TAGORE ENGINEERING COLLEGE
(A Member of Tagore Group of Institutions Chennai)
Approved by AICTE, New Delhi I Affiliated to Anna University, Chennai
ACCREDITED BY IQAC-NAAC WITH 'A' GRADE

FACULTY PROFILE

PERSONAL DETAILS	
Name & Qualification	**Dr. M. S. RATHNAMALA** **M.Sc., MBA., M.E., M.Phil., Ph.D., UGC-NET**
Designation	Associate Professor
Department	MBA
Total Teaching Experience	14 Years
Total Research Experience	-
Total Industry Experience	-
Area of Specialization	Marketing, Human Resource
AICTE Faculty ID	
Email ID	brucerathna2003@gmail.com

EDUCATIONAL DETAILS

Degree	Branch/ Specialization	University	Year
UG	B.Sc (Maths)	M.S. University	1998
PG	MBA (Marketing) M.Sc (Maths) M.Phil (Management) ME (CSE) UGC - NET	Madurai Kamaraj University M.S. University Madurai Kamaraj University Vinayaka Missions University UGC	2002 2000 2004 2007 2012
Ph.D	Human Resource	Anna University	2015

RESEARCH / PUBLICATION DETAILS

Publications in Journal

- Causes and Effects of Employee Attrition in Insurance Sector,Think India Journal ISSN: 0971-1260Vol-22, Special Issue-21, UGC care approved International Indexed and Referred Journal, Impact factor 6.2.
- 'Impact of Organizational Climate: A study on Anna University Affiliated Engineering Colleges in Tamilnadu', International Business Management, vol.8, no.3, pp. 196-199, ISSN: 1993-5250, IF–1.297 0.032. Scopus Indexed.

Conference Proceedings

- International Conference Proceedings on Multidisciplinary perspective of futuristic research and innovation in new era, Multi Spectrum Publications, ISBN: 978-81-19419-79-1, Vol.1, pp.232-239, December 2023.

Books / Chapters Published

- Written Tamil story book titled 'MANATHONI' published by Tamilosai Pathippagam in January 2024.

- Written Tamil story book titled 'ORU NIMIDAM ORU KATHAI' published by Tamilosai Pathippagam in December 2023.

- Written Tamil Poetry book titled 'IYARKAYODU PESUGIREN' published by Tamilosai Pathippagam in October 2023.

- Written Tamil Story book titled 'RATHNA' published by Tamilosai Pathippagam, in October 2023.

- Written Tamil Poetry book titled 'Aal Kadalin Mounam' published by Manimekalai Prasuram, Chennai in January 2022.

- Written 'Kuralamuthu', a Tamil Book giving simple and brief description of Thirukkural, the classic poetry of the great Tamil Poet Thiruvalluvar, known for its universality, published by Manimekalai Prasuram, Chennai in January 2020.

- Written Tamil Poetry book titled 'Natchathira Pookal' published by Manimekalai Prasuram, Chennai in January 2019.

- Written an Essay book in Tamil titled ' Vaanavil Vaalvil Vannangal Theettuvom' published by Manimekalai Prasuram, Chennai in January 2018.

- Written Tamil General Knowledge book titled 'Oru Nimidam Oru Thagaval' published by Manimekalai Prasuram and released at Colombo Tamil Sangam, Sri Lanka on 10th December 2017.

- Written Tamil Poetry book titled 'Kaintha Mann Eeramaitru' published by Manimekalai Prasuram in 2016. **This book got the 'Best Poetry Book' award from International Tamil University, USA.**

  - Written and released Tamil Poetry book titled 'Rathnamala Kavithaigal' in 2015. A student from Queen Mary's College has done her research thesis on this book with the title **"RATHNAMALA KAVITHAIGAL KAATUM VAZHVIYAL SINDHANAIGAL" for her MASTER OF ARTS (TAMIL) DEGREE FROM MADRAS UNIVERSITY, CHENNAI.**

  - Book Chapter titled 'Status of Women: The Indian Context', Empowering Women, ISBN: 978-93-5593-750-6, (2022), Dr.MGR Educational and Research Institute, Chennai, pp.405–417.

Fund Received
-

Patent Applied / Published/Granted
-

CITATIONS	-

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RESEARCH GUIDANCE DETAILS

Sl.No	University	Supervisor ID / Reference
1	Anna University, Chennai	**-**
2	Number of UG Scholars Guided	**-**
3	Number of PG Scholars Guided	**100**
4	Number of Ph.D. Scholars Guided	**-**
5	Number of Ph.D. Scholars Pursuing	**-**

PROFESSIONAL SOCIETY MEMBERSHIP DETAILS

Sl.No	Professional Society Name	Member ID
1	All India Management Association	**M 201211144**