

**Dr.V.MOHANASUNDARAM**

D.No.8.28/30 Ellapalayam,  
Kumarankadu,  
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**CAREER OBJECTIVE:**

Dedicated & Motivating faculty in Business Studies and Management.

**EDUCATIONAL BACKGROUND:**

Ph.D - Management, Madurai Kamaraj University, October 2010

M.Phil- Management, 62.8%, First Class, Alagappa University, Karaikudi, Aug 2003

MBA - 63.5%, First Class, Sengunthar Institute of Management Studies, May 2001

BBA - 66%, First Class, Sengunthar Arts and Science College, May1999

**MBA SPECIALIZATION:**

Marketing & Human Resource Management

**ADDITIONAL QUALIFICATION:**

DPMIR – Diploma in Personnel Management &Industrial Relations, 67.5 %, First Class,  
National council for Labour Management, Jan 1998.

**PROFESSIONAL EXPERIENCE:**

- More than 20 years Teaching Experience for MBA students
- More than 300 Projects guided for MBA, students
- Vivekanandha Institute of Information and Management Studies, Director,  
Dec 14, 2020 - Till Date.
- Vivekanandha Institute of Information and Management Studies, Professor and Head,  
Department of Management Studies, Oct 2015 – December 13, 2020.
- Vivekanandha Institute of Engineering and Technology for Women, Professor and Head,  
Department of Management Studies, Dec 2008 – Sep 2015.
- PSR Engineering College, Department of Management Studies, Jan 2005 – Dec 2008
- Sapthagiri College of Engineering, Department of Management studies, Aug 2001 – Jan  
2005

### **ACADEMIC PROJECTS:**

- Ph.D - Management, Services Marketing – A Study in Southern Railway
- M.Phil – Management, A critical analysis of customer satisfaction towards branded and unbranded rice in Salem town
- MBA- A study on Market Potential and Market Standing of Amrutanjan Infotech in Chennai
- BBA- A comparative study on Consumer Behavior towards Castrol oil and other brands with special reference to Salem city

### **RECOGNITION OF SUPERVISOR:**

Ph.D – Management & M.Tech - Anna University of Technology – Recognition No:1113165

Ph.D – Management – Bharathiar University, Coimbatore – Recognition No: 1693

Ph.D – Management – Periyar University, Salem – Recognition No: Ph.D-Ex-MGT-019/2013.

### **PH.D COMPLETED**

1. Emerging Opportunities for Corporate Hospitals in Karnataka Ph.D, Anna University, Chennai.
2. A study on Stress among the Government Transport Employees in Tamilnadu, Bharathiar University, Coimbatore.
3. A Study on Consumer Behavior towards Green Products, Bharathiar University, Coimbatore

### **BOOK PUBLICATION**

1. **Strategic Human Resource Management – ISBN:978-93-86537-96-6**

### **FUNDS AND GRANTS RECEIVED**

- **Amount Received Rs 1,00000/. from ICTACT, EDI Chennai for Establishment of Entrepreneurship Development Cell.**
- **Amount Received Rs 15000/. from, EDI Chennai for organizing Boot Camp.**
- **Amount Received from AICTE of Rs 5 Lakhs to Grant-in-Aid to conduct International Conference on ‘Machine Learning and Data Analytics for Business Decisionmaking’ under the scheme of Grant for organizing Conference (GOC).**

## **PROFESSIONAL ACTIVITIES - EDITORIAL WORK:**

Editorial Advisory Board – Pinnacle Research Journals

Editorial Advisory Board – International Journal of Organizational Behavior and Management perspectives

Editorial Board Member – International Journal of Retail Management and Research (IJRMR)

Editorial Board Member – Asian Academic Research Journal of Social Sciences and Humanities

Editorial Board Member – Journal of Business Management & Social Sciences Research (JBM&SSR)

Editorial Board Member – i- Explore International Journal Research Consortium

Editorial Board Member – International Journal of research in Management

Editorial Board Member - International Journal of Human Resources Management (IJHRM )

