

Dr. V.J. Sivakumar

Professor

Department of Management Studies

National Institute of Technology,

Tiruchirappalli – 620 015, India.

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PROFILE

- Professor in Department of Management Studies, NIT, Tiruchirappalli
- Doctoral dissertation entitled “Customer Relationship Management in Banking Industry: A Study with reference of Retail Banking” from Department of Management Studies, College of Engineering, Anna University, Chennai, India.
- Area of specialization: Marketing Management.

PROFESSIONAL ACHIEVEMENTS

- Former Head of the Department of Management Studies, National Institute of Technology, Tiruchirappalli, India.
- Recognized as a supervisor by Madras University for guiding doctoral (Ph.D.) candidates.
- Nodal officer for the All Indian Survey for higher education, MHRD, Government of India.
- Guiding doctoral students in the area of management at National Institute of Technology, Tiruchirappalli, India.
- Industry experience of eight years in leading private sector organizations.
- Teaching experience of eight years in Loyola Institute of Business Administration (LIBA), Chennai, India as Assistant Professor teaching M.B.A students and as Program Director/Associate Professor in Great Lakes Institute of Management, Chennai, India.

ACADEMIC BACKGROUND

Additional courses

- Certified in Customer Relationship Management, CRM conducted by ACME-IFMR and Madras Management Association, Chennai.
 - Diploma in Software Technology DST, Loyola Institute of Business Administration (LIBA)
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- Diploma in Computer Applications DCA, Loyola Institute of Business Administration (LIBA)
- Post Graduate diploma in RDBMS from Software Solutions Integrated Ltd. SSI, Chennai

Educational Qualification

Qualification	Department	Institution/University	Year of Study
Ph.D.	Management studies	Anna University, Chennai, India	2004
M.B.A	Management studies	Bharathidasan University, Tiruchirapalli, India.	1991
M.Sc.	Physics	Bharathidasan University, Tiruchirapalli, India.	1988
B.Sc.	Physics	St. Joseph's College, Tiruchirapalli	1986

TEACHING /TRAINING WORK EXPERIENCE

- Teaching Marketing Management and specialization subjects Sales Management, Brand Management, Customer Relationship Management, Retailing, Marketing Management and Entrepreneurship.
 - Former an Associate Professor/Program Director – MBA at Great Lakes Institute of Management, Chennai, India teaching Marketing Management specialization subjects and administering the executive Master of Business Administration program while doing research and consultancy for the corporate sector.
 - Was working as an Assistant Professor at Loyola Institute of Business Administration (LIBA), Chennai, India teaching M.B.A students Marketing specialization subjects for eight years. Teaching Services Marketing, Customer Relationship Marketing, Marketing Management, Brand Management, Product Management and Sales and Distribution Management.
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- A part-time faculty at Bharathidasan Institute of Management, Tiruchirappalli teaching M.B.A. students Services Marketing and Customer Relationship Management.
- Teaching assistant for one term in the Department of Management Studies teaching Services Marketing during thesis stage at Anna University, Chennai.

INDUSTRY WORK EXPERIENCE

- Digivision Electronics Ltd., Chennai
Was Marketing Manager marketing “Solidaire” brand of electronics products in various locations in India.
- Indo Matsushita Appliances Ltd., Area Sales Manager for Tamil Nadu.
- Usha Martin Telecom Ltd., Indore Branch Manager of the paging division in Indore.
- Crompton Greaves Ltd. Chennai - Marketing Supervisor in the Lighting division looking after Tamil Nadu and Pondicherry.
- BPL SANYO Ltd., Chennai Senior Sales Executive selling Appliances in Tamil Nadu and Pondicherry.
- VIDEOCON INTERNATINAL LTD., Sales Executive in Tamil Nadu.

