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#### Education:

1999-2004: D.Phil (PhD) (Anthropology) from Oxford University, United Kingdom

1994-1997: B.A (Theology) from Vidyajyoti College, Delhi, India

1992-1994: M.A (Anthropology) from University of Madras, Chennai, India

1989-1991: B.A (Philosophy) from Jnana Deepa Vidyapeeth, Pune, India

1982-1985: B.A (Economics) from St. Joseph's College, Trichy, India

**D.Phil Dissertation: 'Conflict and Identity Construction'**

#### Current Academic Positions:

- Ø Secretary & Correspondent, Loyola College, Chennai, India
- Ø **Executive Director**, Institute of Dialogue with Culture and Religions (IDCR), Loyola College, Chennai, India.
- Ø **Deputy Director**, Loyola-ICAM college of Engineering and Technology (LICET), Chennai, India
- Ø **Lecturer**, Department of Visual Communication, Loyola College, Chennai, India
- Ø **Lecturer**, Loyola Institute of Business Administration, Loyola College, Chennai, India

#### Teaching Positions:

- ✓ Visiting Faculty at XLRI Business School, Jamshedpur, India (Consumer Behaviour)
- ✓ Visiting Faculty at XLRI Singapore (Consumer Behaviour)
- ✓ Visiting Faculty at LIBA, Loyola College, Chennai, India (Consumer Behaviour, Cross cultural Management, Social Entrepreneurship)
- ✓ Visiting Faculty, Chennai Business School, Chennai, India (Consumer Behaviour)

- ✓ Visiting Faculty, IIT-Madras, Chennai, India (Perspectives in Social Sciences)
- ✓ Visiting Faculty at Jnana Deepa Vidya Peeth, Pune, India (Symbols and Religions, Postmodernism, Violence and Sacred)
- ✓ Visiting Faculty, IESEG School of Management, Lille, France
- ✓ Visiting Faculty, Ingolstadt School of Management, Ingolstadt, Germany
- ✓ Associate Research Scholar at Department of Anthropology, Oxford University, UK
- ✓ Reviewer of Articles, *Open Sociology Journal*, Bentham Science Publishers

#### Teaching Experience:

1989-1990: Theatre Arts. Jnana Deepa Vidyapeeth, Pune, India.

1990-1991: Personality Development and Spirituality, Senthilir Institute, Suranam, India.

1992-1994: Culture, Media and Society. Visual Communication Department, Loyola College, Chennai India.

1996-1998: World Religions and Inter religious dialogue. Aikiya Alayam Institute, Chennai, India.

2003–2004: Conflict Management University of Chicago, USA & Loyola University, Chicago, USA

2004-2007 Symbols in Religions, Vidya Jyoti College, Delhi, India and JDV, Pune.

2004 - Emotions and Consumer Behaviour. Marketing power of emotions, Xavier Labour Relations Institute, (XLRI) Jamshedpur, India.

2004 - Personality Development, Social Analysis, at Loyola College, Chennai, India.

2004 - Media Research Tools, Media Management. Dept of Visual Communication, at Loyola College, Chennai, India.

2007- Symbols and Religions, Postmodernism and Religions in India, JDV College, Pune

2008 - Consumer Behaviour, Cross Cultural Management, Social Entrepreneurship, Loyola Institute of Business Management, Loyola College, Chennai, India.

2008 - Perspectives in Social Sciences, IIT, Chennai, India

#### Research Experience:

1992-1994 – Research Assistant, *Measuring Empowerment by Community Development Projects*, Project by World Bank

- 1993–1994 - Individual research on *Religion and Rituals of Kannikkars of Trinaveli district in Tamil Nadu*, India
- 2000–2002– Research Co-ordinator, *Micro Trends among the youth*, project for Aylesbury Parish Council, UK
- 2000–2004 – PhD research on *Identity construction* by Dalits of Tamil Nadu
- 2004–2007 – Research Co-ordinator, *Conflict between religious communities in Coimbatore city in India*, project by IDCR, Loyola College, Chennai, funded by MISSIO Aachen, Germany
- 2005 - Research Analyst, Voting Patterns in Assembly Elections in Tamil Nadu, Funded by Goodwill Communications, Chennai
- 2007 - Research co-ordinator, *Caste violence in Tamil Nadu, India*, by IDCR, Loyola College, Chennai, India, funded by Missio, Aachen, Germany
- 2008 - Research Coordinator, *Consumer Culture: A Study of Mall culture in Chennai city*, IIT-Madras, Humanity and Social Sciences.
- 2009 – Regional Research Co-ordinator, *Role of Religion in Development* by School of Oriental and African Studies, University of London

Research Interests:

