

**Aditanar College of Arts and Science  
Virapandianpatnam – 628216  
Tiruchendur  
Bio – Data**



**Name of the Department** : Business Administration

**Name of the faculty member** : Karthikeyan M R

**Qualification** : MHM MBA SET & NET (Mgmt.) PhD

**Present Designation** : Assistant Professor

**Vidwan id** : 183410

**Residential Address** : 26 B, Alagapuri, L.F.Road, Kayalpattinam – 628 204  
Tiruchendur Taluk. Tuticorin district.

**Contact Nos.** : 9443238371

**Email** : mrkarthi4312@gmail.com

**Gender** : Male

**Community** : Agamudaiyar

**Date of Birth and Age** : 07/06/1972 & 51 years

**Date of joining** : 10.03.2014

**Date of Retirement** : 31.05.2032

## I. Particulars of Educational Qualification

Category	Name of the Degree	Specialization	Year of Passing	Name of the College	Name of the University	% of Marks /Grades obtained	Class obtained
	B.Sc	Physics	1993	SVN College	Madurai Kamaraj Univeristy	82%	I
PG	MHM MBA	Hospital Mgmt. Marketing	1995 2004	DOMS,MKU TSM	Madurai Kamaraj University	67% 72%	I I
M. Phil	Nil						
Ph.D.	Doctorate	Management	2018	Bharathiar University	Bharathiar University	-	-

**II Additional Qualification** : Both SET & NET  
**NET/SLET** (Management)

**III Title of Ph.D. Thesis** : A Study on Customer  
Perception of Service  
Quality towards Public and  
Private Health  
Insurance Companies

**IV Faculty/Discipline/Subject in which Ph.D. was  
awarded** : Management

List of Publications : 06 (Details Attach separate  
sheet)

No. of Candidates Completed Ph.D. under your  
Guidance : -

No. of candidates doing Ph.D. under your  
Guidance : 2

**V Academic Experience:**

Name of the College	Whether Govt/Aided/S.F.	Designation	Joining Date	Relieving Date	Experience		
					Years	Months	Days
Aditanar College Of Arts & Science	Aided	Assistant Professor	10.03.2014	Till date	9	6	6
<b>Total</b>					<b>9</b>	<b>6</b>	<b>6</b>

**VI Administrative/other Experience** : Nil

**VII Other Relevant Information** : Nil

**Research papers published in the Journals:**

<b>Title of paper</b>	<b>Name of the authors</b>	<b>Name of journal</b>	<b>Volume, Issue, Page No, Year</b>	<b>ISSN number</b>	<b>Is it listed in UGC Care list</b>
New Products and Distribution Channels in Life Insurance	M.R.Karthikeyan	Marketing Strategy – Marketing MasterMind The Icfai University Press – <a href="http://www.iupindia.org">www.iupindia.org</a> .	page no.30,31,32,33. January 2010	0972 – 5156	No
Service Quality GAP Between Expectation and Perception Of The Customer Of Health Insurance Company (Special Reference To National Insurance Company Ltd., In Madurai City	M.R.Karthikeyan Dr.D.Ramkumar	Indian Journal of Applied Research	Pgno.236-238 Volume 05 Issue 11 November 2015	2249-555X	No
Service Quality GAP Between Expectation and Perception Of The Customer Of Health Insurance Company (Special Reference To National Insurance Company Ltd., In Madurai City	M.R.Karthikeyan Dr.D.Ramkumar	Paripex-Indian Journal of Research	Pgno.233-235 Vol: 6, Issue.2, February 2017	2250-1991	No
Antecedents of Green Brand Equity: An Empirical Approach	Vijay Malik Raja M R Karthikeyan Dr.P.C.Sekar	International Journal named Asia Pacific Journal of Research	Page no. 98-102 Slno.45797, Vol: I. Special Issue VI, December 2017	2320- 5504	Yes
Impact Of Green Brand Measurements, Green Perceived Values on Purchaser Intention To Use Personal Care Green Products	William John Christopher Dr.M R Karthikeyan Dr.S.Mabel Latha Rani	Jisnasa	Page no.53 to 59 Vol.38, No.07: 2021	0337-743X	Yes
A Study on Consumer Perception towards Personal Care Green Products in Trichy District, Tamilnadu	William John Christopher Dr.M RKarthikeyan Dr.S.Mabel Latha Rani	Shodhsamhita	Vol. VII, No. 12(V): 2021	2277-7067	Yes