

BIODATA

1. NAME : D. Ramkumar
2. QUALIFICATION : M.B.A., M. Phil., Ph.D.,
3. DESIGNATION & DEPARTMENT : Assistant Professor
Department of Business Administration
4. AGE & DATE OF BIRTH : 52, 26.03.1971
5. GENDER : Male
6. PERMANENT ADDRESS : Department of Business Administration,
Sri Meenakshi Government Arts College for
Women (A), Madurai – 625 002
7. ADDRESS FOR COMMUNICATION : Department of Business Administration,
Sri Meenakshi Government Arts College for
Women (A), Madurai – 625 002
ramkumar.mdu3@gmail.com

8. EDUCATIONAL QUALIFICATION

S. No.	Degree	Subject	Year of Study	Institution
1	B.B.A.,	Business Administration	1988- 1991	N.M.S.S. Vellaichamy Nadar College, Madurai
2	M.B.A.,	Business Administration	1991- 1993	Thiagarajar School of Management, Madurai
3	M. Phil.,	Entrepreneurship	October 2000	Madurai Kamaraj Univeristy
4	Ph. D.,	Business Administration	November 2008	Madurai Kamaraj Univeristy

9. RESEARCH WORK / EXPERIENCE : 15 years
10. RECOGNIZED RESEARCH GUIDE : Yes
11. AREA OF SPECIALISATION : Marketing and Human Resource Management

12. TEACHING EXPERIENCE

S. No	Designation	College	Duration	Years
1	Assistant Professor	Sri Meenakshi Government Arts College for Women, Madurai	05.03.2021 - Till date	2 Year
2	Assistant Professor	Government Arts College, Paramakudi	06.08.2013 – 04.03.2021	7 Years
3	Assistant Professor	Alagappa Government Arts College, Karaikudi	08.08.2012 – 05.08.2013	11 Months
4	Assistant Professor	Government Arts College (Autonomous), Kumbakonam	28.02.2011 – 07.08.2012	1 Year
5	Senior Lecturer	The American College, Madurai	13.07.2007 - 26.02.2011	3 Years
6	Assistant Professor and Head	N.M.S.S. Vellaichamy Nadar College, Madurai	01.11.2005 - 12.07.2007	1 Year
7	Lecturer	N.M.S.S. Vellaichamy Nadar College, Madurai	09.10.1996 - 31.10.2005	9 Years
8	Lecturer	V.H.N.S.N. College, Virudhunagar	20.09.1995 - 08.10.1996	1 Year
Total Teaching Experience				27 Years

13. ORIENTATION/REFRESHER COURSES/OTHER PROGRAMMES & TRAINING:

S. No	Name of the Course	Topic	Academic Staff College / University	Period
1	Orientation Programme for the newly recruited Government Arts and Science College Teachers	-	Tamilnadu State Council for Higher Education, Chennai	04.05.2011 – 02.06.2011
2	Refresher Course in Business Administration	Indian Economy – Its Prospects & Challenges	Academic Staff College, Madurai Kamaraj University, Madurai	01.03.2013 – 21.03.2013
3	Refresher Course in Business Administration	Contemporary Development and Emerging Challenges in Business	UGC HRD, Madurai Kamaraj University, Madurai	09.03.2018 – 29.03.2018
4	Refresher Course in Business Administration	Status of Indian Economy in the Current Scenario	UGC HRD, Madurai Kamaraj University, Madurai	09.12.2020 – 22.12.2020
5	Refresher Course in Business Administration	Teaching Methods of Commerce & Management in the Digital Era	UGC HRD, Madurai Kamaraj University, Madurai	10.08.2022 – 23.08.2022

14. INTERNATIONAL PUBLICATIONS:

S. No	Conference / Journal	Title	Issue / ISBN/ ISSN No.	Year
1	International Journal of Business Management & Research (IJBMR)	Impact of Emotional Intelligence on Academic Achievements of College Students – A Review	ISSN(P): 2249 6920; ISSN(E): 2249 8036	Vol. 6, Issue 2, Apr 2016
2	Asia Pacific Journal of Research	A Study on the Relationship between Emotional Intelligence and Organizational Fit among Employees in Indian IT Sector	ISSN 2320 5504	Vol. 1, No. XLIII, September 2016
3	International Journal of Multidisciplinary Research and Modern Education (IJMRME)	Emotional Labour: The Invisible Unpaid Work of Nurses and How it Affects the Job Satisfaction	ISSN (Online): 2454 6119	Vol. 3, No. 1, 2017
4	Kinerja Journal of Business and Economics	Impact of E-Service Quality on Customer Satisfaction and Loyalty Empirical Study in India Online Business		Vol.21, No.1, 2017
5	International Journal of Applied and Advanced Scientific Research	Stress in Nursing Profession and the Emotional Labour Strategies	ISSN (Online) 2456 3080	Vol. 2, No. 1, November 2017
6	Shanlax International Journal of Management	Indian Luxury Car Market	ISSN 23214643	Vol. 5, No. 2, October 2017
7	EPRA International Journal of Economics, Business and Management Studies	Effect of Emotional Intelligence Competencies on Academic Performance amid College Students: A Strategic Approach	ISSN-2347-4378	Vol. 8, No. 2, February 2021

