




## ANNA UNIVERSITY CHENNAI - 600 025

1. Name Of the College : Vivekanandha Institute of Information and Management Studies
2. Address : Elayampalayam Tiruchengode Namakkal-637205
3. Name of the Principal : Dr. V Mohanasundaram
4. Phone Number : 04288-234030
5. Fax Number : 04288-234130
6. Web Site : [www.viims.ac.in](http://www.viims.ac.in)
7. Email ID : [mbapincipal@gmail.com](mailto:mbapincipal@gmail.com)
8. Year of Establishment : 2002
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	2002	120	120



Sl. No.	Degree	Course(s)	Year of Starting	Sanctioned Intake	
				2022-2023	2023-2024
2.	M.C.A.	Master of Computer Applications	2002	60	60



## 12. Principal Details :



Name of the Principal	DR. V. MOHANASUNDARAM	 <p>on ✓ DIRECTOR, Vivekanandha Institute of Inform and Management Studies, Elayampalayam P.O., Tiruchengode Namakkal Dt. Tamil Nadu - 637 1</p>																				
Date of Birth	23-03-1978																					
Faculty AICTE ID	12923472641																					
Experience	21																					
Telephone number - Office	04288-234030																					
Date of joining in the present post	14-12-2020																					
Educational Qualification :																						
<table border="1"> <thead> <tr> <th>Degree</th> <th>Specialization</th> <th>Year of Passing</th> <th>Name of the College</th> </tr> </thead> <tbody> <tr> <td>B.B.A.</td> <td>BUSINESS ADMINISTRATION</td> <td>1999</td> <td>OTHERS - SENGUNTHAR ARTS AND SCIENCE COLLEGE</td> </tr> <tr> <td>M.B.A.</td> <td>OTHERS - MARKETING AND HR</td> <td>2001</td> <td>OTHERS - SENGUNTHAR ARTS AND SCIENCE COLLEGE</td> </tr> <tr> <td>PH.D.</td> <td>BUSINESS ADMINISTRATION</td> <td>2010</td> <td>OTHERS - MADURAI KAMARAJ UNIVERSITY</td> </tr> <tr> <td>OTHERS - M PHIL</td> <td>OTHERS - MANAGEMENT</td> <td>2003</td> <td>OTHERS - ALAGAPPA UNIVERSITY</td> </tr> </tbody> </table>			Degree	Specialization	Year of Passing	Name of the College	B.B.A.	BUSINESS ADMINISTRATION	1999	OTHERS - SENGUNTHAR ARTS AND SCIENCE COLLEGE	M.B.A.	OTHERS - MARKETING AND HR	2001	OTHERS - SENGUNTHAR ARTS AND SCIENCE COLLEGE	PH.D.	BUSINESS ADMINISTRATION	2010	OTHERS - MADURAI KAMARAJ UNIVERSITY	OTHERS - M PHIL	OTHERS - MANAGEMENT	2003	OTHERS - ALAGAPPA UNIVERSITY
Degree	Specialization	Year of Passing	Name of the College																			
B.B.A.	BUSINESS ADMINISTRATION	1999	OTHERS - SENGUNTHAR ARTS AND SCIENCE COLLEGE																			
M.B.A.	OTHERS - MARKETING AND HR	2001	OTHERS - SENGUNTHAR ARTS AND SCIENCE COLLEGE																			
PH.D.	BUSINESS ADMINISTRATION	2010	OTHERS - MADURAI KAMARAJ UNIVERSITY																			
OTHERS - M PHIL	OTHERS - MANAGEMENT	2003	OTHERS - ALAGAPPA UNIVERSITY																			
Title of the Ph.D. Thesis	SERVICES MARKETING A STUDY IN SOUTHERN RAILWAY																					




