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About me:

Competent and growing researcher, educated to PhD level, with over 9 years of experience both in the educational and industrial domain. Possesses sound research knowledge in the area of digital marketing with a wide practical learning using various tools and techniques. Key accomplishments include both **junior and senior research fellow** grant from UGC.

Key Research Interest:

Cyber psychology, technology-oriented marketing, internet advertising and promotions, smartphone game advertising, MSME development and entrepreneurship

Subject Interests:

Online/Digital Marketing, Technology Empowered Marketing, Social Media Marketing, Consumer Behaviour, Integrated Marketing Communications, and Marketing Research

Academic and Research Experience:

August 2011 – April 2014: Junior-Senior research fellow, National Institute of Technology, Tiruchirappalli

Research title: “Indian consumer perception of beliefs towards Social Media advertisements”.

- **Tools handled:** SPSS, LISREL, WEKA, STATISTICA, AMOS, GEPHI, PAJEK, R

August – 2014 – January 2020: Assistant Professor, Thiagarajar School of Management, Madurai

Key Highlights:

- 6 years of academic experience in the area of marketing and information systems
- 22 International Publications
- Organised more than 8 workshops related to management and research
- 500+ International Impressions from 28 countries in Print newspapers, print magazines, and online magazines
- Review Board in journals – JBR, PAID, IJIM, CHB, TBIT, I&M, CSN, JECO, EJM
- Guided more than 100 Post Graduate Students for internships
- Received more than 650 newspaper impressions for the article “Selfitis”.

Collaborating Institutes:

UK - Nottingham Trent University; Middlesex University; Swansea University; Southampton University; Greenwich University.

List of Journals (In ABDC)

S. No.	Co-authors	Year	Title of Paper	Journal	ABDC Journal Category/ SCI	Vol.	No.	pp.
1	Dr. Pantea Foroudi, Dr. Yogesh K Dwivedi	2020	Does online retail coupons and memberships create favourable psychological disposition?	Journal of Business Research	A category	116		229-244
2	Dr. Pantea Foroudi Dr. Akarsu Prof. Marvi	2020	Intellectual evolution of social innovation: A bibliometric analysis and avenues for future research trends	Industrial Marketing Management	A star Category	Yet to be announced		
3	Dr. Prasanta Chopdar	2020	Consumers response towards mobile commerce applications: S-O-R approach	International Journal of Information Management	A star Category	53		1-16
4	Dr. Emmanuel Mogaji Dr. T A Kieu	2020	Examining Consumer Behaviour in the UK Energy Sector through the Sentimental and Thematic Analysis of Tweets	Journal of Consumer Behaviour	A Category	Yet to be announced		
5	Dr. S Goswami	2020	Sharing YouTube content in offline mode: An attempt to explore conversation through and experimental study	International Journal of Entrepreneurship and Innovation Management	C Category	24	2/3	154-171
6	Dr. Pantea Foroudi	2019	Does Corporate Reputation Matter? Role of Social Media in Consumer Intention to Purchase Innovative Food Product	Corporate Reputation Review	B Category	https://doi.org/10.1057/s41299-019-00078-w		
7	Dr. Mark D Griffiths	2018	Loyalty towards online games, gaming addiction, and purchase intention towards online mobile in-game features	Computers in Human Behavior	A Category	87		238-246
	Dr. Mark Griffiths	2018	Perceived Addictiveness of SmartphoneGames: A Content Analysis of	International Journal of Mental Health and	SCI (Web of Science) Scopus	17		922-934

8			Game Reviews by Players	Addiction				
9	Dr. Mark Griffiths	2018	The psychosocial impact of excessive selfie-taking in youth: A brief overview	Education and Health	Scopus	36	1	3-6
10	Dr. Mark Griffiths	2017	An Exploratory Study of “Selfitis” and the Development of the Selfitis Behavior Scale	International Journal of Mental Health and Addiction	SCI (Web of Science) Scopus	16	3	722 – 736
11	Dr. Mark Griffiths	2017	Social media addiction: What is the role of content in YouTube?	Journal of Behavioral Addictions	SCI (Web of Science) Scopus	6	3	364-377
12	Dr. Tanusree Chakraborty	2017	Exploratory tendencies in consumer behaviour in online buying across gen X, gen Y and baby boomers	International Journal of Value Chain Management	C Category	8	2	135-150
13	Dr. Saraswathy	2017	Facets of talent retention: role of employee and employer branding as catalysts.	International Journal of Business Forecasting and Marketing Intelligence	C Category	3	4	407-432
14	Dr. Jeevananthan	2016	User Disposition and Attitude towards Advertisements Placed in Facebook, LinkedIn, Twitter and YouTube: A Decision Tree and MANOVA Approach	Journal of Electronic Commerce in Organizations	B Category	14	3	17 – 34
15	Dr. Thamaraiselvan Natarajan, Dr. Jeevanantham, Prof. Senthilarasu	2015	Examining beliefs, values and attitudes towards social media advertisements: results from India.	International Journal of Business Information Systems	C Category	20	4	427-454
16	Dr. Thamaraiselvan Natarajan, Dr. Jeevanantham, Prof. Senthilarasu	2015	An experimental analysis of forecasting the high frequency data of matured and emerging economies stock index using data mining techniques	International Journal of Operational Research	C Category	23	4	406-426
17	Dr. Thamaraiselvan	2014	Performances of Data mining techniques in	Journal of National	SCI (Web of	42	2	177

	Natarajan, Dr. Jeevanantham, Prof. Senthilarasu		forecasting stock index- evidence from India and US	Science Foundation of Srilanka	Science) Scopus			
18	Dr. Thamaraiselvan Natarajan, Dr. Jeevanantham, Prof. Senthilarasu	2014	Perception of Indian consumers towards social media advertisements in Facebook, LinkedIn, YouTube and Twitter	International Journal of Internet Marketing and Advertising	C Category	8	4	264-284
19	Dr. Thamaraiselvan Natarajan, Dr. Jeevanantham, Prof. Senthilarasu	2013	The state of Internet marketing research (2005-2012): A systematic review using classification and relationship analysis	International Journal of Online Marketing	ESCI (Web of Science) Scopus	3	4	43-67
20	Dr. Thamaraiselvan Natarajan, Dr. Jeevanantham, Prof. Senthilarasu	2013	Examining beliefs towards social media advertisements among students and working professionals: an application of discriminant analysis	Australian Journal of Basic and Applied Sciences	Scopus	7	8	697-705
List of Book Chapters (In Scopus)								
21	Dr. Thamaraiselvan Natarajan, Dr. Jeevanantham, Prof. Senthilarasu	2015	Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications	IGI Global	Scopus	DOI: 10.4018/978-1-4666-7357-1.ch013		
22	Dr. Jeevananthan	2017	Advertising and Branding: Concepts, Methodologies, Tools, and Applications	IGI Global	Scopus	DOI: 10.4018/978-1-5225-1793-1.ch070		