

# **CURRICULAM VITAE**



Dr. M. Vijayakumar, MBA., MPhil, Ph. D.



Professor & Head  
Department of Management Studies  
K.S.Rangasamy College of Technology,(Autonomous)  
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*Dr.M. Vijayakumar received the MBA degree in 2000 at Kongu Engineering College, Perundurai from Bharathiar University. He completed his MPhil degree in 2003 at Alagappa Univeristy. He received his Ph.D. degree in the area of Management from Gandhigram Rural Institute Dindigul in 2012. He has 22 + years of teaching experience. He is a **Professor and Head of the Department** of Management Studies, K.S.Rangasamy College of Technology (Autonomous), Tiruchengode. He is **recognized as a Supervisor for Ph.D. Programme in Management, Anna University-Chennai**. He is in the editorial board member of International Journals. He has published papers in international, national journals and conference proceedings. At present, he is Guiding 1 Ph.D. research scholar and 3 scholars completed under him. His areas of research include Consumer Behaviour, Digital Marketing, Advertising and children.*

## **Academics Experience**

**Engineering Teaching Experience:** 22 years 6 months

**After Ph.D.** : 11 years

Academic Achievement			
Teaching Experience	: 22 years	Session Chaired in Conferences	2
		National Conference Organized	2
<b><u>Research and Funding Agency (R&amp;D)</u></b>		International Editorial Board/Reviewer	2
AICTE (RPS/FDP/STP)	2	International Conference Organized	1
Consultancy Projects	7	National Workshops/Seminars Organized	4
Sessions/Symposium Organized	30	International Conferences Publications	11
Membership in Professional Bodies	3	National Conferences Publications	7
Faculty Development Program Organized	3	National/International Workshop attended	30
International Journal Publications	12	National/International SDP/FDP attended	22
National Journal Publications	8	Project guided for Post Graduate level	150
		Ph.D Students Completed under my Guidance	2

### Professional Details

- Since January 2021 **Professor and Head, Department** of Management Studies, K.S.Rangasamy College of Technology(Autonomous), Tiruchengode, Affiliated to Anna University, Chennai.
- From June 2015 to December 2020 Professor in Department of Management Studies, K.S.Rangasamy College of Technology, Tiruchengode.
- From July 2008 to May 2015 Assistant Professor in Department of Management Studies, K.S.Rangasamy College of Technology, Tiruchengode.
- From December 2000 – June 2008 Lecturer in the Department of Management Studies K.S.Rangasamy College of Technology, Tiruchengode

### Pedagogic Details

Degree qualification	Institute/University	Percent age	Year of passing
<b>Ph.D.(Management)</b>	Gandhigram Rural Institute, Dindigul	Completed	May 2012
<b>M.Phil(Management)</b>	Alagappa Univerisity, Karaikudi	65%	Aug 2003
<b>MBA (Marketing)</b>	Kongu Engineering College, Perundurai	72%	April 2000

## Academic Specializations

Research Specialization	Subject specialization
<ul style="list-style-type: none"> <li>• Management</li> <li>• Marketing</li> <li>• Human Resources</li> <li>• General Management</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer behavior</li> <li>• Social Media Marketing</li> <li>• Cause Related Marketing</li> <li>• One to One Marketing</li> <li>• Advertising and Children</li> <li>• Online Marketing</li> </ul>

## Membership in Professional Bodies

- Life member - **MISTE (LM27192)**
- Life member – **MTC Global**

## Major Position Held

- Head of the Department of Management Studies from 2021 onwards.
- **Chairman - Board of Studies (MBA)** at K.S.Rangasamy College Of Technology, Tiruchengode.
- **Research Supervisor** at Anna University, Chennai and Bharathiar University.
- Involved in the **FRAMING OF SYLLABI** for MBA at K.S.Rangasamy College of Technology, Tiruchengode.
- Doctoral committee member for Ph.D. research scholars at Gandhigram Rural Institute Dindigul.
- Invited as a resource person at various colleges in and around Tamil Nadu.
- Attended national and international conferences, faculty development programs, summer and winter school
- **Member- Question paper Setting Committee** - Karunya University, Dr.M.G.R.University, Karpagam University, Sastra University, Kumaraguru College of Technology (Autonomous), Kongu Engineering College (Autonomous), Sona college of Technology (Autonomous).

