



Dr. J. VIJAYAKUMAR, MA, MPHIL, MED, MBA, PHD.,

Associate Professor

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Dr Vijaya Kumar J. has over 30 years of experience in Teaching and Research. Published over 20 Research papers in International, national, UGC care listed and Scopus journals. Attended 30 conferences presented, and participated in reputed institutions like Central University, State University and various institutions. Member of the Board of Directors in the syllabus framing committee at Sacred Heart College Tirupattur and Adhiyaman College of Engineering Hosur.

Subjects taught: human resource management specialisation papers, business (managerial/micro/macro/monetary) economics, international management, management research methods, organisational behaviour, statistics, innovation, technology management and operation research, technology management, etc.

EDUCATIONAL QUALIFICATIONS

Examination	Discipline/ Specialization	Board/ University	Year of Passing	College	Division
Ph.D.	Management Science	Anna University	2015	Anna University Chennai	Awarded
MBA	HRM / Marketing	Madras University	1999	Adhiyaman College of Engineering, Hosur	First-class
MA	Economics	Madras University	1992	Sacred Heart College Tirupattur.	First-class Gold medalist
Mphil	Economics	Madras University	1994	Sacred Heart College Tirupattur.	First-class
MEd	Education	Annamalai University	1996	Annamalai University Chidambaram	First class

BA	Economics	Madras University	1990	Sacred Heart College Tirupattur.	Second
BEd	Education	Annamalai University	1993	Annamalai University Chidambaram	First-class

TECHNICAL SKILLS

- ❖ Excellent Knowledge of MS Office, Tally, Focus, JMP, SPSS 22, and AMOS software.
- ❖ Business Analytical, Data analytics, skill of statistical tools application in Research Publication and Projects.

WORK EXPERIENCE

- ❖ Presently working as Associate Professor, Dayananda Sagar Arts, Science and Commerce DSI Institutes, Kumarasamy Layout, Bangalore -78, Karnataka, from 5th October 2015. To Till Date. Additional responsibilities of Academic, Examination Chief Superintendent, NAAC Criteria 3 Head and Criteria 2 member, Timetable Framing, LIC, AAA Audit. (10 years). Research Guide for PhD Students (Bangalore University).
- ❖ Worked as Program Director & Assistant Professor, Department of MBA, Acharya Institute of Management & Sciences, Bangalore, from 5th January 2009 to 2015. 6 years Additional In charge of Controller of Examination.
- ❖ Worked as Center Head and Senior Lecturer in the Department of MBA, ICFAI MBA group of Institutions Bangalore, from 24th December 2004 to December 2008. (4 Years) Marketing and SIP Coordinator.
- ❖ Worked as a HOD & Lecturer in the Department of Economics, MGR College, MGR Nagar, Hosur From 3rd July 1995 to December 2014. (9.5 Years)
- ❖ Worked as a Lecturer in the Economics Department at Sacred Heart College, Tirupattur, Tamil Nadu from January 1993 to June 1995 (2 Years).

LIST OF PAPERS PUBLISHED IN VARIOUS JOURNALS / EDITED BOOKS

SCOPUS / UGC CARELIST / NATIONAL / INTERNATIONAL JOURNALS

1. **The retention of employees of MNC companies of Information Technology, Bangalore city, India**, European Journal of Social Sciences No. 3164, EJSS, Volume 33, Issue 2 August 2012.
2. **The Retention Strategies of Employees of IT Industries** “IJMRA”, VOL I, Issue. 4 No. September 2012, pp 9-17. (ISSN – 2249 – 2496)
3. **HRM Practice on the Retention of Employees of Information Technology sector” IJSR**”, Volume; 1, Issue No: 1, September 2012, pp 49-58. (ISSN 2278-6104)

