

PROFESSIONAL WRITE UP

Dr. Ampu Harikrishnan
M.B.A,M.Phil(Labour Studies),M.Phil(Tourism Management),AMT,Ph.D
Dean
School of Business Management

RECENT PROFESSIONAL ACHIEVEMENTS

- Visiting faculty at PRIME College (Affiliated to Tribhuvan University, Kathmandu) , Kathmandu , Nepal
- Visiting faculty at PSNA College of Engineering and Technology (for MBA), Dindigul Tamil Nadu
- Chaired Session at International Conference on Management and Information Technology in 2015,2016&2017(ICMIT-Jaipur)
- Chaired session at International Conference on Business, Economics Management and Social Sciences – Uttara School of Business , Uttara University, Dhaka, Bangladesh
- Awarded Accredited Management Teacher (AMT) by All India Management Association.
- Appointed as Indian Examiner for evaluation of Ph.D Thesis by Anna University, Chennai, Tamil Nadu
- Appointed as Indian Examiner for evaluation of Ph.D Thesis by Bharathiar University, Coimbatore, Tamil Nadu.
- Chaired Session at International Conference on Business, Economics,
- Resource Person for Dept of Science & Technology (DST), Government of India Sponsored DST –SERB workshops.
- Resource Person for Management Updation Tecniques for Health Care Administrators (Govt Sponsored Programs)
- Conducted various Workshops and Faculty Development Programs.
- Published National and International journals of Management.
- **Member**, National Advisory Board & Editorial Board of Journal of Management Value & Ethics

EDITORIAL BOARD

Member , Editorial Board, Journal of Management Value & Ethics (UGC Listed Approved Journals-ISSN-2249-9512)

EXPERIENCE

- Presently Working with Indus International University, Una Himachal Pradesh 174 507
As Registrar from 2014 January onwards till August 2nd 2017(3 Years and 6 Months)
- Dean, School of Business Management Since November 2012 till date
- Officiating Dean , School of Arts Media & Education (Six Months)
- In Similar capacities at
Faculty of Management Studies(FMS) Pratap University, Jaipur , NIMS University , Jaipur ,

Rajasthan.

- MAC College , Ramapuram Kottayam, Kerala

PROFESSIONAL

▪ Ph. D from Bharathiar University , Coimbatore , Tamil Nadu India (2012)▪ M.B.A in Human Resources Management from PSNA College of Engineering & Technology , Dindigul 624 622 Tamil Nadu

▪ M.Phil (Labour Studies) from Madurai Kamaraj University, Madurai , Tamil Nadu (2006)

▪ M.Phil (Hospitality and Tourism Management) from Madurai Kamaraj University , Madurai , Tamil Nadu (2007)

ACADEMIC

▪ Bachelor of Commerce with First Division 2001

RESEARCH PAPERS/PUBLICATIONS

- Total Number of Publication : 21
- Accepted in Peered Reviewed International Journal : 03
- Papers Under Consideration : 05

PROFESSIONAL MEMBERSHIPS

- Life Member National Institute of Personnel Management (NIPM) Kolkatta, West Bengal
- Life Member Kerala Management Association (Affiliate of AIMA)

RESEARCH GUIDANCE

- Ph.D Scholars Guided Successfully – Two

EXAMINERSHIP

Member Board of Examiners

1. Mahatma Gandhi University, Kottayam, Kerala
2. University of Kerala, Thiruvananthapuram, Kerala
3. IK Gujral Punjab Technical University , Jalandhar
4. International School of Informatics Management (ISIM) Jaipur
5. FMS The IIS University , Jaipur Rajasthan

AREA OF RESEARCH INTEREST

Human Resources Management

- Methods for implementing different theories of human resource management in real-world organizational environments
- Examining the capacity of human resources departments to drive organizational change
- Issues and concerns in overseas outsourcing from a human resources perspective
- Examining the role of organizational management in collaborating with human resources departments
- Examining the role of employee negotiation power in human resources management
- Investigating the use of employee training and development to increase organizational resilience against economic crises
- Examining the impact of employee training and development on organizational profits
- Discussing budgetary considerations in human resources, such as accommodating the need for employee training
- Examining the relative value of soft skills and hard skills when selecting personnel for available job positions
- Finding methodologies for systematically improving poor employee selection processes
- Using human resources management to smooth processes of organizational change
- Monitoring and responding to recent trends and developments in approaches to human resource management
- Examining how a strong human resources department creates tangible value for companies and organizations
- Examining the extent to which employee performance can be effectively managed
- Examining the implications of performance management for potential wage capping
- Examining subjectivity versus objectivity in employee assessment and evaluation
- Examining the concept of "fairness" in employee wages, hours, and other considerations
- The implications of human resource management strategy for facilitating employee motivations
- Investigating the relationship between reward and motivation among employees
- Reviewing both legal and ethical aspects of maintaining workplace diversity
- Examining methods of controlling subjective personal biases among human resources personnel in charge of interviewing and hiring job candidates

Hospitality and Tourism Management

SUSTAINABILITY AND TOURISM

- Are there differing sustainability standards in various countries? What impact do they have on tourism?
- Which approach is more effective: Market based or resource based?
- Is there any role that grass-root education play at the local level when it comes to sustainable tourism in developing countries?
- How far can awareness go to promote sustainable development?

GENERAL AND SPECIFIC TOURISM

- Exploitation and understanding of poverty tourism. The role of the poor (socially and economically disadvantaged) in tourism
- Medical tourism and factors that trigger it. What is its contribution to tourism?
- The effect of travel advisory on the tourism sector: The pros and cons of the travel advisories.

MARKETING, MANAGEMENT AND TOURISM

- How satisfied are the employees working in the hospitality sector? Literature review can be done based on this idea.
- With the various tourist monitoring systems we have, which one do you think is effective? A cross sectional or longitudinal study can be conducted.

- What factors can be used to motivate employees in the hospitality industry.

CATERING

- What foods and drinks do tourists prefer?
- Fast foods and obesity: The role of balanced diet to healthy living.
- The demographic variables- sex, education levels- of employees in the sector.

HOSPITALITY

- What factors expose employees to job stress and burn out?
- Does union membership have any impact on job satisfaction?
- The debate on frozen and fresh food; what should be served? Why?
- What factors influence hotel selection among tourists?

Marketing

- Marketing Relationships- How do Company Loyalty Cards Successfully Encourage Spending and Consumer Loyalty?
- Branding- How Do Well Marketed Brands Get Away With Selling Sub-Par Products?
- Branding- How Starbucks Has Changed Brand Marketing Forever.
- Branding- What are the Ethical Limitations of Brand Marketing Strategies?
- Direct Marketing- Can Direct Marketing Build Customer Relationships and Procure New Business As well?
- Direct Marketing- How Online Mediums Have Changed Direct Marketing Theories and Revolutionized The Marketing Industry.
- Modern Marketing Techniques- How Different Cultures Receive Different Marketing of International Brands: Coca-Cola
- Modern Marketing Techniques- How Marketeers Take Into Consideration Regional Demographics, With Examples.
- Consumer Psychology- What Role Does Motivation Play in Consumer Choice?
- Marketing Online-How Do Consumers Respond To Internet Marketing Schemes: A Case Study.