15. NATIONAL PUBLICATIONS:

S. No	Conference / Journal	Title	Issue / ISBN/ ISSN No.	Year
1	ICFAI Journal of Marketing Management	Relationship Marketing – a new old concept	ISSN 0972 6845	Vol. V No.3 August 2006
2	BVIMR Management Edge	Product Attributes Evaluation on ad support and brand loyalty	ISSN 0976 0431	Vol. 1, No. 2 Jan – July 2008
3	SCMS Journal of Indian Management	Perceptual Mapping: The “Country” consumer and toilet soap branding	ISSN 0973 3167	Vol. V, No. 1, Jan – March 2008
4	Abhigyan	What discriminates product attribute evaluations in lower socio-economic segments?	ISSN 0970-2385	Vol. XXV, No. 4, January – March 2008
5	Management and Labour Studies	Perception of product attributes in brand switching behaviour – an explanation through multidimensional scaling	ISSN 0258 042	Vol. 33, No.1, February 2008
6	GGU Journal of Business	Information Search and Source Instrumentality, GGU Journal of Business	ISSN 0973 5887	Vol. 3 & 4, No. 2 & 1, July – Dec 2007, Jan – June 2008
7	ASBM Journal of Management	Problem Recognition Styles and Attribute Evaluation – An Approach to Market Segmentation		Vol. 1, No.1, 2008 pp 128-138
8	Gitam Journal of Management	Buyer Uncertainty and Product Attribute Evaluation		Vol. 7 No. 3 PP July – September 2009
9	Udyog Pragathi	Consumer’s Consideration Set Formation – Role of Problem Recognition Styles and Information Search Efforts		Vol. 33 No.3, pp 49-57 July – September 2009
10	Gurukul Business Review	Consumer Complaining – A Comparison of Urban and Rural Consumers	ISSN 009731466	Vol. 5, Spring, 2009
11	Journal of Science, Technology and Management	Role of Self-image and information search behaviour on Brand Loyalty		Vol. 3 No.2, July – Sep 2010
12	Indian Streams Research Journal	Exploring the Dark Side of Relationship Marketing	ISSN 22307850	Vol. 5, No. 5, June 2015

13	PARIPEX – Indian Journal of Research	Perception of Organisational Sacrifices and its Impact on Turnover Intention among Software Professionals	ISSN 2250 1991	Vol. 6, No. 5, May 2017
14	PARIPEX – Indian Journal of Research	Buyer Behaviour in Luxury Car Segment in Madurai	ISSN 2250 1991	Vol. 8, No. 2, February 2019
15	Journal of Emerging Technologies and Innovative Research	Stress Among RTO Office Employees in Madurai District	ISSN 2349 5162	Vol. 7, No. 2, February 2020

16. REVIEWER FOR INTERNATIONAL/NATIONAL/STATE LEVEL CONFERENCES:

S. No	Conference	Organised by	Date
1	Agile Workforce Conference 2019, Transforming Talent, Technology & Ideas	Department of Management Studies, Pondicherry University, Puducherry	26 th and 27 th December 2019

17. CHAIR PERSON FOR INTERNATIONAL/NATIONAL/STATE CONFERENCES:

S. No	Conference	Organised by	Date
1	National Conference in Challenges, Opportunities and Emerging Trends in Marketing	Department of Management Studies, Periyar Maniammai University, Vallam, Tanjore	11.11.2011 & 12.11.2011
2	International Conference on Contemporary Management	Department of Management Studies, NPR College of Engineering and Technology, Natham, Dindigul District	19.10.2012
3	National Seminar on Managerial Strategies for Contemporary Business	Karpaga Vinayaga Institute of Management, Pudukottai	25.04.2013
4	Indian World Class Manufacturing – The Road Ahead	Department of Management Studies, Fatima College, Madurai	01.11.2015
5	Two Day International Conference on Managing Disaster – A Strategic Perspective	Department of Management Studies, Fatima College, Madurai	29.09.2016 & 30.09.2016

