

CURRICULAM VITAE



Dr.M.MOHANRAJ BBA., MBA.,Ph.D.,



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Dr.M.Mohanraj is working as an Assistant professor in Department of MBA, K.S.Rangasamy College Technology (Autonomous). He received MBA Degree in 2016 at K.S.Rangasamy College of Arts and Science(Autonomous) and received Ph.D degree in Management from K.S.Rangasamy College of Arts and Science(Autonomous)in 2021. He has totally 1 year 6 months of experience in teaching. He was awarded with ICSSR Fellowship in the year 2017-2018 batch for his Ph.D Research work. He has published 11 research papers in International journals, Scopus Journals, UGC CARE Journal and presented papers in various conferences, Workshops, seminar, paper presentation in International as well as National and 3 Book Publication and 5 Book chapters. Her areas of research include Marketing, Consumer Behaviour, and Human Resources management.

Academics Experience

Teaching Experience: 1 years 5 months

Grant Received

- Grant Received for ICSSR Doctoral fellowship for Ph.D Program in the year 2017-18.
File No.RFD/2017-18/MGT/GEN/076. Rs.4,67,000.

Academic Achievement			
Teaching Experience	:1year 5 months	National/International Workshop attended	12
		National/International SDP/FDP attended	06
<u>Research and Funding Agency(R&D)</u>		Project guided for Post Graduate level	50
ICSSR – Doctoral Fellowship for Ph.D -1			

Professional Details

- Since December 2022 **Assistant Professor, Department of MBA**, K.S.Rangasamy College of Technology (Autonomous), Tiruchengode, Affiliated to Anna University, Chennai.
- From September 2021 to November **Assistant Professor, Department of MBA**, K.S.Rangasamy College of Arts and Science, Tiruchengode.

Pedagogic Details

Degree qualification	Institute/University	Percentage	Year of passig
Ph.D. (Management)	K.S.Rangasamy College of arts and science, Tiruchengode	Completed	March 2021
MBA (Marketing and Human Resource)	K.S.Rangasamy College of arts and science, Tiruchengode	81	April 2016
BBA	K.S.Rangasamy College of arts and science, Tiruchengode	80	April 2014

Research Specialization	Subject specialization
<ul style="list-style-type: none"> • Marketing • Human Resources Management 	<ul style="list-style-type: none"> • Organizational behavior • Strategic Management • Training and development • Marketing Management • Advertising and Sales Promotion • Retail Management

BOOK PUBLICATIONS

1. M.MOHANRAJ (2016). **A Study On Customers Satisfaction Towards Toilet Soap In Tamilnadu.** Coimbatore: Bonfring.
2. M.MOHANRAJ, M. (2016). **Customer Perception about Online Shopping,** Tamilnadu. New Delhi:Pen2print
3. M.MOHANRAJ, “has published a Book entitled “**Marketing Concepts, Process and its Buying Behaviour**” as an Author in Edupedia Publications Pvt Ltd, New Delhi. Under the ISBN NO: 9789386954091 in June 20, 2018.

BOOK CHAPTER PUBLICATIONS

1. M.MOHANRAJ, “has published a paper entitled “**RURAL EDUCATION FACING PROBLEMS AND CHALLENGES FOR THE DEVELOPMENT OF THE NATION**” as **AUTHOR** in DREAM MAKERS PUBLISHING HOUSE edited volume book on “Education System in the Nation : Perspectives and Approaches” under the ISBN no : 978-81-935866-0-0 in January 2018.Pg.no: 172-178.
2. **Dr.M.MOHANRAJ** , “has published a paper entitled “**COVID – 19 OUTBREAK: IMPACT ON AGRICULTURE GROWTH AND ITS PROBLEMS FACED BY FARMERS IN THE CRISIS SITUATION – A STUDY IN TAMILNADU**” as **AUTHOR** in RED’S SHINE PUBLISHING PVT LTD, edited volume book on “MULTIDISCIPLINARY RESEARCH, VOLUME-4” under the ISBN no : 978-93-93239-31-0 in 2021.Pg.no: 74-81.
3. **Dr.M.MOHANRAJ** , “has published a paper entitled “**IMPACT OF COVID – 19 ON HEALTH AND CHALLENGES OF SOCIAL DISTANCING AMONG THE PUBLIC IN CRISIS SITUATION – A STUDY IN TAMILNADU**” as **AUTHOR** in PG and Research Department of Commerce, Vivekanandha College of arts and Sciences for women, edited volume book on “**IMPACT OF COVID 19 PANDEMIC ON EDUCATION – A GLOBAL PERSPECTIVE**” under the ISBN: 978-93-5578-503-9 in November 2021.Pg.no: 46-56.

