

Dr. R. KANTHIAH ALIAS DEEPAK

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Higher Education Strategist | Integrated Marketing Communication Expert | Researcher | Management Consultant | OBE Specialist.

WORK EXPERIENCE

Assistant Professor, St. Joseph's Institute of Management

St. Joseph's College, Tiruchirappalli.

June 2025 – Till date

Assistant Professor, Department of Business Administration

MRCAS - Thiagarajar School of Management, Madurai.

June 2023 – September 2024

Assistant Professor, Department of Business Administration

G. Venkataswamy Naidu College, Kovilpatti.

Assistant Professor, School of Management

School of Management, Sri Krishna College of Technology, Coimbatore.

August 2016 – May 2018

Procurement Expediter

Material Maintenance Management Services Pvt. Ltd., Chennai.

June 2009 – July 2016

- ✓ Coordinate with internal teams, including production, logistics, and inventory, to understand procurement priorities.
- ✓ Maintain accurate records of purchase orders, delivery timelines, and supplier communications.
- ✓ Maintain effective communication with suppliers to address order discrepancies, delays, or quality issues.

Academic Domain Exposure

- ✓ Served as **Marketing Chair (Domain Head)** at Sri Krishna School of Management, Coimbatore.
- ✓ Coordinator for the **Corporate Relations Cell for CSR (CRC-CSR).**
- ✓ Coordinator for the **Centre for Digital Learning.**
- ✓ **Specialist in Outcome-Based Education (OBE)** with expertise in modern pedagogy, Bloom's Taxonomy, and Rubrics-Based Evaluation systems.
- ✓ Worked as **Research Coordinator** at Sri Krishna School of Management, Coimbatore.
- ✓ Served as **Single Point of Contact (SPOC) for SWAYAM-NPTEL Local Chapter**, IIT Madras.
- ✓ Acted as **Coordinator for the Spoken Tutorial Academic Centre, IIT Bombay.**
- ✓ Member of the **Outcome-Based Education (OBE) Monitoring Cell.**

- ✓ Member of the **Curriculum Development Cell (CDC).**

EDUCATIONAL QUALIFICATIONS

Degree	Year of Completion	Institution & University
Ph.D.	Dec 2016	Annamalai University, Chidambaram, Tamilnadu.
MBA	May 2009	SRM School of Management, SRM University, Chennai.
BBA	April 2007	ANJAC, Sivakasi. Madurai Kamaraj University, Madurai.

COURSES FACILITATED

Marketing Management, Integrated Marketing Communication, Brand Management, Consumer Psychology, Consumer Behaviour, Retail Management, Services Marketing, Digital Marketing, Strategic Management.

CONSULTANCY SERVICES

I am committed to continuously developing my expertise in consultancy services and have gained valuable experience working with various corporate clients.

S#	Organization	Task	Duration	Amount	Status
1	MMMSPL	Industrial Procurement Process Facilitation	Sep, 2020 – Mar 2023	INR 3,72,000/-	Completed

AWARDS

- ✓ **Certificate of Appreciation** is awarded by **SWAYAM-NPTEL, IIT Madras** in recognition of a role as **“Active – SPOC”** during Jul – Dec 2023 semester.
- ✓ **Certificate of appreciation** is awarded by **SWAYAM-NPTEL, IIT Madras** in recognition of a role as **“Top Performing Mentor”** for NPTEL online certification course **“Business Fundamentals for Entrepreneurs”** Jul – Dec 2023 semester.
- ✓ **Certificate of appreciation** is awarded by **SWAYAM-NPTEL, IIT Madras** in recognition of a role as **“Active – SPOC”** during Jul – Dec 2022 semester.
- ✓ **Certificate of appreciation** is awarded by **SWAYAM-NPTEL, IIT Madras** in recognition of a role as **“Mentor”** for NPTEL online certification course **“Managing Services”** Jul – Dec 2022 semester.
- ✓ **Certificate of appreciation** is awarded by **SWAYAM-NPTEL, IIT Madras** in recognition of a role as **“Mentor”** for NPTEL online certification course **“Customer Relationship Management”** Jul – Dec 2022 semester.
- ✓ **Certificate of appreciation** is awarded by **SWAYAM-NPTEL, IIT Madras** in recognition of a role as **“Active – SPOC”** during Jul – Dec 2019 semester.
- ✓ **Certificate of appreciation** is awarded by **SWAYAM-NPTEL, IIT Madras** in recognition of a role as **“Mentor”** for NPTEL online certification course **“Consumer Behaviour”** Jan – Apr 2019.
- ✓ **Best Performer Award** for the month of January 2018 in School of Management, Sri Krishna College of Technology, Coimbatore.