18. INVITED TALKS DELIVERED INTERNATIONAL/NATIONAL/STATE LEVEL CONFERENCES:

S. No	Conference	Organised by	Date
1	State Level Symposium MASS IGNITOR 2012	MASS College of Arts & Science, Kumbakonam	29.02.2012
2	National Integration Camp for NSS Volunteers	National Service Scheme and Alagappa Chettiar College of Engineering and Technology, Karaikudi	11.2.1018
3	ICSSR Sponsored Two Day National Seminar on Rural Women Empowerment – A Way of Sustainable Development	PG and Research Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi	10.01.2018
4	AICTE sponsored Online Short Term Training Program	Department of Management Studies, P.S.R. Engineering College, Sivakasi	17.08.2020
5	ICSSR Sponsored National Level Three Day Workshop on Process and Practice of Research	PG and Research Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi	23.01.2021

19. BOOKS PUBLISHED: NIL

20. TECHNICAL TALKS DELIVERED:

S. No	Topic	College / University / Institution	Date
1	The Chinese Scare – The Real Story	G. Venkataswamy Naidu College, Kovilpatti	24.02.2001
2	Operations Research (DPP, Integer Programming and Game theory)	M.A.M. B – School, Trichy – Chennai Trunk Road, Tiruchirapalli	07.01.2011
3	“How to Face Interview”	Alagappa Government Arts College, Karaikudi	11.12.2015
4	Interpersonal Skills	Sri Meenakshi Government College for Women, Madurai	05.02.2016
5	Product Management and Marketing Research	School of Management Studies, The Gandhigram Rural Institute, (Deemed to be University), Gandhigram, Dindigul	14.02.2018
6	Tips for doing Projects	Nadar Saraswathi College of Arts and Science, Theni	18.07.2018
7	Relationship Marketing	Sri Meenakshi Government College for Women, Madurai	03.03.2020
8	Webinar on Digital Marketing	Justice Basheer Ahmed Sayeed College for Women, Chennai	30.03.2022
9	Student Development Programme on Empowering Self	Senthamarai College of Arts and Science Vadapalanji, Madurai	15.12.2021
10	“Empowering Self – Skill Development”	MTN College, Department of Corporate Secretaryship	12.09.2022
11	“Digital Marketing”	The American College, Madurai	24.09.2022

21. SEMINAR/SYMPOSIA/WORKSHOP ATTENDED:

S. No	Name & Level of the Programme	Title	Place	Date
1	State Level Seminar on Women Micro Enterprises Changes and Challenges	Women Micro Entrepreneurs – Changes and Challenges in Madurai	NMS SVN College, Madurai	22.03.2012
2	AICTE Sponsored National Seminar on Building Brands in Indian Markets	Customer Relationship Management – the ultimate tool for brand building,	Indian Institute of Management Kozhikode	13.12.2003 & 14.12.2003
3	National level Seminar on Emerging trends in Advertising & Salesmanship in the global era	Web Marketing – Marketing in the age of Information Technology	Department of Commerce, The American College, Madurai	01.02.2004 & 02.02.2004
4	National Symposium on Rural Marketing	Challenges in Rural Logistics with Special Reference to FMCG Companies	Department of Management Science, Vellore Institute of Technology, Vellore	05.02.2004 & 06.02.2004
5	University Grants Commission, New Delhi Sponsored National Seminar on “Managing Business in Knowledge Era”	Customer Relationship Management in Life Insurance Companies” and “Business Process Outsourcing – Opportunities and Challenges	Directorate of Distance Education, Annamalai University,	20.02.2004 & 21.02.2004
6	ONGC Sponsored National Seminar on “Global Competitiveness of Indian Industries”	Indian Life Insurance Sector in the New Millennium	E.G.S. Pillay Engineering College, Nagapattinam,	27.03.2004
7	Second International Conference on Logistics and Supply Chain Management	Faculty of Mechanical Sciences, P.S.G. College of Technology, Coimbatore and Central Michigan University, USA	CRM in Life Insurance Sector	03.08.2004 & 04.08.2004
8	AICTE Sponsored Workshop on Environment Awareness and Pollution Control	Making Earth a Better Place to Live for Future Generations	K.S.R. College of Arts and Science, Thirchengodu	30.06.2004
9	National Seminar on Customer Relationship Management	Future of Relationship Marketing	The American College, Madurai	01.03.2006