Editorial Board Member – Green field Advanced Research Publishing House

Editorial Board Member – International journal of Advanced Research in Arts and Science(IJARAS)

Editorial Board Member – Associated Asia Research foundation

Editorial Board Member – Global Scholastic Research Journal

Editor Review Committee – International Journal of social Science and Human Research

Editor Review Committee – International Journal of Management and Commerce Research

## **RESEARCH GUIDANCE(Ph.D)**

- Employees Retention in Information Technology Sector, Ph.D, Anna University, Chennai.
- Emerging Opportunities for Corporate Hospitals in Karnataka Ph.D, Anna University, Chennai
- Service Quality of Health care sector in Tamilnadu, Ph.D, Anna University, Chennai.
- A study on operational efficiency in private Banks, Ph.D, Anna University, Chennai
- A study on impact of Globalization of an Indian Banking sector. Ph.D, Anna University, Chennai.
- A Study on Consumer Behavior towards Green Products, Bharathiar University, Coimbatore

- Effect & Enhancement of CORE and E- Banking service in Tamilnadu, Bharathiar University, Coimbatore.
- A study on Stress among the Government Transport Employees in Tamilnadu, Bharathiar University, Coimbatore.

### **JOURNAL PUBLICATIONS:**

- ✓ Jeyarathnam and Mohanasundaram (2007) Cross Culture Communication for Managers, Journal of Commerce and Trade, ISSN: 0973-45031(1), 8-15.
- ✓ Jeyarathnam and Mohanasundaram (2011) Indian Railways through Deeming's Philosophy, Business Plus Vol.1, No.3No.16-19,2011.
- ✓ Jeyarathnam and Mohanasundaram (2007) Indian Railways (2007-08) Developing Analytical skills: A case studies in Management, Shroff publishers.No 147-156. 2008
- ✓ Mohanasundaram (2010) Employer Branding – A New HR Arena, Laser Park Publishing House No 279-281.2010
- ✓ Mohanasundaram (2011) SWOT Analysis of Indian Higher Education - A journal of Advances in Management, IT & Social Sciences in September ISSN No:2231-4571 Vol.1,39-44,2012
- ✓ Mohanasundaram (2011) A Study on Quality of Work life in Tamilnadu Newsprint and Paper Limited– International Journal of Research in Computer Application and Management, ISSN No: 2231 – 1009,Vol.1(8),53-58,2011
- ✓ Mohanasundaram (2013) A Study on Employee Grievances at Dharmapuri District Co-Operative Sugar Mills Ltd., Palacode, Journal of Business Management & Social Sciences Research,ISSN No: 2319-5614 Vol.2, 7-13,2013
- ✓ Mohanasundaram (2013) Challenges of Core Banking., Research Explorer,ISSN No: 2250-1940 Vol.2, 82-85,2013
- ✓ Mohanasundaram (2013) Contribution of FDI towards Green Environment in India., New Vistas in Business Research,ISBN No: 978-93-80686-42-4, 208-212,2013
- ✓ Mohanasundaram (2014) Patient satisfaction levels and their determinants: A study of patients availing care from private secondary care providers in Davangere, a tier II city in Karnataka, Review of Research, ISSN:-2249-894X,Vol. 3, Issue. 5, Feb. 2014.
- ✓ Mohanasundaram (2014) A study on Grievance Handling Procedure at Hema Engineering Industries Limited, Hosur, Samzodhana – A journal of Management Research, ISSN:-2347-4270,Vol.II. Issue. 1, Mar. 2014
- ✓ Mohanasundaram(2014)A study on Employee engagement at Titan Industries Ltd(watch Division, Hosur, Chaitanya Business Journal, ISSN:2277-6885, Vol 3, Iss 1 Mar 2014.
- ✓ Mohanasundaram (2014)Impact of Globalisation on India Banking sector, Emerging paradigms in Management Research, ISBN 978-93-80686-96-7, Vol 3,
- ✓ Mohanasundaram (2014)Green Marketing: A study of Consumer Attitudes towards Environment friendly Products, Emerging paradigms in Management Research, ISBN 978-93-80686-96-7, Vol 4,
- ✓ Mohanasundaram (2014) A study on comparative operational efficiency of state bank of india with special reference to corporate office, Mumbai?, Emerging paradigms in Management Research, ISBN 978-93-80686-96-7, Vol 1,
- ✓ Mohanasundaram (2015)Green India, Trends and perspectives in Management Research, ISBN 978-81-910601-0-2, Vol I

