



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
- 7. Email ID** : 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		
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 :			
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			
			Degree	Specialization	Name of the College	Year of Passing				
1.		Name: DR. V. MOHANASUNDARAM Date of Birth: 23-03-1978 Date of Joining: 14-12-2020 AICTE ID: 12923472641	B.B.A.	BUSINESS ADMINISTRATION	OTHERS-SENGUNTHAR ARTS AND SCIENCE COLLEGE	1999	PRINCIPAL			
			M.B.A.	OTHERS - MARKETING AND HR	OTHERS-SENGUNTHAR ARTS AND SCIENCE COLLEGE	2001				
			PH.D.	BUSINESS ADMINISTRATION	OTHERS-MADURAI KAMARAJ UNIVERSITY	2010			Current Position	2 Years
			OTHERS - M PHIL	OTHERS - MANAGEMENT	OTHERS-ALAGAPPA UNIVERSITY	2003			Previous Position	19 Years
			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	B.SC.	OTHERS - CHEMISTRY	OTHERS-CHIKKAIAH NAICKER COLLEGE	1996	ASSOCIATE PROFESSOR
M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-SREE AMMAN ARTS SCIENCE COLLEGE				1998	Current Position	7 Years		
PH.D.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-GANDHIGRAM UNIVERSITY				2012	Previous Position	12 Years		
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				
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-PERİYAR 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 EMPIRICAL EVALUATION OF WORKPLACE SPIRITUALITY AMONG THE ACADEMIC STAFF MEMBERS OF ENGINEERING COLLEGES WITH REFERENCE TO WESTERN REGION OF TAMILNADU				
						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 <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.B.A.	MASTER OF BUSINESS ADMINISTRATION	VIVEKANANDHA INSTITUTE OF INFORMATION AND MANAGEMENT STUDIES--	2021						
Title of the Ph.D. Thesis												
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 <table border="1"> <tr> <td>Current Position</td> <td>1 Years</td> </tr> <tr> <td>Previous Position</td> <td>9 Years</td> </tr> </table>		Current Position	1 Years	Previous Position	9 Years
			Current Position	1 Years								
			Previous Position	9 Years								
			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						
			PH.D.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-BHARATHIYAR UNIVERSITY	2019						
OTHERS - MANAGEMENT	OTHERS - MANAGEMENT	OTHERS-KONGU ARTS AND SCIENCE COLLEGE	2013									
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	
			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	
			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	
			B.COM.	COMMERCE	OTHERS-JAMAL MOHAMED COLLEGE TRICHY	2001		
			OTHERS - M.PHIL	MASTER OF BUSINESS ADMINISTRATION	OTHERS-ALAGAPPA UNIVERSITY KARAIKUDI	2007		
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-THANTHAI HANS ROEVER COLLEGE PERAMBALUR	2003		
			OTHERS - B.ED	COMMERCE	ANNAMALAI UNIVERSITY--	2016	Previous Position	11 Years
Title of the Ph.D. Thesis						Current Position	0 Years	
Title of the Ph.D. Thesis						Previous Position	2 Years	

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 border="1"><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-PERİYAR 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 border="1"><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 border="1"><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			
			Degree	Specialization	Name of the College	Year of Passing				
1.		Name: DR. K. PADMANABHAN Date of Birth: 08-03-1975 Date of Joining: 26-11-2018 AICTE ID: 14567421251	B.COM.	COMMERCE	OTHERS-SALEM SOWDESWARI COLLEGE	1995	PROFESSOR			
			M.C.A.	MASTER OF COMPUTER APPLICATIONS	OTHERS-SALEM SOWDESWARI COLLEGE	1998				
			PH.D.	COMPUTER APPLICATIONS	OTHERS-ANNA UNIVERSITY	2015			Current Position	4 Years
			OTHERS - M.PHIL	OTHERS - COMPUTER APPLICATIONS	OTHERS-MANONMANIAM SUNDARANAR UNIVERSITY	2003			Previous Position	18 Years
			Title of the Ph.D. Thesis	ENERGY EFFICIENT DATA TRANSMISSION STRATEGIES FOR DYNAMIC CLUSTERED WIRELESS SENSOR NETWORKS						
			2.		Name: DR. J. SRIVATHI Date of Birth: 18-06-1980 Date of Joining: 01-07-2015 AICTE ID: 12188436978	B.COM.	COMMERCE	OTHERS-SEETHA LAKSHMI RAMASAMY COLLEGE	2000	ASSOCIATE PROFESSOR
M.C.A.	MASTER OF COMPUTER APPLICATIONS	OTHERS-BHARATHIDASAN UNIVERSITY				2003				
OTHERS - M.PHIL	OTHERS - COMPUTER SCIENCE	OTHERS-BHARATHIDASAN UNIVERSITY				2005	Current Position	7 Years		
Title of the Ph.D. Thesis	ENERGY EFFICIENT LOGIT REGRESSION AND REWEIGHT BOOSTED DATA GATHERING FOR TARGET TACKING IN WSN					Previous Position	10 Years			