10	UGC Sponsored National Seminar on Retailing	CRM in Retailing	Alagappa Institute of Management, Karaikudi	13.03.2006 & 14.03.2006
11	National Seminar on Changing Paradigms in Management	Preferences for Product Bundles	Annamalai University	22.09.2007
12	International Marketing Conference on Marketing and Society	The Dark Side of Relationship Marketing	Indian Institute of Management Kozhikode	08.04.2007 – 10.04.2007
13	UGC Sponsored National Conference on Quadruple Business Dimensions in Bottom Line Reporting	Resource Based View	PG Department of Commerce, The Madura College	06.09.2019

22. SEMINAR/SYMPOSIA/SEMINAR CONDUCTED:

S. No	Name & Level of the Programme	Title	Place	Date
1	One Day National Level Seminar	TANSICHE Sponsored National Seminar on Digital Marketing	Sri Meenakshi Government Arts College for Women(A), Madurai	21 st April 2022

23. GUIDANCE FOR M. Phil., : 12 students – Awarded

S. No	Name of the Student	Reg. No	University	Title of the Dissertation	Month & Year
1	Poorna Chelvan N	A7A6192084	Madurai Kamaraj University	Work Stress Among IT Employees	April 2009
2	Mari Muthu N	14136033015	Alagappa University	A Study on Employee Retention at ABT Maruthi Madurai	April 2014
3	Balamurugan M	1414603007	Alagappa University	A Study on Brand Loyalty for TVS Motor Bikes in Muthukulathur, Ramanathapuram District	April 2015
4	Sellaiah D	1414603013	Alagappa University	A Study on Comparative Analysis of Customer Satisfaction of Aavin Milk Products with Other Private Brands in Madurai	May 2015
5	Karthichamy M	1414603010	Alagappa University	A Study on the Effectiveness of Performance Appraisal in Eastern Condiments, Theni	May 2015
6	Thavamoorthi M	1415603014	Alagappa University	A Study on Stress Level of School Teachers in Abiramam	July 2016
7	Ramkali P	1415603012	Alagappa University	A Study on Factors Motivating Employees in Standard Matches Industries (P) Limited, Thiruthangal	July 2016

8	Janani P	1416603003	Alagappa University	A Study on Effectiveness of Training and Development in National Textiles Corporation Limited, Kamuthakudi	April 2017
9	Karthika S	1416603004	Alagappa University	A Study on Job Satisfaction in College Lecturers and Professors in Sivagangai	April 2017
10	Maheswari N	1417603002	Alagappa University	A Study on Job Satisfaction of School Teachers in Paramakudi	April 2018
11	Arockia Rosy M	1418603001	Alagappa University	A Study on Job Satisfaction among School Teachers in Ramanathapuram District	April 2019
12	Muthukumar R	1418603005	Alagappa University	A Study on Problems Faced by Women Entrepreneurs in Ramanathapuram District	April 2019

24. GUIDANCE FOR Ph.D., UNDER MADURAI KAMARAJ UNIVERSITY, MADURAI: Nil

25. OTHER RESPONSIBILITIES HOLD IN SERVICE (CURRENT/PREVIOUS):

S. No	Name of the Committee	Place	Period	Position
1	End Semester Examination	Sri Meenakshi Government Arts College for Women(A), Madurai	November 2021	Valuation Co-ordinator

26. OTHER RESPONSIBILITIES HOLD IN OTHER INSTITUTIONS:

S. No	Position	Institution / Body	University / College	Period
1	Member	Board of Studies – BBA	Fatima College, Madurai	2010
2	Member	Board of Studies - MBA and M. Phil., (Management)	Alagappa University, Karaikudi	20.03.2015 – 04.03.2020
3	Member	Board of Studies - BBA	N.M.S.S. Vellaichamy Nadar College, Madurai	2018
4	Member	Board of Studies – BBA	Sri Kaliswari College, Sivakasi	2018, 2021
5	Member	Board of Studies - MBA	Sourashtra College, Madurai	2020
6	Academic Audit – External Member	Academic Audit – MBA	Sourashtra College, Madurai	2021
7	Academic Audit – External Member	Academic Audit – MBA	Sourashtra College, Madurai	2022

27. AWARDS/MEDALS RECEIVED:

Awarded the best paper for “Preferences for product bundles” In the National Conference on “Emerging Paradigms in Management” organized by Department of Business Administration, Annamalai University on 22nd September, 2007.

First Prize in the Case Study Competition on the Theme of Grocery & Retail Indian Startup, organised by organised by, Institution’s Innovation Council of Gulzar Group of Institutions, Ludhiana (August 23rd to Sep 3rd 2022)

28. MEMBERS IN PROFESSIONAL BODIES: NIL

29. RESEARCH PROJECTS: Nil