### 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. V. MOHANASUNDARAM  Date of Birth: 23-03-1978  Date of Joining: 14-12-2020  AICTE ID: 12923472641	Degree	Specialization	Name of the College	Year of Passing	PRINCIPAL  <table><tr><td>Current Position</td><td>2 Years</td></tr><tr><td>Previous Position</td><td>19 Years</td></tr></table>		Current Position	2 Years	Previous Position	19 Years
			Current Position	2 Years								
			Previous Position	19 Years								
			B.B.A.	BUSINESS ADMINISTRATION	OTHERS-SENGUNTHAR ARTS AND SCIENCE COLLEGE	1999						
			M.B.A.	OTHERS - MARKETING AND HR	OTHERS-SENGUNTHAR ARTS AND SCIENCE COLLEGE	2001						
			PH.D.	BUSINESS ADMINISTRATION	OTHERS-MADURAI KAMARAJ UNIVERSITY	2010						
			OTHERS - M PHIL	OTHERS - MANAGEMENT	OTHERS-ALAGAPPA UNIVERSITY	2003						
Title of the Ph.D. Thesis		SERVICES MARKETING A STUDY IN SOUTHERN RAILWAY										
2.		Name: DR. P. KAMARAJ  Date of Birth: 10-12-1975  Date of Joining: 06-04-2015  AICTE ID: 12666985626	Degree	Specialization	Name of the College	Year of Passing	ASSOCIATE PROFESSOR  <table><tr><td>Current Position</td><td>7 Years</td></tr><tr><td>Previous Position</td><td>12 Years</td></tr></table>		Current Position	7 Years	Previous Position	12 Years
			Current Position	7 Years								
			Previous Position	12 Years								
			B.SC.	OTHERS - CHEMISTRY	OTHERS-CHIKKAIAH NAICKER COLLEGE	1996						
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-SREE AMMAN ARTS SCIENCE COLLEGE	1998						
			PH.D.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-GANDHIGRAM UNIVERSITY	2012						
Title of the Ph.D. Thesis		AN EMPIRICAL STUDY ON MARKETING OF LIFE INSURANCE PRODUCTS IN ERODE DISTRICT										



Sl.No.	Photo	Faculty	Educational Qualifications				Designation & Academic Experience		
3.		Name: DR. R. MIYAL VAHANAN  Date of Birth: 14-08-1974  Date of Joining: 18-01-2006  AICTE ID: 1452870148	Degree	Specialization	Name of the College	Year of Passing	ASSOCIATE PROFESSOR		
			B.E.	MECHANICAL ENGINEERING	KONGU ENGINEERING COLLEGE (AUTONOMOUS)--	1997			
			M.B.A.	OTHERS - HR AND MARKETING	OTHERS-VMKV ENGINEERING COLLEGE	2000			
			PH.D.	OTHERS - MANAGEMENT	OTHERS-ANNA UNIVERSITY	2015			
			OTHERS - M.PHIL	OTHERS - MANAGEMENT	OTHERS-CDE	2007			
			Title of the Ph.D. Thesis		QUALITY OF WORK LIFE AMONG EMPLOYEES OF STEEL INDUSTRY WITH SPECIAL REFERENCE TO SALEM STEEL PLANT SALEM			Current Position 10 Years	
								Previous Position 7 Years	
4.		Name: DR. R. FLORENCE BHARATHI  Date of Birth: 15-06-1972  Date of Joining: 21-02-2020  AICTE ID: 9382193481	Degree	Specialization	Name of the College	Year of Passing	ASSOCIATE PROFESSOR		
			B.B.A.	BUSINESS ADMINISTRATION	ANNAMALAIAR COLLEGE OF ENGINEERING--	2000			
			OTHERS - MPHIL	OTHERS - MANAGEMENT	OTHERS-PERIYAR UNIVERSITY	2008			
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-VINAYAKA MISSION KIRUPANTHAVARIYAR ENGINEERING COLLEGE	2005			
			PH.D.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-MANONMANIAM SUNDARANAR UNIVERSITY	2018			
			Title of the Ph.D. Thesis		AN EMPRICAL EVALUATION OF WORKPLACE SPIRITUALITY AMONG THE ACADEMIC STAFF MEMBERS OF ENGINEERING COLLEGES WITH REFERENCE TO WESTERN REGION OF TAMILNADU			Current Position 2 Years	
								Previous Position 19 Years	

Sl.No.	Photo	Faculty	Educational Qualifications				Designation & Academic Experience			
5.		Name: MS. R K. SOWMYA  Date of Birth: 08-07-1999  Date of Joining: 14-02-2022  AICTE ID: 11121639458	Degree	Specialization	Name of the College	Year of Passing	ASSISTANT PROFESSOR			
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	VIVEKANANDHA INSTITUTE OF INFORMATION AND MANAGEMENT STUDIES--	2021				
			Title of the Ph.D. Thesis						Current Position	1 Years
									Previous Position	0 Years
6.		Name: DR. S. KALAIVANI  Date of Birth: 26-11-1987  Date of Joining: 08-11-2021  AICTE ID: 17454028936	Degree	Specialization	Name of the College	Year of Passing	ASSISTANT PROFESSOR			
			OTHERS - BBM	OTHERS - BUSINESS MANAGEMENT	OTHERS-KONGU ARTS AND SCIENCE COLLEGE	2008				
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	VELALAR COLLEGE OF ENGINEERING AND TECHNOLOGY (AUTONOMOUS)--	2010	Current Position	1 Years		
			PH.D.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-BHARATHIYAR UNIVERSITY	2019				
			OTHERS - MANAGE MENT	OTHERS - MANAGEMENT	OTHERS-KONGU ARTS AND SCIENCE COLLEGE	2013	Previous Position	9 Years		
			Title of the Ph.D. Thesis		IMPACT OF SOCIAL MEDIA ON SOCIAL INTERACTION ENTERTAINMENT AND PURCHASE DECISIONS A STUDY CONDUCTED IN ERODE DISTRICT					



