



FACULTY PROFILE ON WEBSITE

Faculty Name	Dr.Bhuvaneswari Gowthaman	
Academic Designation	Professor and Head (MBA)	
Educational Qualification	MBA, Ph.D.	
Experience in Teaching & Industry	25 yrs & 1 yr	
Date of Joining	10/11/2025	
Official Email ID	hodmba@dsatm.edu.in	
Employee ID	180900	

EDUCATIONAL DETAILS

- Ph.D. Sathyabama Institute of Science and Technology, Chennai. 2012
- MBA Hindustan College of Engineering, University of Madras, Chennai. 1998
- B.Sc.(Healthcare and Hospital Management), Seethalakshmi Ramaswami College, Bharathidasan University, Tiruchirappalli. 1996

PROFESSIONAL EXPERIENCE

- Professor and Dean, School of Management Studies ,Sathyabama Institute of Science and Technology, (Deemed to be University) 2017- 2024 August
- Professor and Head- Women Empowerment Bureau ,Sathyabama Institute of Science and Technology, (Deemed to be University) 2012- 2024 August
- Professor and Head- Research, School of Management Studies, Sathyabama Institute of Science and Technology, (Deemed to be University) 2012-2017
- Associate Professor, School of Management Studies, Sathyabama Institute of Science and Technology, (Deemed to be University) 2008-2012

- Assistant Professor, School of Management Studies, Sathyabama Institute of Science and Technology, (Deemed to be University) 2003-2008

RESEARCH PROJECTS

- **2024** Principal Investigator, Science Technology and Innovation (STI) based Entrepreneurship Training Programmes funded by DST- Innovation and Entrepreneurship Division (Rs.4,50,000)
- **2019** Co-Investigator, Developing Future Oriented academic curricula in Teacher Education with Innovative Methodologies for Nex-Gen Asian Higher Education Institutes funded by the Erasmus + Programme of the European Union (Rs.60,00,000).
- **2014-2016** Principal Investigator, Thematic Convergence Project on Poverty Alleviation and Economic Empowerment of Rural Women” funded by Ministry of Women and Child Development, New Delhi,(Rs.12,00,000).
- **2014** Principal Investigator, Entrepreneurship Development Project funded by National Science and Technology Development Board (Rs.1,00, 000).
- **2013** Principal Investigator, NIMAT Entrepreneurship Development project funded by the Department of Science and Technology (Rs.75,000)
- **2012** Principal Investigator, Entrepreneurship Development Project funded by Tamil Nadu Corporation for Women Development Limited (Rs.1,00, 000)

CONSULTANCY PROJECTS

- 2020 Principal Coordinator, Entrepreneurial Development Programs for income generation and Economic Development for resettled Slum Dwellers funded by Tamil Nadu Slum Clearance Board (Rs.2,75,000).
- 2017 Principal Coordinator, Capacity Building Programs for office bearers and members of Residents' Associations formed at Ezhil Nagar OTP and Perumbakkam funded by Tamil Nadu Slum Clearance Board (Rs.2,40,000).
- 2017 Principal Coordinator, Skill Development in the Trade of Beautician, Baking, and Electrician for resettled Slum dwellers of Chennai city funded by Tamil Nadu Slum Clearance Board (Rs.1,80,000).
- 2016 Principal Coordinator, Demand Survey for preparation of Housing for All Plan of Action under Pradhan Mantri Awas Yojana, funded by Tamil Nadu Housing Board (Rs.1,00,000).

