TEACHING & RESEARCH PROGRAMMES IN MANAGEMENT
AUTHORITIES

The President of India is the visitor of this University. The Vice-President of India is the Chancellor and Lt. Governor of Puducherry is the Chief Rector.

The University is governed by the court, executive council, academic council, finance committee, building committee, school boards, planning board and advisory committees.

PROGRAMMES OFFERED

157 Academic programmes are offered under 15 schools, 34 departments and 10 centres along with 5 years integrated Programmes.

- Ph.D. 46
- M.Phil. 24
- P.G. 54
- P.G. Diploma 01
- Add-on Diploma 22
- Certificate 10

PROGRAMMES OFFERED (GROWTH)
The School of Management was established in the year 1986 and it has been catering to the management, commerce and economics education, training and research for the past 25 years while assisting the State for policy making. The School comprises of eight departments namely Department of Management Studies (DMS), Department of Commerce (DoC), Department of Economics (DoE), Department of Tourism Studies (DTS), Department of Banking Technology (DBT), Department of International Business (DIB), Department of Commerce (Karaikal Campus) and Department of Management Studies (Karaikal Campus). These departments offer Post Graduate programmes, Ph.D programmes and add-on diploma courses. The School has established its presence in South India and has been identified as one of the top outstanding Schools by various rating and ranking agencies. The school has all the infrastructural facilities such as well stacked central library with on-line journals and data bases, including CMIE Data Base and access to SPSS. All the Departments of this school have independent computer labs, Spacious air-conditioned class rooms, Seminar hall and the centre is Wi-Fi enabled.
DEPARTMENT OF MANAGEMENT STUDIES

The department of Management Studies (DMS) was the first to be established with MBA programme in 1986 and for the past 25 years it has been catering to the needs of MBA teaching, management research, organizational & management training, industrial consulting and management extension. It has now developed into one of the centres of excellence in the Country through its innovative and relevant MBA programme and Doctoral Programme. The alumni are placed in coveted positions in industry, government and academia in India and abroad. It has world class infrastructure, academic ambience, high standards of teaching, strong corporate connectivity and excellent placements.

Academic Programmes Offered

Pondicherry Campus
- MBA (Business Administration)
- Ph.D. (Full Time and Part Time)

At Karaikal Campus
- MBA (Insurance Management)
- Ph.D. (Full Time and Part Time)

Areas of Research
- Banking
- Financial Engineering
- Corporate Governance
- Risk Management
- Regulatory Compliance
- International Financial Reporting System
- Governance System including E-Governance
- Management system for social sector development
- Insurance Management
- Work Culture

Faculty and their Specialisation

Pondicherry University - Main Campus

Professors

Dr. R. Panneerselvame, Operations Management, Systems, Operations Research & Quantitative Techniques

Dr. M. Basheer Ahmed Khan, (on long leave) HRM, Marketing Research

Dr. S. Hariharan Corporate Finance, Corporate Accounting

Dr. R. Prabakara Raya, HRM in KBO’s, Personal Effectiveness including 3P [Profitability-Productivity-Parenting], Management System for Rural Empowerment, Decent Work Norms & Alternative Livelihoods & E-Governance Processes

Associate Professors


Dr. Uma Chandrasekaran, Integrated Marketing, Customer Relationship Management, Services Marketing

Dr. B. Charumathi, All areas of Accounting & Financial Management (including sectoral), HRD, Entrepreneurship including Women Entrepreneurship and Project Management, Banking & Financial Engineering

Reader

Dr. S. Victor Anand Kumar, Marketing and Information Systems Management, International Marketing, Internet Marketing, Tourism Marketing & Executive Skills Development,


Dr. R. Venkatesakumar, Marketing Management, Quantitative Methods, Marketing Research, Research Methodology, Statistics, Operational Research

Assistant Professors

Dr. L. Mothilal, Business Environment, Customer Service & Relationship Management, Sales & Distribution Management, Infrastructure Planning, E-Governance, Public Systems Management and Issues in Globalization


Mrs. B. Rajeswari, Marketing Management, Operation Management, Strategic Management, Advertising & Sales Promotion, Customer Relationship Management, Total Quality Management

Mrs. L. Kanagalakshmi, Organizational Behaviour & Human Resource Management, Training & Development, Advanced Behavioural Science, Organizational Development
Dr. K. Lavanya Latha, Marketing & Human Resource Management, Entrepreneurship


Professor

Dr. Lalitha Ramakrishnan, Strategic Management, Innovation Management, Insurance Company Management, Marketing Management

Reader

Dr. S. A. Senthil Kumar, Insurance Management, Human Resource Management, Quantitative Techniques, Health Insurance

Dr. M. Dharmalingam, Actuarial Mathematics, Statistics for Insurance, Research Methodology, Engineering Insurance