4. **Dr.M.MOHANRAJ** , “has published a paper entitled “**HIGHER EDUCATION STUDENTS PERCEPTION AND PREFERENCE OF ONLINE EDUCATION IN INDIA DURING COVID – 19**” as **AUTHOR** in PG and Research Department of Commerce, Vivekanandha College of arts and Sciences for women, edited volume book on “**IMPACT OF COVID 19 PANDEMIC ON EDUCATION – A GLOBAL PERSPECTIVE**” under the ISBN: 978-93-5578-503-9 in November 2021.Pg.no: 81-89.

PATENT PUBLICATIONS

1. **Dr.M.MOHANRAJ**, has published a patent entitled “**HR Practices with special reference to garments industries**” The Patent Office Journal No.52/2021 Dated 24/12/2021.

Paper Published in Refereed Journal

1. M.Mohanraj, “**A STUDY ON BRAND AWARENESS TOWARDS HYUNDAI CARS IN TAMILNADU**”. Journal of Mechanical and Civil Engineering. **Volume 01 Issue 05 June 2016, PP. 32-41.**
2. M.Mohanraj, “**A STUDY ON CUSTOMER PERCEPTION TOWARDS ONLINE SHOPPING, NAMAKKAL**”. International Education and Research Journal [IERJ]. **Volume 02 Issues 02 July 2016, PP.65-66.**
3. M.Mohanraj, “**A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT (CRM) OF HONDA TWO WHEELER IN ERODE DISTRICT**”. International Journal of Innovative Research in Management Studies (IJIRMS). **Volume 01 Issue 06 July 2016, PP. 150-162.**
4. M.MOHANRAJ , “**A Study on customer attitude towards Mobile Banking with special reference to Erode district**” on Nov-Dec 2017 in International Journal of trend in Scientific Research and Development, @ www.ijtsrd.com, volume 2, Issue – I, Page. No. 258 – 263, ISSN NO : 2456 – 6470.
5. M.MOHANRAJ, “**Consumer Buying Behavior towards Shopping Malls with Special Reference to Salem District**” on July 2018 in International Journal of Scientific Development and Research (IJS DR) www.ijdsr.org, volume 3, Issue – 7, Page. No. 56 – 61, ISSN NO: 2455-2631.

Paper Published in UGC CARE Journal

6. M.MOHANRAJ has published an article on “**FACTORS INFLUENCING CONSUMERS TO BUY ORGANIC FOOD PRODUCTS –AN EMPIRICAL INVESTIGATION**” in “**The International Journal of Analytical and Experimental Modal Analysis**” ISSNNO: 0886-9367, **Volume XI, Issue IX, September/2019 (Page.no 110-121).**
7. M.MOHANRAJ has published an article on “**A STUDY ON CUSTOMER BUYING BEHAVIOUR TOWARDS MOBILE PHONES IN ONLINE SHOPPING - ERODE DISTRICT**” in “**The International Journal of Analytical and Experimental Modal Analysis**” ISSN NO: 0886-9367, **Volume XI, Issue IX, September/2019 (Page.no 122-129).**
8. M.MOHANRAJ has published a research article in **Sambodhi (UGC Care Group - I Journal)** ISSN: 2249- 6661 with volume 43, No 03(II), July - September 2020, Page No.: 92-98 Published by Lalbhai Dalpatbhai Institute of Indology.

9. **M.MOHANRAJ** has published a research article in **Journal of Interdisciplinary Cycle Research** with volume XII, Issue X, October 2020, Page No.: 740-752 Published by **JICR**.
10. **M.MOHANRAJ** has published a research article in **Kala Sarovar (UGC Care Group - I Journal)** ISSN: 0975- 4520 with volume 23, No 04(VI), October - December 2020, Page No.: 36-40 Published by Kala Evam Dharma Shodha Sansthan.