## Ph.D. Supervisor Recognition

Name of the University	Recognition Number	Approved Departments
Anna University, Chennai	2880028	Management
Bharathiar University, Coimbatore	-	Management

**Research scholars details**

Number of PhD Scholars					
S.No	Reg no.	Name of the Scholar	University	Title of the Thesis	Status
1.	71051322006	V. Dhanalakshmi	Anna University, Chennai	A Study on Talent Management Practices of Information Technology Industries in Tamil Nadu	completed on 10.12.2018
2.	PhD-CB-JUL2012-0978	Mr. Sharfras Navas	Bharathiar University, Coimbatore	Impact of Emotional Intelligence on Employees' Productivity of Selected Textile Companies in Coimbatore District of Tamil Nadu.	Completed on 14.10.2019
3.	11121331045	Mr. R.D Suresh	Anna University, Chennai	A study on opportunities and challenges in financing of Micro, Small and Medium enterprises with special reference to Tamil Nadu	Completed on 19.05.2023
4.	PhD-CB-JUL2014-0814	Mr. SasiKumar	Bharathiar University, Coimbatore	A Study on Consumer Buying Behaviour Towards Online Shopping with Special Reference to Namakkal District	Completed on 12.04.2023

**Funding Received Details**

S.No	Nature of Funding	Name of Agency	Faculty	Year	Status
1.	National Seminar	ICSSR	Dr. M. Vijayakumar	2023	Completed
2.	Basic Training on Human Rights	NHRC	Dr. M. Vijayakumar	2022	Completed
3.	Research Project – Rs 7500	TNSCST	Dr. M. Vijayakumar	2022	Completed
4.	National Seminar	RBI	Dr. M. Vijayakumar	2022	Completed
5.	FDP–Rs 3,50,000	AICTE	Dr. M. Vijayakumar	2013	Completed
6.	FDP – Rs 4,70,167	AICTE	Dr. M. Vijayakumar	2020	Completed

1. Vijayakumar M Sasikumar P (2023), Online Shopping: Motivations for Purchase, Customer Satisfaction and Product Return, **Korea Review of International Studies 16(45)**,
2. Sharfas Navas MA and Vijayakumar M (2022), Review on Employees Emotional Intelligence at the Workplace, *Journal of Positive School Psychology* 6 (8), 5665-5672.
3. Prabakaran Nanjundan Asifulla A, Vijayakumar M, Ramachandran M. (2022) Analysis of Enterprise Resource Planning system using VIKOR Method, *REST Journal on Data Analytics and Artificial Intelligence* 1(2), 1-6.
4. Sasikumar P and Vijayakumar M (2022), A Study on Consumer satisfaction towards Online shopping with special reference to Namakkal District, *The Seybold Report* Vol. 17 No.6, 2022, pp.785-795.
5. Sasikumar P and Vijayakumar M (2020), Digital Consumers' Shopping Trends in India: A Review, *TEST Engineering & Management*, Vol. 82, No. 1 2020, pp. 9711-9716.
6. Sharfas Navas MA and Vijayakumar (2018), Emotional Intelligence: "A Review of Emotional Intelligence Effect on Organizational Commitment, Job Satisfaction and Job Stress" *International Journal of Advanced Scientific Research & Development* 05 (06/I), 2018, pp. 01 – 07.
7. Sharfas Navas MA and Vijayakumar (2017), An impact of study on Emotional Intelligence in an organizational professional commitment, *SIMS International Journal of Management* Vol. 04 No. 2 2017.
8. Vijayakumar M (2016), "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.
9. Dhanalakshmi RV, Balanagagurunathan K and Vijayakumar M (2016), "A Study on Talent Management Practices and its impact on Employee Retention in IT Industry in Chennai District" *Asian Journal of Research in Social Sciences and Humanities*, Vol. 5, No. 9, Sep 2016.
10. Ramakrishnan M and Vijayakumar M (2016), "Service Quality Evaluation in Higher Education: A Confirmatory Factor Analysis Approach" *Asian Journal of Research in Social Sciences and Humanities*, Vol. 6, No. 6, June 2016 pp. 1053-1061. Pp. 47-54.
11. Vijayakumar M and Ramakrishnan M (2016), "Role of Celebrity Endorser on the purchase decision of the consumers" *Asian Journal of Research in Social Sciences and Humanities*, Vol. 6 No. 6, June 2016, pp. 1029-1042.
12. Sharfas Navas MA and Vijayakumar (2015) "Talent Management: An Analysis on Challenges Faced by Indian Migrants in Saudi Arabia", *Global Journal of Quantitative Science* Vol. 2 No. 4, December 2015, pp. 30-38.
13. Vijayakumar M (2014) "Advertising to Kids – Rationales & Issues" *Research Journal of Social Science and Management* Vol. 4, No.8, December 2014, pp. 131-137.

