering College	Assistant Professor	01/03/2010		1	10	-
Nandha Engineering College	Associate Professor	04/01/2012		5	10	-
Nandha Engineering College	Professor	30/12/2016		4	10	-



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## DEPARTMENT OF MANAGEMENT STUDIES

**Supervisor Recognition: Lr. No: SUPR/27<sup>th</sup>/DB Dated, 30.12.2016**

### **Journal Publication Details :**

1. Manimegalai, V. “HRD for Global Banking”, Organizational Management- Vol. XXI.No.2. July - Sep 2005- Reg. No. 44556/85 with R.NP.(India); P.No :8-10
2. Manimegalai, V. “Advertising and Sales Promotion” – The Procure Option of Customer”, Organizational Management- Vol. XXIII.No.3. Oct- Dec 2007- Reg. No. 44556/85 with R.NP.(India); P.No :25-26
3. Manimegalai, V. “E-commerce- A drive in export marketing strategy”, Organizational Management- Vol. XXV.No.4. Jan - March 2010 - Reg. No. 44556/85 with R.NP.(India); P.No :29-31
4. Manimegalai, V. “Life Insurance Industry – Exploring Initiatives for Innovation”, Journal of Management and Science” Special Issue-11 March 2013, ISSN 2250-1819/ EISSN 2249-1260; P.No: 157-161
5. Manimegalai, V. “Examining the major problems faced by the life insurance policy holders revealed with Henry Garrett Ranking Technique”, International Journal of Exclusive Management Research-IJEMR –March 2014 - Vol 4 Issue 3 - Online - ISSN 2249–2585 Print - ISSN 2249-8672. P.No: 1-5
6. Manimegalai, V. “Exploring the major challenges faced by the insurance agents to penetrate in the rural markets through factor analysis”, International journal of psychology and Education – ISSN:2321-8606, Issue-6 Volume-1 February 2014. P.No: 162-173
7. Manimegalai, V. “Expectations and Satisfaction of Consumers in rural market with the services offered by Life Insurance Corporation of India revealed through factor analysis”, Intercontinental Journal of Marketing Research Review-Volume 2, Issue 7 (July, 2014), ISSN: 2321-0346- Online ISSN:2347-1670- Print, IMPACT FACTOR VALUE: 0.612. P.No: 21-31.



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## DEPARTMENT OF MANAGEMENT STUDIES

8. Manimegalai, V. “Examining the major problems faced by the police officials in balancing their work life revealed through Henry Garrett ranking technique”, ACADEMICIA: An International Multidisciplinary Research Journal, Vol. 4, Issue 10, Oct. 2014, ISSN:2249-7137, Impact Factor: SJIF 2013=5.099. P.No: 9-15.
9. Manimegalai, V. “An Empirical Study on the Diversified Funds of an Individual towards Various Investment Opportunities with Reference to Erode District” , International Journal of Exclusive Management Research, April. 2015, ISSN: 2249-8672, Impact Factor: 5.76. P.No: 59-62.
10. Manimegalai, V. “The Impact of International Business on the Global Economy”, A Journal of Intercontinental Management Consortium, February 2016, ISSN: 2347-1670 & 2347-1654, Impact Factor: 1.590 & 1.552. P.No: 195-197.
11. Manimegalai, V. “Examining the major marketing strategies adopted by the life insurance agents to enhance the insurance business in the rural market revealed through factor analysis”, International journal of Multidisciplinary Research and Development, March 2016, ISSN: 2349-5979 , Impact Factor: 5.72. P.No: 62-65.
12. Dr. V. Manimegalai, “Challenges Faced by the Insurance Agents to Penetrate in the Rural Markets: Explored through Factor Analysis”, Asian Journal of Research in Social Sciences and Humanities, Vol. 6, No. 6, June 2016, pp. 1105-1117.
13. Dr.V.Manimegalai, “Examining the major problems faced by the college students in using social networking sites revealed through Henry Garrett ranking technique”, International Journal of Intellectual Advancements and Research in Engineering Computation, ISSN:2348-2079 Volume : 5 ,Issue : 2
14. Dr.V.Manimegalai,“A study on consumer preference and satisfaction towards Ayurvedic products with reference to erode”, International Journal of Intellectual Advancements and Research in Engineering Computations, ISSN: 2348-2079, Volume-6 Issue-2, pp.878-882.



