

M.VISWANATHAN, Professor, ABBS

Bachelors Degree in Agricultural Sciences from University of Agricultural Sciences, Bangalore (1979), Masters Degree in Business Administration with Honors specializing Marketing, from Massey University, Palmerston North, New Zealand, and Master of Philosophy in Management Sciences from Periyar University, Salem. Presently my PhD work with Anna University is based on a Study on Marketing of Fresh Vegetables in the Retail Markets in India with Special Reference to Bangalore Rural District. My academic experience spans over 12 years.

Prior to academics my rich industrial experience spans over 23 years. Industrial experience relates to establishing high technology based agriculture industries. One year study as Research Assistant at the Ministry Agriculture and Fisheries, Palmerston North, New Zealand that involved doing a cost benefit analysis of an irrigation scheme to convert dairy farms to kiwi fruit plantations near Auckland. This was also used for my MBA project work.

My work experience began with British American Tobacco (BAT) in Sri Lanka on non-tobacco agriculture ventures. This involved setting up an export oriented foliage project and subsequently a first generation seed potato project. In India, the agriculture project I set up involved hardening of ornamental tissue culture plants for export with Indo American Hybrid Seeds and later setting up an export oriented gherkin production unit and a export oriented floriculture project for RPG Enterprises.

My international publications include

Strategic CSR Route to Consumerism, a research paper published in Globalization & Consumer Protection, Publication of Research Center for Consumerism, Dept. of Management Studies, Kalasilingam University, Tamil Nadu, ISBN No : 978-81-905380-1-5

Chotukool : A Desruptive Innovation Model for Rural India, a case study submitted for International Case Writing Competition , Dhruva Business School, Hyderabad, published in Case Studies in Management ;

Contemporary Perspective, Humming Words Publishers, ISBN No. 978-81-920730-0-2,

Embracing Change and Achieving Synergies in South Asian Economies : Some Possibilities and Options, a paper submitted at 11th South Asian Management Forum on Managing Change for Sustainable Development for Association of Management Development in South Asia (AMDISA).

Innovative HRM at Span Outsourcing (Pvt) Ltd., a case study published by European Case Clearing House (ECCH), Ref. No 411-039-1,

An Analytical Study on Stress and Emotional Intelligence Among Employees of Banking Sector in Bangalore City, European Journal of Social Sciences ISSN 1450-2267, Vol.29 No.3 pp. 413-420

A Strategy to Exploit Marketing and Human Resources Potential through Inclusive Growth in Rural India, European Journal of Social Sciences, ISSN 1450-2267 Vol.29 No.4 (2012), pp. 512-520