



Faculty Profile

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| Name | : | Dr. M. Hemalatha |
| Educational Qualification | : | M.B.A., Ph.D. (NITT) |
| Additional Qualifications | : | NA |
| Designation | : | Director - CDP |
| Area of Specialization | : | Human Behaviour, Consumer Psychology, Retailing, Data mining |
| Years of Experience | : | Academia:7 years |
| | : | Industry: 8 years |
| Honours and Awards | : | <ul style="list-style-type: none"> ✓ Received Young Scientist Award from TNSCST for the year 2017 ✓ Institute First rank in M.B.A. programme ✓ Institute Second rank in B.B.A. degree programme ✓ As a Head of Entrepreneurship Development Cell trained and developed thousands of potential entrepreneurs ✓ Single Point of Contact for Infosys Ltd. Campus Connect, an industry-academia partnership initiative from January 2012 to January 2013. ✓ Conducted Training on market survey methods for educated |



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| | | <p>unemployed youth and first-generation entrepreneurs under the State government's Entrepreneur-cum-Enterprises Development scheme (NEEDS).</p> <p>✓ Conducted Faculty development Training on business plan preparation for the heads of the institutions and entrepreneurship development cell sponsored by EDI - Chennai.</p> |
| Publications | : | National Journals:6 |
| | : | International Journals:23 |
| | : | Magazines: 2 |
| | : | Books: 3 |
| Conference/Seminar (Presented & Participated) | : | National: 18 |
| | : | International: 15 |
| Workshops (EDP/MDP) | : | National:16 |
| | : | International:2 |
| Faculty Development Programme (FDP) | : | 5 |
| Funded Projects/Grants | : | 24 |
| E-mail ID | : | cdp@mamcet.com |
| Mobile | : | 87540 49230 / 94431 33385 |