14. Vijayakumar M and Karupannan A (2012), "A study on Hierarchical relationship between Brand Equity dimensions of selected FMCG product", *Sumedha Journal of Management* Vol. 1 No.3, July 2012, pp. 69-75.
15. Vijayakumar M and Subburaj B (2012), "Housing loan purchase decision of consumers", *International Journal of Engineering and Management Sciences* Vol. 3, No. 2, April 2012, pp. 184-195.
16. Vijayakumar M and Subburaj B (2011) "Housing Finance – An Analysis of Post Purchase Behaviour of Consumers", *Indian Journal of Marketing* Vol. 41 No.10, October 2011, pp. 23-31.
17. Vijayakumar M and Subburaj B (2011) "An analysis of rural housing initiatives of Government" Think Global Go Rural, Excel Books, New Delhi, 2011, pp. 101-105.
18. Vijayakumar M and Thanalakshmi S (2010), "Impact of television advertisement on children", *Journal of Research in Commerce and Management* Vol. 1, No.7, November 2010, pp. 106-110.
19. Vijayakumar M and Subburaj B (2010) "An empirical study of consumer awareness on home loan agreement", *European Journal of Economics, Finance and Administrative Sciences* Vol. 1 No.20, May 2010, pp. 1-5.
20. Vijayakumar M and Subburaj B (2010) "Role of Government in stimulating the demand for housing", *Consumer Protection & Globalization* Vol. 1 No. 1, 2010, pp. 41-406

### Paper Published in Conference

Sl.No	Name of the paper	Name of the program	Nature of the program	Organized by	Date
1.	A Review of Municipal Waste Management	11 <sup>th</sup> International Conference on Advanced Science and Engineering Research 2023	International Conference	AL- Ameen Engineering College, Erode	12 <sup>th</sup> & 13 <sup>th</sup> May 2023
2.	Challenges and Opportunities for Women Entrepreneur	ICSSR sponsored National Seminar on Entrepreneurship	National Seminar	K.S.Rangasamy College of Arts & Science	23 <sup>rd</sup> February 2023
3.	Challenges, Opportunities and Factors- Post Covid changes in consumer Behaviour and its impact on Ecosystem	RBI sponsored National Seminar on Strategies for achieving five Trillion Indian Economy	National Seminar	Department of Management Studies, K.S.Rangasamy College of Technology	24 <sup>th</sup> March 2022

4.	A Study on the Human Resource practices in the Digitalization process.	Make in India: Redefined in a Digital Era for Sustainable Development	International Conference	GRD Academy of Management, Coimbatore	21 <sup>st</sup> Oct 2021.
5.	A Study on Make in India: Opportunities and Challenges in Agro based sector	Make in India: Redefined in a Digital Era for Sustainable Development	International Conference	GRD Academy of Management, Coimbatore.	21 <sup>st</sup> Oct 2021.
6.	Growth opportunities in Bit Coin Crypto currency in Indian Market	Growth opportunities in Bit Coin Crypto currency in Indian Market	National Conference	K.S.Rangasamy College of Engineering, Tiruchengode, India	24 <sup>th</sup> Jan 2019.
7.	ABC of Green Marketing	Green Technologies	National level Workshop	Department of Civil Engineering, K.S.Rangasamy College of Technology, Tiruchengode, India.	20 <sup>th</sup> August 2011.
8.	Analysis of Rural Housing initiatives of Government	Think Global – Go Rural	National Conference	Department of Management Studies, K.S.Rangasamy College of Arts & Science, Tiruchengode, India.	18 <sup>th</sup> March 2010.
9.	Role of Government in Stimulating the demand for housing sector	Globalization and Consumer Protection – Challenges and Strategies	International Conference	Department MBA, Kalasalingam University, Krishnankoil, India.	28 <sup>th</sup> & 29 <sup>th</sup> January 2010
10.	Performance of Incentive package on growth of housing loans during the difficult times	Managing Global Recession Opportunities & Challenges	International Seminar	K.S.R.School of Management, Tiruchengode, India.	25 <sup>th</sup> March 2009.
11.	Housing Loans in India – The real impact of Global Crisis	Management Challenges in the Era of Global Recession	International Seminar	Sengunthar Institute of Management Studies, Tiruchengode, India.	10 <sup>th</sup> February 2009.