Sl.No.	Photo	Faculty	Educational Qualifications				Designation & Academic Experience					
7.		Name: DR. R. SENTHILKUMARAN  Date of Birth: 16-04-1974  Date of Joining: 23-09-2019  AICTE ID: 17427686760	Degree	Specialization	Name of the College	Year of Passing	ASSISTANT PROFESSOR  <table><tr><td>Current Position</td><td>3 Years</td></tr><tr><td>Previous Position</td><td>11 Years</td></tr></table>		Current Position	3 Years	Previous Position	11 Years
			Current Position	3 Years								
			Previous Position	11 Years								
			B.E.	MECHANICAL ENGINEERING	ARULMIGU MEENAKSHI AMMAN COLLEGE OF ENGINEERING--	1997						
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-VINAYAGA INSTITUTE OF MANAGEMENT STUDIES	2002						
			PH.D.	MASTER OF BUSINESS ADMINISTRATION	ANNA UNIVESITY REGIONAL CAMPUS, COIMBATORE--	2017						
Title of the Ph.D. Thesis		A STUDY ON CRM PRACTICES OF THE COMMERCIAL BANKS IN SALEM										
8.		Name: MR. K. SASIKUMAR  Date of Birth: 30-03-1987  Date of Joining: 26-11-2018  AICTE ID: 14401634480	Degree	Specialization	Name of the College	Year of Passing	ASSISTANT PROFESSOR  <table><tr><td>Current Position</td><td>4 Years</td></tr><tr><td>Previous Position</td><td>7 Years</td></tr></table>		Current Position	4 Years	Previous Position	7 Years
			Current Position	4 Years								
			Previous Position	7 Years								
			B..SC.	OTHERS - BIO TECHNOLOGY	OTHERS-KSR COLLEGE OF ARTS AND SCIENCE	2007						
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-ANNA UNIVERSITY OF TECHNOLOGY COIMBATORE	2010						
			Title of the Ph.D. Thesis		KNOWLEDGE							
9.		Name: MR. A. HAJA MYDEEN  Date of Birth: 03-06-1981  Date of Joining: 07-09-2022  AICTE ID: AU1	Degree	Specialization	Name of the College	Year of Passing	ASSISTANT PROFESSOR  <table><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								
			B.COM.	COMMERCE	OTHERS-JAMAL MOHAMED COLLEGE TRICHY	2001						
			OTHERS - M.PHIL	MASTER OF BUSINESS ADMINISTRATION	OTHERS-ALAGAPPA UNIVERSITY KARAUKUDI	2007						
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-THANTHAI HANS ROEVER COLLGE PERAMBALUR	2003						
OTHERS - B.ED	COMMERCE	ANNAMALAI UNIVERSITY--	2016									
Title of the Ph.D. Thesis												




