

Email: kgmalas@gmail.com

+91-75300 72539

**Dr. GANGA MALA K**



### **Personal Summary**

An Efficient and well-Organized teaching professional with Strong Management skills, and filled with positive attitude when approached to challenges. Has attained over **10 Years** of Experience in Teaching, Marketing.

### **Career Objective**

To utilize my teaching skills towards a challenging career in growth oriented and leading edge that will provide mutual benefits and where from I can utilize my capabilities to the fullest benefits of the organization and society.

### **Professional Credentials**

- TNSET Qualified in 2016
- UGC NET Qualified in 2018

### **Educational Background**

#### **Degree Details**

#### **Duration**

#### **Ph.D. (Doctorate in Philosophy)**

Title: "A study on Customer based Brand Equity and buying intention of selected organized retail outlets in Madurai District"

Madurai Kamaraj University, Madurai

#### **M. Phill (Master of Philosophy)**

Percentage – First Class with 64.00%

Year of Passing - 2009

Vinayaga Mission University, Madurai

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 **MBA (Master of Business Administration -Human Resources & Marketing)**

Percentage – First Class with 75.50%

Year of Passing – May 2006

V.H.N. Senthikumara Nadar College, Virdhunagar,  
Affiliated to Madurai Kamaraj University, Madurai.

 **BBA (Bachelor of Business Administration)**

Percentage – First Class with 66.00%

Year of Passing – May 2004

N.M.S Sermathai Vasan College, Madurai  
Affiliated to Madurai Kamaraj University, Madurai.

 **Additional Qualifications**

 **Diploma in Computer Software (DCS)**


 **Diploma in Gandhian Thoughts (DGT)**

 **Board of Studies – Subject Expert**

One of the Member in Board of Studies as Subject Expert in Department of BBA Aviation Management of GTN Arts College, Dindigul, Tamilnadu since 2019 to 2021.

- Discussed the Detailed BBA Aviation First Year Syllabus.
- Discussed the Detailed BBA Aviation Second Year Syllabus.
- Discussed the Detailed BBA Aviation Third Year Syllabus.
- Discussed the Vision & Mission of the Course in detail.

 **Professional Experience**

 **Mannar Thirumalai Naicker College, Madurai.**


Aug' 2023 – Present

Assistant Professor in Department of Management Studies

 **NAZIA (CEOA) Arts & Science College, Madurai**


July' 2019 – December 2022

Assistant Professor in Department of Management Studies

 **Annai Fatima College of Arts & Science, Tirumangalam**

Sep' 2016 – May 2018

Assistant Professor in Department of Management Studies

 **Pantech Solutions, Coimbatore & Hyderabad**  
**Jan'2007 – May'2012**  
**Marketing Incharge**

 **Faculty Development Programme**

⊕ **Participated 3 Days Faculty Development Programme on Team Building by ICT Academy, Tamilnadu. Objectives of the Programme are as follows,**

- **Improves Productivity and Motivation**
- **Increases Collaboration**
- **Positive Enforcement**
- **Encourage Creativity**

⊕ **Participated 3 Days Faculty Development Programme on Teaching Techniques with Gamification by ICT Academy, Tamil Nadu.**

 **Workshop**

⊕ **Participated in an Online Workshop on Rural Development Entrepreneurship (RED) Action Plan conducted by Mahatma Gandhi National Council of Rural Education Council, Hyderabad, Focused activities are as follows,**

- **Training & Placement**
- **Personality Development**
- **Technology Entrepreneurship**
- **Rural Engagement**

⊕ **Participated in 3 days National Online Workshop on Research Methodology conducted by HI LEARN EDUTECH INSTITUTE, an ISO certified Institute, Karnataka.**

⊕ **Participated in 2 days State level technical workshop on intellectual property rights conducted by Mannar Thirumalai Naicker College, Madurai.**

 **WEBINAR**

 **Participated in National Webinar on Financial Empowerment through wealth creation conducted by Rural Business Incubator, Almora, Uttarakhand.**

 **Participated in National webinar on financial education a life management skill under NEP conducted by US OSTWAL PG COLLEGE, Chittorgarh, Rajasthan.**

## Academic Projects

### Master of Philosophy (M. Phill)

 Investment Behavior in Mutual Funds and Study in Madurai.