Paper Published in Scopus Journal

11. M.MOHANRAJ has published an article on “Customer Preference Towards Online Shopping of Organic Food Products In Coimbatore District” in **Scopus indexed journal “ International Journal of Recent Technology and Engineering (IJRTE)”** ISSN NO: 2277-3878, Volume 8, Issue 3, September/2019 (Page.no 6381-6384).

Paper presented in Conference and Seminar

Sl.No	Name of the paper	Name of the program	Nature of the program	Organized by	Date
1.	Awareness and its impact of organic products in the present Era	“Management Education and Entrepreneurship in the Globalized Business Environment:	<i>International Conference</i>	Sengunthar Institution of Management Studies and Sengunthar arts and Science College, Tiruchengode	11 th ,Jan, 2016
2.	Impact and Challenges of GST on Indian Economy	International conference on Contribution of GST to Indian Economy	<i>International Conference</i>	Padmavani Arts and Science, college for Women	09.09.2017
3.	Impact of Demonetization in the Banking system	Finance & Banking(FIBA - 2018)”	international conference	Sengunthar Arts and Science College, Tiruchengode	1 st Feb, 2018
4.	Sustainable management practices of a successful business	Contemporary Management Innovations and Intelligence (ICCMII-2018	international conference	Alagappa Institute of Management Alagappa University	13 th & 14 th December, 2018

5.	Passengers satisfaction towards southern railways services with special reference to Salem division	Transfiguration of India : Vision 2030	international conference	Vivekanandha college of arts and sciences for women, Department of Management Studies	24 th January, 2019
6.	Factors Influencing Entrepreneur to Enter Global Business	Role of Management Education in Promoting Entrepreneurship in the Globalised Business Environment (RMEPEGBE-2019),	International Conference	Periyar institute of Management Studies (PRIMS), Periyar University	28 th & 29 th January, 2019
7.	Emerging Trends of Organic food products	Healthcare Technology and Management	International Conference	Vivekanandha college of arts and sciences for women, PG and Research Department of Commerce	4 th & 5 th February, 2019
8.	Factors influencing consumers to buy organic food products- An Empirical investigation	science, Technology, Engineering and management	International Conference	Kumaraguru college of technology, Coimbatore	15 th & 16 th February, 2019
9.	Strategies adopted for marketing organic food products	Contemporary issues & Futuristic trends in Management	International Conference	Vijay institute of Management	19 th February, 2019
10.	Entrepreneurship and Government support system in rural districts	Emerging trends in entrepreneurial development in India	International Conference	Selvam arts and science College	26 th August, 2019
11	Problems in online marketing of organic food products	Contemporary issues, Innovative ideas, Problems and Achievements in Business	international seminar	Morappur Kongu College of arts and science.	28 th August, 2019
12	A Study On Customer Buying Behaviour Towards Mobile Phones In Online Shopping - Erode District	Contemporary trends in capital market	international conference	K.S.R college of arts and science for women.	19 th September, 2019

13	Challenges and opportunities for women entrepreneurs facing unsustainable financial assistance	Rural women entrepreneurship skill development in India (ICSSR)	National Seminar	P.K.R Arts College for women, Gobichettipalayam	22 nd and 23 rd September., 2016
14	Impact of women entrepreneur and its growth of GDP in India	Rural women entrepreneurship skill development in India (ICSSR)	National Seminar	P.K.R Arts College for women, Gobichettipalayam	22 nd and 23 rd September., 2016
15	Advanced Management and Engineering Prospects and challenges in global Era	A problems and Prospects Faced By Management in Present Era	National Seminar	K.S.RANGASAMY College of Engineering, Namakkal	21 st Oct,2016
16	Future Trends and Benefits of organic Products in India	Impact of Global Turbulence on India Economy	National Seminar	Periyar University, Salem	30 th and 31 st January, 2017
17	Awareness of Digital Marketing on Organic Products	Novelty in Digital Marketing NDM-'17	National Seminar	Sengunthar Arts and Science College, Tiruchengode, Namakkal	24 th FEB, 2017
18	Challenges faced by Business in Green Marketing	Sustainable Green Business (NCSGB 2018)	National Seminar	Alagappa University, Karaikudi	26 th & 27 th of March, 2018
19	Role of ITC in higher education	Perspectives of Outcome Based Education (OBE) and NAAC Accreditation	National Seminar	K.S.Rangsamy college of arts and science, Tiruchengode	24 th & 25 th January, 2023

