



Dr. K. VIJAYAKUMAR

M.Com., M.Phil., MBA., PGDCA., Ph.D.

**Assistant Professor of Commerce
JAMAL MOHAMED COLLEGE (Autonomous)
TRICHY- 620 020**

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Educational Qualifications

- **Doctoral Degree** in Commerce from Bharathiar University, Coimbatore in 2013
- **M.B.A.,** degree from RVS College of Arts & Science, Coimbatore affiliated with Bharathiar University in May, 2013
- **M.Phil.,** degree in Commerce from Alagappa University, Karaikudi in January, 2008
- **Post Graduate Diploma in Computer Application** (PGDCA) from Bharathiar University, Coimbatore in March, 2005
- **M.Com.,** degree from Annamalai University, Chidambaram in December, 2003
- **B.Com.,** degree from Gobi Arts & Science College, Gobichettipalayam affiliated with Bharathiar University in May, 1999

Core competencies

- Posses about Fourteen years experience in the field of education (both teaching and administration)
- Strong commitment with the job as well as interested in teaching graduate and undergraduate students
- Profound knowledge of the subject areas and ability to teach students by using various methods
- Analytical approach and ability to research as well as an ability to respect students
- Good interpersonal and organizational skills

Academia & Administrative Experience:

- Working as Assistant Professor of Commerce in Jamal Mohamed College, Trichy from 05.12.2013 to till date
- Worked as Assistant Professor of Commerce in Bharathidasan College of Arts & Science, Erode from 11.06.2012 to 14.11.2013
- Worked as Admin. Manager in Kathir College of Engineering, Coimbatore from 16.06.2011 to 08.06.2012
- Worked as Assistant Professor of Commerce in Gobi Arts & Science College, Gobichettipalayam from 16.06.2008 to 15.06.2011
- Worked as Office Manager in Gobi Arts & Science College, Gobichettipalayam from 21.06.2002 to 15.06.2008

Subjects Specialisation:

Income Tax Law & Practice

Corporate Accounting

Marketing Management

Advanced Financial Accounting

Banking Theory, Law & Practice

Industrial Relations

Area of Specialisation

- Marketing and Finance

Research/Project Area:

Ph.D.:

Services Marketing - Service Quality Measurement of mobile phone service providers in Gobichettipalayam Town, Erode District, Tamilnadu.

M.Phil.,:

Human Resource Management - The study on workers participation in management at Durairaj mills Ltd, Pasur.

M.B.A.:

Marketing - Impact of television advertisements on consumers' buying behaviour: A study on the products of Hindustan Unilever Limited in Gobichettipalayam Taluk

Computer Knowledge

- Proficient in Basic Use of Computer

Research Guidance Experience

	Completed	On Roll
PG Level	18	-
M.Phil. Level	03	01
Ph.D. Level	-	-

Candidates awarded M.Phil., in Commerce under his Supervision

S. No	Title of the Dissertation	Name of the Candidate	Year
1	Customers' Attitude towards Reliance GSM Mobile Service in Gobichettipalayam Town, Erode District.	D. Thangamani	Sep, 2009
2	A Study on Consumer's Satisfaction towards Malted Food Products in Tiruchirappalli Town	S. Mohamed Faizal	Aug, 2015
3	A Study on Brand Preference of Consumers towards Tea Products in Tiruchirappalli City	R. Jhansi	Aug, 2015
4	Impact of Television Advertisements on Consumers' Buying Behaviour: A study on the products of Hindustan Unilever Limited in Pudukkottai Taluk	A. Reeta Megila	On going

Details of Orientation / Refresher Courses Attended:

Orientation / Refresher Courses	Conducted By	From	To
83 rd Orientation Course (1 month)	UGC Academic Staff College, Bharathidasan University, Trichy	20.05.2014	16.06.2014

No. of Books Published with ISBN

S. No	Title of the Book	ISBN -Number & Name of the Publisher	Year of Publication
1	Service Quality Measurement of Mobile Phone Service Providers: A Study	978-3-659-75542-2 Lambert Academic Publishing Germany	2015

Details of Articles/Papers Publication:

S. No.	Name of the Journal	National / International / Referred	Title of the Article	Month & Year of Issue
1	WIDE – Spectrum ISSN 2250-2815 Vol-2, NO. 7	National	Differences in Customer Satisfaction on Services provided by the Mobile Phone Service Providers: An empirical study	Feb, 2014
2	College Sadhana - Vol. 6, No. 2, Page No. 906-911	National	Service Quality of Mobile Phone Service Providers: A Gap Analysis	Feb, 2014
3	Contemporary Issues in Business Vol.5 – ISBN 978-93-80767-46-8	International	Consumer Preference towards Malted Food Products: An Empirical Study	Jan, 2015
4	SMART Journal of Business Management Studies : Financial Markets: Issues and Challenges (FIM IC – 2015)	International	Sensex – A Simplified Representation of Reality	Jan, 2015
5	Jamal Academic Research Journal ISSN 0973-0303 Vol – II Page. No. 202	National	Services sector in India: An overview	Jan, 2015
6	International Journal of Management and Social Development Vol.2 – No. 2 – ISSN 2348 – 1919 P.No. 149-150	International	Occupational and Safety Health in India	Feb, 2015
7.	Eduved -International Journal of Interdisciplinary Research ISSN 2348 – 6775 Vol.2 No.7	International	“Test of validity and reliability of Measurement Instruments in Social Science Research”	Jul, 2015
8.	International Journal of Management and Development studies (IJMDS) ISSN 2320 – 0685 Vol.4 No.3	International	Factors influencing the users to choose mobile phone service Providers: An Empirical Evidence	Jul-Sep, 2015
9.	Jamal Academic Research Journal: An Interdisciplinary ISSN 0973-0303 Vol.3 P.No. 226-228	National	Make in India – A New Plan for Sustainable Development	Aug, 2015
10	Mass Communicator: ISSN : 0973-9688 Vol.9 No.3 Page No. 37	International	Brand preference of smart phone users in Tamilnadu state of India	Jul-Sep, 2015
11	Opportunities and Challenges in Rural Marketing and Its Impact on Rural Development P.N.:316-324	National	Marketing to Rural India: A Changing Paradigm	Sep, 2015

Minor and Major Research Project (Details)

<p>Minor Research Project</p>	<p><u>Proposal send to UGC and awaiting for Approval</u></p> <p>Proposal No.: <u>ROMRP-SERO-COMM - 2015-16 - 37657</u></p> <p><u>Topic</u> Customers' Satisfaction towards Mobile Phone Service Providers: A Study in Tiruchirappalli Town, Tamilnadu.</p>
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Paper Presentation in the National or International Seminar/Conference

S. No.	Theme of the Seminar - Title of the Paper	Name of the College	Date of Presentation
1	National Level Seminar - The Global Financial Crisis and its Impact on India – Challenges for Banks	Navarasam Arts & Science College, Erode.	07.02.2009
2	National Level Seminar - Changing Dimensions of Human Resources in the Globalised Scenario – Issues & Challenges in Human Resource Management	Gobi Arts & Science College Gobi.	20.02.2009 & 21.02.2009
3	National Conference - The Global Financial Crisis & its impact on India – Financial Crisis & its impact on Indian markets	Maharaja Arts & Science College, Coimbatore.	25.09.2009
4	National Level Conference - The Role of Green Banks in India – Green Banking	Maharaja Arts & Science College, Coimbatore.	24.09.2010
5	International Seminar–Global Challenges of Emergent India, A management Perspective–Foreign Direct Investment in India	Vivekananda Institutions, Tiruchengode	14.02.2011 & 15.02.2011
6	ICSSR Sponsored National Level Seminar – Data Analysis and Interpretation in Social Sciences – Planning the Thesis	PKR Arts College for Women, Gobichettipalayam	15.09.2012
7	Annual Conference of Association of Economists of Tamilnadu – Marketing Problems of Groundnut Growers	Periyar University, Salem	27.10.2012 & 28.10.2012
8	UGC Sponsored National Seminar - Food Inflation – Public Distribution System: Need of the Hour	Erode Arts & Science College, Erode	04.01.2013 & 05.01.2013
9	International Conference on Financial Services : Issues and Challenges – Banking Habits of Rural People	PKR Arts College for Women, Gobichettipalayam	13.08.2013