### Master of Business Administration (MBA)

 A study on Consumers satisfaction towards Perry's Biscuits at Madurai.

 A study on absenteeism in KCP Package Ltd, Karur.

## Seminars Attended

- Participated in “Entrepreneurship Development” Seminar conducted by VHNSN College, Virudhunagar sponsored by Department of Science & Technology, Govt. of India.
- Participated 10 days seminar on “Research Methodology” conducted by Anna University Regional Campus, Madurai, sponsored by ICSSR, New Delhi.
- Participated in International Seminar Conducted by Department of Commerce, Nazia College of Arts & Science, Madurai.

## Papers Published

- Paper published on “ A Study on opinion of Consumers towards Recycleable Green Products – A Emperical Approach” in International Journal of Science Technology & Management (ISSN (O):2394-1537) (ISSN (P): 2394-1529), Published in July 2017.
- Paper published on “A Study on Green Marketing Practices in Madurai District" in Paradigm Drift in Business Theroy and Practices (ISBN-978-81-931500-2-3), Published in November 2018.
- Paper published on “ A study on Impact of Brand Equity on Business and Consumer Perception “ in Think India Journal bearing ISSN: 0971-1260, Published in November 2019.
- Paper published on “Brand Equity and Customer Satisfaction – Study of REDMI Mobile in Madurai District” in International Journal of Law Management and Humanitics bearing ISSN: 2581-5369, Published in October 2019.
- Paper published on “ A Study on Factors Influencing Women towards Online

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**Reselling Business at Madurai City” in Think India Journal with ISSN:0971-1260, Published in November 2019.**

- **Paper published on “ Brand Analytics – A Study about APPLE I PHONE” in Evolution of Management Ethos in India (ISBN:978-81-942052-1-0) organised by VHNSN College Virudhunagar, Published in October 2019.**
- **Paper published on “ The Impact of Perceived Service and Product Quality on Customer Loyalty: A Recommended Model for Jewellery Chain Stores in Madurai” in International Journal of Law management & Humanities (ISSN 2581-5369) Volume 5, Issue 1 (2022)**
- **Paper published on “ A Study on Uesrs perception towards Gpay among College students in Madurai City” in Bharatiya Shiksha Shodh Patrika ISSN 0970-7603 with IF=7.28) Volume 42, No.2(I), July-2023 UGC Care Approved.**
- **Paper published on “ A Study on Brand Quality and Loyalty towards Ramco Cements Ltd.” in Journal of The Oriental Institute ISSN : 0030-5324, Volume 72, Issue. 03, No.4, July-September 2023 UGC Care Approved.**



### **Papers Presented**

- **Paper presented on One Day National Level Conference on “Stress Management & E-Banking” organised by RVS Kumaran Arts & Science College, Ayyalur, Dindigul.**
- **Paper presented on “A Study on Opinion of Consumers towards Recycleable Green Products – an emperical approach” organised by Dhuruva Institute of Engineering & Technology, Nalgonda, Telangana. (ISBN:978- 93-86171-53-5), Published in July 2017.**
- **Paper presented One Day National Level Conference on “Impact of Brand Equity on the buying behavior of millennials towards smartphones in Tamilnadu” organised by Sadhu Vaswani Institute of Management Studies (SVIMS), Pune in the International conference on “Ecofeminism” in June 2021.**

### **Personal Information**

▪ **Full Name** : K. GANGA MALA

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- **Date of Birth** : 16<sup>th</sup> June 1983
- **Marital Status** : Married
- **Address** : 2/449, Porkala Nagar, Chinna Vadakarai,  
Tirumangalam,  
Madurai – 625 706
- **Languages Known** : Tamil, English, Hindi

 **Declaration**

I, hereby solemnly declare that, to the best of my knowledge and belief, this Curriculum Vitae correctly describes myself my qualifications and experience.

**Date: -**

**(GANGA MALA.K)**