PUBLICATIONS

JOURNALS

1. Dayanand , R., & Bhuvaneshwari, G. (2025). The Conversational Triangle: an Integrated framework for deploying Email, SMS and Whatsapp in a two way community- centric marketing strategy. STAPS ,11(10)
2. Vandana, V. K., & Bhuvaneshwari, G. (2025). AQ-Stress Relationship amongst IT Employees: CORE Dimensions Approach. Machinery and Production Engineering, 174(2867).
3. Vandana, V. K., & Bhuvaneshwari, G. (2025). Factors influencing the IT Employees towards EQ and AQ with Special Reference to Hyderabad. Journal of Tianjin University of Science and Technology, 58(3)
4. Vandana, V. K., & Bhuvaneshwari, G. (2024). A Study on Opinion of IT Employees towards Adversity Quotient with Special Reference to Hyderabad. Journal of Jilin University, 43(11).
5. Shanthi, P. J., & Bhuvaneshwari, G. (2021). Role of Information Technology in the Agricultural Sector with Reference to Rice Cultivation in India. Webology, 18(6).
6. Andreev, A. A., Patrakov, E. V., & Bhuvaneshwari, G. (2020). Hr Audit: Social, Psychological and Economic Aspects Of Implementation In the Context Of Innovative Changes. Petroleum and Gas: Experience and Innovation (Russia), 4(2).
7. Gabriel, R., & Bhuvaneshwari, G. (2020). A study and Analysis of Brand Measurement and Management among FMCG products. Journal of the Social Sciences, 23(2).
8. Gabriel, R., & Bhuvaneshwari, G. (2020). Does a Brand personality influence the Consumer Behavior in ice cream marketing: an empirical study among the selected Individuals from Chennai. Test engineering and Management.
9. Gabriel, R., & Bhuvaneshwari, G. (2020). Factors Affecting Marketing Effectiveness of Ice Creams in Chennai City: A Study among the selected Marketing Executives from the Industry. International Journal of Disaster Recovery and Business Continuity, 11(1).
10. Gabriel, R., & Bhuvaneshwari, G. (2020). Factors of Brand personality attributes, product attributes, celebrity information influencing consumer behavior in Ice-creams: A study with Special reference to Chennai City. GIS Business, 15(5).
11. Gabriel, R., & Bhuvaneshwari, G. (2020). Impact of brand celebrity on buyer buying behavior with reference to packed ice-creams in Chennai. Samzodhana Journal of Management Research, 12, 92-98.
12. Mageswari, T. U., & Bhuvaneshwari, G. (2020). A Study on the Aspects Inducing Access to Funds by the Small-Scale Firms in Tamil Nadu. International Journal of Scientific and Technology Research, 9(3).
13. Shanthi, P. J., & Bhuvaneshwari, G. (2020). The regression analysis of daily Stock returns of NIFTY PSU Bank. Journal of Advanced Research in Dynamical and Control Systems, 12(7).
14. Mageswari, T. U., & Bhuvaneshwari, G. (2019). A Research on the Opportunities Available for SMEs in Tamil Nadu in Procuring Funds for their Business Operations. International Journal of Innovative Technology and Exploring Engineering, 9(1).
15. Mageswari, T. U., & Bhuvaneshwari, G. (2019). Exploring the Impact of CEO Characteristics in Access to Finance of the SMES: An Empirical Study With Reference To Tamil Nadu. GIS Business, 14(6).
16. Mageswari, T. U., & Bhuvaneshwari, G. (2019). To Analyze the Impact of Political, Social and Technological Factors in Access to Finance for SME In Chennai. Restaurant Business, 118(9).

