

## **FACULTY PROFILE FORMAT**

1. Full Name : **Dr. Vennila M**
2. Designation : Assistant Professor (Agribusiness Management)
3. Department / School : School of Social Sciences, CPGSAS, CAU(I), Umiam
4. Official Email ID : vennilamahalingam21@gmail.com / vennilam@cau.ac.in



5. Profile Photo :
6. Areas of specialization : Marketing Management, Value Chain Analysis, Operation Management, Agri Business Management
7. Research Interest : Agricultural and Rural Marketing, Agri-Value Chain Development and Market Linkages, Supply Chain and Logistics Management in Agri-Food Systems, Export Potential and Global Trade of Agricultural Commodities, Business Models in Agribusiness, Digital Agriculture and ICT Applications, Sustainable Agribusiness Development, Operations Research Applications in Agribusiness Decision-Making
8. Highest Educational Qualification:

Degree	Subject	University
Ph. D.	Agribusiness Management	University of Agricultural Sciences, Dharwad, Karnataka
MBA (AB)	Agribusiness Management	Junagadh Agricultural University, Junagadh, Gujarat

9. Professional Experience:

Position	Organization	Duration
Assistant Professor (Agribusiness Management)	Central Agricultural University, Imphal, Manipur	(Jan 2025- Present)
Senior Fellow (Consulting and Policy Advisor)	Centre of Excellence for Farmer Producer Organisation Bengaluru, Karnataka	(Jan 2024- Jan 2025)
Research Associate	University of Horticultural Sciences, Bagalkot, Karnataka	(Aug 2023 - Dec 2023)
Young Professional	Zonal Office of Director General of Foreign Trade, Chennai, Ministry of Commerce and Industry, Government of India	(Mar 2023 - Jul 2023)
Research Associate	University of Horticultural Sciences, Bagalkot, Karnataka	(Jan 2022 - Feb 2023)

10. Research Projects :

Sl. No.	Title	Funding Agency	Budget	Duration	Status
a.	Cultivating Health: Promoting Biofortified Rice under Organic Production System for Food and Nutritional Security in Meghalaya	Indian Institute of Rice Research, Hyderabad	Rs. 5 Lakhs	1 Year	Ongoing

11. Publications :

Sl. No.	Publication	No.s
a.	Full length papers	13
b.	Papers in Conference Proceedings/Book Chapters	8
c.	Books published	1

12. Courses Taught :

Sl. No.	Course Code	Course Name	Credit Hours	Level
a.	ABM-595	Summer Internship	4 (0+4)	MBA (ABM)
b.	ABM-505	Production and Operation Management	2 (2+0)	MBA (ABM)
c.	ABM-511	Rural Marketing	3 (3+0)	MBA (ABM)
d.	ABM-536	Strategic Management for Agri Business Enterprises	2 (2+0)	MBA (ABM)
e.	ABM-537	Operations Management	2 (2+0)	MBA (ABM)
f.	AEC- 605	Operations Research	3 (2+1)	Ph. D. (Agrl. Econ.)
g.	ABM-540	Research Methodology for Agri Business Management	3 (2+1)	MBA (ABM)
h.	ABM-509	International Trade for Agricultural Products	2 (2+0)	MBA (ABM)
i.	ABM-525	Management of Agri-Business Co-Operatives	2 (2+0)	MBA (ABM)
j.	ABM-505	Production and Operations Management	2 (2+0)	MBA (ABM)
k.	ABM-502	Managerial Accounting and Control	3 (2+1)	MBA (ABM)

13. Student Guidance :

a.	MBA Guided	:	1 (ongoing)
b.	Ph.D. Guided	:	

14. No. of Workshop / Training / Conferences organized : 4

15. Google Scholar : <https://scholar.google.com/citations?user=8B4JXCYAAAAJ&hl=en&authuser=1>
16. ORCID : 0000-0003-3815-338X
17. Research Gate : [https://www.researchgate.net/profile/M-Vennila?ev=hdr\\_xprf](https://www.researchgate.net/profile/M-Vennila?ev=hdr_xprf)
18. LinkedIn : <http://www.linkedin.com/in/dr-vennila-m-933141174>