

## Faculty Profile

1. Name : Vijayakumar. M
2. Designation : Professor
3. Date of Joining : 14.12.2000
4. Nature of Association : Regular
5. E mail : sweet\_vijay@yahoo.com
6. Mobile no. : +91 9842052113



### 7. Academic Qualifications:

Course	Name of the Institution / University	Year of Passing	% of Marks	Class
Ph.D (Management)	Gandhigram Rural Univeristy, Dindigul, India	Aug 2012	-	-
M.B.A	Kongu Engineering College, Perundurai, India	May 2000	69	First
B.B.A		April 1998	72	First
H.S.C.	Govt.Boys Hr. Sec. School, Tiruchengode, Namakkal, India	April 1995	79	First
S.S.L.C.	Govt.Boys Hr. Sec. School, Tiruchengode, Namakkal, India	March 1993	69	First

### 8. Teaching Experience

- Professor, K.S.Rangasamy College of Technology, Tamil Nadu, India **August 2018 Onwards.**
- Associate Professor, Mettu University, Mettu, Ethiopia, **October 2016 – July 2018(On Deputation)**
- Professor, K.S.Rangasamy College of Technology, Tamil Nadu, India **June 2012 - Oct 2016**
- Associate Professor, K.S.Rangasamy College of Technology, Tamil Nadu, India **July 2011 – May 2012**
- Assistant Professor, K.S.Rangasamy College of Technology, Tamil Nadu India **July 2008 – June 2011**
- Lecturer, K.S.Rangasamy College of Technology, Tamil Nadu, India **Dec 2000 – June 2008.**
- Senior Sales Executive, Vijai Sales Corporation (Daewoo Motors) Chennai, India, **June 2000 - December 2000.**

## 9. Projects

### Under Graduate

- **Title:** “Consumer Satisfaction towards Surf Excel Detergent powder at Tiruchengode Town.

### Post Graduate

- **Title:** “Consumer attitude towards SWAS and Tingle of Amrutanjana Products in Namakkal District ”

### Ph. D

- **Thesis title:** “Housing Loans of Scheduled Commercial Banks: Consumers’ Perception”

## 10. Publications

### Journals

1. Emotional Intelligence: “A Review of Emotional Intelligence Effect on Organizational Commitment, Job Satisfaction and Job Stress” (with Sharfrasa Navas MA) *International Journal of Advanced Scientific Research & Development* 05 (06/I), 2018, pp. 01 – 07.
2. An impact of study on Emotional Intelligence in an organizational professional commitment (with Sharfrasa Navas MA) *SIMS International Journal of Management* Vol. 04 No. 2 2017.
3. “A Study on the factors affecting the consumers to default the Housing loan” *Sumedha Journal of Management*, Vol. 5, No. 4, Oct-Dec 2016 pp. 82-91.
4. “A Study on Talent Management Practices and its impact on Employee Retention in IT Industry in Chennai District” (with Dhanalakshmi RV and BalanagaGurunathan K ) *Asian Journal of Research in Social Sciences and Humanities*, Vol. 5, No. 9, Sep 2016.
5. “Service Quality Evaluation in Higher Education: A Confirmatory Factor Analysis Approach” (with Ramakrishnan M) *Asian Journal of Research in Social Sciences and Humanities*, Vol. 6, No. 6, June 2016 pp. 1053-1061. Pp. 47-54.
6. “Role of Celebrity Endorser on the purchase decision of the consumers” (with Ramakrishnan M) *Asian Journal of Research in Social Sciences and Humanities*, Vol. 6 No. 6, June 2016, pp. 1029-1042.
7. “Talent Management: An Analysis on Challenges Faced by Indian Migrants in Saudi Arabia”, (with Sharfrasa Navas) *Global Journal of Quantitative Science* Vol. 2 No. 4, December 2015, pp. 30-38.
8. “Advertising to Kids – Rationales & Issues” *Research Journal of Social Science and Management* Vol. 4, No.8, December 2014, pp. 131-137.
9. “A study on Hierarchical relationship between Brand Equity dimensions of selected FMCG product” (with Karupannan A) *Sumedha Journal of Management* Vol. 1 No.3, July 2012, pp. 69-75.
10. “Housing loan purchase decision of consumers” (with Subburaj B) *International Journal of Engineering and Management Sciences* Vol. 3, No. 2, April 2012, pp. 184-195.

