




ANNA UNIVERSITY CHENNAI - 600 025

1. Name Of the College : Vivekananda Institute of Management Studies
2. Address : 143/1A2, Sarkarsamakulam Village, Coimbatore North TK, Coimbatore-641107
3. Name of the Principal : Dr. A Valarmathi
4. Phone Number : 0422-2985152
5. Fax Number : 0422-2456034
6. Web Site : WWW.VIMSCBE.AC.IN
7. Email ID : vims@vimscbe.ac.in
8. Year of Establishment : 2012
9. Type : Self Financing
10. Minority Status : Non Minority
11. Existing Courses :






Sl. No.	Degree	Course(s)	Year of Starting	Sanctioned Intake	
				2022-2023	2023-2024
1.	M.B.A.	Master of Business Administration	2012	120	120



12. Principal Details :




Name of the Principal	DR. A. VALARMATHI		
Date of Birth	09-06-1977		
Faculty AICTE ID	11485809414		
Experience	21		
Telephone number - Office	0422-2985152		
Date of joining in the present post	29-06-2012		
Educational Qualification :			
Degree	Specialization	Year of Passing	Name of the College
B.B.A.	BUSINESS ADMINISTRATION	1998	OTHERS - CHERRAN ARTS ANDSCIENCE
M.B.A.	MASTER OF BUSINESS ADMINISTRATION	2000	OTHERS - NMSVN
PH.D.	MASTER OF BUSINESS ADMINISTRATION	2011	OTHERS - MOTHER TERESA WOMEN UNIVERSITY
Title of the Ph.D. Thesis	impact of advertisement on jewel purchase decision		




12.1.List of Faculty Members :



1. Name of the Degree & Course : M.B.A.-Master of Business Administration

Sl.No.	Photo	Faculty	Educational Qualifications				Designation & Academic Experience	
1.		Name: DR. A. VALARMATHI Date of Birth: 09-06-1977 Date of Joining: AICTE ID: 11485809414	Degree	Specialization	Name of the College	Year of Passing	PRINCIPAL	
			B.B.A.	BUSINESS ADMINISTRATION	OTHERS-CHERRAN ARTS ANDSCIENCE	1998		
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-NMSVN	2000		
			PH.D.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-MOTHER TERESA WOMEN UNIVERSITY	2011		
			Title of the Ph.D. Thesis		IMPACT OF ADVERTISEMENT ON JEWEL PURCHASE DECISION			
			2.		Name: DR. C. GUNASEKARAN Date of Birth: 07-06-1965 Date of Joining: 01-10-2020 AICTE ID: 19312276341	Degree	Specialization	Name of the College
B.E.	MECHANICAL ENGINEERING	OTHERS-BHARATHIAR UNIVERSITY				1986		
M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-MADURAI KAMARJ UNIVERSITY				2001		
PH.D.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-BHARATHIAR UNIVERSITY				2019		
Title of the Ph.D. Thesis		MARKETING						
3.		Name: DR. B. HEMA BHALAKRISHNAN Date of Birth: 15-03-1981 Date of Joining: 02-11-2020 AICTE ID: 1485809460				Degree	Specialization	Name of the College
			B.SC.	OTHERS - COMPUTER SCIENCE	OTHERS-KONGUNADU	2001		
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-ANNAMALAI	2004		
			PH.D.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-BHARATHIAR	2008		
			Title of the Ph.D. Thesis		WORKING CONDITION OF CONTRACT LABOURERES			

Sl.No.	Photo	Faculty	Educational Qualifications				Designation & Academic Experience	
4.		Name: DR. S. UMAMAHESWARI Date of Birth: 05-12-1978 Date of Joining: 02-11-2020 AICTE ID: 11485809431	Degree	Specialization	Name of the College	Year of Passing	ASSOCIATE PROFESSOR	
			B.COM.	COMMERCE	OTHERS-SRWC	1999		
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-SNMV	2009		
			PH.D.	COMMERCE	OTHERS-KARPAGAM UNIVERSITY	2015		
			Title of the Ph.D. Thesis					
			5.		Name: MR. R. SELVARAJ Date of Birth: 02-06-1965 Date of Joining: 02-11-2020 AICTE ID: 12291098264	Degree	Specialization	Name of the College
B.SC.	OTHERS - MATHEMATICS	OTHERS-RAMAKRISHNA MISSION VIDHYALA				1987		
M.SC.	OTHERS - MATHEMATICS	OTHERS-GOVT ARTS COLLEGE				1990		
M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-MKU				2008		
OTHERS - MATHEMATICS	OTHERS - MATHEMATICS	OTHERS-MKU				2004		
Title of the Ph.D. Thesis								

