


## FACULTY PROFILE

Name	:	Dr. GURU.P	
Designation	:	Assistant Professor	
Department	:	Management Studies	
Educational Qualification	:	Ph.D (Management Studies) MBA(Marketing & Systems) B.E (Electrical & Electronics Engineering)	
Subject of Interest	:	Marketing Management, Legal Aspects of Business, Logistics and Supply Chain Management, Information Systems and Entrepreneurship Development	
Publications	:	<ul style="list-style-type: none"> <li>• Guru.P, Umamaheswari.D and Sathyapriya.J (2020), “ Consumer Perception towards Life Insurance in India”, <i>International Journal of Disaster Recovery and Business Continuity</i>, Volume 11 Issue 1, pp. 933-936.</li> <li>• Guru.P and Umamaheswari.D (2019). Consumer’s Buying Behaviour towards Life Insurance Policies in Thanjavur City, <i>International Journal of Recent Technology and Engineering</i>, Volume 8, Issue 2S4, pp.727-730.</li> <li>• Guru.P, Umamaheswari D, Krishnapriya V, Saravanan K and Suganthi.M (2019). An Empirical Investigation in identifying the key strategies implemented by select organizations in retaining the talent in ITES sector with specific focus in Chennai City, <i>Restaurant Business</i>, Volume 117, Issue 9, pp.425-428.</li> <li>• Guru.P and Umamaheswari.D (2019). A Study on Factors Deciding Selection of Polices of Private Life Insurance Companies among Consumers in Thanjavur District. <i>International Journal of Recent Technology and Engineering</i>, Volume 7, Issue 6S2, pp.45-48.</li> </ul>	

		<ul style="list-style-type: none"> <li>• Guru.P and Umamaheswari.D (2018). An Empirical investigation to analyse the factors influencing the consumer perception regarding life insurance policies using Path Analysis. <i>International Journal of Supply Chain Management</i>, Volume 7, Issue 5, pp. 927-932.</li> <li>• Guru.P, Krishnapriya.V and Subhamathi.V (2018). An Empirical Investigation to understand the impact of social media on consumer behavior using multiple regression analysis. <i>International Journal of Engineering &amp; Technology (UAE)</i>, Volume 7, Issue 2.33, pp.1084-1086.</li> </ul>
Books Authored	:	<ul style="list-style-type: none"> <li>• Guru.P (2020), Marketing Management, Periyar Maniammai Institute of Science &amp; Technology Publishing (ISBN 9788194619222)</li> <li>• Guru.P, Sathyapriya J and Rajandran KVR (2020), MCQ on Human Resources Management &amp; Marketing Management, Periyar Maniammai Institute of Science &amp; Technology Publishing (ISBN 9789390245017)</li> <li>• Aarthi Dhakshana J.D, Angayarkanni.R, Guru.P and Dinu Raj S (2020), MCQ in Finance, HR, Insurance &amp; Office Management, Periyar Maniammai Institute of Science &amp; Technology Publishing (ISBN 9789390245192)</li> <li>• Sathyapriya J, Guru P and Srividhya P K (2019), "Organisational Behaviour", Sara Book Publication, Gujarat (ISBN 9789388672429)</li> </ul>
Book Chapter Publication	:	<ul style="list-style-type: none"> <li>• Guru.P (2019) "Retaining horizon in India – A Conceptual Overview" in the book titled "Holistic Research Perspectives" published by BONFRING Publications.</li> </ul>
Funded Projects	:	<ul style="list-style-type: none"> <li>• Co-Investigator of research project entitled "Menstrual Hygiene Product Awareness in villages under PURA Scheme funded by PMIST, Vallam from Oct 2019.</li> <li>• Co-Investigator of Industrial Consultancy Project titled "Marketing of Diabetes Free Rice and Wheat: Reference to Thennagam Product in Thanjavur Town for "Thennagam", Chennai from Dec 2019.</li> </ul>

Awards and Achievements	:	<ul style="list-style-type: none"> <li>• <b>“Young Educator &amp; Researcher Award”</b> from National Foundation for Entrepreneurship Development in 5<sup>th</sup> September 2019.</li> <li>• <b>“Best Performer”</b> in FDP on “Pedogogy for Online and Blended Teaching - Learning Process” offered by IIT - Bombay from April to May 2018.</li> </ul>
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