S. No.	Theme of the Seminar - Title of the Paper	Name of the College	Date of Presentation
10	National Level Seminar on CRM in Commercial Banks in the era of Globalisation – Awareness about RTGS: A study in Gobi Town.	Aditanar College of Arts & Science, Tiruchendur.	17.08.2013 & 18.08.2013
11	National Level Seminar on Financial Inclusion for Sustainable Financial Development – Financial Inclusion and Rural Development	Dr. NGP Arts & Science College, Coimbatore.	06.09.2013
12	State Level Seminar on Corporate Social Responsibility: Issues and Challenges in India – Green Productivity Approaches to Solid Waste Management: Need of the Hour	Jamal Mohamed College, Trichy – 20	01.01.2014
13	State Level Seminar on Different Perspectives of Companies Act 2013 – Towards Corporate Excellence – CSR: Issues and Challenges	Jamal Mohamed College, Trichy – 20	29.01.2014
14	National Conference - Academic Library Planning in Higher Education and Resurgence: Role of E-Resources – Technology and Virtual Learning	Gobi Arts & Science College, Gobi.	28.02.2014 & 01.03.2014
15	International Conference on Contemporary Issues in Business – Consumer Preference towards Malted Food Products: An Empirical Study	Bishop Heber College, Trichy – 17.	05.12.2014 & 06.12.2014
16	International seminar on Financial markets: Issues and Challenges – Sensex: A simplified representation of Reality	Bharathidasan University Trichy – 24	10.01.2015 & 11.01.2015
17	National seminar on Marketing strategies for make in India products and services - Services sector in India: An overview	Jamal Mohamed College (SF Commerce Dept.) Trichy – 20	24.01.2015
18	National seminar New Vistas in Employment Relations in Public and Private Sector Undertakings - Social Security in Developing Countries: Evidence from India	Jamal Mohamed College Trichy – 20	05.02.2015
19	National seminar New Vistas in Employment Relations in Public and Private Sector Undertakings – Impact of Organisational Culture on Employee Performance	Jamal Mohamed College Trichy – 20	05.02.2015
20	National seminar on Comprehensive Study on Indian Economy – Emergence of Women Entrepreneurship in India – An Insight	Jamal Mohamed College (SF Commerce Dept.) Trichy – 20	10.02.2015
21	International Conference – Emerging Trends in Management, Commerce, Education and Economics -	Swami Vivekananda Institute of Management (SVIM), Vallam, Thanjavur.	13.02.2015

S. No.	Theme of the Seminar - Title of the Paper	Name of the College	Date of Presentation
22	International Seminar – Innovative Practices in the Contemporary Business Scenario – Risk Management: A Driver of Enterprise Value in the Emerging Environment	Vivekananda College for Women, Tiruchengode in Association with Institute of Company Secretaries of India (ICSI), New Delhi.	26.02.2015
23	International seminar on Inclusive Economic Growth - Make in India – A New Plan for Sustainable Development	Jamal Mohamed College (SF Commerce Dept.) Trichy – 20	13 & 14 Aug, 2015
24	National Level Seminar on Opportunities and Challenges in Rural marketing and its Impact on Rural Development – Marketing to Rural India : A Changing Paradigm	Dr. NGP Arts & Science College, Coimbatore – 48	30.09.2015
25	National Level Seminar on Corporate Governance and Dividend Policy in India – Dividend Policy in India: An Overview of Significant Changes	Gobi Arts & Science College, Gobichettipalayam	25 & 26 Sep, 2015
26	National Seminar on Practical Application of Interest Free Financing for the Economic Development – Islamic Banking in India : Rise and Wherewithal	Jamal Mohamed College (SF Commerce Dept.) Trichy – 20	13.01.2016

Rapporteur Experience in the National or International Seminar/Conference

S. No.	Theme of the Seminar - Title of the Paper	Name of the College	Date	Position Held
1	National Level Seminar on Corporate Governance and Dividend Policy in India – Role of Financial Managers in Corporate Dividend Decisions	Gobi Arts & Science College, Gobichettipalayam	25 & 26 Sep, 2015	Rapporteur