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## DEPARTMENT OF MANAGEMENT STUDIES

15. Dr.V.Manimegalai, “An Empirical study on fast foods and their impact on health with reference to Erode”, International Journal of Intellectual Advancements and Research in Engineering Computations, ISSN: 2348-2079, Volume-6 Issue-2, pp.941-943.
16. Dr.V.Manimegalai, “A study on impact of mobile phone addiction on adolescent’s life in erode district”, International Journal of Innovative Research in Management Studies, ISSN: 2455-7188, Volume-2 Issue-8, pp.862-864.
17. Dr.V.Manimegalai, “An empirical study on adoption of parenting style, responsive support and its impact on child’s mental, physical, emotional & social development with special reference to Erode District”, International Journal of Intellectual Advancements and Research in Engineering Computations, Volume-7, Issue-1, ISSN:2348-2079, pp. 320-328.
18. Dr.V.Manimegalai “A study on work life balance among women employees in service sector with special reference to Erode”, International Journal of Intellectual Advancements and Research in Engineering Computations, Volume-7, Issue-1, ISSN: 2348-2079, pp. 329-335.
19. Dr.V.Manimegalai, “An organizational study and a study on analysis of market share of sharp photocopier with special reference to Tirupur District”, International Journal of Intellectual Advancements and Research in Engineering Computations, Volume-7, Issue-1, ISSN: 2348-2079, pp. 402-406.
20. Dr V. Manimegalai, “A study on public usage of Tamilnadu E-governance agency with reference to Erode”, International Journal of Intellectual Advancements and Research in Engineering Computations, Volume-7, Issue-1, ISSN: 2348-2079, pp. 511-515.
21. Dr.V. Manimegalai1, “An organizational study and a study on safety and welfare of employees with reference to K.A.S. India PVT Ltd – Vellode”, International Journal of Intellectual Advancements and Research in Engineering Computations, Volume-7, Issue-1, ISSN:2348-2079, pp. 612-617



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## DEPARTMENT OF MANAGEMENT STUDIES

22. Dr.V.Manimegalai, A study on satisfaction of customer towards life insurance with reference to Erode, International Journal of Intellectual Advancements and Research in Engineering Computations, Volume-8 Issue-2, ISSN: 2348-2079, 136-140.
23. Dr. V. Manimegalai, A study on job satisfaction of employees with reference to Nani agro foods private limited – Chennimalai, International Journal of Intellectual Advancements and Research in Engineering Computations, Volume-8 Issue-2, ISSN: 2348-2079, 158-163.
24. Dr.V.Manimegalai, A study on work life balance of with special reference to S.D.K milk trading, Erode, International Journal of Intellectual Advancements and Research in Engineering Computations, Volume-8 Issue-2, ISSN: 2348-2079, 164-168.
25. Dr.V.Manimegalai, A study on customer preference and satisfaction level towards bull machines Pvt Ltd, Coimbatore, International Journal of Intellectual Advancements and Research in Engineering Computations, Volume-8 Issue-2, ISSN: 2348-2079, 174-178.
26. Dr.V.Manimegalai, A study on training and development of employees in G-PLAST Pvt Ltd., with special reference to Coimbatore, International Journal of Intellectual Advancements and Research in Engineering Computations, Volume-8 Issue-2, ISSN: 2348-2079, 198-202.
27. N.Devaraj, Dr.N.B.Premkumar, Dr.V.Manimegalai, J.Tamilarasu, “Exploring the Factors Influencing The Satisfaction of the Quality Work Life Among Police Personnel Revealed through Factor Analysis”. Journal of Critical Reviews ISSN- 2394-5125 Vol 6, Issue 6, 2019.
28. Ms.K.Arulini, Dr.K.Rajendran, Dr.V.Manimegalai, “Exploring the impact of online education on college students during Covid-19”, International Journal of Innovative Research in Science Engineering and Technology. Page no: 2347-
29. Dr. V.Manimegalai , An Empirical Study on Job Satisfaction of Employees with Special Reference to Ponmani Industry, Erode, International Journal of Multidisciplinary Research in Science, Engineering, Technology & Management (IJMRSETM, Volume 9, Issue 6, June 2022, ISSN: 2395-7639, Impact Factor: 7.580, page: 1173-1180.