Sl.No.	Photo	Faculty	Educational Qualifications				Designation & Academic Experience					
6.		Name: DR. L. LAKSHMANAN Date of Birth: 24-09-1973 Date of Joining: 22-08-2022 AICTE ID: AU1	Degree	Specialization	Name of the College	Year of Passing	ASSOCIATE PROFESSOR <table border="1"><tr><td>Current Position</td><td>0 Years</td></tr><tr><td>Previous Position</td><td>2 Years</td></tr></table>		Current Position	0 Years	Previous Position	2 Years
			Current Position	0 Years								
			Previous Position	2 Years								
			OTHERS - BBA	OTHERS - BUSINESS ADMINISTRATION	OTHERS-SOURASHTRA COLLEGE	1997						
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-SOURASHTRACOLLEGE	1999						
PH.D.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-MADURAI KMARAJ UNIVERSITY	2014									
Title of the Ph.D. Thesis		SERVICES QUALITY OF PUBLIC AND PRIVTE SECTOR BANKS										
7.		Name: MR. M. KARUNAKARAN Date of Birth: 13-01-1986 Date of Joining: 22-08-2022 AICTE ID: AU1	Degree	Specialization	Name of the College	Year of Passing	ASSISTANT PROFESSOR <table border="1"><tr><td>Current Position</td><td>0 Years</td></tr><tr><td>Previous Position</td><td>0 Years</td></tr></table>		Current Position	0 Years	Previous Position	0 Years
			Current Position	0 Years								
			Previous Position	0 Years								
			B.SC.	OTHERS - CHEMISTRY	OTHERS-PGC COLLEGE OF ARTS AND SCIENCE	2006						
			M.B.A.	OTHERS - MARKETING AND HR	OTHERS-SNR SONS COLLEGE OF ARTS AND SCIENCE	2008						
Title of the Ph.D. Thesis												
8.		Name: MRS. S. KALAIVANI Date of Birth: 15-06-1985 Date of Joining: 27-07-2018 AICTE ID:	Degree	Specialization	Name of the College	Year of Passing	ASSISTANT PROFESSOR <table border="1"><tr><td>Current Position</td><td>4 Years</td></tr><tr><td>Previous Position</td><td>6 Years</td></tr></table>		Current Position	4 Years	Previous Position	6 Years
			Current Position	4 Years								
			Previous Position	6 Years								
			B.B.A.	BUSINESS ADMINISTRATION	OTHERS-AVS COLLEGE OF ARTS AND SCIENCE	2005						
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-AVS COLLEGE OF ARTS AND SCIENCE	2009						
OTHERS - M.PHIL	OTHERS - MANAGEMENT	OTHERS-PRIMS PERIYAR UNIVERSITY	2011									
Title of the Ph.D. Thesis												

Sl.No.	Photo	Faculty	Educational Qualifications				Designation & Academic Experience					
9.		Name: DR. A V. HARI HARAN Date of Birth: 24-06-1983 Date of Joining: 29-04-2022 AICTE ID: AU1	Degree	Specialization	Name of the College	Year of Passing	ASSISTANT PROFESSOR <table border="1"><tr><td>Current Position</td><td>0 Years</td></tr><tr><td>Previous Position</td><td>9 Years</td></tr></table>		Current Position	0 Years	Previous Position	9 Years
			Current Position	0 Years								
			Previous Position	9 Years								
			B.SC.	COMPUTER SYSTEMS AND DESIGN	OTHERS-BHARATHIDASAN COLLEGE OF ARTS AND SCIENCE	2003						
			M.B.A.	HUMAN RESOURCE DEVELOPMENT AND MANAGEMENT	MAHARAJA ENGINEERING COLLEGE--	2005						
PH.D.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-BHARTHIAR UNIVERSITY	2016									
Title of the Ph.D. Thesis		EFFICIENCY AND IMPLEMENTS OF E BANKING SERVICES PROVIDED BY NEW PRIVATE SECTOR BANKS WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT										
10.		Name: MR. A. SASIKUMAR Date of Birth: 18-05-1988 Date of Joining: 04-01-2021 AICTE ID:	Degree	Specialization	Name of the College	Year of Passing	ASSISTANT PROFESSOR <table border="1"><tr><td>Current Position</td><td>1 Years</td></tr><tr><td>Previous Position</td><td>0 Years</td></tr></table>		Current Position	1 Years	Previous Position	0 Years
			Current Position	1 Years								
			Previous Position	0 Years								
			B.COM.	COMMERCE	OTHERS-KONGU ARTS AND SCIENCE	2008						
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-VSB ENGINEERING COLLEGE	2010						
Title of the Ph.D. Thesis												
11.		Name: MR. K. DURAI Date of Birth: 21-11-1974 Date of Joining: 23-07-2018 AICTE ID:	Degree	Specialization	Name of the College	Year of Passing	ASSISTANT PROFESSOR <table border="1"><tr><td>Current Position</td><td>4 Years</td></tr><tr><td>Previous Position</td><td>18 Years</td></tr></table>		Current Position	4 Years	Previous Position	18 Years
			Current Position	4 Years								
			Previous Position	18 Years								
			B.B.A.	BUSINESS ADMINISTRATION	OTHERS-AYYAN NADAR JANKIAMMAL COLLEGE	1995						
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-ARUL MIGU KALASALINGAM COLLEGE OF ENGINEERING	1997						
Title of the Ph.D. Thesis												