Sl.No.	Photo	Faculty	Educational Qualifications				Designation & Academic Experience					
10.		Name: DR. S. SENTHILKUMAR  Date of Birth: 03-06-1966  Date of Joining: 22-05-2013  AICTE ID: 1757782787	Degree	Specialization	Name of the College	Year of Passing	ASSISTANT PROFESSOR  <table><tr><td>Current Position</td><td>9 Years</td></tr><tr><td>Previous Position</td><td>7 Years</td></tr></table>		Current Position	9 Years	Previous Position	7 Years
			Current Position	9 Years								
			Previous Position	7 Years								
			B.E.	INDUSTRIAL ENGINEERING	OTHERS-BMS COLLEGE OF ENGINEERING BANGALORE	1998						
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-PERIYAR UNIVERSITY	2008						
			PH.D.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-ANNA UNIVERSITY	2017						
Title of the Ph.D. Thesis		INVESTORS BEHAVIOUR TOWARDS EQUITY INVESTMENT										
11.		Name: DR. J. ARUL  Date of Birth: 27-07-1985  Date of Joining: 26-11-2018  AICTE ID: 14401923707	Degree	Specialization	Name of the College	Year of Passing	ASSISTANT PROFESSOR  <table><tr><td>Current Position</td><td>4 Years</td></tr><tr><td>Previous Position</td><td>9 Years</td></tr></table>		Current Position	4 Years	Previous Position	9 Years
			Current Position	4 Years								
			Previous Position	9 Years								
			B.B.A.	BUSINESS ADMINISTRATION	OTHERS-SENGUNTHAR ARTS AND SCIENCE COLLEGE	2005						
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-KSR COLLEGE OF ARTS AND SCIENCE	2007						
			PH.D.	OTHERS - MARKETING	OTHERS-BHARATHIAR UNIVERSITY	2014						
Title of the Ph.D. Thesis		IMPACT OF RETAIL MARKETING ON CONSUMER AND SMALL TRADERS IN COIMBATORE DISTRICT MANAGEMENT										
12.		Name: MR. T. KRISHNAKUMAR  Date of Birth: 30-07-1975  Date of Joining: 01-07-2005  AICTE ID: 1452142435	Degree	Specialization	Name of the College	Year of Passing	ASSISTANT PROFESSOR  <table><tr><td>Current Position</td><td>17 Years</td></tr><tr><td>Previous Position</td><td>5 Years</td></tr></table>		Current Position	17 Years	Previous Position	5 Years
			Current Position	17 Years								
			Previous Position	5 Years								
			B.SC.	OTHERS - PHYSICS	OTHERS-HKRH COLLEGE	1995						
			OTHERS - M.PHIL	OTHERS - MANAGEMENT	OTHERS-CDE	2007						
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-PSNA	1997						
Title of the Ph.D. Thesis												


2. Name of the Degree & Course : M.C.A.-Master of Computer Applications

Sl.No.	Photo	Faculty	Educational Qualifications				Designation & Academic Experience			
1.		Name: DR. K. PADMANABHAN  Date of Birth: 08-03-1975  Date of Joining: 26-11-2018  AICTE ID: 14567421251	Degree	Specialization	Name of the College	Year of Passing	PROFESSOR			
			B.COM.	COMMERCE	OTHERS-SALEM SOWDESWARI COLLEGE	1995				
			M.C.A.	MASTER OF COMPUTER APPLICATIONS	OTHERS-SALEM SOWDESWARI COLLEGE	1998				
			PH.D.	COMPUTER APPLICATIONS	OTHERS-ANNA UNIVERSITY	2015				
			OTHERS - M.PHIL	OTHERS - COMPUTER APPLICATIONS	OTHERS-MANONMANIAM SUNDARANAR UNIVERSITY	2003				
			Title of the Ph.D. Thesis		ENERGY EFFICIENT DATA TRANSMISSION STRATEGIES FOR DYNAMIC CLUSTERED WIRELESS SENSOR NETWORKS			Current Position		4 Years
								Previous Position		18 Years
2.		Name: DR. J. SRIMATHI  Date of Birth: 18-06-1980  Date of Joining: 01-07-2015  AICTE ID: 12188436978	Degree	Specialization	Name of the College	Year of Passing	ASSOCIATE PROFESSOR			
			B.COM.	COMMERCE	OTHERS-SEETHA LAKSHMI RAMASAMY COLLEGE	2000				
			M.C.A.	MASTER OF COMPUTER APPLICATIONS	OTHERS-BHARATHIDASAN UNIVERSITY	2003				
			OTHERS - M.PHIL	OTHERS - COMPUTER SCIENCE	OTHERS-BHARATHIDASAN UNIVERSITY	2005				
			Title of the Ph.D. Thesis		ENERGY EFFICIENT LOGIT REGRESSION AND REWEIGHT BOOSTED DATA GATHERING FOR TARGET TACKING IN WSN				Current Position	
								Previous Position		10 Years