Sl.No.	Photo	Faculty	Educational Qualifications				Designation & Academic Experience			
			Degree	Specialization	Name of the College	Year of Passing				
3.	 <p> Name: MR. J. AROCKIA RAJ Date of Birth: 07-05-1974 Date of Joining: 11-06-2012 AICTE ID: 1742483852 </p>		B.SC.	OTHERS - PHYSICS	OTHERS-ARUL ANANDAR COLLEGE	1998	ASSISTANT PROFESSOR			
			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.	 <p> Name: MR. C. GANESH Date of Birth: 24-07-1975 Date of Joining: 11-06-2012 AICTE ID: 19633659628 </p>		B.COM.	COMMERCE	OTHERS-KANDASAMY KANDAR COLLEGE	1995	ASSISTANT PROFESSOR			
			M.C.A.	MASTER OF COMPUTER APPLICATIONS	OTHERS-KANDASWAMY KANDARS COLLEGE	1998				
			OTHERS - M.PHIL	OTHERS - COMMERCE	OTHERS-URUMU COLLEGE	2002	Current Position	10 Years		
			Title of the Ph.D. Thesis							
								Previous Position	-9 Years	

Sl.No.	Photo	Faculty	Educational Qualifications				Designation & Academic Experience		
			Degree	Specialization	Name of the College	Year of Passing			
5.		Name: MRS. R. GAYATHRI Date of Birth: 07-06-1979 Date of Joining: 08-08-2022 AICTE ID: AU1	B.SC.	OTHERS - COMPUTER SCIENCE	OTHERS-SENGUNTHAR ARTS AND SCIENCE COLLEGE TIRUCHENGODE	1999	ASSISTANT PROFESSOR		
			M.C.A.	MASTER OF COMPUTER APPLICATIONS	OTHERS-ALAMELU ANGALAMMAN COLLEGE FOR WOMEN KOMARAPALAYAM	2002		Current Position	0 Years
			OTHERS - M.PHIL	OTHERS - COMPUTER SCIENCE	OTHERS-ALAGAPPA UNIVERSITY	2008		Previous Position	15 Years
			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	M.E.	COMPUTER SCIENCE AND ENGINEERING	MAHA BARATHI ENGINEERING COLLEGE--	2015	ASSISTANT PROFESSOR		
			Title of the Ph.D. Thesis						
7.		Name: MS. M. VALARMATHI Date of Birth: 28-01-1980 Date of Joining: 02-07-2014 AICTE ID: 12494704653	B.SC.	OTHERS - COMPUTER SCIENCE	OTHERS-BHARATHIYAR UNIVERSITY	2001	ASSISTANT PROFESSOR		
			M.C.A.	MASTER OF COMPUTER APPLICATIONS	OTHERS-BHARATHIYAR UNIVERSITY	2004		Current Position	8 Years
			OTHERS - M.PHIL	OTHERS - COMPUTER SCIENCE	OTHERS-VINAYAKA MISSION	2009		Previous Position	9 Years
			Title of the Ph.D. Thesis						

Sl.No.	Photo	Faculty	Educational Qualifications				Designation & Academic Experience					
			Degree	Specialization	Name of the College	Year of Passing	ASSISTANT PROFESSOR					
8.	 <p>Name: MRS. S. SENTHAMARAISELVI Date of Birth: 03-06-1975 Date of Joining: 01-07-2019 AICTE ID: 19599572561</p>		B.SC.	OTHERS - CHEMISTRY	OTHERS-VELLALAR COLLEGE FOR WOMEN	1996	<table border="1"> <tr> <td>Current Position</td> <td>3 Years</td> </tr> <tr> <td>Previous Position</td> <td>15 Years</td> </tr> </table>		Current Position	3 Years	Previous Position	15 Years
			Current Position	3 Years								
			Previous Position	15 Years								
			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												