**Core Areas:**

- ANTHROPOLOGY, COMMUNICATION, MANAGEMENT

**In Particular:**

- Cultures of Consumption
- Consumer Behaviour
- Cross cultural management
- Social Entrepreneurship
- Human Development and Empowerment In India
- Contemporary Debates on Poverty In India
- Media Management
- Emotions and Consumer Behaviour
- Leadership Styles

- Competence Building
- Conflict Resolutions and Conflict Management
- Organisational Behaviour
- Communal Violence
- Identity Construction
- Culture and Society
- Subaltern Groups and Social Change
- Media Culture
- Postmodernism and Social Change
- Globalisation
- Myths and Symbols
- Research Methods and methodology in anthropology, communication and management

**Publications:**

**Books:**

**In English**

- *Personality Development, Ways of discovering Self*, IDCR Publications 2005
- *Religions: An Introduction*, IDCR Publications 2005
- *Constructing Dalit Identity*, Rawat Publications 2006
- *Interculturation of Religion*. ATC Publications 2007
- *Theories of Social Change*, Manohar Publications (forthcoming)
- *Tools of Socio-cultural Analysis* IDCR Publications (forthcoming)
- *Business Moves: Eight Energies of Leadership Competence*, Macmillan, India (forthcoming)
- *Ethnography of Violence: Hindu-Muslim Conflict in South India*, IDCR (forthcoming)

**In Tamil**

- *Thisaiyum Visaiyum* (Power of Movements), Vaigarai Publications 2002
- *Nee Velvai'* (You can win) by Vaigarai Publications, 2006.

- Tamil Panpaadu Satheeyapanpaada? (Is Tamil Culture a caste culture?) edited volume
- *Thaakam* (Impact of your thoughts) IDCR publications (forthcoming)

Articles and book chapters:

- 2009: Postmodern God. In *VJTR*, Vol. 73, No.8. August 2009.
- 2009: Emotional Intelligence and Formation of Personality. In *Jnanodaya, Journal of Philosophy*. Issue No.16, June 2009.
- 2008: Conflict as Source of Identity Making. In *Journal of Culture and Religion*. Vol.3 No.1,pp.7-33.
- 2007: Introduction: Revisiting de Nobili's Mission to Tamil Nadu. In *Interculturation of Religion. Critical Perspectives on Robert de Nobili's Mission in India*. Bangalore: ATC, Publications. Pp.1-18.
- 2007: Religion as Culture: Anthropological Critique of de Nobili's Approach to Religion and Culture. In *Interculturation of Religion. Critical Perspectives on Robert de Nobili's Mission in India*. Bangalore: ATC, Publications. Pp.19-41.
- 2007: Parai: From stigma to self-assertion. Paraiyars and the symbolism of the parai drum. *Contributions to Indian Sociology*, Vol. 41, No. 1, 81-104.
- 2007: Death of Representation: A Post-modern Challenge. In *VJTR* April 2007, Vol 71, No 4. pp. 262-270.
- 2006: Mediat-ed Culture. In *Culture & Communications*, Indian Media Research Journal, April 2006, No. 15 Vol.4
- 2006: '*Eliyavarin Thagam*' (Poor Peoples' Thirst for Liberation) in *Dinamani* daily
- 2006: '*Therthale oru Poraaga*' (Election as War) In *Silambam*, (June 2006)
- 2006: Dignifying Communications for Enhancing Humanity. In *Culture & Communications*, August 2006, No. 16, Vol..5.
- 2006: Cultural Communication and De-ethicising Identity. In *Culture & Communication*, November, No. 17, Vol 05.
- 2006: '*aha alagum muga alagum*' (internal and external beauty) in *Munnetrathin Mugavari* (book) 2005, Vaigairai Publishers.
- 2005: '*karka kasadara*' (learn faultlessly) in *Dinamani* daily
- 2005: '*Ithuvum thiruvilaiyadal*' (this too divine play) in *Dinamani* daily

- 2004: 'The Other as Alien': Myths in Identity Making. In *Vidyajyoti*, April 2004, pp.277-294..
- 2003: Anthropology of Conflict, Review Article (forthcoming). In *Journal of Anthropology Society of Oxford*.
- 2002: Taming the Global Demagogue: A Spirituality for Globalisation. In *Vidyajyoti*, part I in June 2002 issue and part II in July 2002 issue.
- 2002: Global Culture versus Local Culture: A Cultural Perspective of Globalisation. In Leonard Fernando (ed.) 2002. *Seeking New Horizons*. Delhi: ISPCK, pp.243-258.
- 2002: Historiography and Ethnography. In Felix Wilfred & Jose D. Maliekal (ed.) 2002. *The Struggle for the Past Historiography Today*. Chennai: Department of Christian Studies, University of Madras.
- 2002: Ethnographic Construction of Historiography: A Case Study of Dalits in Kanchipuram district, South India. In *Jeevadhara*, January 2002, pp. 45-59.