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## DEPARTMENT OF MANAGEMENT STUDIES

30. Dr. V. Manimegalai, A Study on Employees Job Satisfaction in Prabha Garments Private Limited, Tiruppur, International Journal of Multidisciplinary Research in Science, Engineering, Technology & Management (IJMRSETM), ISSN: 2395-7639, Impact Factor: 7.580, Volume 9, Issue 6, June 2022, page: 1198-1201.
31. Dr. V. Manimegalai, An Empirical Study on Impact of Social Media Marketing on Consumer Buying Behavior with Reference to Erode District, International Journal of Innovative Research in Science, Engineering and Technology (IJIRSET), e-ISSN: 2319-8753, p-ISSN: 2320-6710, Impact Factor: 8.118, Volume 11, Issue 6, June 2022, page: 7935-7938.
32. Dr. V. Manimegalai, A Study on Customers Satisfaction towards TVS Motors with Special Reference to Erode, International Journal Of Multidisciplinary Research In Science, Engineering and Technology (IJMRSET), ISSN: 2582-7219, Impact Factor: 7.54, Volume 5, Issue 6, June 2022, page: 1171-1175.
33. Dr. V. Manimegalai, A Study on Employee Absenteeism with Reference to Neptune Automation and Solution -Erode , International Journal of Innovative Research in Science, Engineering and Technology (IJIRSET), e-ISSN: 2319-8753, p-ISSN: 2320-6710, Impact Factor: 8.118, Volume 11, Issue 6, June 2022, page: 7909-7916.
34. Dr. V. Manimegalai, “A Study on attitude of consumers towards Green FMCG Products”, European Chemical Bulletin, 2023, Issue 12 765-776.
35. Dr. V. Manimegalai, “Influence/ Impact of Economic Factors towards the Domestic Gender Equality of Rural Women Self Help Groups – An Analytical Approach”, 2023, Volume 11, Journal of survey in Fisheries Sciences, page: 1520-1528
36. . Dr. V. Manimegalai, “Social Media Marketing and Buying Intentions among the Consumers of Home Appliances”, 2023, Volume 11, Journal of survey in Fisheries Sciences, page: 1529-1535





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## DEPARTMENT OF MANAGEMENT STUDIES

### National Conferences:

1. Dr.V.Manimegalai, “Efficacy of digital marketing in the challenging age: An Empirical Study”, International Conference on Challenges and solutions in Data Science, Navarasam Arts and Science College for women, Erode
2. “Exploring the impact of online education on college students during Covid-19” Dr.V.Manimegalai& Ms.K.Arulini 2020-2021
3. “Examining the major problems faced by the college students in using social networking sites revealed through Henry Garrett ranking technique” Dr.V.Manimegalai June 2007.
4. “A study on satisfaction of customer towards life insurance “ with reference to Erode,International Journal of Intellectual Advancements and Research in Engineering Computations,Volume-8 Issue-2,ISSN:2348-2079, 136-140 Dr.V.Manimegalai 2019-2020
5. “A study on job satisfaction of employees with reference to Nani agro foods private limited “– Chennimalai, International Journal of Intellectual Advancements and Research in Engineering Computations,Volume-8 Issue-2,ISSN:2348-2079, 158-163. Dr.V.Manimegalai 2019-2020
6. “Dr. V. Manimegalai,An study on work life balance of with special reference to S.D.K milk trading, Erode, International Journal of Intellectual Advancements and Research in Engineering Computations,Volume-8 Issue-2,ISSN:2348-2079, 164-168.”
7. “A study on customer preference and satisfaction level towards bull machines Pvt Ltd,”Coimbatore, International Journal of Intellectual Advancements and Research in Engineering Computations,Volume-8 Issue-2,ISSN:2348-2079, 174-178. Dr. V. Manimegalai 2019-2020
8. “A study on training and development of employees in G-PLAST Pvt Ltd.,” with special reference to Coimbatore, International Journal of Intellectual Advancements and Research in Engineering Computations,Volume-8 Issue-2,ISSN:2348-2079, 198-202. Dr. V. Manimegalai 2019-2020





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## DEPARTMENT OF MANAGEMENT STUDIES

9. “A study on work life balance among women employees in service sector with special reference to Erode”, International Journal of Intellectual Advancements and Research in Engineering Computations, Volume-7, Issue-1, ISSN:2348-2079, pp. 329-335. Dr. V. Manimegalai 2018-2019
10. “An organizational study and a study on analysis of market share of sharp photocopier with special reference to Tirupur District”, International Journal of Intellectual Advancements and Research in Engineering Computations, Volume-7, Issue-1, ISSN:2348-2079, pp. 402-406. Dr. V. Manimegalai 2018-2019
11. “A study on public usage of Tamilnadu E-governance agency with reference to Erode”, International Journal of Intellectual Advancements and Research in Engineering Computations, Volume-7, Issue-1, ISSN:2348-2079, pp. 511-515. Dr. V. Manimegalai 2018-2019
12. “An organizational study and a study on safety and welfare of employees with reference to K.A.S. India PVT Ltd – Vellode”, International Journal of Intellectual Advancements and Research in Engineering Computations, Volume-7, Issue-1, ISSN:2348-2079, pp. 612-617 Dr. V. Manimegalai 2017-2018
13. “A study on consumer preference and satisfaction towards Ayurvedic products with reference to erode”, International Journal of Intellectual Advancements and Research in Engineering Computations, ISSN: 2348-2079, Volume-6 Issue-2, pp.878-882. Dr. V. Manimegalai 2017-2018
14. “An emprical study on fast foods and their impact on health with reference to Erode”, International Journal of Intellectual Advancements and Research in Engineering Computations, ISSN: 2348-2079, Volume-6 Issue-2, pp.941-943 Dr. V. Manimegalai 2017-2018
15. Dr. V. Manimegalai, “A study on impact of mobile phone addiction on adolescent’s life in erode district”, International Journal of Innovative Research in Management Studies, ISSN: 2455-7188, Volume-2 Issue-8, pp.862-864. Dr. V. Manimegalai 2017-2018
16. Developing and Sustaining high performance work teams Dr.V.Manimegalai March 2016.