Workshop Participation Details

S. No.	Theme of the Workshop	Name of the College	Date of Participation
1	One Day Inter-Collegiate Workshop on E-Content Development for Teaching – Learning	Internal Quality Assurance Cell Jamal Mohamed College, Trichy – 20	22.12.2015

Conference / Seminar Participation Details

S. No.	Theme of the Seminar - Title of the Paper	Name of the College	Date of Presentation
1	State Level Seminar on Changing Scenario of Banking Sector	Maharaja Arts & Science College, Coimbatore.	19.09.2008
2	State level Symposium on "Modern Library Management"	Gobi Arts & Science College, Gobichettipalayam	31.01.2009
3	State level Seminar on "Change Management in Library Information Services"	Gobi Arts & Science College, Gobichettipalayam	26.09.2009
4	One Day Seminar on "Health Education and Medical Relief" to the YRC Programme Officers	Youth Red Cross Bharathiar University, Coimbatore	23.03.2010
5	National Seminar on "Quality Enhancement in Higher Education and Research"	Gobi Arts & Science College, Gobichettipalayam	28.08.2010
6	State level Symposium on "Service Sector: An Engine to Economic Growth"	Gobi Arts & Science College, Gobichettipalayam	25.02.2011
7	National Conference – Higher Education in India : Changes and Challenges	Association of Principals of Colleges of Bharathiar University, Dr. NGP Arts & Science College, Coimbatore.	09.02.2013

Member of Board of Studies or any other

1	Board of Studies Member, PG Commerce (CA) Board, Dr. NGP Arts & Science College (Autonomous), Coimbatore – 641 048.
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Experience in Academic activities other than Regular Curriculum:

S. No.	Particulars	Position Held	Remarks
1	Centralised Internal Assessment Test Committee Gobi Arts & Science College, Gobichettipalayam	Committee Member	Jun, 2008 to Jun, 2011
2	Annamalai University Examinations – Gobi Arts & Science College Centre & Bharathidasan College Centre	Exam Cell Coordinator	Jun, 2004 to Nov, 2013
3	B.Ed. Examinations – Gobi Arts & Science College Centre	Exam Coordinator	Jun, 2008 to Jun, 2011
4	GASC Alumni Association, Gobi Arts & Science College, Gobichettipalayam	Vice - President	Jun, 2008 to Jun, 2011
5	Youth Red Cross & Blood Donors Club, Gobi Arts & Science College, Gobichettipalayam	Programme Officer	Jun, 2008 to Jun, 2011
6	GASC Data Documentation Committee & GASC Extension Activity Committee, Gobi Arts & Science College, Gobichettipalayam	Member	Jun, 2008 to Jun, 2011
7	Book Depot. Kathir College of Engineering, Coimbatore	In-charge	Jul, 2011 to May, 2012
8	Anti Narcotic Club Bharathidasan College of Arts & Science, Erode	Programme Officer	Jun, 2012 to Nov, 2013
9	Placement Office Bharathidasan College of Arts & Science, Erode	Placement Officer	Jun, 2012 to Nov, 2013
11	PG & Research Dept. of Commerce Jamal Mohamed College, Trichy	Test Coordinator	Dec, 2013 to Apr, 2014
10	Commerce Association Jamal Mohamed College, Trichy	Association Vice-President	June, 2014 to Apr, 2015
11	Comex, 2015: An Intercollegiate Meet Jamal Mohamed College, Trichy	Organising Coordinator	June, 2014 to Apr, 2015
12	PG & Research Dept. of Commerce Jamal Mohamed College, Trichy	Test Coordinator	June, 2015 to Apr, 2016

Personal Details:

Date of Birth & Age	29.04.1979, 36 Yrs
Marital Status	Married
Present Position	Assistant Professor PG & Research Department of Commerce
Employment Status	Regular (Aided Wing)
Community	BC
Languages Known	Tamil, English
Official Address	Assistant Professor of Commerce PG & Research Department of Commerce, Jamal Mohamed College (Autonomous) Trichy - 620 020
Permanent Address	Kaliamman Nagar Kurumandur Post Gobichettipalayam, Erode District – 638 457
Temporary Residential Address	GF-E, CrawFord Residenz, 72, Colony Main Road, Near Chellammal School, CrawFord, Trichy - 620 012.
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