12.	Impact of Global Financial Crisis in Indian Banking Sector – with spl. reference to Housing Loan	Recent Trends in Global Business order – Impact in Asia	International Seminar	Vivekanandha Institute of Information and Management Studies, Tiruchengode, India.	30 <sup>th</sup> &31 <sup>st</sup> January 2009.
13.	Turmeric based Trade Practices and Export Trends	WTO, India & Trade Strategy	International Conference	Indian Institute of Management, Kozhikode, India.	26 <sup>th</sup> &27 <sup>th</sup> Dec' 2008.
14.	Customer Satisfaction towards Banking Products with special reference to Loans	Changing role of Service Sector – A Global Perspective	National Conference	Department of Business Administration, Kalasalingam University, Krishnankoil, India.	7 <sup>th</sup> & 8 <sup>th</sup> March, 2008.
15.	Entrepreneurs hip spirit among the management Students	Managerial Issues in the globalised era.	International Conference	Sree Amman Institute of Management & Research, Chittode, India.	17 <sup>th</sup> & 18 <sup>th</sup> October 2007.
16.	Impact of Cellular Phone on Student Community	Galloping of Indian Services towards Global Standards	International Seminar	Department of Management Studies, Muthayammal Engg. College, Rasipuram, India.	2 <sup>nd</sup> November 2006.
17.	Recent trends in Cellular Industry	Emerging trends in Services Marketing	National Seminar	Sree Amman Institute of Management & Research, Chittode.	14 <sup>th</sup> October 2006
18.	Impact of Advertisement on Children	Perspectives in Knowledge Management	National Seminar	School of Management, VLB Janakiammal College of Engg. & Tech. Coimbatore, India.	6 <sup>th</sup> October 2006
19.	Global marketing Strategies for reaching the Hybrid Indian Consumers	Indian Multinational – Opportunities & Challenges	National Conference	MMA & SRM Institute of Science & Technology, Chennai, India.	24 <sup>th</sup> & 25 <sup>th</sup> February 2006



**Workshop/SDP/FDP/Training Programme Attended**

<b>Sl. No.</b>	<b>Name of the Program</b>	<b>Nature of the program</b>	<b>Organized by</b>	<b>Date</b>
1.	Integrated Marketing Management	FDP	NPTEL	January to March 2023
2.	Consumer Behaviour	FDP	NPTEL	January to March 2023
3.	Customer Relationship Management	FDP	NPTEL	October 2022 to November 2022
4.	ICT tools for effective Teaching Learning	FDP	Kamala Nehru Mahavidyalaya, Nagpur	23rd May to 28th May 2022
5.	Recent Advances on Artificial Intelligence	FDP	GIET University	22nd February to 26th February 2022.
6.	Leveraging Analytics for Competitive Advantage"	FDP	Viveknand Education Society B,usiness School.	17th January to 21st January 2022
7.	Design Thinking to nurture Creativity and Innovation leading to Entrepreneurship	FDP	D Y Patil Institute of Management & Research, Pimpri.	4th January to 8th January 2022
8.	Management Case Conference	Case study	PSGIM, Coimbatore.	30 <sup>th</sup> Oct, 2021
9.	Sales force Essentials for Business Specialists	FDP	ICT Academy, Chennai.	29 <sup>th</sup> Nov, 2018 to 1 <sup>st</sup> Dec, 2018
10.	Digital Marketing	Workshop	Govt. College of Technology, Coimbatore.	August, 2018.
11.	NAAC Awareness Programme	Workshop	Anna University, Chennai.	26th& 27th March 2015.
12.	Multi-Dimensional Scaling	FDP	Shri Nehru Maha Vidyalaya, Coimbatore.	21st November 2014.
13.	MSME meet 2013	Conference	Confederation of Indian Industry (CII) Erode..	2nd Feb 2013.
14.	Storm in a Tea Cup	Case Writing Contest	Confederation of Indian Industry (CII) Coimbatore.	Sep 2012.
15	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.
16.	Innovative Practices in Management Education	FDP	K.S.R.School of Management, Tiruchengode	9th December 2010.