RESEARCH

- Supervised/Guided Mrs. M. Hemalatha who completed her Doctor of Philosophy thesis in “Modelling Clearance Sales Shopping Behaviour”, at National Institute of Technology, Tiruchirappalli in 2010.
 - Supervised/Guided Mrs. C. Padmavathy who completed her Doctor of Philosophy thesis in “CRM effectiveness: Its dimensions and effect on customer outcomes in retail banking” at NIT, Tiruchirappalli in 2012.
 - Supervised/Guided Mr. Prashant Chopdar who completed his Doctor of Philosophy thesis in “Mobile shopping apps adoption: cross-cultural view extending the unified theory of acceptance and use of technology 2” at NIT, Tiruchirappalli in **26. 11.2018** .
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- Presently guiding eight doctoral research candidates in the area of Marketing at National Institute of Technology, Tiruchirappalli, India. One of the candidate Mr. Clement is working in the area of “CRM practices in Indian Railways”, M/s. Pavitra in the area of HRM, Mr. Karthick in Software retailing, Mr. Issac in the area of “Marketing”, M/s. Ajitha is working in the area of Consumer products marketing, Mrs. Amritha is working in the area of e-retailing, and M/s. Nancy Prabha is working in the area of Customer relationship management in Indian Banking Industry.

RESEARCH/TEACHING AND AREAS OF INTEREST

- Marketing Management,
- Services Marketing,
- Product Management
- Brand Management
- Sales Management, Retail Management
- Customer Relationship Management
- Entrepreneurship Development, IT consulting in Retailing

PROJECTS UNDERTAKEN

- Co- Principal Investigator of Indo- UK (UKERI) funded research project Preparing Graduates for Business Life during 2012 to 2014. Conducted finishing school classes during December 3rd to 15th, 2012.
- A study on the challenger strategies for TVS Electronics Ltd.
- A comparative study on Airbus and Boeing
- A comparative study on Dell and other leading computer manufacturers
- A study on Tata Automobiles
- Conducted a Knowledge Management & Innovation workshop for 25 Technical Directors of NIC (National Informatics Centre), during April 22-26, 2013.

JOURNAL PUBLICATIONS

International Publications

- **Ramesh, S., S. Natarajan and V.J. Sivakumar (2019) Fatigue life improvement on 20Mn Cr5 steel through surface modification for**
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auto transmission application. Archives of Civil and Mechanical Engineering 19, 360-374.

