

Faculty Profile

Name : Prof M. AROKIARAJ @ JOHN

Sex : Male

Designation : Professor & HOD

Qualification : MBA, M. Phil., PGDCA,(Ph.D)

Date of Birth : 06/03/1976

Experience : Teaching: 7 Years Industry: 02

Email Id : arokiarajmec@gmail.com

Area of Specialization : Marketing & HR

Publications (if any) : Journals: -- National: 2 International: 02

: Conferences: National: 08 International: 02

Books published : 02

PG Guideship : (i) Anna University

(ii) Annamalai University

(iii) Pondicherry University



Paper Presented/Publications:

Paper Presented and Published at National and International Seminars/ Conferences With ISBN No.

1. An Analysis of Advertisement in franchise context "Modern Management Practices for Business" in Annamalai University, Chidambaram
2. Presented and Published Paper on " Effect of franchise performance in franchise system" in "Contemporary Practices in Finance and Marketing" organized by the Department of Management Studies, Nehru Institute of Management Studies, Coimbatore.
3. Published paper in "Management Challenges in Business" on "Brand franchise: An Overview" published by the Department of Management Studies Annamalai University.
4. Published paper in "Business Stratagem" on "Franchise Perception: Trust and Fairness during strategic change processes" published by the Department of Management Studies Annamalai University
5. Presented paper on "Franchise System in Development Market" in International Conference on "Globalization and Consumer Protection " organized by the Department of Business Administration, Kalasalingam University, from 28th & 29th January 2010.
6. Presented paper on "A Franchise Unit Success Factors" in National Conference on "Emerging Trends in B-World" organized by the Department of Management studies, Dhanalakshmi Srinivasan Engineering College, on 24th February 2010
7. Presented paper on "Brand Extension Strategy Using Franchise" at National Seminar on Business Excellence Sponsored by AICTE on 30^h April 2010.
8. Presented paper on "Franchisor – Franchisee Relationship" in National Seminar on "Strategies Issues in Business " organized by the Department of Business Administration , Annamalai University, on 11th June 2010.