



Dr. J. JERLIN RAJAN

Assistant Professor

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Academic Background

Degree	University	Year
Ph.D.	Madurai Kamaraj University	2021
M.Phil.	Vinayaka Missions University	2009
M.B.A.	Anna University	2008
M.A.	Periyar University	2011
B.G.L.	Madurai Kamaraj University	2010
B.A.	Madurai Kamaraj University	2006

Specializations

- Marketing Management
- Human Resource Management

Courses Taught

- Economic Analysis for Business
- Organizational Behaviour
- Human Resource Management
- Services Marketing
- Strategic Management
- Principles of Management
- Professional Ethics and Human Values
- Engineering Economics
- Entrepreneurship Development

Research Interest

- Services Marketing
- Employee Engagement (HR Management)
- Work Life Balance
- Social Entrepreneurial Awareness

Memberships in Professional Bodies

- Member of AIMA (All India Management Association)
- Member of IEEE

Details of Online courses: NPTEL-SWAYAM & COURSERA

- Completed the course on “Accreditation and Outcome based learning” offered by Indian Institute of Technology- Kharagpur and funded by Ministry of HRD, Gov.of. India.
- Completed the course on “Foundations of Everyday Leadership” offered by University of Illinois at Urbana-Champaign through Coursera funded by Ministry of HRD, Gov.of. India.
- Completed the course on “Essentials of Entrepreneurship: Thinking & Action” authorized by University of California, Irvine, offered by Coursera.

Recent Publications

- Mr. Jerlin Rajan, published an article on “Impact of product and market factors on consumer behavior” in the International Journal of Emerging Technologies and Innovative Research (JETIR), An International Open Access Journal, UGC Recognized Journal (No:63975) with an ISSN 2349-5162, Impact factor is 5.85 Google Scholar. Volume 6, Issue 4, (Page no: 202-207), April 2019.
- Mr. Jerlin Rajan, published an article on “Evolution of Retail Industry- Global Context” in the International Journal of Multidisciplinary Research (IJMR), An International Refereed Journal, UGC Recognized Journal (No:42329) with an ISSN 2278-2311. Impact factor is 4.28 Google Scholar, Volume 4, Issue 6, (Page no: 38-42) June 2019.
- Dr. J. Jerlin Rajan, published an article on “A Study on Social Entrepreneurial Awareness & Intention Among Youngsters: An Empirical Study with Special Reference to Madurai District” in the International Journal of Research and Analytical Reviews (IJRAR) An International Open Access, Peer-reviewed, Refereed Journal, Indexed Journal, with the E-ISSN:2348-1269 & P-IUGC Recognized Journal (No:43602) ISSN:2349-5138. Impact factor is 5.75 Google Scalar. Volume 8, Issue 4, (Page no: 667-670), November 2021.
- Dr. J. Jerlin Rajan, published an article on “A Study on Service Quality in Higher Educational Institutions in the United Arab Emirates with special reference to students’ perspective” in the International Journal of Multidisciplinary Educational Research (IJMER) A Peer-reviewed, Refereed Journal, Indexed Journal, UGC Recognized Journal (No:41602) with the ISSN:2277-7881. JISRAF Impact Factor 7.816, Index Copernicus Value 5.16 & International Scientific Indexing Value: 2.286, Scopus Review ID: A2B96D3ACF3FEA2A Volume 10, Issue 10(6), (Page no: 94-98), October 2021. IJMER Published by Sucharitha Publications, Visakhapatnam. (DOI: <http://ijmer.in.doi./2021/10.10.136>)