Sl.No.	Photo	Faculty	Educational Qualifications				Designation & Academic Experience	
3.		Name: MR. J. AROCKIA RAJ Date of Birth: 07-05-1974 Date of Joining: 11-06-2012 AICTE ID: 1742483852	Degree	Specialization	Name of the College	Year of Passing	ASSISTANT PROFESSOR	
			B.SC.	OTHERS - PHYSICS	OTHERS-ARUL ANANDAR COLLEGE	1998		
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-ALAGAPPA UNIVERSITY	2005		
			M.SC.	OTHERS - PSYCHOLOGY	OTHERS-TAMILNADU OPEN UNIVERSITY	2009	Current Position	10 Years
			M.C.A.	MASTER OF COMPUTER APPLICATIONS	OTHERS-ST JOSEPHS	2001	Previous Position	11 Years
			OTHERS - MD	OTHERS - ACUPUNCTURE	OTHERS-AROCKYA HEALTH CENTER	2011		
			Title of the Ph.D. Thesis					
4.		Name: MR. C. GANESH Date of Birth: 24-07-1975 Date of Joining: 11-06-2012 AICTE ID: 19633659628	Degree	Specialization	Name of the College	Year of Passing	ASSISTANT PROFESSOR	
			B.COM.	COMMERCE	OTHERS-KANDASAMY KANDAR COLLEGE	1995		
			M.C.A.	MASTER OF COMPUTER APPLICATIONS	OTHERS-KANDASWAMY KANDARS COLLEGE	1998	Current Position	10 Years
			OTHERS - M.PHIL	OTHERS - COMMERCE	OTHERS-URUMU COLLEGE	2002	Previous Position	-9 Years
			Title of the Ph.D. Thesis					

Sl.No.	Photo	Faculty	Educational Qualifications				Designation & Academic Experience					
5.		Name: MRS. R. GAYATHRI  Date of Birth: 07-06-1979  Date of Joining: 08-08-2022  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>15 Years</td></tr></table>		Current Position	0 Years	Previous Position	15 Years
			Current Position	0 Years								
			Previous Position	15 Years								
			B.SC.	OTHERS - COMPUTER SCIENCE	OTHERS-SENGUNTHAR ARTS AND SCIENCE COLLEGE TIRUCHENGODE	1999						
			M.C.A.	MASTER OF COMPUTER APPLICATIONS	OTHERS-ALAMELU ANGALAMMAN COLLEGE FOR WOMEN KOMARAPALAYAM	2002						
			OTHERS - M.PHIL	OTHERS - COMPUTER SCIENCE	OTHERS-ALAGAPPA UNIVERSITY	2008						
Title of the Ph.D. Thesis												
6.		Name: MR. P. SENTHILKUMAR  Date of Birth: 18-04-1984  Date of Joining: 10-03-2021  AICTE ID: 19508351195	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								
			M.E.	COMPUTER SCIENCE AND ENGINEERING	MAHA BARATHI ENGINEERING COLLEGE--	2015						
			Title of the Ph.D. Thesis									
			PROGRESS THROUGH KNOWLEDGE									
7.		Name: MS. M. VALARMATHI  Date of Birth: 28-01-1980  Date of Joining: 02-07-2014  AICTE ID: 12494704653	Degree	Specialization	Name of the College	Year of Passing	ASSISTANT PROFESSOR  <table border="1"><tr><td>Current Position</td><td>8 Years</td></tr><tr><td>Previous Position</td><td>9 Years</td></tr></table>		Current Position	8 Years	Previous Position	9 Years
			Current Position	8 Years								
			Previous Position	9 Years								
			B.SC.	OTHERS - COMPUTER SCIENCE	OTHERS-BHARATHIYAR UNIVERSITY	2001						
			M.C.A.	MASTER OF COMPUTER APPLICATIONS	OTHERS-BHARATHIYAR UNIVERSITY	2004						
			OTHERS - M.PHIL	OTHERS - COMPUTER SCIENCE	OTHERS-VINAYAKA MISSION	2009						
Title of the Ph.D. Thesis												

Sl.No.	Photo	Faculty	Educational Qualifications				Designation & Academic Experience	
8.	 <small>Head of the Department of Chemistry Erayampalayam P.O., Tiruchengode Namakkal Dt., Tamil Nadu - 637 101</small>	Name: MRS. S. SENTHAMARASELVI  Date of Birth: 03-06-1975  Date of Joining: 01-07-2019  AICTE ID: 19599572561	Degree	Specialization	Name of the College	Year of Passing	ASSISTANT PROFESSOR	
			B.SC.	OTHERS - CHEMISTRY	OTHERS-VELLALAR COLLEGE FOR WOMEN	1996		
			M.C.A.	MASTER OF COMPUTER APPLICATIONS	OTHERS-VELLALAR COLLEGE FOR WOMEN	1999		
			OTHERS - M.PHIL	OTHERS - COMPUTER SCIENCE	OTHERS-MOTHER TERESA WOMENS UNIVERSITY	2004		
			Title of the Ph.D. Thesis					
			Current Position		3 Years			
Previous Position		15 Years						