Assistant Professors


Dr. Byram Anand, Marketing Management, Operations Research, Insurance Law and Regulations

Dr. C. Madavaiah, Services Marketing, Entrepreneurship, Principles of Insurance, Fire Insurance

DEPARTMENT OF COMMERCE

The Department of Commerce, established in 1986, is recognised by UGC for Special Assistance under SAP (DRS) programme. Round the clock internet facility with access to CMIE Prowess Database, SPSS statistical software package, on-line journals from Science Direct, EBSCO are the merit facilities in the Department.
**Academic Programmes Offered**

- M.Com. Business Finance
- M.Com. Accounting & Taxation
- M.Phil. Commerce (Full-Time)
- Ph.D. Commerce (Full-Time and Part-Time)
- PG Diploma in Investment Management (Add-on Course)

**At Karaikal Campus**

- M.Com. Business Finance
- Ph.D. Commerce (Full-Time and Part-Time)

**Areas of Research**

- Finance
- Capital Market
- Derivatives
- Micro Finance

**Faculty and their Specialisation**

**Pondicherry University – Main Campus**

**Professors**


**Associate Professors / Reader**


**Assistant Professors**


**Assistant Professors**

- Shri. S. Aravanan, Investment Management, Forex Management, Accounting & Taxation.
- Shri. K.B. Nidheesh, Taxation, Finance, Cost & Management Accounting & Investment Management.
- Dr. P.S. Velmurugan, International Trade, Insurance and Finance.

**Pondicherry University – Karaikal Campus**

**Associate Professors/Reader**

- Dr. V. Kavida, Accounting and Finance, Intellectual Capital and Valuation, International Finance, Banking and Financial Services
- Dr. S. Amilan, International Finance, Portfolio Management, Quantitative Techniques and Financial Econometrics, International Business and Marketing

**Assistant Professors**

- Mr. V. Arulmurugan, Banking, International Finance, Capital Market and Financial Counseling, Scientific Commerce, Logistics, Global Marketing and Corporate Technology, Business Research and Analytics
- Ms. Sheena, Brand Management, Retail Marketing, Rural Marketing, HRM, Organisational Behaviour, Financial Services
- Dr. G. Naresh, Investment Management, Derivatives and Risk Management, Valuation of Assets, Infrastructure Finance, Private Equity
The Department of Economics, established in 1986 is one of the oldest Departments of Pondicherry University. During the twenty four years’ of existence, the department has carved out a niche in the economics education map of India. The Department is discharging three functions, viz., Teaching, Research and Extension. So far, it has produced a large number of Post Graduates, 250 M.Phils and 40 Ph.Ds who are placed in some of the premier institutions in the country. Today, it is emerging as the Centre of Training and National Organizations are looking forward to the Department for Training of their Officers and Research Scholars, especially, in the area of Econometrics. Major Projects from Ministry of Education, GOI, Government of Puducherry, University Grants Commission, RBI and ICSSR have been undertaken.

**Academic Programmes Offered**

- M.A. Applied Economics
- M.Sc. Economics – Five year Integrated Programme
- M.Phil. Economics (Full-Time)
- Ph.D. Economics (Full-Time and Part-Time)
- PG Diploma in Planning and Evaluation (Add-on Course)

**Areas of Research**

- Economics of Education
- Health Economics
- Public Finance and Policy
- Open Economy Macroeconomics
- Industrial Economics
- Financial Economics
- Labour Economics
- Gender Studies
- Fishery Economics
- Energy Economics

**Faculty and their Specialisation**

**Professors**

Dr. M. Ramadass, Agricultural Economics, Health Economics, Economics of Education.

Dr. P. Ibrahim, Fishery Economics, Energy Economics and Health Economics.

Dr. M. Ramachandran, Open Economy Macroeconomics and Applied Econometrics.

**Associate Professors / Reader**

Dr. P. Muthaiyan, Agricultural Economics, Economics of Education, Regional Economics.

Dr. V. Nirmala, Agricultural Economics, Labour Economics and Gender Studies.

Dr. J. Srinivasan, Economics of Education, Health Economics, Public Economics, Econometrics and Mathematical Economics.