4. **A study of flexible working conditions to retain Employees in IT industries**, “Advanced Research in Management and Social Sciences”, Volume-1, Issue-6, September 2012, pp 120-138. (ISSN 2278-6236)
5. **Retention of Talented employees in IT Sector**, “Voice of Research”, Vol.1, Issue. 3 September 2012, pp 444-448. (ISSN 2279-0918)
6. **Employee Acquisition and Retention Emphasizes Leaky Bucket Theory**, International Journal of Organizational Behaviour and Management Perspectives, Vol.2, No. 4, October-December, 2013, pp 641-648. (ISSN: 2279-0950)
7. **The comparative analysis of Wholesalers and Retailers about store Brand and National Brands, a study regarding Bangalore**, CALYX Journal of Business Management, Vol.9, Issue 2, December 2012, PP13-19. (ISSN: 22229-4260)
8. **Performance of non-performance assets in commercial banks an analytical study**, ICSSR sponsored national conference, presentation and publication in Periyar Maniyammai University, Vallam, and Thanjavur, Vol.1, Issue.4. April - 2016 PP 195-201. (ISSN: 2349-6738, E-ISSN: 2349-6746)
9. **Relationship between Perception, Expectation and Satisfaction of Buyers – A Study Regarding Diamond Jewellery Products**, International Research Journal of Business and Management (IRJBM), Vol. x, Issue x, March 2017, pp. 22-30. ISSN (o): 2322-083X | Impact Factor: 5.172.
10. **Analysis of the relationship between perception expectation and satisfaction of Buyers of Diamond Jewellery products**. IFSMRC African International Journal of Research in Management. Issue-05, Vol.09, pp. 19-27, Jan-Jun 2017. Print ISSN: 2308-1341, online ISSN: 2308-3034.
11. **Design and Development of a Self-Learning guide for Technical Publication development using AHP Approach**. Associated Asia Research Foundation (AARF) International Research Journal of Management and Commerce. ISSN: (2348-9766) Impact factor – 5.5564, Volume 5, Issue 3, March 2018.
12. **Impact of retailer brand loyalty on customer loyalty with customer satisfaction in selected retail outlets in Bangalore city**. Journal of Management (JOM). Vol. 5, Issue 3, Sept-Oct 2018. pp. 23-31 ISSN Print 2347 - 3940 and ISSN Online: 2347 - 4793 Impact factor 2.4352 UGC approved.
13. **Mediation Analysis on the stress level of Bank employees using SEM Approach**; IMPACT: International Journal of Research in Humanities, Arts and Literature (IMPACT: IJRHAL). Vol. 6, Issue 8, Aug 2018, 305-316; ISSN (P): 2347-4564; ISSN (E): 2321-8878; Impact factor 3.7985; Approved 40893.
14. **Consumer Awareness and Consumer Perception towards Green Buying Decisions: An Empirical Study in Bangalore**. International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277 -3878, Volume-9 Issue-4, November 2020.
15. **Capital Structure Analysis of pharmaceutical industries in India – a study**. Elsevier's online submission system for Expert Systems with Applications. December 2021
16. **The effect of etiquette on employees' performance in organizational productivity - a special reference to information technology industries, Bangalore City in India.**

Elsevier's online submission system. Journal of Contextual Behavioral Science. January 2022

17. Impact of socio-demographic characteristics on work-life balance among women nurses in south Tamilnadu, India. Elsevier's online submission system for Children and Youth Services Review. January 2022.

18. A Formal Role of Consumer Behaviour Towards E-Banking Industry in South India Level. *NeroQuantology*. May 2022 Volume 20, Issue 6, Page 5018-5021. E - ISSN 1303-5150.

19. The Effect of Etiquette on Employees 'Performance in Organizational Productivity is a special reference to the IT Sector. Bangalore Book chapter. Shanlax Publications. ISBN: 978-81-19337-86-6 September 2023 Pages 118-126.

LIST OF PAPERS PRESENTED IN VARIOUS NATIONAL/INTERNATIONAL / SEMINARS / CONFERENCES

Sl. No	Seminars, paper presentations, conferences and FDP.	Location/ place	Participant / presented /published	Date	Remarks/ topic
1	Recent advances in research and data analytical tools.	Dayananda Institutions Bangalore	Participated	23 rd and 24 th Oct 2010	Conducted by AIMA-CME (FDP)
2	Creative and innovation for business excellence. (international seminar) Bangalore chapter.	Hotel capital Bangalore	Participated	On 15th Dec 2010.	Conducted by ISTD Bangalore
3	National conference emerging business paradigm.	Sambhram Academy Bangalore	Paper presented	6 th Oct 2010	Industrial relation scenario after globalization
4	Snow 100 introduction to max 10.6.	Aims Bangalore	Certificate Program	18 Sep 2010	Certificate received
5	Emerging capital markets: issues and challenges (UGC sponsored sixth international seminar).	Bharathidasan university Thichy	Paper presented	On 8th Jan 2011	Book building good or bad
6	Ethical implication of hr practice. International conference.	RV institute of management and science Bangalore	Paper presented	10th Dec 2010	Retention strategies in the service sector
7	International conference on hr challenges in global business.	Nehru Institute of Information Technology & mgt. Coimbatore	Paper presented and published	29 th Jan 2011	Why did retention strategies fail in the service sector?
8	UGC sponsored a national seminar "Issues of FDI in India".	Bharathidasan university	Paper presented and published	28 th Jan 2011	FDI in retail and its impact on unorganized retailing
9	International conference on the global business	Periyar institute of management studies Salem	Paper presented	11th Feb. 2011	Impact of Industrial relation after globalization