11. "Housing Finance – An Analysis of Post Purchase Behaviour of Consumers" (with Subburaj B), *Indian Journal of Marketing* Vol. 41 No.10, October 2011, pp. 23-31.
12. "An analysis of rural housing initiatives of Government" Think Global Go Rural (with Subburaj B) Excel Books, New Delhi , 2011, pp. 101-105.
13. "Impact of television advertisement on children" (with Thanalakshmi S) *Journal of Research in Commerce and Management* Vol. 1, No.7, November 2010, pp. 106-110.
14. "An empirical study of consumer awareness on home loan agreement" (with Subburaj B), *European Journal of Economics, Finance and Administrative Sciences* Vol. 1 No.20, May 2010, pp. 1-5.
15. "Role of Government in stimulating the demand for housing", (with Subburaj B) *Consumer Protection & Globalization* Vol. 1 No. 1, 2010, pp. 41-406.

### **Conferences**

1. M. Vijayakumar, Leadership Style & its impact on Organisational Commitment, Management Meet, December 2015, Knowledge Business School, Salem.
2. M. Vijayakumar, Consumer buying behaviour in the Instant Foods, Management Meet, December 2015, Knowledge Business School, Salem.
3. M. Vijayakumar, ABC of Green Marketing, National Conference on Green Technologies, K.S.Rangasamy College of Technology, August 2011.
4. M. Vijayakumar, Analysis of Rural Housing initiatives of Government, International Conference on Think Global go Rural K.S.R. College of Arts and Science March 2010.
5. M. Vijayakumar, Role of Government in Stimulating the demand for housing sector, International Seminar on Globalization and Consumer Protection – Challenges and Strategies, Kalasalingam University, January 2010.
6. M. Vijayakumar, Performance of Incentive package on growth of the housing loans during the difficult times, International Seminar on Managing Global Recession Opportunities & Challenges K.S.Rangasamy College of Technology, March 2009.
7. M. Vijayakumar, Housing Loans in India – The real impact of Global Crisis, International Seminar on Management Challenges in the Era of Global Recession, Sengunthar Institute of Management Studies, February 2009.
8. M. Vijayakumar, Impact of Global Financial Crisis in Indian Banking Sector – with spl. reference to Housing Loan, International Seminar on Recent Trends in Global Business order – Impact in Asia, Vivekanandha Institute of Information and Management Studies, Tiruchengode, January 2009.

9. M. Vijayakumar, Turmeric based Trade Practices and Export Trends, International Conference on WTO, India & Trade Strategy Indian Institute of Management, Kozhikode, December 2008.
10. M. Vijayakumar, Customer Satisfaction towards Banking Products with special reference to Loans, National Conference on Changing role of Service Sector – A Global Perspective, Kalasalingam University, March 2009.
11. M. Vijayakumar, Entrepreneurship spirit among the management students, International Seminar on Managerial Issues in the globalised era, Sri Amman Institute of Management & Research, October 2008.
12. M. Vijayakumar, Impact of Cellular Phone on Student Community Department of Management Studies, International conference on Galloping of Indian Services towards Global Standards, Muthayammal Engg. College, Rasipuram. November 2006.
13. M. Vijayakumar, Recent trends in Cellular Industry, National Seminar on Emerging trends in Services Marketing, Sri Amman Institute of Management & Research, October 2006.
14. M. Vijayakumar, Impact of Advertisement on Children School of Management, National Conference on Perspectives in Knowledge Management, VLB Janakiammal College of Engg. & Tech. Coimbatore, October 2006.
15. M. Vijayakumar, Global marketing Strategies for reaching the Hybrid Indian Consumers International Conference on Indian Multinational – Opportunities & Challenges, MMA & SRM Institute of Science & Technology, Chennai, February 2006.
16. M. Vijayakumar, Marketing in Banking Industry, National Conference on Perspectives of Financial Services in India, Karpagam College of Engineering, Coimbatore March 2005.
17. M. Vijayakumar, Cause Related Marketing, National Conference on Emerging Trends in Business Management, Crescent Engineering College, Chennai June 2004.