- ✓ Mohanasundaram (2015) "A Study on Work Alcoholism in manufacturing industry with special reference to Dharmapuri, Krishnagiri and Hosur , Trends and perspectives in Management Research, ISBN 978-81-910601-0-2, Vol II
- ✓ Mohanasundaram (2015) "Socio-Economic and situational variables influencing the choice of Corporate Hospitals", International Journal of Economic Research, No.11 (2014) Issue No. :3 (2014) PP 775-784
- ✓ Mohanasundaram (2016) "Impact of Physical and Psychological symptoms of Stress among Private Transport Employees in Coimbatore city", International Journal of World Research, Vol: 1 Issue XXVII(2016) PP 23-30
- ✓ Mohanasundaram (2016) "Factors Influencing Stress among private Bus Drivers and Conductors in Coimbatore City", Asia Pacific Journal of Research, Vol:1 (2016) Issue No. :XXXVIII, PP 114-118.
- ✓ Mohanasundaram (2016) "A Study on Causes of Stress Among Doctors with Special Reference Private and Public Hospitals in Coimbatore City.", International Journal of Business and Administration Research Review, E- ISSN -2347-856X Volume 3, No. 15, PP 165-171.
- ✓ Mohanasundaram (2016) "Impact of Work Environment for Doctors' With Reference To Coimbatore City.", International Journal of Management and Social Science Research Review, E- ISSN - 2349-6746 Volume 1, No. 28, PP 175-180.
- ✓ Mohanasundaram (2017) "A Study on Environmental Awareness and Green Purchasing Behavior among Consumers with Special Reference to Namakkal District", International Journal of Management and Social Sciences Research (IJMSSR), ISSN: 2319-4421 Volume 6, No. 2, PP 1-6
- ✓ Mohanasundaram (2017) "Indian Youth and Computer induced Health Problem: A serious Health Issues", International Management Research Review, ISSN: 2231-2501 Volume 5, No. 2, PP 62-64.
- ✓ Mohanasundaram (2017) "A Study on the Purchase Intention of Young Consumers toward Green Products with Special Reference to Erode ", International Management Research Review, ISSN: 2231-2501 Volume 5, No. 2, PP 11-15.
- ✓ Mohanasundaram (2017) "An Analyses of Stress Release Strategies with reference to Private and Government Hospitals Doctors in Coimbatore City", Asia Pacific Journal of Research , ISSN: 2230-5504 Volume I, No. 2, PP 57-63.
- ✓ Mohanasundaram (2017) "Occupational Stress level among Doctors in private and Government Hospitals in Coimbatore City", International Journal of Management and Social Science Research Review , ISSN: 2349-6738 Volume I, PP 17-21.
- ✓ Mohanasundaram (2018) "A study on Consumers' knowledge about environmental issues and their initiative towards Green environment", International Journal of Management and Social Science Research Review, ISSN: 2319-4421 Volume 7, PP 34-38.
- ✓ Mohanasundaram (2018) "A study on factors influencing consumer behavior towards green products in Namakkal", International Journal of Advanced Research in Management and Social Sciences, ISSN: 2278-6236 Volume 7, PP 25-33.

## **CONFERENCE PRESENTATIONS AND PUBLICATIONS:**

### **International conference:**

- ❖ "A study on Customer satisfaction towards branded and unbranded rice in Salem town" International Conference on Business Economics and Finance, Adaikalamatha Institute of Management, December 2005.