17.	Financial Planning for Investors	MDP	K.S.R.School of Management, Tiruchengode	18th Sep' 2010.
18.	Research Methods for Business Research Scholars	FDP	Faculty of Management, EBET Group of Institutions, Tirupur	22nd&23rd January 2010.
19.	Case Method of Teaching	FDP	Sri Venkateswara Group of Educational Institutions, Coimbatore.	10th October 2009.
20.	How to Publish	Workshop	IFIM Business School, Bangalore	25th& 26th Sep' 2009.
21.	Managing Global Recession Opportunities& Challenges	International Seminar	K.S.R.School of Management, Tiruchengode..	25th March 2009
22.	Insurance and Risk Management"	MDP	K.S.R.School of Management, Tiruchengode..	14th February 2009
23.	Financial Planning in Turbulent Times	MDP	K.S.R.School of Management, Tiruchengode..	2nd August 2008
24.	Current Frontiers in Management Research	FDP	Indian Institute of Management, Kozhikode, Kerala..	08th to 13th January 2007
25.	Marketing Models & Metrics	Workshop	Department of Management Studies, D.J.Academy for Managerial Excellence, Coimbatore..	7th October 2006
26	Global Marketing Challenges and Opportunities	Seminar	K.S.R. School of Management, Tiruchengode.	26th& 27th February 2005.
27	Research Methods in Business	Short term Training Program	Department of Business Administration, Kalasalingam University, Krishnankoil..	6th – 12th December 2004.
28	Professional Core Competency Development	Training Course	Centre for Industry University Collaboration, Anna University, Chennai. & K.S.R.School of Management, Tiruchengode.	4th to 6th January 2004
29	Art of Teamwork and Leadership	FDP	Jansons Business School, Coimbatore.	17th to 19th Nov' 2003
30	Teaching Technology & Counseling Skills	Workshop	Abirami Academy, Chennai.	5th&6th October,2002
31.	Research Methodology	FDP	K.S.Rangasamy College of Technology, Tiruchengode.	25th&26th April 2002
32	Application of Statistical Tools to Business Research	Workshop	Sengunthar Institute of Management Studies, Tiruchengode.	5th – 8th December 2001.

Conferences/Symposia/Workshops/Seminars/FDP's organized

Sl. No.	Programme Name	Guest /Resource Person Name	Date
1.	ICSSR sponsored National Seminar on Independence 2.0: Achieving Economic Development through Make in India”	Dr. A.G.V. Narayanan Director, Jansons School of Business, Coimbatore	3 <sup>rd</sup> May 2023
2.	NHRC sponsored One day Basic Training on Human Rights	Mr. Karthigaikhumara Assistant Prof – Central Law College, Salem	14 <sup>th</sup> Dec 2022
3.	RBI sponsored National Seminar on Strategies for Achieving Five Trillion Indian Economy: A Management Perspective	Shri Chinnsami Managing Director Agni Steels	24 <sup>th</sup> March 2022
4.	Entrepreneurship in Farming- Webinar	Vetrivel P Founder CEO Ulavar Boomi Chennai	8 <sup>th</sup> March 2022
5	Demystifying Marketing Analysis - Webinar	Dr.Brijesh Sharma Professor Vivekanand Education Society Business School Mumbai	17 <sup>th</sup> Feb 2022
6.	Financial markets in GCC countries - Webinar	Dr.Rengarajan Veerasamy, Assistant Professor, Faculty of business studies, Arab Open University, Oman	17 <sup>th</sup> Dec 2021
7.	Marketing Strategies for virtual – Webinar	Mr.Ryan Brown Managing Partner of Beeble Media& Kibsu Consulting Group United Kingdom	3 <sup>rd</sup> Dec 2021
8.	Recent Trends and Challenges of Advertising Industry During the Pandemic – Webinar	Soumya Mukhaerjee CEO SSynergy Advertising Agency Kolkata	30 <sup>th</sup> Nov 2021
9.	Abundant opportunities that lies outside – Webinar	Vimal Prashanth M G Vice President Barclays Bank Chennai	17 <sup>th</sup> Nov, 2021
10.	Preparing yourself for Professionalism – Webinar	Vimal Prashanth M G Vice President Barclays Bank Chennai	18 <sup>th</sup> Nov, 2021
11.	Emerging trends of Mutual Fund Industry in Recent times – Guest lecture	Mr.M.Sethysankar Business Associate Motilal Oswal Ltd Erode	22 <sup>nd</sup> Nov, 2021