Dr. Amaresh Samantaraya, Monetary Economics, Macroeconomics, Economics of Money and Banking, Applied Econometrics

**Assistant Professors**

Dr. Yasmeen Sultana, Microfinance

Dr. A. Sankaran, Industrial Economics

Dr. S. Raja Sethu Durai, Financial Economics, Macroeconomics and Applied Econometrics

Dr. R. Lousome, Demography
The Department of Tourism Studies started as Centre for Tourism Studies was established in the year 1991, as a nodal centre for advanced learning in Tourism and allied disciplines with the seed financial grant from the Ministry of Tourism and Civil Aviation, Government of India. The Department offered Master of Tourism Administration (MTA) and during the academic year 2003-2004 it was rechristened as MBA (Tourism). The Department is a permanent associate of the Travel agents’ Association of India (TAAI) and in institutional member of Indian Association of Tour Operators (IATO) and South Indian Hotels and Restaurants Association (SIHRA). It has a distinction of being one of the few Tourism departments in the country assisted by the UGC at DRS-1 level of SAP. The professionals in various multi-national travel-tourism related companies are the alumni of the Department. Some are also into research, teaching profession and entrepreneurship.
Academic Programmes

- MBA (Tourism)
- Ph.D. (Tourism Studies)
- PG Diploma in Event Management (Add-on Course)

Areas of Research

- Entrepreneurship
- Eco-Tourism
- Health Tourism
- Sustainable Development
- Hospitality Management
- Airlines and Travel Management
- Travel Agency Operations
- Accounting for Tourism

Faculty and their specialisation

Professor

Dr. G. Anjaneyaswamy, General Management, Entrepreneurship Development, Services Marketing

Reader

Dr. Y. Venkata Rao, Human Resources Management, International Management, Organisational Behaviour

Dr. Sampad Kumar Swain, Airlines and Travel Management, Eco-Tourism, Sustainable Tourism, Travel Agency Operations

Assistant Professors

Dr. Jitendra Mohan Mishra, Eco-Tourism, Accounting for Tourism, Tourism Economics and Planning

Mr. Anu Chandran, Destination Marketing, Eco-tourism and Sustainable Development, Travel Geography, HR in Tourism and Hospitality, Wild life and Health Tourism

Ms. Sibi George, Airline Management, Hospitality Management, Tourism Product Development and Management

Dr. Sherry Abraham, Hospitality Management, Eco-Tourism, Event Management
The Department was established with support of UGC under innovative interdisciplinary Teaching programme during 10th Plan. It primarily focuses on developing manpower with know-how and know-why skills regarding management of technology used in the bank and finance industries. More specifically, this programme is aimed at a) imparting managerial skills and knowledge required to manage modern business enterprises involved in providing finance and banking solutions; b) providing the basic knowledge on the working of financial markets, banking operations, stock market operations, forex market, capital flows, arbitrage operations and derivative instruments, working of euro currency markets for possible global exposure on the working of financial networks; and c) developing skills in the technologies used in modern banking industries, data warehousing, information security, E-commerce, IT infrastructure management, information system audit, etc.
Academic Programmes
- MBA (Banking Technology)
- Ph.D. (Banking Technology)

Areas of Research
- Banking Technology Management
- Financial Management
- Management of Banking & Financial Institutions
- Security Analysis and Portfolio Management
- Derivatives Management
- Information Security
- Data Warehousing & Data Mining
- Network Management
- Software Architecture

Faculty and their Specialisation

Professor


Associate Professors / Reader

Dr. V. Prasanna Venkatesan, Software Architecture, Object-Oriented Systems, Multilingual-based systems, Programming languages, banking Technology Management.

Dr. T. Chithralekha, Information Security, data Warehousing, Agent Technology.

Dr. R. Sankaranarayanan, Banking & Finance, Bank Management, Forex Management.

Dr. S. Sudalaimuthu, Finance, Financial Services, Financial Information Systems, Logistics Management.

Dr. V. Mariappan, Finance, Managerial Economics, Cyber Crimes, Financial Reporting, Marketing Strategies.

Assistant Professors

Dr. A. Balakrishnan, Finance & Accounting, security analysis & Portfolio Management, Treasury and Derivatives Management.

Dr. C.P. Abdul Gafoor, Indian Banking, Management, Management Strategy, Foreign Exchange Management.
DEPARTMENT OF
INTERNATIONAL BUSINESS

The Department of International Business, established in 2006, is an interdisciplinary department, drawing faculty from international economics, global finance, international business, international banking, global mergers and acquisitions. The department has the capability to support business organizations in India and other developing countries by enriching the best practices in international business finance. It seeks to achieve this by preparing risk-taking leader-managers who will pioneer in emerging global business operations and set new benchmarks.
**Academic Programmes**

- MBA (International Business)
- Ph.D. (International Business)
- P.G. Diploma in Foreign Trade (Add-on course)

**Areas of Research**

- Global financial markets and instruments
- Global mergers and acquisitions and
- Derivatives trading.
- Cross culture management

**Faculty and their Specialisation**

**Professors**


**Assistant Professors**

**Dr. Rajesh Viswanathan**, Organisational behaviour, Cross Cultural Management.

**Dr. S. Thiyagarajan**, Accounting, Quantitative Techniques, Operations Research, Advertising.

**Dr. P.G. Arul**, International Trade & Logistics, International Advertisement & Research, HRM.