

**Name: R.J.T NIRMALRAJ**

Designation : Assistant Professor(SG)  
 Nature of Employment : Full Time  
 Qualification : B.Pharm, MBA, PGDPHM, DCA,DLC  
 Phone : 9043588234  
 Email ID : rjtnirmal@hindustanuniv.ac.in

**Educational Background:**

Degree	Discipline	Year of Passing	University
(Ph.D)	Healthcare	Pursuing	Hindustan Institute of Technology and Science(Deemed to be University)
MBA	Hospital & Health Systems Management	2003	SRMC&RI(DU)
B.PHARM	Pharmacy	1999	Tamilnadu Dr.MGR Medical University
PGDPHM	Pharmaceutical Marketing	2002	Pondicherry University
DCA	Computer Applications	2000	LIBA
DLC	Leadership	2007	Mitra Leadership Training Foundation

**Work Experience (Academic):**

Designation	Institution	Duration	No. of Years
Assistant Professor (Selection Grade)	Hindustan Institute of Technology and Science(Deemed to be University)	4/7/16 - Till date	5 Years 4 Months
Assistant Professor	Asan Business School	04 /08/2014 – 30/06/2016	1 Year 10 Months
Assistant Professor	ITM Business School	26/05/2010 – 25/07/2014	4 Years 2 Months
<b>Total</b>			<b>11 Years 4 Months</b>

**Work Experience (Industry)**

Designation	Name of the Organization	Duration	No. of Years
HR Executive	Daehsan Trading India Pvt Ltd	01/02/2006 – 15/05/2010	4 Years 3 Months
Product Officer	Quantum Biologicals Pvt.Ltd	06/09/2004 – 24/09/2005	1 Year
Apprentice	Spic Pharmaceuticals Division	02/04/2001 – 01/12/2001	8 Months
<b>Total</b>			<b>5 Years 11 Months</b>

**Lecture Courses:** Principles of Hospital Administration, Hospital & Patient Relation Management, Hospital Support Services, Public Health System and Health Insurance, Hospital Planning, Marketing Management, Services Marketing, Human Resource Management, Liner Logistics, Environmental Studies, Business Communication, Soft Skills

**Research Areas of Research Interest:** Healthcare, Services Marketing, Marketing, Branding

**Research Guidance: Projects for MBA Students**

**Research Publications:**

- 1) A Study on the Role of Core Digital Marketing Components and Conceptualization of Strategies/Models for Scaling the Moms Community by Cloudnine Group of Hospitals in May 2021| IJIRT | Volume 7 Issue 12 | ISSN: 2349-6002
- 2) A Study on Health Insurance policy awareness and its benefits among Chennai residents in May 2021| IJIRT | Volume 7 Issue 12 | ISSN: 2349-6002
- 3) A study on the determinants of patient waiting time in the Out -Patient Department in May 2021| IJIRT | Volume 7 Issue 12 | ISSN: 2349-6002
- 4) A study on the COVID-19 impact on Telesurgery service in Healthcare Industry in in May 2021| IJIRT | Volume 7 Issue 12 | ISSN: 2349-6002

**International Journals and Book Chapters indexed by Scopus / Web of Science:**

- 1) Effect of Age on Employees' Loyalty: A Study among the Executives' of a Large Scale Public Sector Manufacturing Industry across India in International Journal of Engineering & Technology
- 2) A Study on Factors Influencing Digital Marketing in Pharmaceutical Industries in March- April 2020 ISSN: 0193-4120 Page No. 24588- 24594 on TEST Journal

**International Conferences indexed by Scopus:**

**Patent Obtained:**

**Certifications Obtained:** Coursera, Future Learn, Alison, ATAL Academy, AICTE, MHRD - Online Training

**Travel Grant Obtained:**

**Awards and Accolades:**