- ✓ **Best Faculty Award** for the academic year of 2016-2017 in School of Management, Sri Krishna College of Technology, Coimbatore.
- ✓ **Special Appreciation** for 100% result produced in three subjects.
- ✓ **Best Paper Award** in the International Conference – BIZAD 2K15 held in SRM School of Management, SRM University on Feb 2015.
- ✓ **Best Paper Award** in the International Conference - BIZAD 2K13 held in SRM School of Management, SRM University on March 2013.
- ✓ **Best Paper Award** in the International Conference - BEST 2014 held in Sree Sastha Institute of Engineering & Technology on March 2013.
- ✓ **Best Academic Summer Project** award in SRM School of Management, SRM University on September 2008.
- ✓ **Best Academic Mini Project** award in SRM School of Management, SRM University on September 2008.

BOOK PUBLICATIONS

A book published in the title of “**Marketing Management**” (ISBN: 978 – 93 – 89534 – 07 – 8) by Orange Publication, Delhi.

PATENT PUBLICATIONS

S#	Title of the Patent	Published on
1	AI-Driven Emotional Sentiment Mapping System for Real-Time Consumer Engagement Optimization	31-Oct-2025
2	Quantum Branding Optimization Framework for Multi-Dimensional Consumer Preference Modelling	19-Dec-2025

RESEARCH CONTRIBUTIONS

- ✓ **Active Reviewer** for the Journal of **Technological Forecasting and Social Change (Elsevier)** – **ABDC: A; ABS: 3*; Impact Factor: 12.**
- ✓ **Active Reviewer** for the Journal of **Environment, Development and Sustainability (Springer)** **Impact Factor: 4.9**

CITATIONS

S#	Parameters	Scores
1	Google Scholar Citations	695
2	Google Scholar h-index	4
3	Google Scholar i10-index	2
4	Scopus Citation	1
5	Scopus h-index	1

Research Articles Published in Journals

Kanthiah Alias Deepak R., (2026) Revolutionizing Customer Experience Through Sustainable Marketing Strategies and Ethical Brand Positioning in the Digital Age, Indian Journal of Information Sources and Services, Vol. 16, No. 2, April-June 2026. **(Q2 - Scopus Indexed Journal)**

Kanthiah Alias Deepak R., (2019) Gypsy Narikuravar Community: Problems in accessing health care services, Indian Journal of Public Health Research & Development, Vol. 10, Issue 9, Sep. 2019. **(Q4 - Scopus Indexed Journal)**

Kanthiah Alias Deepak R., (2019) Role of Product Cause Fit in Cause Related Marketing Campaign Decisions, International Journal of Engineering and Advanced Technology, Vol. 8, Issue 5S3, July 2019. **(Q4 - Scopus Indexed Journal)**

Research Papers Presented in Conferences

Kanthiah Alias Deepak R., (2023) Business Dynamics and Sustainable Development, International Conference on Business Dynamics and Sustainable Development (ICBD 4.0), January 2023.

Kanthiah Alias Deepak R., (2022) Impact of E-WoM in Social Media on Consumer Purchase Intention, International Conference on Innovative, Multidisciplinary and Contemporary Perspectives and Practices in Commerce and Management, Sep 2022.

Kanthiah Alias Deepak R., (2018) Newspaper readers' behaviour: Path analysis approach, Management – The Paradigm Shift in Turbulences, January 2018.

Kanthiah Alias Deepak R., (2018) Analysis of charges levied by Indian banking sector on various services, Applications of Management Research, May 2018.

Kanthiah Alias Deepak R., (2017) Product Cause Fit Decisions in Cause Related Marketing, **IEEE International Conference**, March 2017, 50.

Kanthiah Alias Deepak R., (2017) Equity Market Oriented Financial Instrument and Laymen in Savings and Investment, **IEEE International Conference**, March 2017.

Kanthiah Alias Deepak R., (2016) Perspective of Knowledge Management among the Bank Employees Performance in Chennai City, Management and Business in the Present Competitive Scenario, December 2016. **(VIT University)**

RESOURCE PERSON

- ✓ Acted as a Resource Person in seminar on “Acted as a Resource Person in Workshop on “SPSS for Beginners” at **G. Venkataswamy Naidu College, Kovilpatti**, on 19th Feb 2026.
- ✓ Acted as a Resource Person in Workshop on “SPSS for Beginners” at **Sri S Ramasamy Naidu Memorial College, Sattur** on 23rd Feb 2023.
- ✓ Acted as a Resource Person in Webinar on Research Tool Development for Social Science Research at **SRM Institute of Science & Technology, Chennai** on 7th July 2020.