.12.	Impact of National Education Policy (NEP) for the Development of Higher Education. – Webinar	Dr.R.Kasilingam Professor Department of Management Studies Pondicherry University, Pondicherry.	30 <sup>th</sup> Sep, 2021.
13.	FDP (Revival Strategies for Turnround of Indian Economy from Management perspective)	Mr. Gokulnathan Ponnusamy Founder & CEO Nithra Apps India Private Ltd Tiruchengode Dr.N.S.Shanthi Professor & Head Department of MBA KSR College of Engineering Tiruchengode Dr.P.Karthikeyan Assistant Professor, Kongu Engineering College, Erode Dr.G. Sridharan Associate Professor, BSMED, Bharathiyar University, Coimbatore. Dr.K.Balanagagurunathan Professor, Jain University, Bangalore. Dr.M.V.Subha Associate Professor Anna University Regional Campus, Coimbatore Dr.D. Muruganatham Associate Professor Bharathiyar University PG and Research Centre, Erode. Dr.P. Nalini Assistant Professor Kumaraguru College of Technology, Coimbatore Dr.P.Thirumoorthy Associate Professor Periyar University Salem Mr. Durai Palanisamy Executive Director Pallava Group Erode Dr. N. Thamaraiselvan Professor, National Institute of Technology Trichy. Dr.K.Muthukumar Director, SNMV Institute of Management Coimbatore	6 <sup>th</sup> Sep to 19 <sup>th</sup> Sep 2021
14.	Webinar Financial Markets	Mr.Suhas Rajput	9 <sup>th</sup> August 2021

15.	Marketing Webinar on Brand Building in difficult times	Ms. Amita Sagar Head-Brand and Social Media Communication Hindustan Coca-Cola Beverages Bangalore	22 <sup>nd</sup> August 2020
16.	Marketing Webinar on Changes to Advertising Landscape in 2020 BC and AC	Mrs. R. Ashwin Kumar CEO ASV Infomedia Chennai	13 <sup>th</sup> August, 2020
17.	Marketing Webinar on Branding and Advertising	Mr. E.S. Vinod Customer Marketing Executive (Nutrition-South India) Hindustan Unilever Limited Chennai	7 <sup>th</sup> August, 2020
18.	CEO Connect in Webinar Mode	Mr. Santhosh Muruganantham CEO Kolapasi, Chennai	27 <sup>th</sup> April 2020
19.	CEO Connect in Webinar Mode	Mr. V.R. Muthu, CEO- VVV & Sons, Virudhunagar.	24 <sup>th</sup> April 2020
20.	CEO Connect	Mr. Cibhi Selvan, CEO, Regeno Ventures Pvt. Ltd., Coimbatore	11 <sup>th</sup> September, 2018
21.	Display of Seven Advertisement of MBA Department.	Inaugurated by Dr. K.S.Rangasamy Chairman, K.S.R. Institutions. Tiruchengode.	17 <sup>th</sup> November 2015.
22.	One Day Exhibition on Fake Brands	Inaugurated by Dr. K.S.Rangasamy Chairman, K.S.R. Institutions. Tiruchengode.	30 <sup>th</sup> September 2015.
23.	CEO Connect	Mr. D. Ravichandar, CEO, JSW Steel Ltd., Salem Works Salem.	15 <sup>th</sup> September 2015.
24.	SEBI Investor Awareness Programme on Financial Planning for Young Investor	Dr. R. Kasilingam Associate Professor Department of Management Studies, Pondicherry University, Puducherry	10 <sup>th</sup> Sep, 2015
25.	Guest Lecture on Brand Management	Mr. R. Ramesh Prabhu Senior Sales Officer Nestle, Chennai.	19 <sup>th</sup> August, 2015
26.	World Consumer Rights Day Celebrations.	Ms. S. Saroja, Director, CAG, Chennai.	20 <sup>th</sup> March 2015