17. Shanthi, P. J., & Bhuvaneshwari, G. (2019). Investment pattern in Indonesia – An overview. *Restaurant Business*, 118(4), 146-152.
18. Shanthi, P. J., & Dr. Bhuvaneshwari, G. (2020). Performance of aquaculture companies in India with reference to Avanti Feeds Ltd. and Apex Frozen Foods Ltd. *International Journal of Aquatic Science*, 12(3), 2817-2822.
19. Shanthi, P. J., & Bhuvaneshwari, G. (2018). Dhaanya Agricultural Commodity Index – An Overview. *International Journal of Pure and Applied Mathematics*, 119(17), 2159-2165.
20. Rajkumar, P., & Bhuvaneshwari, G. (2016). Effects of Pecuniary Benefits in Curbing Employee Turnover Intention Special Reference to Private Life Insurance Companies in Chennai. *Indian Journal of Science and Technology*, 9.
21. Shanthi, P. J., & Bhuvaneshwari, G. (2016). Performance of selected Indian stock returns – A comparative study. *International Journal of Applied Business and Economic Research*, 14(5), 31-36.
22. Rajkumar, P., & Bhuvaneshwari, G. (2015). Employee Empowerment and Employee Turnover Intention –An Empirical Analysis in Life Insurance Sector. *International Journal of Applied Business and Economic Research*, 13(6).
23. Rajkumar, P., & Bhuvaneshwari, G. (2015). Employee Engagement – A Mantra for Retention (Special Reference to Private Life Insurance Companies in Chennai). *International Journal of Applied Engineering Research*, 10(83), 125-128.
24. Bhuvaneshwari, G., & Rau, S. S. (2010). An Empirical study of discrepancies between patients expectations and their experiences as determinants of complaints handling in hospitals. *National Journal on Advances in Computing and Management*, 1(1), 41-45.
25. Bhuvaneshwari, G., & Rau, S. S. (2010). Trust in Relationship Marketing. *International Journal of Management*, 1(2), 14-19.
26. Bhuvaneshwari, G., & Rau, S. S. (2009). Indicators of Satisfaction of Indian Patients-an analysis. *Annamalai Business Review*, 3(2), 15-20.
27. Bhuvaneshwari, G., & Rau, S. S. (2009). Impact of CRM in Hospitals. *International Journal on Information Sciences and Computing*, 3(1), 38-46.
28. Bhuvaneshwari, G., & Rau, S. S. (2009). Patient Relationship Management. *Journal of Technical and Vocational Education*, 26(2), 52-63.

BOOKS

1. **Marketing Management**, Dr.Bhuvaneshwari G. & Dr. S. Ramachandran, Airwalk Publications - January 2018.
2. **Entrepreneurship Development**, Dr.Bhuvaneshwari G. & Dr.R.Devaraj, Ms.Aysha Fathima, Airwalk Publications - January 2017.
3. **Business Economics**, Dr. Bhuvaneshwari G., Ms. Aysha Fathima, Ms. Parameshwari R . Airwalk Publications - June 2016

INTERNATIONAL CONFERENCES:

1. Shanthi, P. J., & Bhuvaneswari, G. (2021, November 26). Comparison of selected NSE sectoral indices with Nifty 50 index. International Conference on Emerging Approaches in Business Management – Agile Interdisciplinary Practices (ICEABM – 2021), SRM Institute of Science & Technology, India. ISBN: 978—93-92537-10-3.
2. Mageswari, T. U., & Bhuvaneswari, G. (2020, March). A study on the impact of Technology Entrepreneurship in evolving markets: A Review of Entrepreneurial models in SMEs in Tamilnadu. International Conference on “Emerging Trends & Practices of Business Leadership in the Digital Era,” University of Madras.
3. Shanthi, P. J., & Bhuvaneswari, G. (2019, April). Investment pattern in Indonesia – An overview. ICATBM 2019 – Sathyabama Institute of Science and Technology India. ISBN: 2454-9762.
4. Rajkumar, P., & Bhuvaneswari, G. (2015, February 27-28). Employee perception towards job satisfaction in Life insurance sector. International Conference on Make in India, The Road Ahead, The Gandhigram Rural Institute – Deemed University and Vivekananda Institute of Information and Management Studies
5. Rajkumar, P., & Bhuvaneswari, G. (2015, April 17-18). Effects of Work culture on employee attrition intention in private life insurance sector. 5th International Conference on Unleashing opportunities at Bottom of the Pyramid, Annamalai University.
6. Bhuvaneswari G. & Rau S.S. (2009, July 16-18). Impact of CRM in Hospitals. International Conference on “Indigenous Management Practices (ICIMP-2009),” Annamalai University. 14.
Bhuvaneswari G. & Rau S.S. (2008, March). CRM in Health Care. International Seminar on “Globalization and Its Impact on Society,” Pondicherry University.
7. Bhuvaneswari G. & Rau S.S. (2007, September 21-22). Transcending Boundaries of CRM with respect to Hospital Management. International Conference on “Global Business Strategy in Competitive Environment,” Sri Sairam Institute of Management Studies.
8. Bhuvaneswari G. & Rau S.S. (2007, December 12-14). TQM - CRM Perspectives. International Conference on “Trends in Information Sciences and Computing (TISC 2007),” Sathyabama University in association with TATA Consultancy Services.