- Ramesh, S. , S. Natarajan and V.J. Sivakumar (2020) Performance Enhancement of Powertain shaft through carbo-nitriding Surface Treatment . Journal of Surface Engineering and Applied Electrochemistry, 56, SEAE/8405-19.07.12
 - Ramesh, S. , S. Natarajan and V.J. Sivakumar, Effect of surface condition on the torsional fatigue behavior of 20 Mn Cr5 steel. Metals and Materials International.
 - Ramesh, S. , S. Natarajan and V.J. Sivakumar, Improving customer relationship by enhancing the performance of Transmission system through Knowledge Management, Knowledge Management Research and Practice
 - Prasanta Kr. Chopdar* and V.J. Sivakumar, “Impulsiveness and its impact on behavioural intention and use of mobile shopping apps: a mediation model”, Int. J. Business Innovation and Research, Vol. X, No. Y, xxxx 1 Copyright © 20XX Inderscience Enterprises Ltd.
 - Prasanta Kr. Chopdar, V.J. Sivakumar, (2018) "Understanding psychological contract violation and its consequences on mobile shopping applications use in a developing country context", Journal of Indian Business Research, <https://doi.org/10.1108/JIBR-07-2017-0109>
 - Prasanta Kr. Chopdar, Nikolaos Korfiatis, V.J. Sivakumar, “Mobile shopping apps adoption and perceived risks: A cross-country perspective utilizing the Unified Theory of Acceptance and Use of Technology”, Computers in Human Behavior accepted date 08 April 2018
 - Prasanta Kr. Chopdar & V. J. Sivakumar, Understanding continuance usage of mobile shopping applications in India: the role of espoused cultural values and perceived risk, Behaviour & Information Technology ISSN: 0144-929X in ISSN: 0144-929X, Published online: 03 Sep 2018.
 - Sivakumar V.J. and B. Issac Johny (2017), “What Happens after consumption? Role of Autobiographical Memory Experience, Nostalgia and Evangelizing”, in *International Journal of Economic Research*, ISSN: 0972-9380 Volume 14, Number 11, 2017.
 - Sivakumar V.J. (2017), “STAFFING IN CONSTRUCTION MANAGEMENT COMPANIES IN OVERSEAS PROJECTS” in *International Journal of Civil Engineering and Technology (IJCIET)*, Volume 8, Issue 10, October, 2017.
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- Ajitha, S. & Sivakumar V.J., (2017). “Understanding the effect of personal and social value on attitude and usage behavior of luxury cosmetic brands”. *Journal of Retailing and Consumer Services*, 39, 103-113.
 - Sivakumar V.J.(2017), “Labour Management in Construction Management in the Developing Countries”. *International Journal of Civil Engineering and Technology*, 8(2), 2017, pp.358-363.
 - Sivakumar V.J. and Padmavathy. C (2017) “Adopting analytic hierarchy process to prioritize banks based on CRM effectiveness – The customer perspective”, *International Journal of Business Innovation and Research*, 12(1), 80-93..
 - Sivakumar V.J. and Amritha Sundar (2015), “The Indian Retail makes headway-pulling out all the stops”, *International Journal of Recent Scientific Research*, Vol. 6 Issue 7, July, 2015
 - Padmavathy.C and Sivakumar V.J. (2012), “Dimensions of CRM Effectiveness and its effect on Relationship quality”, in *International Journal of Customer Relationshi Marketing and Management*, 3(1), 1-17, January-March, 2012.
 - Padmavathy.C and Sivakumar V.J. (2012) “Measuring Effectiveness of Customer Relationship Management in Indian Retail Banks”, in *International Journal of Bank Marketing*, in March 2012 Volume 30 Number 4 ISSN 0265-2323.
 - Hemalatha, M., Moorthi, Y.L.R. and Sivakumar, V.J. (2011) A Neural Network Model for Clearance Sales Outshopping Behavior, *International Journal of Business Excellence*, Vol. 4, No. 3, pp. 263-282, 2011.
 - M. Hemalatha, P. Sridevi and V.J. Sivakumar (2011), “A decision-Support System application in retail store location model: a case study of hypermarket in emerging markets in *International Journal Business and Emerging Markets*, Vol.3, No. 2, 2011 page No. 158-176.
 - M. Hemalatha and Dr. V.J. Sivakumar (2010), “Hyper Market industry in Dubai – An evaluation using AHP Technique”, at *The International Journal of Applied Management and Technology*, Vol.7, Num 1, 2010.
 - M. Hemalatha and V.J. Sivakumar (2010), “Modelling clearance sales Shopping Behavior”, *International Journal of Business Information Research centre*”, V5, N6/7 2010.
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- M. Hemalatha and V.J. Sivakumar (2010), “Modelling clearance sales store loyalty behavior of Indian shoppers”, *International Journal Business Excellence*, Vol. X, No. Y, 2010.
- Hemalatha.M and Dr. V.J. Sivakumar (2009), “Retail event satisfaction measurement model: an Indian context”, *International Journal of Indian Culture and Business Management* 2009 – Vol.2, No.6, pp. 654-669.
- Hemalatha.M and Dr. V.J. Sivakumar (2009), “Segmentation of Indian shoppers based on Store attributes, *International Journal of Business Innovation and Research*, 2009, Vol.3, No.6, pp.651-669.
- Ram Subramanian, Pradeep Gopalakrishna and Sivakumar V.J. on ‘*TATA TETLEY MERGER*’ case published in the proceedings of the North American case research association, Sedona, Arizona in Volume 18, number 1 page no. 76 October 7-9, 2004.

NATIONAL PUBLICATIONS

- Sivakumar V.J. and Amritha Sundar (2015), “E-Commerce in India –with its whole bag of tricks”, *Innovare Journal of Business Management*, Vol. 3, Issue 1, 2015.
 - Mrs. M. Hemalatha, Mrs. P. Sridevi and Dr. V.J. Sivakumar on Multiattribute analysis of the retail store location decision published in the *Journal of Contemporary Research in Management* Vol. 3; No. 3; July-Sept, 2008; ISSN: 0973-9785.
 - Mrs. M. Hemalatha, Mrs. P. Sridevi and Dr. V.J. Sivakumar on Data Mining Application in Retailing in the *Journal of Contemporary Research in Management* Vol. 3; No. 3; July-Sept, 2008; ISSN: 0973-9785.
 - Sivakumar V.J. on ‘*IMPACT OF TECHNOLOGY IN RETAILING*’, *Management Matters*, August 2005, Vol.1, Issue 4.
 - Sivakumar V.J. and Vishal on ‘*Changing Times–24/7 - Case Study on Titan*’, *Management Matters*, September 2004, Vol.1, Issue 3.
 - *Sivakumar V.J. and Dr. Peeru Mohamed. H on ‘Customer Retention in Banks*’, *Management Matters*, April 2003, Vol.1, No.6.
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- *Sivakumar V.J. and Dr. Peeru Mohamed. H on 'Reading the Bank Customer', Management Matters, September 2002, Vol.1, No. 5.*
- *Sivakumar V.J. and Dr. Peeru Mohamed. H on 'eCRM in Banks – An empirical study', Management Matters, March 2002, Vol.1, No. 4.*
- *Sivakumar V.J. and Dr. Peeru Mohamed. H on 'Study of consumer awareness and perception of Fa range of body care products', Management Matters, September 2001, Vol.1, No.3.*
- *Sivakumar V.J. and Dr. Peeru Mohamed. H on 'CRM in Retail Banking', Management Matters, September 2001, Vol.1, No.3.*
- *Sivakumar V.J. and Dr. Peeru Mohamed. H on 'Relationship marketing in a competitive environment', Management Matters, March 2001, Vol.1, No.2.*

PAPERS PRESENTED IN CONFERENCES

International conferences

- V.J. Sivakumar and Ajitha S (2018),“Physical vanity under psychosocial values and its relationships with purchase intention towards Luxury Cosmetic Brands: skin tone and age as a moderator variable”. (Accepted for presentation) -The Mystique of Luxury Brands Conference to be held in Singapore, 8-9 May 2018.
 - Ajitha, S., & Sivakumar V.J. (2017), “Does counterfeiting overrule the marketplace? – Consumption practices and Social consequences: exclusion and inclusion”. This paper was presented at the 2017 IIM Indore – North American Society for Marketing Education in India (NASMEI) Summer Marketing Conference – Received overall Best Paper Award among 590 presentations.
 - Dr. V.J. Sivakumar and B.Issac Johny Rajadurai on the Role of after sales service in Brand Equity with special reerence to Laptop users, held on 27th and 28th December, 2013 in the 7th NASMEI International Marketing Conference 2013 in India.
 - Dr. V.J. Sivakumar and A. Clement Barnabas on customer focus in the commercial department of Indian railways- A Customer relationship Management perspective held on 27th and 28th December, 2013 in the 7th NASMEI International Marketing Conference 2013 in India.
 - Dr. V. J. Sivakumar and C. Padmavathy, Developing a Conceptual Model for Customer Relationship Management Effectiveness, held on 2nd Jan, 2011, at IIM Ahmadabad, organized by AIMS, *Eighth AIMS International Conference on*.
 - Dr. V. J. Sivakumar and C. Padmavathy, Modeling Customer Relationship Management Effectiveness, held on 13th Feb, 2011, at BIM, Trichy, ATHENAEUM 2011.
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- Dr. V. J. Sivakumar and C. Padmavathy, Linkages Between CRM effectiveness, Customer satisfaction and customer loyalty; Indian retail banking context, May 20th, 2011, fifth international conference on services management, New Delhi.
 - Sivakumar V.J. and Karthik Saravana Raj G on “Evaluating Integrated Marketing Communication with respect to Hotels”, at the International conference on Marketing in Emerging Economies in IIM, Ahmedabad, India during 5th and 7th January, 2011.
 - Sivakumar V.J. and Padmavathy .C on “Exploring the dimensionality of CRM effectiveness in a banking context”, presented at the 4th International marketing conference conducted by North American Society for Marketing Education in India and Koter-Srinivasan center for Research in Marketing of Great Lakes Institute of Management, Chennai on 23rd – 24th, December, 2010.
 - Sivakumar V.J. and Hemalatha M on “An Exploration of Retail Event Shopping Behavior”, in 3rd IIM Ahmedabad, India International Conference on Marketing Paradigms for Emerging Economies 2009 between January 7th and 9th, 2009.
 - V.J. Sivakumar on “Impact of country of origin on brands”, presented in the Annual American Business Research Conference, at Sheraton LaGuardia East Hotel, Flushing, New York, USA during 28th and 29th September, 2009.
 - V.J. Sivakumar on “Intergenerational Influences – A key source of Brand Equity”, presented at the 3rd International marketing conference conducted by North American Society for Marketing Education in India and Koter-Srinivasan center for Research in Marketing of Great Lakes Institute of Management, Chennai on 18th – 19th, December, 2009.
 - V.J. Sivakumar and M. Hemalatha on “A Structural Equation Modelling Approach to Clearance sales shopping Behaviour”, presented in International conference on Mathematical Methods and computation, Jamal Mohamed College, Tiruchirappalli, India 24th – 25th July, 2009, pp. 416-424.
 - Sivakumar V.J. and Balasubrahmanyam M.P. on “Emerging competitive scenario in Indina Power equipment market” presented at the 3rd International conference on Management research organized by Bharathidasan Institute of Management, Tiruchirappalli, India on 14th and 15th February, 2009.
 - Sivakumar V.J. on “Ambush Marketing- Attack and counter attack strategies” presented at the International marketing conference conducted by North American Society for Marketing Education in India and Koter-Srinivasan center for Research in Marketing of Great Lakes Institute of Management, Chennai on 22nd – 23rd, December, 2008.
 - Sivakumar V.J. on “TATA Motors and Nano” presented at the 3rd International Research seminar conducted by Yale-Great Lakes center for Management Research, Chennai, India on 21st December, 2008.
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- Sivakumar V.J. on “The Role of Technology in Building Brand equity-with specific reference to Retailing” at the international conference on Services Management “Process and Technology: Key drivers of customer focused Services Management” organized by T.A. Pai Management Institute, Manipal, India on 15th and 16th February, 2008.
 - Sivakumar V.J. and Hemalatha. M on “Shopping tourism for Building Brand India”, at the international research seminar Brand India, conducted by Great Lakes Institute of Management, Chennai, India on 23rd December, 2007
 - Sivakumar V.J., Prasanna Mohan raj and Elancheran. J on “Unique destination proposition for India – An Indian Perspective of Destination branding”, at The Great Lakes/NASMEI international marketing conference, Chennai, India on 21st and 22nd December, 2007
 - Sivakumar V.J. and Hemalatha M on “The role of Dubai shopping Festival in Promoting Retail Business in Dubai” at The Great Lakes/NASMEI international marketing conference, Chennai, India on 21st and 22nd December, 2007
 - Sivakumar V.J. and Hemalatha M on “One-to-one Marketing” at The Great Lakes/NASMEI international marketing conference, Chennai, India on 21st and 22nd December, 2007
 - Sivakumar V.J., Hemalatha M and Sridevi. P on the Factors influencing retail choice formats at International Marketing Conference at Sriram Institute of Management at Chennai, India on 21st and 22nd September, 2007.
 - Sivakumar V.J., Hemalatha M and Sridevi. paper on the “Market Basket Analysis in Retailing” in International Marketing Conference at Sriram Institute of Management at Chennai, India on 21st and 22nd September, 2007.
 - Presented a paper in the International seminar on Quality Management and Sustenance organized by the Department of Business Administration and Economics Kumararani Meena Muthiah College of Arts and Science, Chennai, India on 3rd January, 2007.
 - Presented a paper in the International conference on Global mindset and Indian roots conducted by Great lakes-Yale Research centre, Great lakes Institute of Management, Chennai, India titled “Marketing Strategies for Indian Software industry” on 23rd December, 2006.
 - Presented a paper in the International conference on Services Management conducted by Institute for International Management and Technology, Grugaon, titled “Building sustainable competitive strength in the Banking industry – the role of KCRM” on 11th and 12th March, 2005 at Radisson Hotel, Delhi, India.
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- ‘TATA TETLEY MERGER’ presented in North American Case Research Association, Inc., NACRA conference in Sedona, Arizona in the month of October 7-9, 2004.

National Conferences

- Dr. V. J. Sivakumar and Padmavathy.C Effect of Customer Relationship Management effectiveness on customer satisfaction, SIMS, Chennai.
 - Sivakumar V.J. on “The Antecedents of Retail Store Equity”, at the National Conference on Trends in Current Management practices conducted by Pavendar Bharathidasan College of Engineering & Technology, Tiruchirappalli on 17th and 18th September, 2009.
 - Sivakumar V.J., Hemalatha M and Sridevi. P on Multiattribute analysis of the Retail Store location decision at the National conference on business research at PSG Institute of Management on 16th and 17th November, 2007.
 - Sivakumar V.J., Hemalatha M and Sridevi. P on “Datamining application in Retailing at the National conference on business research at PSG Institute of Management on 16th and 17th November, 2007.
 - Sivakumar V.J. Presented a paper in the National conference on Indian Multinationals Opportunities and Challenges conducted by SRM School of Management, SRM Institute of Science and Technology (Deemed University) in collaboration with Madras Management Association, titled “Indian IT Multinationals Opportunities and Challenges” on 24th and 25th February, 2006 at SRM School of Management, Chennai, India.
 - Sivakumar V.J. on ‘IGLOO TV Dip’ presented in the two day Conference on Case Study organized by XIME, Bangalore, India sponsored by AICTE during 22nd and 23rd April, 2004.
 - Sivakumar V.J. and Peeru Mohamed. H presented a paper on “Customer Retention in Service Sector” in the AICTE sponsored national seminar on Customer Service Excellence at Annamalai University, Annamalainagar, Chidambaram, India during 23rd and 24th April, 2003.
 - Sivakumar V.J. and Peeru Mohamed. H presented a paper on “The Goal of CRM” in the UGC sponsored National Conference on Management in Transition at the Madras University, Chennai, India during 20th and 21st February, 2003.
 - Sivakumar V.J. and Peeru Mohamed. H paper presented at the two day national conference on e-CRM “e-CRM in Banks – a perspective of bankers and
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customers” in the month of February 2002 at Osmania University in Hyderabad, India.

- Sivakumar V.J. and Peeru Mohamed H presented a paper on “CRM in Banking” in the AICTE sponsored National CRM conference at Anna University, Chennai, India in December, 2001.

BOOK CHAPTERS

- C. Padmavathy and Dr. V. J. Sivakumar, Contributed one chapter in the edited book entitled Towards Managerial Excellence: Challenges and Choices, Macmillan Publication.
- Sivakumar V.J. and Dr. Peeru Mohamed. H on ‘Strategic issues relating to ECRM in banks – The perspective of Bankers and Customers’, First Edition, Excel Books, New Delhi.

CONFERENCES/WORKSHOPS PARTICIPATED

- Business Analytics convention on 26th July. 2013 at Christ College, Bangalore.
 - Participated in 1st World Summit on Accreditation during 25th to 28th March, 2012 conducted by National Board of Accreditation at New Delhi.
 - Participated in in-country program on Accreditation and Certification of TVET institutions and participated in the international seminar on “Enhancing quality of Technical Education through Accreditation” conducted by Colombo plan Staff College for Technician education in collaboration with National Institute of Technical Teachers’ Training and Research, MHRD, Government of India during January 9th and 13th, 2012.
 - Participated the Supply Chain Workshop organized during 22nd and 23rd January, 2011 conducted by DOMS, NIT Tiruchirappalli.
 - Addressed management faculty on Effectiveness of using case studies in teaching management students in the International Conference on the latest teaching methods at Annamalai University on 11th August, 2010.
 - Addressed doctoral students on Thesis Report writing at the International conference on Management Research at Allana Institute of Management Science, Poona on 17th December, 2009.
 - Addressed Rotary club on Leadership skills on 10th October, 2007
 - Participated in Madras Management Association Golden Jubilee Women’s Annual convention, Chennai, India held on 8th March 2006.
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- Participated in Madras Management Association Golden Jubilee Annual convention on “India the unbound”, held between 3rd and 4th February, 2006 in Chennai, India.
- Participated in Madras Management Association Annual convention on “Beyond Creating Value”, held between 21st and 22nd January, 2005 in Chennai, India.
- Participated in conference on “e-Learning: Current trends and challenges”, conducted by Management Development Centre, LIBA, Chennai, India on 26th November, 2004.
- Participated in the National HR conclave on “Building World Class Organization for India Inc. – HR Perspective” conducted by LIBA in Hotel Taj Coromandel, Chennai, India on 23rd January, 2004.
- Participated in the national banking seminar on “The Challenges and Opportunities for Banks in the next decade”, conducted by LIBA, Chennai, India in February, 2004.
- Participated in a one day seminar on “Innovative marketing strategies” organized by Madras Management Association on 30th July 2003, in Chennai, India.
- Participated in a one day seminar on “Retailing Management” conducted in LIBA, Chennai, India on 5th January 2003.
- Participated in a one day seminar on Corporate Governance conducted in LIBA, Chennai, India on 19th January, 2003.
- Participated in a two day International Conference on Services Marketing
- conducted by The School of Business, M.O.P. Vaishnav College for Women, Chennai, India between 20th and 21st December, 2002.
- Participated in the National Management Convention “Building Sustainable Competitive Strength”, conducted by All India Management Association, New Delhi, India held between 6th to 8th September, 2001.

ADMINISTRATIVE RESPONSIBILITIES

- Was Head of the Department of Management Studies, NIT, Tiruchirappalli – 620 015 during 2014 to 2017.
 - NBA accreditation coordinator for NIT Tiruchirappalli during 2011 to 2012.
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- Nodal Officer for NITT for All India Survey for Higher Education (AISHE), MHRD, Government of India.
- Staff co-ordinator of the Rotary club of NIT Tiruchirappalli and Rotary Club of Rockcity, Tiruchirappalli at NIT, Tiruchirappalli since 2008.
- Hostel warden at National Institute of Technology, Tiruchirappalli, India.
- Admissions coordinator at the Department of Management Studies, National Institute of Technology, Tiruchirappalli, India.
- Organizing the Great Lakes/NASEI international marketing conference as co-chairman along with Dr. Seenu V. Srinivasan in Chennai, India in December 2007.
- Program Director for the Executive MBA at Great Lakes Institute of Management, Chennai during 2006-2007.
- In-charge of the library and purchases at Great Lakes Institute of Management, Chennai during 2006-2007.
- Research coordinator at LIBA for two years during 2004-2006.
- Admissions coordinator at LIBA for three years during 2001-2004.
- Public Relations Officer at LIBA for three years during 1998-2001.

FACULTY IMPROVEMENT PROGRAMMES ATTENDED

- Participated in the “Faculty quality improvement workshop on Case method of Teaching conducted by Case Research society of India” at Indian Institute of Technology, Chennai, India during 26th to 28th September, 2008.
- Participated in a “Faculty Improvement Programme on Case Study writing” sponsored by AICTE and conducted by XIME, Bangalore, Karnataka between 22nd and 23rd April, 2004.
- Participated in a “Faculty Quality Improvement Programme on the Innovative Pedagogical Tools in Teaching Marketing Management” sponsored by AICTE and conducted by T.A. Pai Management Institute, Manipal, Karnataka between 18th November and 22nd November, 2002.

Outreach activities:

Reviewer of a number of International Management journals and publications and
Board member of a number of universities and management institutes in India