27.	CEO Connect	Mr. Avira Tharakan CEO Tharakan Web Innovations Pvt. Limited, Chennai, India	18th March 2014
28.	AICTE sponsored Seminar on “Social Media Marketing”	Mr. Ramanathan Somasundaram Mr. Kiruba Shankar Mr. Sorav Jain	25th September 2013.
29.	AICTE sponsored FDP on Application of Cases and Management Games in Management Education	Dr. R. Kasilingam Dr. VinodDumblekar Dr. Selvam Dr. A.G.V. Narayanan Dr. VedagiriGanesan Dr. S. Raghuraman Dr. P. Sureshkumar Dr. C. SamudhraRajkumar Dr. V. Santhi	13th May 2013 to 26th May 2013.
30.	One day Fake Brands Exhibition	Inaugurated by Dr. K.S.Rangasamy Chairman, K.S.R. Institutions. Tiruchengode.	28th Dec 2012.
31.	CEO Connect	Mr. AshwinKumar Managing Director Routes Chennai.	17th Dec 2012.
32.	CEO Connect	Mr. N.N. Sreejith Managing Director Rope International, Chennai.	21st July 2012.
33.	World Consumer Day(15th March) Celebrations	Mr. Balasubramanian Secretary, Erode District Consumer Protection Centre, Erode.	14th March 2012.
34.	CEO Connect – Social media Marketing	Mr. Kiruba Shankar CEO – Business Blogging Pvt. Ltd. Chennai.	18th January 2012
35.	Placement Appreciation Programme for Marketing Students	1. Ms. Subha Manger – Training, Mafoi Consulting, Coimbatore 2. Mr. Ashok, Managing Partner, Motilal Oswal Securities, Erode 3. Mr. S. Janaki Raman, Associate Vice-President, Privy League, Kotak Mahindra Bank, Chennai.	28th September 2011.
36.	CEO Connect – How to be Successful	Mr. Sarath Babu CEO- Food King Catering Services, Chennai.	16th September 2011.
37.	World Consumer Day(15th March) Celebrations	Mr. K.K. Chockalinkam, Regional Coordinator, Citizen Consumer Club, Coimbatore.	16th March 2011.

38.	CEO Connect –Effective Leadership for a successful entrepreneurship	Lion. Dr.K.S.Rangasamy, Chairman – KSR Educational Trust	9th March 2011.
39.	CEO Connect – Marketing & Innovation	Mr. Y.R. Muthu, CEO- VVV & Sons, Virudhunagar.	15th December 2010.
40.	CEO Connect – Marketing for a Social Cause	Mr. A. Muruganatham, CEO – Jayashree Industries, Coimbatore.	6th September 2010.
41.	Business Quiz	-	24th March 2010.
42.	Guest Lecture on Brand Management	Mr. Raj Kumar, Deputy Manager-Sales Aircel, Salem.	10th September 2009.
42.	International Seminar on “ Managing Global Recession Opportunities& Challenges”	Mr. Yasuddin, Senior General Manager (HRD), SAIL, Salem.	25th March 2009
44.	Workshop on Marketing Insights	Dr. A.G.V. Narayanan, Director, School of Management, Sri Krishna College of Engineering & Technology, Coimbatore	24th January 2009.
45.	Financial Planning in Turbulent Times	Dr.V. Prasanna Bhat, Former MD-ITCOT & Advisor Saudi Arabian Monetary Agency, Chennai.	2nd August 2008
46.	Entrepreneurial Venture Plan	-	10th September 2007
47.	Exhibition Cum Sale With Self Help Group (SHG)	Community Services Guild and KSRSM	02nd& 3rd December 2006
48.	National Seminar on “Global Marketing Challenges and Opportunities”	Mr. K. Arumugam, Managing Partner, Controls and Drives Corporation, Coimbatore, India.	26th& 27th February 2005

