




ANNA UNIVERSITY CHENNAI - 600 025

1. Name Of the College : Sri Venkateswara Institute of Information Technology and Management
2. Address : SF 348/1, 3G Road, Ettimadai, Palakkad Road, Coimbatore-641112
3. Name of the Principal : Dr. G Alex Rajesh
4. Phone Number : 422-2656286
5. Fax Number : 422-2656235
6. Web Site : [HTTP://WWW.SRIVENKATESWARA.IN](http://www.srivenkateswara.in)
7. Email ID : sviitm@gmail.com
8. Year of Establishment : 2008
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	2008	90	90



12. Principal Details :




Name of the Principal	DR. G. ALEX RAJESH		
Date of Birth	25-06-1976		
Faculty AICTE ID	AU1		
Experience	20		
Telephone number - Office	422-2656286		
Date of joining in the present post	15-03-2021		
Educational Qualification :			
Degree	Specialization	Year of Passing	Name of the College
B.SC.	OTHERS - CHEMISTRY	1996	OTHERS - AV COLLEGE
M.B.A.	MASTER OF BUSINESS ADMINISTRATION	2002	OTHERS - RVSIMSR COLLEGE
PH.D.	MASTER OF BUSINESS ADMINISTRATION	2011	OTHERS - BHARATHIDASAN UNIVERSITY
OTHERS - MPHIL	OTHERS - BUSINESS ADMINISTRATION	2005	OTHERS - ALAGAPPA UNIVERSITY
Title of the Ph.D. Thesis	A STUDY OF OCCUPATIONAL STRESS EXPERIENCED BY HIGHER SECONDARY SCHOOL TEACHERS OF THANJAVUR		




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. G. ALEX RAJESH Date of Birth: 25-06-1976 Date of Joining: 15-03-2021 AICTE ID: AU1	Degree	Specialization	Name of the College	Year of Passing	PRINCIPAL	
			B.SC.	OTHERS - CHEMISTRY	OTHERS-AV COLLEGE	1996		
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-RVSIMSR COLLEGE	2002		
			PH.D.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-BHARATHIDASAN UNIVERSITY	2011		
			OTHERS - MPHIL	OTHERS - BUSINESS ADMINISTRATION	OTHERS-ALAGAPPA UNIVERSITY	2005		
			Title of the Ph.D. Thesis		A STUDY OF OCCUPATIONAL STRESS EXPERIENCED BY HIGHER SECONDARY SCHOOL TEACHERS OF THANJAVUR			
2.		Name: DR. N. RAMESH KUMAR Date of Birth: 05-05-1982 Date of Joining: 04-04-2022 AICTE ID: AU1	Degree	Specialization	Name of the College	Year of Passing	PROFESSOR	
			B.B.A.	BUSINESS ADMINISTRATION	OTHERS-SRI VIDYA MANDHIR ARTS AND SCIENCE COLLEGE	2003		
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-VYSYA INSTITUTE OF MANAGEMENT STUDIES	2006		
			PH.D.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-BHARATHIYAR UNIVERSITY	2018		
			Title of the Ph.D. Thesis		A STUDY ON CUSTOMERS ATTITUDE TOWARDS ORGANISED RETAIL SECTOR WITH SPECIAL REFERENCE TO GROSARY RETAILS OUTLETS IN COIMBATORE DISTRICT			
3.		Name: DR. K. BASKAR Date of Birth: 24-06-1980 Date of Joining: 05-03-2019 AICTE ID: AU1	Degree	Specialization	Name of the College	Year of Passing	ASSOCIATE PROFESSOR	
			B.B.A.	BUSINESS ADMINISTRATION	OTHERS-PERIYAR UNIVERSITY	2002		
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-ANNAMALAI UNIVERSITY	2008		
			PH.D.	BUSINESS ADMINISTRATION	OTHERS-ANNAMALAI UNIVERSITY	2016		
			Title of the Ph.D. Thesis		A STUDY ON SOCIO ECONOMICS OF FISHER FOLK AND FISH MARKETING PRACTICES IN NAGAPATINAM			

Sl.No.	Photo	Faculty	Educational Qualifications				Designation & Academic Experience	
4.		Name: MR. J. ANAND CHRISTOPHER Date of Birth: 01-01-1985 Date of Joining: 01-03-2010 AICTE ID: AU1	Degree	Specialization	Name of the College	Year of Passing	ASSOCIATE PROFESSOR	
			B.B.A.	BUSINESS ADMINISTRATION	OTHERS-SRI KALAISWARI COLLEGE	2005		
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-KARUNYA UNIVERSITY	2007		
			PH.D.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-KARUNYA UNIVERSITY	2019		
			Title of the Ph.D. Thesis	A STUDY ON INFLUENCE OF ADVERTISEMENT ON BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO SMART PHONE				
5.		Name: DR. SHANMUGAM. SATHIYASEELAN Date of Birth: 10-02-1987 Date of Joining: 02-05-2016 AICTE ID: AU1	Degree	Specialization	Name of the College	Year of Passing	ASSOCIATE PROFESSOR	
			OTHERS - BBM	OTHERS - BUSINESS MANAGEMENT	OTHERS-GOBI ARTS COLLEGE	2007		
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-ICFAI BUSINESS SCHOOL	2009		
			PH.D.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-BHARATHIYAR	2018		
			Title of the Ph.D. Thesis	A STUDY ON SERVICE QUALITY GAP BETWEEN GOVERNMENT AND PRIVATE PROMOTER SPECIAL ECONOMIC ZONES A STUDY CONDUCTED AMONG IT AND ITES-RELATED EMPLOYEES				
			Current Position		13 Years			
			Previous Position		0 Years			
			Current Position		7 Years			
			Previous Position		0 Years			