Participation in Workshop/SDP/FDP/ Attended

Sl. No.	Name of the Program	Nature of the program	Organized by	Date
1.	Economic Development through Digital Transformation	FDP	K.S.R. School of Management ,K.S.Rangasamycollege of Technology, Tiruchengode	11 th to 24 th Sep, 2017.
2.	Research methodology for engineering & management teachers and research scholars	FDP	Kongu Engineering College, Perundurai, Erode	27 th November , 2017 to 10 th December, 2017
3.	Emerging Research tool kits in social science and humanities	FDP	Kalasalingam Business School, Kalasalingam University.	10 th & 11 th of November, 2017
4.	“Research Analytics & Research Proposals”	FDP	Mnakulam vinayagar institute of technology	21 st & 22 nd December 2018.
5.	Success Mantra to Promote Higher Education in Digital Era: Teach to Learn and Learn to Teach	FDP	K.S.R. School of Management, K.S.Rangasamy college of technology, Tiruchengode	8 th July to 21 st July 2019
6.	Dimensions of preparing effective research papers for international journals	Workshop	Sri Vasavi College , Erode	5 th November, 2016
7.	Tips to prepare project report and Data analysis using SPSS”,	Workshop	K.S.RANGASAMY College of Arts and Science, Namakkal	7 th MARCH, 2017.
8.	Research and Data Analysis Using SPSS and Open Source Software’s	Workshop	K.S.RANGASAMY College of Arts and Science, Namakkal	17 th MARCH, 2017
9.	Business Consulting using Marketing Research	Workshop	Centre of Marketing Research, KCT Business School held at Kumaraguru College of technology, Coimbatore	11 th and 12 th April 2018
10.	Statistical Analysis Using R	Workshop	Vellalar College for women	3 rd October 2018
11.	Advance Research Methodology in Social Science For Ph.D Scholars	Workshop	Vivekanandha college of arts and sciences for women, PG and Research department of commerce	27 th ,28 th and 29 th August 2018
12.	Rejuvenation of Emerging Economies Through Rural Skill Development and Juvenile Entrepreneurship	Workshop	Kongu arts and science college	4 th and 5 th January 2019.

13.	Fallacies in social science research	Workshop	Government arts and science college	7 th February 2019.
14.	Emotional Intelligence of Teachers in Higher Education	Workshop	RVS Institute of Management Studies, Dindigul	15 th and March 2019
15.	Global Economic Growth through Knowledge and Innovation	Symposium	K.S.RANGASAMY College of Arts and Science, Namakkal	27 th August, 2016
16.	Role of Higher Education in Social Change : Prospects and Challenges	Symposium	Periyar institute of management studies, Periyar University	28 th march 2018
17	Data analysis using SPSS	FDP	Impact institute of Management Studies, Bangluru	8 th February 2023
18	Digital Marketing Tools 2021	International Seminar	K.S.RANGASAMY College of Arts and Science, Namakkal	19 th & 20 th November 2021

Personal Details

Personal Information

Name : MOHANRAJ.M
Gender : Male
Date of Birth : 23/09/1992
Nationality : Indian
Community : MBC – Thottiya Naicker
Language known : Tamil, English, Telugu
Marital Status : Married

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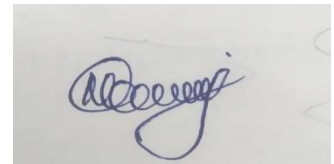
Languages : Proficiency in Indian languages:
1. English
2. Tamil

References

Dr.Samuel Augustina Lata Jeyaraj,
Assistant professor of MBA,
K.S.Rangasamy College of arts and science,
Tiruchengode.

Place:Tiruchengode

Date:17.02.2022



[Dr.M.MOHANRAJ]