Sl.No.	Photo	Faculty	Educational Qualifications				Designation & Academic Experience																						
12.		Name: MR. K. SARAVANAN	<table><tr><th>Degree</th><th>Specialization</th><th>Name of the College</th><th>Year of Passing</th></tr><tr><td>M.B.A.</td><td>MASTER OF BUSINESS ADMINISTRATION</td><td>OTHERS-AK COLLEGE OF ENGINEERING</td><td>2000</td></tr><tr><td colspan="2">Title of the Ph.D. Thesis</td><td colspan="2"></td></tr></table>					Degree	Specialization	Name of the College	Year of Passing	M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-AK COLLEGE OF ENGINEERING	2000	Title of the Ph.D. Thesis				<div>ASSISTANT PROFESSOR</div> <table><tr><td>Current Position</td><td>0 Years</td></tr><tr><td>Previous Position</td><td>0 Years</td></tr></table>		Current Position	0 Years	Previous Position	0 Years				
		Degree						Specialization	Name of the College	Year of Passing																			
		M.B.A.						MASTER OF BUSINESS ADMINISTRATION	OTHERS-AK COLLEGE OF ENGINEERING	2000																			
		Title of the Ph.D. Thesis																											
		Current Position						0 Years																					
Previous Position	0 Years																												
Date of Birth: 24-04-1978																													
Date of Joining: 22-08-2022																													
AICTE ID: AU1																													
13.		Name: MRS. R. PRIYA	<table><tr><th>Degree</th><th>Specialization</th><th>Name of the College</th><th>Year of Passing</th></tr><tr><td>B.E.</td><td>INFORMATION SCIENCE AND ENGINEERING</td><td>OTHERS-AVINASHILINGAM DEEMED UNIVERSITY FOR WOMEN</td><td>2010</td></tr><tr><td>M.B.A.</td><td>MASTER OF BUSINESS ADMINISTRATION</td><td>OTHERS-ANNA UNIVERSITY</td><td>2012</td></tr><tr><td colspan="2">Title of the Ph.D. Thesis</td><td colspan="2"></td></tr></table>					Degree	Specialization	Name of the College	Year of Passing	B.E.	INFORMATION SCIENCE AND ENGINEERING	OTHERS-AVINASHILINGAM DEEMED UNIVERSITY FOR WOMEN	2010	M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-ANNA UNIVERSITY	2012	Title of the Ph.D. Thesis				<div>ASSISTANT PROFESSOR</div> <table><tr><td>Current Position</td><td>0 Years</td></tr><tr><td>Previous Position</td><td>1 Years</td></tr></table>		Current Position	0 Years	Previous Position	1 Years
		Degree						Specialization	Name of the College	Year of Passing																			
		B.E.						INFORMATION SCIENCE AND ENGINEERING	OTHERS-AVINASHILINGAM DEEMED UNIVERSITY FOR WOMEN	2010																			
		M.B.A.						MASTER OF BUSINESS ADMINISTRATION	OTHERS-ANNA UNIVERSITY	2012																			
		Title of the Ph.D. Thesis																											
Current Position	0 Years																												
Previous Position	1 Years																												
Date of Birth: 01-05-1989																													
Date of Joining: 21-12-2021																													
AICTE ID: AU1																													

