

### Profile of Dr.M. Thyagaraju for the year - 2018

Name : Dr.M.Thyagaraju  
Designation : Assistant Professor  
Department : Tourism Management  
Date of Joining : 09-12-2013  
Educational Qualification : MBA. UGC-NET, Ph.D  
Teaching Experience : 10 Years  
Research Guidance: 05 (Ph.D) Scholars Working  
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Cell No : 9490034320  
Publications : National - International - 05  
Edited Books : 09  
Conferences : National- 10 International: 03  
Seminar organized: 01 National

<b>International Publications</b>					
<b>S.No</b>	<b>Journal Name</b>	<b>Article Title</b>	<b>Author's</b>	<b>ISBN</b>	<b>Page No</b>
1	IOSR Journals (International Organization of scientific Research) April -2014.	An empirical study on the impact of liberalization in small industries in India	Dr .M.Thyagaraju	2321-5933	60-68
2	MIJBR / Vol. 1 / Issue 1/ January-June 2014 -	An Empirical Study On Emerging Investment Of Mutual Funds In Indian Capital Market	Dr .M.Thyagaraju	2349-1701	1-9
3	Pezzottaite Journals March-2014	Women development ventures in Andhra Pradesh	Dr .M.Thyagaraju	2279-0926	
4	Emerging Dimensions in Business Management, April- 2014	Marketing Challenges in Indian Tourism Industry	Dr .M.Thyagaraju	978-81- 924002-2-8	
5	Indo Global Journal of Commerce and Economics-September - 2017	Problems and prospects of Tourism –A Case Study on Nellore District	Dr.M.Thyagaraju	2393-9796	42-44

**Edited Books In Chapters**

<b>S.no.</b>	<b>Book Title</b>	<b>Chapter Name</b>	<b>Book Publisher Name</b>	<b>ISBN</b>	<b>Page no.</b>
1	Contemporary Issues in Management	“Marketing of Health Insurance in Rural Area”: Contemporary Issues in Management	The Associated Publishers Books, Haryana	978-81-8429-107-0. June 2014.	261-266
2	Glimpses of Management Challenges.	Mutual funds in Indian Capital Market	SSB Publishers, A.P.	978-163041955-4 July 2014.	92-94
3	Eco-tourism challenges and issues	Marketing Strategies of Eco-tourism in India	Ranton Publication House, New Delhi	978-81-8429-107-0. August -2014	
4	Eco-tourism challenges and issues	Marketing Challenges In Indian Tourism Industry	Ranton Publication House, New Delhi	978-81-8429-107-0. August -2014	
5	Eco-tourism challenges and issues	Innovation and Change Management for SMTEs in the Tourist Park Sector	Ranton Publication House, New Delhi	978-81-8429-107-0. August -2014	
6	World economic recovery- Opportunities & Challenges for business	Insurance Protection from Risk and Risk-Bearing	Paramount Publishing House	978-93-82163-50-3	45-48
7	Tourism Products and operations in India	Rural Tourism and its impacts in Indian Economy	GRWS Publications -2018	978-93-85817-00-8	37-42
8	Tourism Products and operations in India	Tourism services for sustainable Eco-Tourism In India	GRWS Publications -2018	978-93-85817-00-8	94-98
9	Tourism Products and operations in India	Marketing services challenges for sustainable growth in Indian Tourism Industry	GRWS Publications -2018	978-93-85817-00-8	103-108

<b>Seminar/Workshops/Conference Attended</b>
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<b>S.NO</b>	<b>ORGANISED BY</b>	<b>THEME</b>	<b>PLACE/YEAR</b>
1.	Vikrama Simhapuri University,Nellore,PG-Center Kavali	Risk management in Banking sector with special reference to India	Department of Commerce, Kavali, 16-17 <sup>Th</sup> November.2013
2.	Vikrama Simhapuri University,Nellore	Human values and professional Ethics	VSU,Nellore 23-24 <sup>Th</sup> DEC.2013
3.	Vikrama Simhapuri University,Nellore	Eco-and rural tourism in India- Prospects & Problems	VSU, Dept. of Tourism Management, 13-14 <sup>Th</sup> July .2013
4.	Yogi Vemana University, Kadapa	Service Sector and quality Management in India	Y.V.University, Department of Business management, Feb-21-22,2014
5.	Yogi Vemana University, Kadapa	Role of human resources in economic development	Y.V.University, Department of Business management, April-16-17,2014
6.	Rayala seema University, Kurnool	Women Empowerment in Globalisation Era	Department of Economics, 28-29, March-2014
7.	Sri Venkateswara University, Titupati	Strength based development in education	Department of Management Studies, 10 <sup>th</sup> August-2014
8.	Sri Venkateswara University, Titupati	Self Management	Department of Management Studies, 11 <sup>th</sup> August-2014
9.	Sri Venkateswara University, Titupati	Problems and Prospects of Micro, Small and Medium Enterprises in India	Department of Commerce, 22-23 <sup>rd</sup> March-2014
10.	Sanskriti school of Business, Puttaparthi	Management Challenges	26 <sup>th</sup> April-2014

11.	MITIS, Madanapalli	Innovative Management Strategies	7-8 <sup>th</sup> March-2014
12.	Sree vidyanikethan institute of management, Tirupati	Role of banking and finance sector in a turbulent global scenario	15 <sup>th</sup> February-2014
13.	AITIS (A) Rajampet, Kadapa	Emerging Trends in Business Management and computing technoloie: issues & challenges in globalised Era	9 <sup>th</sup> March-2014

### National Seminars Organised

S.no.	Seminar Title	National/International	Funding Agency	Grant/Amount Mobilized	Remarks
1	Tourism Marketing and its role in Indian Economy	Two-Days National Seminar	APSCHE	40,000	Conducted on 11-12, March 2015
2	Tourism Marketing and its role in Indian Economy	Two-Days National Seminar	ICSSR-South Region Center Hyderabad	40,000	Conducted on 11-12, March 2015

**Total Number of books published with ISBN NO**

<b>SN</b>	<b>Book Title</b>	<b>Month and Year of Publication</b>	<b>Book Publisher Name</b>	<b>ISBN NO</b>
<b>1</b>	Eco and Rural Tourism in India (Prospects & Problems)	June-2014	Ranton Publishing House Hyderabad	978-93-5156-021-0
<b>2</b>	Flamingo Paradise	December-2016	Printage Publications	9788193088289
<b>3</b>	The Festival of Unity (Rottela panduga- Bread of faith)	October -2017	Skyo Publications – Nellore	13-978-1976340925

**Titles of the Papers taught in Semester-I**

1. Cultural Heritage Of India
2. Financial Accounting And Management

**Titles of the Papers taught in Semester-II**

1. Tourism Marketing
2. Tourism Economics

**Titles of the Papers taught in Semester-III**

1. Tourism And Travel Laws
2. Airport And Cargo Management

**Titles of the Papers taught in Semester-IV**

1. Tourism Policy And Planning