#### 11. Fellowships

- Middle and high school scholarship by Government of TamilNadu.

#### 12. Summer Training Programmes

Sl. No.	Name of the Program	Nature of the program	Organized by	Date
1.	Salesforce Essentials for Business Specialists	FDP	ICT Academy, Chennai.	29 <sup>th</sup> Nov, 2018 to 1 <sup>st</sup> Dec, 2018
2.	Digital Marketing	Workshop	Govt. College of Technology, Coimbatore.	August, 2018.
3.	NAAC Awareness Programme	Workshop	Anna University, Chennai, India.	26th & 27th March 2015.

<b>Sl. No.</b>	<b>Name of the Program</b>	<b>Nature of the program</b>	<b>Organized by</b>	<b>Date</b>
4.	Multi-Dimensional Scaling	FDP	Shri Nehru Maha Vidyalaya, Coimbatore, India.	21st November 2014.
5.	MSME meet 2013	Conference	Confederation of Indian Industry (CII) Erode, India.	2nd Feb 2013.
6.	Storm in a Tea Cup	Case Writing Contest	Confederation of Indian Industry (CII) Coimbatore, India.	Sep 2012.
7.	Social Media Summit in 2011.	Workshop	M.O.P. Vaishnav College for Women, Chennai in Association and echoVME Consulting Pvt. Ltd. Chennai, Tamil Nadu	4 &5th November 2011.
8.	Innovative Practices in Management Education	FDP	K.S.R.School of Management, Tiruchengode	9th December 2010.
9.	Financial Planning for Investors	MDP	K.S.R.School of Management, Tiruchengode	18 <sup>th</sup> Sep' 2010.
10.	Research Methods for Business Research Scholars	FDP	Faculty of Management, EBET Group of Institutions, Tirupur	22nd&23rd January 2010.
11.	Case Method of Teaching	FDP	Sri Venkateswara Group of Educational Institutions, Coimbatore, India.	10th October 2009.
12.	How to Publish	Workshop	IFIM Business School, Bangalore	25th& 26th Sep' 2009.
13.	Managing Global Recession Opportunities& Challenges	International Seminar	K.S.R.School of Management, Tiruchengode, India.	25th March 2009
14.	Insurance and Risk Management"	MDP	K.S.R.School of Management, Tiruchengode, India.	14th February 2009
15.	Financial Planning in Turbulent Times	MDP	K.S.R.School of Management, Tiruchengode, India.	2nd August 2008
16.	Current Frontiers in Management Research	FDP	Indian Institute of Management, Kozhikode, Kerala, India.	08th to 13th January 2007
17.	Marketing Models & Metrics	Workshop	Department of Management Studies, D.J.Academy for Managerial Excellence, Coimbatore, India.	7th October 2006
18.	Global Marketing Challenges and Opportunities	Seminar	K.S.R. School of Management, Tiruchengode, India.	26th& 27th February 2005.
19.	Research Methods in Business	Short term Training Program	Department of Business Administration, Kalasalingam University, Krishnankoil, India.	6th – 12th December 2004.

Sl. No.	Name of the Program	Nature of the program	Organized by	Date
20.	Professional Core Competency Development	Training Course	Centre for Industry University Collaboration, Anna University, Chennai. & K.S.R.School of Management, Tiruchengode, India.	4th to 6th January 2004
21.	Art of Teamwork and Leadership	FDP	Jansons Business School, Coimbatore, India.	17th to 19th Nov' 2003
22.	Teaching Technology & Counseling Skills	Workshop	Abirami Academy, Chennai, India.	5th&6th October,2002
23.	Research Methodology	FDP	K.S.Rangasamy College of Technology, Tiruchengode, India.	25th&26th April 2002
24.	Application of Statistical Tools to Business Research	Workshop	Sengunthar Institute of Management Studies, Tiruchengode, India.	5th – 8th December 2001.