	environment and its impact on mgt. Education.				
10	Hr auditing its scope and benefits to the organization practices international conferences.	Christ University Bangalore	Paper submitted	23 Feb. 2011	Paper accepted
11	National seminar on the application of modern management thoughts.	Hindustan college of arts and science. Coimbatore.	Paper presented	24 th Feb. 2011	Industrial relation scenario after globalization
12	3 rd national seminar on business strategies: national & global perspective.	Indian academy school of mgt studies in Bangalore	Participated	26 th Feb. 2011	Participated in the seminar.
13	National conference on the dynamics of management.	St. Joseph's College Tiruchirapalli	Paper presented	10 th March 2011	"factors attracting global retailers to India"
14	National-level workshop on research methods.	Pondicherry University Pondicherry	Participated	11 th & 12 th March 2011	Two-day national workshop on research methods.
15	National conference on the relevance of customer relationship management to India.	St. Agnes Centre for postgraduate studies and research	Participated	14 th & 15 th March 2011	Two days' workshop
16	Two-day national conference on "renewing business trends in the post-recessionary economy.	Kuvempu University, Shimoga, Karnataka	Paper presented	19 th March 2011	Retailing private label strategy
17	National seminar on "emerging paradigms in management research".	Sri Ramakrishna Engineering College Coimbatore	Paper presented	25 th March 2011	"Hr Auditing "
18	One day state-level seminar on "knowledge economy paradigm – the panacea for organization's high performance.	Soundarya Institute of mgt and science	Participated	3 rd March 2012	Abstract accepted.
19	National seminar on "hightailing of retailing in India".	Advanced management college	Paper presented	25 th March 2011	Factors Attracting Global Retailers to India
20	National seminar on "business excellence through innovations".	Jain University Bangalore	Paper presented	8 th April 2011	Creating in retail – to look outside or inside.
21	International conference on changing perspectives of management revising the past, analyzing the present and exploring the future.	Surya group of institutions school of management	Paper presented	26 th Aug 2012	Challenges of past, present and future hr employee retention strategy

		studies, Villupuram			
22	Faculty development programme on research thesis compilation.	Adhiyaman college of engineering	Participated	11 th & 12 th Sep 2011	Two days' workshop
23	International conference on competency building strategies in business and technology for sustainable development.	Sri Ganesh school of business management	Paper presented	24 th Feb. 2012	Retention strategies for the IT sector
24	FDP on Research guidance skills for MBA.	Canara Bank School of Management studies	Participated	3rd/Nov/2016	Research Guidance
25	FDP on 'Case Writing Analysis and Presentation'.	Canara Bank School of Management studies	Participated	23 rd July 2016	One day Workshop
26	Impact of GST in India.	Dayananda sager university	Paper Presented	12 th Jan 2017	One day National Conference
27	Seven days National level faculty development programs on the Application of Tools & Techniques in Research Methodology	Hindustan College of Arts & Science Coimbatore	Participated	19 th -24 th December 2020	Seven days FDP
28	International E conference	Dayananda Sagar college of arts and science	Paper presented	21 st and 22 nd Jan 2021	Two days