- ✓ Acted as a Resource Person in Webinar on Orientation on MOOC Platforms at **G. Venkataswamy Naidu College, Kovilpatti** on 27th June 2020.
- ✓ Acted as a Resource Person in Webinar on Impact of Covid-19 on Indian Economy at **Ayya Nadar Janaki Ammal College, Sivakasi** on 12th June 2020.
- ✓ Acted as a Resource Person in Research Orientation Program on Tool Validation at **G. Venkataswamy Naidu College, Kovilpatti** on March 2020.
- ✓ Acted as a Resource Person in Faculty Development Program on **Outcome Based Education** at **G. Venkataswamy Naidu College, Kovilpatti** on 31st December 2019.
- ✓ Acted as a Resource Person in Workshop on Research Data Analysis for Social Science Research at **S.S.Duraisamy Nadar Mariammal College, Kovilpatti** on 07th December 2019.
- ✓ Acted as a Resource Person in Workshop on Research Methodology and Data Analysis using SPSS held at **P.M.T. College, Sankarankovil** on 30th September 2019.
- ✓ Acted as a Resource Person in Seminar on MOOC – A Dynamic Change in Learning Modus held at **St. John's College, Tirunelveli** on 19th March 2019.
- ✓ Acted as a Resource Person in Seminar on Contemporary Business Demands held at **Sri Ram Nallamani Yadav Arts & Science College, Tenkasi** on 03rd August 2018.

FDP/MDP ATTENDED

Participated in **MDP** on “**Senior Management Leadership Programme: Aligning People Processes & Result**” **organized by University of Cyberjaya, Malaysia**, held on 10th January, 2026.

Participated in **ATAL FDP** on “**Design Thinking & Innovation**” **organized by SBIIMS, Pune - AICTE**, held on 24th – 29th November, 2025.

Participated in **FDP** on “**Transforming MBA Classrooms through Technology & Research**” **organized by XIM University, Bhubaneswar**, held on 29th & 30th October, 2025.

Participated in **ATAL FDP** on “**Leveraging Digital Communication and Marketing Strategies**” **organized by UIM, Prayagraj - AICTE**, held on 15th – 20th September, 2025.

Participated in **FDP** on “**Advanced Statistical Analysis using R, AMOS & JAMOV**” **organized by St. Joseph's Institute of Management**, held on 04th & 05th August, 2025.

Participated in National Level Faculty Development Programme on “**New Education Policy 2020: Challenging Opportunities in the Indian Higher Education Sector**” organized by **Thiagarajar College**, held on 29th July, 2024.

Completed a **Faculty Development Program** on “**Customer Relationship Management**” **organized by NPTEL - AICTE**, held on October, 2023.

Participated in Seven Days Online Faculty Development Programme on “**Research Methodology**” organized by **PPG College of Arts and Science**, held on 12th – 19th December, 2022.

Completed in Faculty Development Programme on “**Managing Services**” **organized by NPTEL - AICTE**, held on Sep, 2022.

Participated in Three Days Faculty Development Programme on **“Creative Thinking”** organized by **ICT Academy**, held on 09th – 11th June, 2022.

Participated in Two Weeks International Online Faculty Development Programme on **“Digital Initiatives for Higher Education”** organized by **G. Venkataswamy Naidu College**, held on 04th – 17th June, 2020.

Participated in Online Faculty Development Programme on **“FOSS: Python** organized by **G. Venkataswamy Naidu College**, held on 30th Apr – 04th May, 2020.

Participated in Online Faculty Development Programme on **“FOSS: Moodle Learning Management System”** organized by **G. Venkataswamy Naidu College**, held on 30th Apr – 04th May, 2020.

Participated in Six Days Faculty Development Programme on **“Challenges in Higher Education during Post Covid-19”** organized by **Kovai Kalaimagal College of Arts and Science**, held on 18th – 23rd May, 2020.

Participated in National Level Faculty Development Programme on **“Entrepreneurship and Innovation”** organized by **P.K.R. Arts College for Women**, held on 15th – 20th May, 2020.

Participated in International Faculty Development Programme on **“How to write effective case study?”** organized by **ATMIYA University**, held on 02nd, May, 2020.