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## DEPARTMENT OF MANAGEMENT STUDIES

17. “Cash Vs Cashless Trade: Challenges and Opportunities” Dr.V.Manimegalai February 2018
18. “Innovative trends in Information Technology” Dr.V.Manimegalai March 2016
19. “Write and publish in high impact journals” Dr.V.Manimegalai April 2020
20. “Introduction to public relation marketing” Dr.V.Manimegalai May 2020
21. “The Indian Economy-Post Covid strategies” Dr.V.Manimegalai May 2020
22. “Improving your research visibility-research impact and metrics” Dr.V.Manimegalai May 2020
23. “Youth and Nation Building” Dr.V.Manimegalai May 2020
24. “Impact on AI in Education and Industry post covid-19” Dr.V.Manimegalai May 2020
25. “Mental Health and psychological consideration during lockdown” Dr.V.Manimegalai May 2020
26. “A comprehensive online course on personal and stress management” Dr.V.Manimegalai May 2020
27. “Skill GAP analysis and entrepreneurship development” Dr.V.Manimegalai May 2020
28. “Future of entrepreneurship and employment opportunities” Dr.V.Manimegalai May 2020
29. “Resilient business strategies: Preparing for a pandemic world” Dr.V.Manimegalai May 2020
30. “Role of review of related literature in the research” Dr.V.Manimegalai May 2020
31. “Intellectual property rights and basics of patent practice in India” Dr.V.Manimegalai May 2020
32. “Digital Marketing” Dr.V.Manimegalai May 2020
33. “Re evaluating covid 19 for new business opportunities” Dr.V.Manimegalai May 2020
34. “Taking research forward during the pandemic” Dr.V.Manimegalai May 2020
35. “Emerging technology redefining automotive industry” Dr.V.Manimegalai May 2020
36. “Education and development under UGC Scheme, STRIDE Component – I”  
Dr.V.Manimegalai March 2021
37. “Creation of start-UPS in campuses- Adopting experimental pedagogical teaching methods”  
Dr.V.Manimegalai July 2022



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## DEPARTMENT OF MANAGEMENT STUDIES

38. “Revised assessment and accreditation of NACC changes and challenges” Dr.V.Manimegalai

Feb 2023

39. “Data analysis using SPSS” Dr.V.Manimegalai Feb 2023

40. “A study on awareness of crimes with references to erode” Dr.V.Manimegalai Feb 2023

### Patents

1. Dr.V. Manimegalai, “Design patent for money sorting machine” Design No. 383018-001,

Dated: 04.04.2023

### Area of Expertise:

S.No	Subject of Area
1	Brand Management
2	Organizational Behavior
3	Business Research Methods
4	Industrial Relations And Labour Welfare
5	Epidemiology In Medical And Health Systems Management
6	Risk Management And Health Insurance(RMHI)(02)
7	Hospital and Health Care Policy And Planning
8	Research Methods for Business
9	Marketing Management
10	Business Ethics
11	Advertising & Sales Promotion
12	Consumer Behavior

### Invited Guest Lectures Delivered

S.No	Topic	Program	Venue	Date
1	Consumer Behavior	Guest Lecture	MBA Class room	28.04.2023



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## DEPARTMENT OF MANAGEMENT STUDIES

### Awards:

S.No	Awards
1	Research Excellence Award

### Funded Research Projects

S.No.	Title	Investigator(s)	Funding Agency	Amount	Project status	Sanction Dated
1	FDP on “Fostering Ethics, Moral values, and Character Building in Technical Education”	Dr.V.Manimegalai	AICTE	4.63, 000	Completed	09.01.2019