### 13. Funds Received to Organize the Seminar

- Received Grants-in-aid Rs 3.5lakhs by AICTE to Conduct 14 days FDP on Application of Cases and Management Games in Management Education from 13.05.2013 to 26.05.2013. Letter sanctioning grant-in-aid No. 1-7/AICTE/RIFD/FDP/Pvt.[3]-41/2012-13 dated 20.02.2013.

### 14. Invited Lecture Delivered

- Delivered an invited Lecture on 'Learning and Memory' in AICTE sponsored FDP on Digital ERA Organised by Department of MBA, K.S. Rangasamy College of Technology, Tiruchengode – 637 215 during August 24-25, 2019.
- Delivered an invited lecture on Enhancing Soft Skills at Nandha College of Arts and Science on 26<sup>th</sup> June 2019.
- Delivered an invited Lecture on Digital Marketing at Department of Business Administration, DON BOSCO College, Dharmapuri, India on 24<sup>th</sup> August 2018.
- Acted as Resource Person in the Workshop on Management Games at Mettu University, Ethiopia on 12.5.2017.
- Delivered an invited Lecture on Social Media Marketing at Department of Business Administration, DON BOSCO College, Dharmapuri, India on 19<sup>th</sup> August 2016.
- Delivered an invited Lecture on CRM at Department of Business Administration, Kongu Arts & Science College, Erode, India.on 17<sup>th</sup> Decembert 2015.
- Delivered an invited Lecture on Emerging Trends in Human Resource Management at Department of Business Administration, DON BOSCO College, Dharmapuri, India on 21<sup>st</sup> August 2015.
- Delivered an invited Lecture on Role of Management Games in Teaching at N.S.S, KSRCT, 26<sup>th</sup> February, 2015.

9. Delivered an invited Lecture on Recent Trends in Retailing at Department of Business Administration, DON BOSCO College, Dharmapuri, India on 20<sup>th</sup> August 2014.
10. Delivered an invited Lecture on Recent Trends in Advertisement and Service Marketing at MBA Department, Tagore Engineering College, Attur, India on 21<sup>st</sup> October 2012.
11. Delivered an invited Lecture on Recent Trends in Marketing at MBA Department, Info Institute of Engineering, Coimbatore, India on 20<sup>th</sup> December 2011.

#### 15. Membership in Professional Bodies

- **Life Member**, Indian Society of Technical Education (ISTE) – LM 42913
- **Member – MTC Global.**

#### 16. Awards and Recognitions

- Received the Best paper Award from VLB Janakiammal College of Engineering & Technology, Coimbatore in their National Seminar in 2006.

#### 17. Research Activities

- Presently Guiding 02 **Ph.D. students**
- **Ph.D. Guided:** 02 (as Joint Supervisor)
- **MPhil Guided:** 5
- Recognized supervisor by Anna University, Chennai
- Total **Citations:**14, **h – Index:**3, **i10 Index:**
- **Area of Expertise/Research Interests**
  - Consumer Behaviour
  - Advertising and Children
  - Social Media Marketing
  - Digital Marketing
- **Reviewer** for
  - Asia Pacific Journal of Management & Entrepreneurship Research.
- **Coordinator, ISO** Cell, K.S.Rangasamy College of Technology, Tiruchengode – 637 215.
- **Member**, Board of Studies (BoS), Department of MBA K.S.Rangasamy College of Technology, Tiruchengode – 637 215 since 02.06.2008.

#### 18. Abroad Visit

- Worked in Mettu University, Ethiopia from 19.10.2016 to 02.07.2018.
- Visited Zayed University, U.A.E

**19. Personal Details**

**Fathers Name** : **K. Mani**

**Date of Birth & Age** : **29.05.1978 & 41 Years**

**Gender** : **Male**

**Marital Status** : **Married**

**Permanent Address** : **No.40-4, Sattayampudur,  
Street No.6,  
Tiruchengode – 637211,  
Tamilnadu, India.**