

Title of the book

Total Quality Management

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About the Book

In an increasingly competitive marketplace, the art of Total Quality Management holds paramount importance. This book, "Total Quality Management," serves as a comprehensive guide, offering insights into the nuances of brand development, strategy, communication, and evaluation. Through a blend of theoretical frameworks and practical examples, readers will gain a deep understanding of how to build, position, and leverage brands for sustainable success. Whether you're a student aiming to grasp fundamental concepts or a seasoned marketer seeking to stay ahead of evolving trends, this book provides the knowledge and tools necessary to navigate the dynamic world of brand management effectively.

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ABOUT THE AUTHORS



Dr. C. Venkateswaran is an academician and Management Scientist specialized in Human Resource Management and Industrial/Organisational Psychology, he is also a Consultant Psychologist. He is a man of knowledge in various disciplines, a critical thinker, Problem solver, solution maker and a good communicator. His Excellency, Doctorates in Business Administration, Education and Post Doctorate in Literature, Masters degrees in Management Psychology, Sociology, Labour Management, Philosophy, Religion and Culture, Social work, Education, Guidance and Counselling, Political Science, Public Administration and so on, to gain wider perspective knowledge to focus more on Human Resource Management and Industrial/Organisational Psychology. He has over 15 years of core academic experience along with 10 years of part-time Industrial experience. In many academic institutions, he handled the role as a placement and NMAC, AICTE and UGC coordinator, students and faculty counselor, Trainer and students' welfare coordinator. He has travelled throughout India and abroad like Singapore, Malaysia, Australia and Thailand to many educational institutes and corporate companies with new Management ideologies, especially in Human Resource Management, Human Resource Development and Organisational Psychology. He is a proud member of Rotary, MMA, FICCI, CII and so on. Many awards by many organizations and associations have been presented to him acknowledging his credentials. He has written and published more than 100 articles in many reputed National and International journals and published books. He has organized and attended 100s of conferences, seminars and Training programmes. He is working for many innovative projects with suitable patterns and copyrights. As a PhD Research Guide he has guided And amp; guiding many scholars to explore their innovativeness through research in Management Studies. He is very fluent in English (UK and US), Tamil and Moderately in Hindi. On the outset, He has contributed his learning and work experiences in shaping and igniting the students', research scholars' life and the society in all possible avenues. research in Management Studies. He is very fluent in English and Tamil and Moderately in Hindi.

Ms. Sheetal V. Hukkeri is an experienced academician with a focus in the fields of Commerce and Management. With over 19 years of experience, she has proven her expertise in guiding students at the Pre-University, Undergraduate and Post Graduate levels in their academics, research projects and research papers. Sheetal is currently working as a Programme Coordinator and Assistant Professor at School of Commerce, JAIN (Deemed-to-be University). She is recognised for her organizational skills in hosting various national and international conferences, research workshops, faculty development programs, and webinars for academia and students. She has designed course curriculums for Under Graduate programmes at Jain (Deemed-to-be University). Sheeta's extensive academic background includes a Master's degree in Commerce from Karnataka University, Dharwad and Master of Philosophy in Commerce from Alagappa University, Karaikal. She has also earned certifications in the field of Total Quality Management, Knowledge Management, Innovation, Business Models and Entrepreneurship, Leadership, Global Marketing etc., from prestigious institutions. Presently she is pursuing Ph.D in Commerce from Mother Teresa Women's University, Kodaikanal. Sheeta's teaching and research interests include Quality Management, Organisational Behaviour and Dynamics, Human Resource Management, Entrepreneurship, Business and Corporate Law. She has also published more than 25 articles in leading National and International Journals along with book chapters and books in the same disciplines. Sheetal is committed to providing quality education to her students and her passion for teaching has earned her recognition and award in the field of academics. Sheetal Lives in Bengaluru with her husband, Mr. Anand R. Umari and Children Ms. Aadya and Ms. Arha.



Dr. S. Lakshmi Venkateswaran is an academician specialized in Psychology, Arts and Culture working in one of reputed International Schools in Haryana, India and currently she is also handling Psychology subjects to the university students. She has achieved Master Degree in Psychology and Doctorate in Arts and Culture from "The American University", New York, USA, and Currently pursuing MBA from one of the reputed Universities of India. She has over 13 years of core academic experience with a lot of credentials including the role as a Vice Principal, Academic and Psychological Counsellor at many academic institutions. She has contributed and contributing her learnings and work experiences in shaping and igniting young minds and the society in many avenues.



Dr. M. Tholkapiyan is currently working as Professor, Institute of Civil Engineering, Saveetha School of Engineering, Saveetha Institute of Medical and Technical Sciences, Saveetha Nagar, Thandalam, Chennai - 602105. He completed B.E. degree in Civil Engineering from Madurai Kamaraj University, M.E. in Water Resource Engineering from College of Engineering, Anna University and Ph.D in Indian Institute of Technology (IITM) Madras. He has published 25+ Journal papers and 5+ patents. His research interest includes Remote Sensing, Image Processing, Water Resources Engineering, Construction Management.



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