

SILUVAIRAJA A.Dr.

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1.Overview

Dr.A.Siluvairaja

Also In charge of MSME related activities and interventions in Prof.C.K.Prahalad Centre for Emerging India, LIBA, Chennai. Faculty Co-ordinator for Espire (Entrepreneurship club) of LIBA. He is also visiting faculty in various other institutions including Anna Institute of Management and also an EDP trainer.

Previous:

Former Chairperson of LIBA-Informatics Centre and Co-ordinator for AIMA-PGDM program in LIBA-IC.

2. Academic Biography

- B.Com,(Loyola College)
- M.A Public Administration, (University of Madras)
- Master of Marketing Management, (Pondicherry University)
- MBA, (Madurai Kamaraj University)
- M.Phil, (Madurai Kamaraj University)
- EPGDMM(Loyola Institute of Business Administration),
- P.G.Dip. Peace and Value Education(Madurai Kamaraj University),
- Ph.D(Gandhigram)
- "Entrepreneurship Educator" jointly certified by Stanford, IIMB and NEN.

3. Research and Publications

a) Papers Presented

- ❖ Participated and presented a paper on” **Efficient and Effective Educational Services-suggestions to stakeholders**”, in the National Conference on Higher Education in India: Opportunities and Challenges organized by the UGC-Academic Staff College, Madurai Kamaraj University November 2013.
- ❖ Participated and presented a paper on “**ERP Scope and Careers**”, in International Conference on “Human Compute Interaction-Redefining Corporate Paradigms” organized by WCC, Chennai 16th & 17th February 2015.
- ❖ Participated and presented a paper on “**Women Entrepreneurship- Problems, Challenges and suggestions**”, in the UGC sponsored International Conference on development goals at the grass roots; policy perspectives and challenges in GRI, Dindugal in 22 – 23rd June 2015.

b) Articles & Books Published

- ❖ **“Entrepreneurship in Higher Education”**, 2015, ABH Publishing Corporation, New Delhi ISBN 978-93-313-2580-8.
- ❖ **“Educational Entrepreneurs in Tamilnadu – A Profile”**, Journal of Entrepreneurship & Management, Volume 4 Issue 1.
- ❖ **“Self-supporting Higher Educational Institutions in Tamilnadu – A Profile”**, Excellence in Education – A Peer Reviewed Journal, Volume V, Number 1, Jan-De 2016.
- ❖ **“Marketing mix and Policy Implications – Suggestions to Stakeholders”**, International Journal of Business Management and Scientific Research, Vol- 28 (1) April Issue 2017.

c) Consultancy/Live Projects Done

- ❖ Successfully arranged and guided a live project for **‘Identifying the Market potential for Jewellery’** for **Titan Industries Ltd, Hosur**.
- ❖ Arranged a live project for students **“For identifying the Market potential for Broad Band in Chennai”** for **SIFY Ltd**.
- ❖ Initiated a consultancy project involving students in **“Value maximization through cost cutting and quality enhancement”** for **Victoria Marine & Agro foods, Chennai**.
- ❖ Coordinated a national importance study for **Rail India Technical and Economic Services(RITES)** to **“Identify Passenger Preferences in Coach Interiors”** for **Indian Railways**.
- ❖ Consulted a welfare project **“Vizuthugal”** in association with then Joint Commissioner of Police **Mr.C.Sylendrababu IPS**, to make **Chennai City Police** a model employer.
- ❖ Consulted **Kothari group**, **‘To identify the potential, trends and profitability of Glass Industry’**.
- ❖ Consulted & guided **Bonsecours Congregation** to convert their social centers in rural areas into **EDP & skill development centers**.
- ❖ Assisted in **US Aid sponsored action Research project of WLSME LIBA-CISSD project**.

4. Areas of Interest

Entrepreneurship, Marketing, Career Development, General Management and ERP.