Participated in Short Term Training Programme on **“I5 – Innovation, Incubation, Intrapreneur, Invention & Intellectual Property”** organized by **S. A. College of Arts and Science**, held on 26th April – 09th May, 2020.

Participated in Faculty Development Programme on **“Managing Online Classes and Co-creating MOOCS”** organized by **Teaching Learning Centre, Ramanujan College, University of Delhi** held on 20th Apr – 06th May 2020.

Participated in Faculty Development Programme on **“Virtual Teaching”** organized by **Teaching Learning Centre, Coimbatore Institute of Technology**, held on 20 & 21st Apr, 2020.

Participated in Faculty Development Programme on **“R Programming”** organized by **Sri Krishna Arts and Science College**, held on 19th - 24th Apr, 2020.

Participated in **Online Refresher Programme** on **“Management, Business Administration – Present and Post Crisis”** by **S. A. College of Arts and Science**, held on 14th April – 04th May, 2020.

Participated in Faculty Development Programme on **“Living as an Educationist”** organized by **G. Venkataswamy Naidu College**, held on Dec, 2018.

Participated in Faculty Development Programme on **“Massive Open Online Course”** organized by **G. Venkataswamy Naidu College**, held on Sep, 2018.

Participated in Faculty Development Programme on **“Capacity Publishing in Premier Journals”** organized by **Kumaraguru College of Technology**, held on Dec 2017.

Participated in Faculty Development Programme on **“Capacity Building Workshop on ICT & Web Tools for Emerging Higher Education Needs”** organized by NASC, held on May 2016.

Participated in national level Faculty Development Programme on **“Statistical Analysis and Interpretation Using SPSS and AMOS”** organized by **Madurai Kamaraj University**, held on August 2015.

WORKSHOPS/SEMINARS/WEBINARS ATTENDED

Participated in **Workshop** on **“Teaching with Cases”** organized by **University of Cyberjaya, Malaysia**, held on 08th & 09th January, 2026.

Participated in **Workshop** on **“Data to Dashboard: Mastering Visual Storytelling with Tableau”** organized by **NPTEL, IIT Madras**, held on 08th & 09th November, 2025.

Participated in **Workshop** on **“Covariance based Structural Equation Modelling”** organized by **School of Management Studies, University of Hyderabad**, held on 07th & 08th November, 2025.

Participated in **Webinar** on **“Preparing the Manuscript for Submission & Handling Rejections”** organized by **Thiagarajar School of Management, Madurai**, held on 23rd October, 2025.

Participated in **Webinar** on **“Artificial Intelligence for Higher Educational Institutes: What & Why?”** organized by **Thiagarajar School of Management, Madurai**, held on 14th October, 2025.

Participated in **Workshop** on **“Generative Artificial Intelligence for Teaching and Research”** organized by **School of Management Studies, University of Hyderabad**, held on 09th & 10th October, 2025.

Participated in **Workshop** on **“How to Select Journals for Research Publications?”** organized by **IIS University, Jaipur**, held on 12th September, 2025.

Participated in **Workshop** on **“Model Development Process”** organized by **School of Management Studies, University of Hyderabad**, held on 11th & 12th September, 2025.

Participated in **Workshop** on **“Integrated Marketing Communication in the VUCA ERA”** organized by **NPTEL+, IIT-Madras jointly with IESEG School of Management, Paris – France** held on 04th & 05th August, 2023.

Participated in **Workshop** on **“Customer Centricity and Customer Centric Selling”** organized by **NPTEL+, IIT-Madras jointly with IESEG School of Management, Paris - France** held on 22nd & 23rd July, 2023.

Participated in NAAC sponsored Two Days National Workshop on **“Innovative Practices for Data Documentation of AQAR and SSR Under Revised Assessment and Accreditation Framework”** organized by **Rajapalayam Rajus’ College**, held on 14th & 15th December, 2022.

Participated in Workshop on **“Code Quality Codeless Automation”** [organized by NPTEL+, IIT-Madras](#), held on 26th November, 2022.

Participated in ICSSR sponsored One Day National Level Online Workshop on **“Implementation of Outcome Based Education in Commerce Education”** organized by **G. Venkataswamy Naidu College**, held on 27th August, 2022.

Participated in webinar on **“Use of Online Resources in Teaching Learning Process”** organized by **UKA Tarsadia University**, held on 20th May, 2020.