- ❖ 'E-Learning in Education', International Conference on Socially Relevant Higher Education in India, Cardamom Planters Association College, February 2006.
- ❖ 'Marketing Practices- A Study in Southern Railways', International Conference on Global Business and Policy Modeling, Adaikalamatha Institute of Management, Sep 2006.
- ❖ 'Railway Transportation through Deming's Philosophy', International Conference on Recent Trends in Global Business Order – Impact in Asia, Vivekanandha Institute of Management, Jan 2009.
- ❖ 'Occupational Health problems in Software Industry', International Conference on Global Business Environment and its Impact on Management Education, Periyar University, Salem, Feb 2011.
- ❖ 'A study on comparative operational efficiency of state bank of india with special reference to corporate office, Mumbai' International Conference on Emerging Paradigms in management Research, Vivekanandha Educational Institutions, March 2014
- ❖ 'Green Marketing – A study of Consumers Attitude towards Environment friendly Products' International Conference on Emerging Paradigms in management Research, Vivekanandha Educational Institutions, March 2014
- ❖ 'Impact of Globalization on Indian Banking sector' International Conference on Emerging Paradigms in management Research, Vivekanandha Educational Institutions, March 2014.
- ❖ 'Impact of Globalization on Indian Banking sector' International Conference on Emerging Paradigms in management Research, Vivekanandha Educational Institutions, March 2014.
- ❖ Digital India – The unfolding opportunities and challenges ' Indian Youth and Computer induced Health Problem: A serious Health Issues, Vivekanandha Educational Institutions, March 2017.
- ❖ Digital India – The unfolding opportunities and challenges ' A Study on the Purchase Intention of Young Consumers toward Green Products with Special Reference to Erode, Vivekanandha Educational Institutions, March 2017.

**National Conference:**

- "The role of Primary Agricultural Societies in Rural Development" State Level Conference on Institutional Finance for Rural Development, SRNM College, August 2005.
- "The role of Foreign Direct Investment in Indian Business" State Level Conference on The Role of Foreign Direct Investment in Indian Business, Manner Thirumalai Nacker college, October 2005.

- "FDI inflows into India – Drawbacks and Outlook" State Level Conference organized by Department of Business Administration, Manner Thirumalai Nacker college, October 2006.
- "SWOT Analysis of Indian Higher education" National Conference on Integrating Humanistic values and Social concerns with Technical education, PSG College of Technology, Feb 2006.
- "Cross Culture Communication for Managers" National Conference on Indian Multinationals – opportunities & Challenges, SRM Institute of Science and Technology, Feb 2006.

#### **Technology conference:**

- ✓ “Sun Tech Days” Technology conference, **Sun Micro Systems**, Chennai, Feb 2006.

#### **Training Attended:**

- ‘Orientation programme for Placement and Training Officers’ for Placement Officer, organized by Anna University, Chennai, May 5-6, 2005.

#### **Faculty Development Programme:**

- ‘Emerging Trends in HRM’ organized by KLN College of Engineering, Madurai, Feb 2005.
- ‘Management Education and Case Methods as Pedagogy’ organized by KLN College of Engineering, Madurai, Feb 2006.
- ‘Teaching Technical English in Engineering Colleges with Special Reference to Rural women Students’ organized by Vivekanandha College of Engineering, Tiruchengode, July 2009.
- ‘Corporate Governance – Global Issues and Challenges’ organized by Vivekanandha Institute of Information and Management Studies, Tiruchengode, July 2010.
- ‘Managing Disasters in Globalised Era’ organized by Vivekanandha Institute of Information and Management Studies, Tiruchengode, June 2011
- Decision Making Skills organized by ICT Academy, , July 14 – July 15, 2017.
- Programme Monitoring office Innovative & entrepreneurship Development Programme, Dec 26 – Dec 28 , 2017
- Success Mantra to Promote Higher Education in Digital Era: Teach to Learn and Learn to Teach – 8.7.209 to 22.07.2019 organized by KSR College of Engineering, Tiruchengode.

#### **PROGRAMME ORGANISED**

- Organized many Guest Lectures, Seminars and International Conferences and also act as a Rapporteur in Sessions.

**ASPIRATION:** To Complete Post Doctoral Research in Management

**PROFESSIONAL ACTIVITY**

**Teaching:** My main professional focus is on teaching design, implement and evaluate the students-based learning. