



Dr. V.J. Sivakumar
Associate Professor
Cell No. 94880 58971
Email id: vjs@nitt.edu

Educational Background

- Ph.D. in Customer Relationship Marketing in the Indian Retail Banking Industry from Anna University, Chennai
- M.B.A. from Bharathidasan University
- M.Sc. Physics from Bharathidasan University

Publications

Publications

1. 'IMPACT OF TECHNOLOGY IN RETAILING', Management Matters, August 2005, Vol.1, Issue 4.
2. '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.
3. 'Changing Times-24/7 - Case Study on Titan', Management Matters, September 2004, Vol.1, Issue 3.
4. 'Strategic issues relating to ECRM in banks – The perspective of Bankers and Customers', First Edition, Excel Books, New Delhi.

5. 'Customer Retention in Banks', Management Matters, April 2003, Vol.1, No.6.
6. 'Reading the Bank Customer', Management Matters, September 2002, Vol.1, No. 5.
7. 'eCRM in Banks – An empirical study', Management Matters, March 2002, Vol.1, No. 4.
8. 'Study of consumer awareness and perception of Fa range of body care products', Management Matters, September 2001, Vol.1, No.3.
9. 'CRM in Retail Banking', Management Matters, September 2001, Vol.1, No.3.
10. 'Relationship marketing in a competitive environment', Management Matters, March 2001, Vol.1, No.2.

Conferences and Papers

Papers presented in conferences

- Is a co-chairman of Great Lakes/NASMEI international marketing conference to be conducted on 21st and 22nd December, 2007.
- Presented a paper on the Market Basket Analysis in Retailing in International Marketing Conference at Sriram Institute of Management at Chennai 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 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 titled "Marketing Strategies for Indian Software industry" on 23rd December, 2006.
- 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.
- Presented a paper in the International conference on Services Management conducted by Institute for International Management and Technology, Gurgaon, titled "Building sustainable competitive strength in the Banking industry – the role of KCRM" on 11th and 12th March, 2005 at Radisson Hotel, Delhi.
- 'TATA TETLEY MERGER' presented in North American Case Research Association, Inc., NACRA conference in Sedona, Arizona in the month of October 7-9, 2004.
- 'IGLOO TV Dip' presented in the two day Conference on Case Study organized by XIME, Bangalore, sponsored by AICTE during 22nd and 23rd April, 2004.
- Presented a paper on "Customer Retention in Service Sector" in the AICTE sponsored national seminar on Customer Service Excellence at Annamalai University, Annamalainagar, Chidambaram during 23rd and 24th April 2003.
- Presented a paper on "The Goal of CRM" in the UGC sponsored National Conference on Management in Transition at the Madras University, Chennai during 20th and 21st February, 2003.
- Paper presented at the two day national conference on e-CRM "e-CRM in Banks – a perspective of bankers and customers" in the month of February 2002 at Osmania University in Hyderabad.
- Presented a paper on "CRM in Banking" in the AICTE sponsored National CRM conference at Anna University, Chennai in December, 2001.

Conferences participated

- Participated in Madras Management Association Golden Jubilee Women's Annual convention held on 8th March 2006.
- Participated in Madras Management Association Golden Jubilee Annual convention on "India the unbound", held between 3rd and 4th February, 2006.
- Participated in Madras Management Association Annual convention on "Beyond Creating Value", held between 21st and 22nd January, 2005.
- Participated in conference on "e-Learning: Current trends and challenges", conducted by Management Development Centre, LIBA, in Radha Park Inn 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 on 23rd January, 2004.
- Participated in the national banking seminar on "The Challenges and Opportunities for Banks in the next decade", conducted by LIBA in February, 2004.
- Participated in a one day seminar on "Innovative marketing strategies" organized by Madras Management Association on 30th July 2003.
- Participated in a one day seminar on "Retailing Management" conducted in LIBA on 5th January 2003.
- Participated in a one day seminar on Corporate Governance conducted in LIBA 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 between 20th and 21st December, 2002.
- Participated in the National Management Convention "Building Sustainable Competitive Strength", conducted by All India Management Association, New Delhi held between 6th to 8th September, 2001.

Responsibilities

Responsibilities

- Was the warden of Hostel at National Institute of Technology, Tiruchirappalli – 620 015.
- Was the co-ordinator for the industry institute interaction in the Department of Management Studies at National Institute of Technology, Tiruchirappalli, India.
- Was the admissions coordinator for the Department of Management Studies, National Institute of Technology, Tiruchirappalli.
- Organized the Great Lakes/NASEI international marketing conference as co-chairman in Chennai, India.
- Was the Program Director for the Executive Education at Great Lakes Institute of Management, Chennai.

- Was incharge of library and purchases at Great Lakes Institute of Management, Chennai.
- Was the Research coordinator at LIBA for two years during 2004-2006.
- Was the Admissions coordinator at LIBA for three years during 2001-2004.
- Was the Public Relations Officer at LIBA for three years during 1998-2001.

Faculty Improvement Programmes

Faculty Improvement Programmes

- 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.

Research and Teaching

Research

Presently guiding doctoral research candidates in the area of Marketing at National Institute of Technology, Tiruchirappalli, India.

Is also the research supervisor at Madras University, Chennai, India.

Research/Teaching

- Marketing Management
- Services Marketing,
- Strategic Brand Management,
- Sales Management
- Retail Marketing
- Customer Relationship Management
- Entrepreneurship
- Business Analysis and IT consulting in Retailing

Education and Experience

Education

- Ph. D., in Customer Relationship Management, Anna University, Chennai, India
- M.B.A., Marketing, Bharathidasan University, Tiruchirapalli, India
- M.Sc., Physics, Bharathidasan University, Tiruchirapalli, India
- B.Sc., Physics, St. Joseph's College, Tiruchirapalli, India
- Diploma in Software Technology (DST), Loyola Institute of Business Administration (LIBA), Chennai, India
- Diploma in Computer Applications (DCA), Loyola Institute of Business Administration (LIBA), Chennai, India
- Certificate course in Customer Relationship Management from ACME-IFMR and Madras Management Association, Chennai, India
- Post Graduate diploma in RDBMS from Software Solutions Integrated Ltd. SSI, Chennai, India

Faculty Development Programmes

- 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.

Teaching Experience

- Associate Professor in the Department of Management Studies, National Institute of Technology, Tiruchirappalli, India
- Associate Professor and Program Director – EMBA at Great Lakes Institute of Management, Chennai, India
- Assistant Professor at Loyola Institute of Business Administration (LIBA), Chennai, India
- Teaching assistant at Department of Management Studies, Anna University, Chennai.

Industry Experience

- Marketing Manager at Solidaire India Ltd., Chennai
- Branch Manager at Usha Martin Telecom Ltd., Indore
- Marketing Supervisor at Crompton Greaves Ltd. Chennai
- Senior Sales Executive at BPL SANYO Ltd., Chennai

Research

- Guiding doctoral research candidates in the area of Marketing at National Institute of Technology, Tiruchirappalli, India.
- Research supervisor at Madras University, Chennai, India.

Research Projects

A study of the challenger strategies for TVS Electronics Ltd.

A study on comparative strategies of Airbus and Boeing

A study on comparative strategies of Dell and other computer manufacturers.

A study on Tata Automobiles.