Scholarly papers at Conferences:

- 2008: *Schooling in Emotions*. At Conference on Philosophy and Formation, at Philosophy Centre, The Retreat, Yercaud, India.
- 2008: *Quality and Access: Crisis of Higher Education*, Carlos Memorial Lecture, at St Theresa College, Eluru, Andhrapradesh, India.
- 2008: *Conflict of Identity: A Case Study of Religious Politics in Tamil Nadu*, at Philosophy Symposium, Sacred Heart College, Poonamalee, Chennai, India
- 2008: *Leadership Competence and Social Change*. At Seminar on Leading India Today, Organised by Self Help Groups (SHG) of Tamil Nadu at International Centre, St Thomas Mount, Chennai, India (February 11-14).
- 2007: *Mission Impossible: Doing Ministry in Postmodern Space*. At the Annual Clergy Conference of Mar Thoma Cyrian Church, on 'Parish in the Changing Social Space' at Christian Education Centre in Charakunnu, Thiruvalla, Kerala (27-30 November 2007)
- 2006: *Violent Practices and Imaginaries: Understanding Communal Violence*. At seminar on Communal Violence and Conflict-resolutions at IDCR Loyola College, Chennai India (March)
- 2006: *Pentacostal Movements: An Anthropological Perspective*. At the Symposium on Social Movements at Poonamalee Seminary, Chennai India.

- 2006: ***Cultural Roots of Vatican II: A Critique***. At Intercultural Theology Symposium, St Paul's Seminary, Trichy, India.
- 2005: ***Religion as Culture: An Anthropological Perspective***. At a seminar on Religion and Culture, at IDCR, Loyola College Chennai India (August).
- 2005: ***Globalising Poverty***. At International seminar on Globalisation and Poverty, at Economics Department, Loyola College, Chennai India (February).
- 2005: ***The Power-full Information Communication Technology (ICT) and the Power-less Subalterns***. At National Seminar on ICT with Human Face in Stella Maris College, Chennai, India (February).
- 2003: ***Conversion Debate and the Rise of Hindu Fundamentalism in Tamil Nadu***. At South Asian Conference at Oxford University, UK (September).
- 2002: ***From Symbols of Pollution to Symbols of Identity***. At Seminar, Queen Elizabeth Studies Centre, Oxford University (November).
- 2002: ***The use of Symbols and Myths in the Construction of Identity***. At Departmental Seminar, London School of Economics, London, UK.
- 2001: ***Parai: From Pollution to Identity***. At South Asian Conference, Edinburgh, UK (September).
- 1994: ***Religion and Beliefs of Kanikkars in Tamil Nadu***. At National Seminar

**Professional Experience:**

- Assisting NGOs in their programmes of empowerment by conducting evaluation and assessment: Measuring Empowerment
- Motivating and Training Personnel by planning, preparing & presenting Packaged Programs on Source and Power and management of Emotions, Setting and Reaching Goals, and managing Crisis Situations.
- Preparing the Dynamics, exercises, questionnaires, and assignments for various Organizations for Planning, Evaluation and Revamping.
- Designing Mission Statements for Corporate and working out Strategies for realizing the same.
- Assisting & counselling Personnel in various aspects of their career path.
- Coordinating for keeping up to date with Market, Social and Cultural changes and Concomitant Personality changes.

- Meeting with Corporate Team or Heads of Educational Institution to help implement a special Corporate or educational program.
- Giving youth and adults 'motivational speech' on improving their Personality to achieve best results in life.
- Facilitating Personnel on Emotional Intelligence (EQ), Social Intelligence (SQ) and Spiritual Intelligence.
- Providing Orientation Programs for the Teachers, Professors, Administrators and Students.
- Serving as a Corporate Consultant in the areas of Organizational Behaviour, Planning, Risk taking, Goal –setting, Goal Striving and Goal Research Skills
- Serving as resource person in the area of Leadership Dynamics, Marketing Power of Emotions and Crisis and Stress Management for Corporate, Business Schools and Higher Educational Institutions in Tamil Nadu.

#### Awards:

- Gold Medal in M.A (Anthropology) for being a Rank holder
- Gold Medal in M.A (Anthropology) for being the best student of the year
- Research Fellow, ESRC, UK
- Adjunct Fellow, Loyola University, Chicago (2003)
- Overseas Fellowship, Campion Hall, Oxford University (2000-2004)
- Research Associate, Institute of Social and Cultural Anthropology, Oxford University (2005 - )
- Senior Research Fellow, Institute of Religion & Culture in Asia (IRSA), Oxford, UK.

#### Professional Societies:

- Member, European Association of Social Anthropologists (EASA)
- Member, The Board of Studies, PSGR Krishnammal College for Women, Coimbatore
- Member, Anthropological Society of Oxford
- Secretary, Aikiya Alayam Registered Society, Chennai, India
- Member, Knowledge Capital Foundation, Chennai India
- Member of Research Team, Goodwill Communications