NATIONAL CONFERENCES:

1. Gabriel, R., & Bhuvaneswari, G. (2020). Impact of brand celebrity on the buyer buying behaviour towards ice cream - An analysis using SEM model. In Icon Impact of covid 19 on Indian economy (pp. 202-216), Sairam Engineering College. ISSN: 978-81-947149-0-3.
2. Rajkumar, P., & Bhuvaneswari, G. (2015, March 20). Talent Acquisition, Maintenance & Retention – Recipe for Business Success. National Seminar on Trends, Challenges & Innovations in Management, Mahatma Gandhi University, Nalgonda.
3. Rajkumar, P., & Bhuvaneswari, G. (2012, October 17-18). A Study on impact of Employee Turnover on organizational Profitability. National Conference in Management Research, Sathyabama University
4. Bhuvaneswari, G., & Rau S.S. (2010, February 26-27). Patient Loyalty and Relationship Management in HealthCare. National Seminar on “Research Implications for Management Applications,” University Of Madras.
5. Bhuvaneswari G., & Rau S.S. (2010, April 28). Brand Equity in Hospital Marketing. National Conference on “Corporates: Management, Governance, Issues and Challenges,” Saveetha Management School, Chennai.
6. Bhuvaneswari G., & Rau S.S. (2010, August 27). Measuring Patient Satisfaction in Hospitals. National Conference on “Global Business Strategy,” Bharat University, Chennai.
7. Bhuvaneswari G., & Rau S.S. (2007, February 22-23). Transcending Boundaries of CRM with respect to Corporate Hospitals. National Seminar on “Management Rhetoric to Research,” University of Madras.
8. Bhuvaneswari G., & Rau S.S. (2006, April 27-28). Challenges in CRM Implementation in Health Services. National Seminar on “Research Methodology-Latest issues in Management,” Rajalakshmi Engineering College-Chennai in association with SPSS-South Asia Bangalore.

AWARDS /FELLOWSHIPS

FELLOWSHIPS

1. Indian Institute of Management, Ahmedabad (IIMA) Faculty Development Programme, 2013.
2. Indian Institute of Management, Bangalore, Strategy and Sustainable Enterprise, September 2019.
3. Xavier Institute of Management, Bhubaneswar, Transition Strategies for Sustainable Ecological Systems, July 2020

ACADEMIC ACTIVITY

EDITOR

1. International Journal of Information Sciences and Computing ISSN 0973-9092

2. National Journal on Advances in Computing and Management ISSN 0975-7295

REVIEWER

1. Journal of Reviews on Global Economics E ISSN 1929-7092
2. International Journal of Research and Innovation in Social Sciences ISSN 2454-6186

PROFESSIONAL EXPERTISE

CONSULTING

1. Leadership and Performance Management, Casa Grande Private Limited, Chennai, December 2022.
2. MBO in Human Resources Management, Protech Soft Systems Private Limited, Chennai, May 2022.
3. Soft Skills, UNIS Educational Group, Brazil, October 2020.
4. Social Entrepreneurship, Tamil Nadu Slum Clearance Board, Chennai, July 2019.
5. Industrial Safety, Lonestar Industries ,Chennai, June 2018

INVITED TALKS

1. Member of Fourth FRACTION Project Management Board Meeting at University of Transport and Communications in Vietnam, April 2022
2. Session Chair at the International Conference on “Global Business and Societal Reset” at CHRIST University, Delhi –NCR campus, February 2022.
3. Session Chair at the International Conference on “Reinventing Business Practices Start- ups and Sustainability” at SRM Institute of Science and Technology, Vadapalani Campus, Chennai, July 2021
4. Conference Chair during Fourth International Congress UNIS, “Cities in Reconstruction- Smart Cities” at Varginha, Brazil, April 2018

Contact Details

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