



# Sri SAI RAM INSTITUTE OF TECHNOLOGY

An Autonomous Institution | Affiliated to Anna University & Approved by AICTE, New Delhi  
Accredited by NBA and NAAC "A+" | An ISO 9001:2015 Certified and MHRD NIRF ranked institution  
Sai Leo Nagar, West Tambaram, Chennai - 600 044. [www.sairamit.edu.in](http://www.sairamit.edu.in)



Name : **ILAKKIYA.T**

Designation : **ASSISTANT PROFESSOR**

DOB : **18.10.1991**

Unique ID (College ID) : **IT22MB02**

Email : **ilakkiya.mba@sairamit.edu.in**

Qualification : **MBA.,SET.,M.A(Pub.admin).M.A.,(ENGLISH),PGDLL.,(PH.D)**



UG	B.E/B.Tech/B.Sc./ B.A./BBA/B.Ed.	Date of Completion	University	% of Marks	Class
	B.A	APRIL 2012	MADRAS UNIVERSITY	58.66	II
PG	M.E/M.Tech/M.Sc./ MBA//B.Ed.	Date of Completion	University	% of Marks	Class
	MBA	JUNE 2015	ANNA UNIVERSITY	82	I
Ph.D	Date of Completion	Field of Specialization	University		
	PURSUING	MARKETING	ANNAMALAI UNIVERSITY		
SLET Marks	NET Marks	Date of Eligibility			
Passed	-	FEBRUARY 2016			

Area of Specialization : **HR & MARKETING**

Research Interest : **Consumer behavior, Digital marketing**



Experience in years : Teaching 4.4 Research- Industry Others

Courses Taught in UG / PGLevel:

HR, Marketing  
management

No. of Workshop/Conferences/ FDP  
attended : Workshop  Conferences  FDP

No. of Workshop/Conferences/ FDP  
Organized : Workshop  Conferences  FDP

Professional Membership	NIL		
Publications	No. of papers published in National Journals / Conferences :		
	No. of papers published in International Journals / Conferences:		
	No. of Books published :NIL		
	Name of the Book	ISBN No:	Year of Publication
Research Guidance	No.Of UG Students Guided: NIL No.Of PG Students Guided: NIL No.Of Ph.Ds Guided:NIL		
Research Funded Projects	NIL		
Patents	Filed: NIL Granted: NIL		
Technology Transfer	NIL		
Achievements	NIL		
Any Other Information	NIL		