Participated in Two Days National Level Online Seminar on **“Re-Inventing Quality Assurance: A Post Pandemic Guide for Teachers”** organized by **T.K.M. College of Arts and Science**, held on 19th & 20th May, 2020.

Participated in National Level Seminar on **“A Web Applications for Digital Learning and E-Content Development”** organized by **Sri MGAC**, held on March 2020.

Participated in National Level Seminar on **“A Paradigm Shift to Outcome Based Education: Policies, Principles and Preparation”** organized by **Sri SRNMC**, held on December 2019.

Participated in state level technical workshop on **“E-Content Development”** organized by **Sri SRNMC**, held on August 2019.

Participated in the **“NPTEL”** workshop [organized by IIT Madras](#), held on July 2019.

Participated in national level workshop on **“Research Probity and Plagiarism”** organized by **ANJAC**, held on January 2019.

Participated in the **“NPTEL”** workshop [organized by IIT Madras](#), held on January 2019.

Participated in national level workshop on **“MOOCs through SWAYAM”** organized by **Manonmaniam Sundaranar University**, held on November 2018.

Participated in Exclusive session on **Investment & Business Opportunities in Khalifa Port Free Trade Zone, UAE**, held on March 2018.

Participated in **“National Higher Education Conclave”** [organized by CII](#), held on Dec 2017.

Participated in **“The Start-up Conclave”** [organized by The Indian Chamber of Commerce and Industry](#), held on Mar 2017.

Participated in national level workshop on **“Smarty Yoga for Researchers”** organized by **Annamalai University**, held on February 2015.

Participated in national level workshop on **“Investment Avenues and Trading Strategies”** organized by **Annamalai University**, held on September 2014.

Participated in **UGC – SAP** national level workshop on “**Application of Qualitative Indicators for the Excellence of Scholarly Communication**” organized by **Annamalai University**, held on March 2013.

Participated in Inter – University workshop on “**Enhance Your Memory Skills**” organized by **SFR College for Women**, held on July 2006.

Participated in state level workshop on “**Recent Trends in Production Management**” organized by **Ayya Nadar Janaki Ammal College**, held on September 2006.

MOOC CERTIFICATIONS

Coursera Courses

- Completed course on **Brand Management: Aligning Business, Brand and Behaviour** offered by **London Business School, University of London, England**.
- Completed course on **Preparing to Manage Human Resources** offered by **Centre for Human Resources and Labour Studies, University of Minnesota, United States of America**.
- Completed **Coursera** course on **Practical Predictive Analytics: Models and Methods** offered by **Department of Computer Science & Engineering, University of Washington, United States of America**.
- Completed **Coursera** course on **Personal Branding**, offered by **University of Virginia, United States of America**.

Swayam-Nptel Courses

- Completed NPTEL course on **Managing Services** offered by **IIT, Kanpur**.
- Completed SWAYAM course on **Brand Management** offered by **Indian Institute Management (IIM), Bangalore**.
- Completed NPTEL course on **Accreditation and Outcome Based Learning** offered by **IIT, Kharagpur**.
- Completed NPTEL course on **Consumer Behaviour (in Elite category)** offered by **IIT, Kharagpur**.
- Completed NPTEL course on **Consumer Psychology** offered by **IIT, Guwahati**.
- Completed NPTEL course on **Marketing Management (in Elite category)** offered by **IIT, Kanpur**.
- Completed NPTEL course on **Customer Relationship Management (in Elite category)** offered by **IIT, Kharagpur**.
- Completed NPTEL course on **Corporate Social Responsibility** offered by **IIT, Kharagpur**.

Spoken Tutorial Courses

- Completed **Spoken Tutorial** course on **Python** offered by **IIT, Bombay**.
- Completed **Spoken Tutorial** course on **R Programming** offered by **IIT, Bombay**.

Infosys Springboard & TCSiON Courses

- Completed **Infosys Springboard** course on **Digital Marketing**, offered by **Infosys** held on **Dec 2025**.
- Completed **Infosys Springboard** course on **Search Engine Optimization – Case Study**, offered by **Infosys** held on **April 2026**.
- Completed **TCSiON** course on **Understanding Vendor Management in Supply Chain Management**, offered by **TCS** held on **April 2026**.
- Completed **Infosys Springboard** course on **Marketing Process**, offered by **Infosys** held on **27th October 2023**.

REFRESHER COURSES

- Completed an **Annual Refresher Programme in Teaching (ARPIT)** in **Latest Trends in Pedagogy and Assessment** in **SWAYAM**.