Resource person/Guest lecture delivered

Sl.No.	Date	Guest Lecture Title	Invited By
1.	21 <sup>st</sup> February 2023	Entrepreneurship Skill, Attitude and Behaviour	Department of Commerce (PA and B&I) K.S.Rangasamy College of Arts & Science, Tiruchengode
2.	21 <sup>st</sup> Sep 2022	Workshop on Management Games	Department of Business Administration, DON BOSCO College, Dharmapuri, India.
3.	25 <sup>th</sup> August 2022	Workshop on Simulation Games for Corpians	P.S.G College of Arts & Science, Coimbatore
4.	21 <sup>st</sup> Dec 2021	Importance of Goal setting	Department of Business Administration, Nandha Arts and Science College, Erode
5.	1 <sup>st</sup> June,2020	Effects of Covid-19 on Indian Business & Post Strategy	Department of Business Administration NIFT-TEA College of Knitwear Fashion Tirupur
6.	26 <sup>th</sup> June 2019	Enhancing Soft Skills	Nandha Arts and Science College, Erode
7.	24 <sup>th</sup> August 2018	National Seminar on Digital Marketing	Department of Business Administration, DON BOSCO College, Dharmapuri.
8.	12th May 2017	Workshop on Management Games	Mettu University, Mettu, Ethiopia
9.	19th August 2016	Social Media Marketing	Department of Business Administration, DON BOSCO College, Dharmapuri.
10..	17th December 2015	Customer Relationship Management	Department of Business Administration, Kongu Arts & Science College, Erode.
11.	21st August 2015.	Emerging Trends in Human Resource Management	Department of Business Administration, DON BOSCO College, Dharmapuri.



12.	26th February 2015	Role of Management Games in Teaching	National Service Scheme, K.S.R.C.T. Tiruchengode
13.	20th August 2014	Recent Trends in Retailing	Department of Business Administration, Don Bosco College, Dharmapuri.
14.	21st October 2012	Recent Trends in Advertisement and Service Marketing	MBA Department, Tagore Engineering College, Attur.
15.	20th December 2011	Recent Trends in Marketing	MBA Department, Info Institute of Engineering, Coimbatore.

### CONSULTANCY TRAINING

Sl.No.	Date	Training Topic/Consultancy nature	Company Name
1.	21 <sup>st</sup> February 2019	Role of Marketing in Small Business	IND-SETI, Namakkal
2.	6 <sup>th</sup> February 2019	Role of Marketing in Small Business	IND-SETI, Namakkal
3.	8 <sup>th</sup> December 2018	Role of Marketing in Small Business	IND-SETI, Namakkal
4.	29 <sup>th</sup> August 2018	Role of Marketing in Small Business	IND-SETI, Namakkal
5.	July 2015 to March 2016 (10 programmes)	Life Skills	V-School, Tiruchengode,
6.	29th December 2014	Market Analysis & CRM training	Fresh Green Superstore, Tiruchengode, India
7.	25th November 2013	Customer Relationship Management	JaiSuryas Department Stores, Erode, India
8.	12th June 2013	Customer Relationship Management	JaiSuryas Department Stores, Erode, India
9.	20th March 2013	Customer Relationship Management	JaiSuryas Department Stores, Erode, India
10.	11th January 2013	Customer Relationship Management	JaiSuryas Department Stores, Erode, India
11.	12th October 2012	Customer Relationship Management	JaiSuryas Department Stores, Erode. India
12.	2009 – 2010 (13 Programs)	Customer Relationship Management	Shri Kannan Departmental Stores, Erode, India
13.	2010	Customer Service	200 Fair Price shop Salesmen.
14.	23rd July 2010	Customer Relationship Management	TAPCMS, Tiruchengode,
15	26th April 2008	Attitudinal Change	Burn Standard, Salem,

## Personal Details

**Gender** : Male  
**Date of Birth** : 29<sup>th</sup> May 1978  
**Father Name** : **K. Mani**  
**Marital Status** : Married  
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**Languages** : Proficiency in Indian languages:  
1. English  
2. Tamil

## References

**Dr.R. Gopalakrishnan Principal**, K.S.Rangasamy.College of Technology, Tiruchengode

I assure you that all the above information is true to the best of my knowledge.

**Place: Tiruchengode**

**[Dr. M. Vijayakumar]**

**Date: 02.06.2023.**