LIST OF FDP/ NATIONAL/INTERNATIONAL WEBINARS ATTENDED

1	Chanakya Series Of Business Management Lectures: Entrepreneurship Cell (Udyamita) Webinar On "Entrepreneur Mindset" Entrepreneur Mindset, By Mr. Girish Hiremath.		30th July 2020
2	DSCASC, Department Of Commerce And Management - UG (BU) GST Tax Payer And Covid 19.		30th July 2020
3	Management Club - Insight Hawks Shalini Rawani's "Unlearning".		29th July 2020
4	International Webinar Organized By Insight Hawks Management Club Posh - Speak For The Silenced.		24th July 2020
5	Webinar With Fin mark And DSI On Innovations In The Indian Financial Markets Innovation In The Indian Financial Markets		23rd July 2020
6	Webinar By Dr Jayanthi R Prasad Organized By Personal Counselling & Mentoring Cell DSI. How To Develop Right Attitude?		23rd July 2020

7	Webinar With DSI / Asian Institute Of Family Management Business Challenges And Opportunities In Family Business.	21st July 2020
8	National Level Webinar Association With Equal Opportunity Cell Gender Sensitization In Institutes Of Higher Education.	18th July 2020
9	National Level Webinar Association With Elisrun Technologies. Robotics Process Automation.	18th July 2020
10	Decoracion Digital Marketing Services Digital Marketing Workshop.	17th July 2020
11	Faculty Development Program Data Science In Healthcare.	13th July 2020
12	Webinar By Insight Hawks Management Club Mental Health Awareness.	11th July 2020
13	International Webinar On Rediscovering Experimental Learning In Higher Education Scope And Challenges In Koshiys Institute Of Management Bangalore Day 1: Case Study Method Of Teaching Day 2: Innovation And E-Learning Day 3: Rediscovering Experimental Learning & Transforming Global Leadership.	8th July 2020
14	Webinar By Fortune Institute Of International Business.	7th July 2020
15	Chanakya Series Of Business Management Lectures: Yoga And Meditation Cell An Optimistic Approach On Overall Development.	14th Aug 2020
16	Oxbridge Business School Bangalore Organized Effective Presentation And Speaking Skills Through Online Platforms. By Ms. Shyla Krishnamurthy CEO & Co-Founder- Tvamvay Global Services.	29th Aug 2020
17	Delhi Metropolitan Education Conducted a Webinar On an Impactful PowerPoint Presentation By Mr Parth Shukla.	19th June 2020
18	Sree Vidyanikethan Institute Of Management Conducted a Webinar On Redefining Marketing In the Digital Era - Emerging Career Options.	20th Aug 2020
19	Research And Innovative Cells Vastu And Ventilation In Buildings.	19th Aug 2020
20	Research And Innovative Cells Cryptographic Techniques In Information Security.	27th Aug 2020
21	Research And Innovative Cells Design Thinking.	26th Aug 2020
22	Research And Innovative Cells If Japan Can, Why Can't We?	24th Aug 2020
23	Research And Innovative Cells Digitalization And Cyber Security	21st Aug 2020
24	Effective presentation and Speaking skills through online platforms	29 th Aug 2020

25	Emerging Business Trends Post Covid 19” CBSMS Bangalore University	30 th and 31 st Aug 2020
26	Webinar On Research And Innovative energy management And The Role Of Institutions.	29th Aug 2020
27	Webinar On Research And Innovative Cells AI And MI Leading The Data Science Way,	30th Aug 2020
28	Change in Current commercial Cinema and change in OTT	Nov 26 th 2020
29	“Application of tools and Techniques in Research Methodology and Accelerate to publish the article in Scopus and Web of Science. Seven days national level Faculty Development Program.	19th to 24th December 2020
30	“Back to the Roots- The Holistic Approach “	24 th December 2020.
31	“Innovations and Opportunities in the Indian Financial Markets	28 th Dec 2020
32	“Water Therapy: An Ancient Cure for Modern ILLS”	12th Jan 201
33	“How to write Resume, Curriculum Vitae and Biodata ”	20th Dec 2020

PERSONAL STRENGTHS

- ❖ Received medals for proficiency in studies / **Gold Medalist** in MA Economics, Madras University.
- ❖ Participated in university-level Competitions and seminars at the College level. Three years of service and a ‘C’ Certificate Holder in NCC.
- ❖ Won prizes for Best in Proficiency in Studies in schools and College level and various events.
- ❖ Awarded Best Marketing and SIP Coordinator at ICFAI National College. Best Center head and faculty award.
- ❖ Writing Research articles, Setting Question papers, and Project guides to various universities. Conducting workshops and Innovative teaching methods.
- ❖ Two times Project Proposal was submitted.
- ❖ Guided More than 500 MBA Projects in HRM, Marketing and Finance.