Sl.No.	Photo	Faculty	Educational Qualifications				Designation & Academic Experience	
6.		Name: DR. KV. VIMALA Date of Birth: 17-10-1982 Date of Joining: 02-03-2021 AICTE ID: AU1	Degree	Specialization	Name of the College	Year of Passing	ASSOCIATE PROFESSOR	
			B.COM.	COMMERCE	OTHERS-CALICUT UNIVERSITY	2003		
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-BHARATHIYAR UNVIERSITY	2005		
			OTHERS - MPHIL	OTHERS - MARKETTING	OTHERS-BHARATHIYAR UNIVERSITY	2014		
			PH.D.	OTHERS - MARKETTING	OTHERS-BHARATHIYAR UNIVERSITY	2021		
			Title of the Ph.D. Thesis	A STUDY ON THE INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT ON SERVICE QUALITY AND CUSTOMER LOYALTY A STUDY CONDUCTED AMONG HOTELS IN TAMIL NADU AND KERALA				Current Position
						Previous Position	10 Years	
7.		Name: MR. CP. ABIJITH KRISHNA Date of Birth: 20-11-1996 Date of Joining: 08-03-2021 AICTE ID: AU1	Degree	Specialization	Name of the College	Year of Passing	ASSISTANT PROFESSOR	
			B.COM.	COMMERCE	OTHERS-UNIVERSITY OF CALICUT	2017		
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-NEHRU COLLEGE OF MANAGEMENT	2019		
			Title of the Ph.D. Thesis					
						Previous Position	0 Years	
8.		Name: MRS. PM. ANUSHIA Date of Birth: 15-05-1984 Date of Joining: 15-05-2023 AICTE ID: AU1	Degree	Specialization	Name of the College	Year of Passing	ASSISTANT PROFESSOR	
			B.B.A.	BUSINESS ADMINISTRATION	OTHERS-ANNAI THERSA WOMENS UNIVERSITY	2004		
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-KARUNYA INSTITUTE OF TECHNOLOGY AND SCIENCE	2006		
			PH.D.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-NEHRU COLLEGE OF MANAGEMENT	2022		
			Title of the Ph.D. Thesis		FACULTY OF MANAGEMENT			
						Previous Position	0 Years	

Sl.No.	Photo	Faculty	Educational Qualifications				Designation & Academic Experience	
9.		Name: MR. N. MANOKARAN Date of Birth: 23-06-1985 Date of Joining: 15-05-2023 AICTE ID: AU1	Degree	Specialization	Name of the College	Year of Passing	ASSISTANT PROFESSOR	
			B.COM.	COMMERCE	OTHERS-CMS COLLEGE OF ARTS AND SCIENCE	2006		
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	SRI RAMAKRISHNA INSTITUTE OF TECHNOLOGY (AUTONOMOUS)--	2008		
			Title of the Ph.D. Thesis					
							Current Position	0 Years
							Previous Position	11 Years
10.		Name: MR. J. MARIO DENNIS Date of Birth: 26-05-1987 Date of Joining: 15-05-2023 AICTE ID: AU1	Degree	Specialization	Name of the College	Year of Passing	ASSISTANT PROFESSOR	
			B.COM.	COMMERCE	OTHERS-THIRUVALLYUVAR UNIVERSITY	2009		
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-BHARATHIDASAN UNIVERSITY	2011		
			Title of the Ph.D. Thesis					
							Current Position	0 Years
							Previous Position	0 Years
11.		Name: MR. S. ASWANTHER Date of Birth: 19-12-1991 Date of Joining: 17-12-2019 AICTE ID:	Degree	Specialization	Name of the College	Year of Passing	ASSISTANT PROFESSOR	
			M.SC.	OTHERS - COMPUTER SCIENCE	BANNARI AMMAN INSTITUTE OF TECHNOLOGY (AUTONOMOUS)--	2014		
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-JOHNSON SCHOOL OF BUSINESS	2016		
			Title of the Ph.D. Thesis					
							Current Position	3 Years
							Previous Position	0 Years

Sl.No.	Photo	Faculty	Educational Qualifications				Designation & Academic Experience					
12.		Name: MRS. J. TRESA Date of Birth: 10-01-1989 Date of Joining: 18-07-2011 AICTE ID: AU1	Degree	Specialization	Name of the College	Year of Passing	ASSISTANT PROFESSOR <table><tr><td>Current Position</td><td>11 Years</td></tr><tr><td>Previous Position</td><td>0 Years</td></tr></table>		Current Position	11 Years	Previous Position	0 Years
			Current Position	11 Years								
			Previous Position	0 Years								
			B.SC.	OTHERS - COMPUTER SCIENCE	OTHERS-NIRMALA COLLEGE FOR WOMEN	2009						
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	ST JOSEPH'S INSTITUTE OF TECHNOLOGY (AUTONOMOUS)--	2011						
Title of the Ph.D. Thesis												
13.		Name: MRS. L. UMAMAHESWARI Date of Birth: 01-07-1976 Date of Joining: 12-04-2013 AICTE ID:	Degree	Specialization	Name of the College	Year of Passing	ASSISTANT PROFESSOR <table><tr><td>Current Position</td><td>10 Years</td></tr><tr><td>Previous Position</td><td>0 Years</td></tr></table>		Current Position	10 Years	Previous Position	0 Years
			Current Position	10 Years								
			Previous Position	0 Years								
			B.COM.	COMMERCE	OTHERS-SRI RAMAKRISHNA COLLEGE OF ARTS AND SCIENCE	1997						
			OTHERS - M.COM	OTHERS - COMMERCE	OTHERS-ANNAMALAI UNIVERSITY	1999						
M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-ALAGAPPA UNIVERSITY	2005									
Title of the Ph.D. Thesis												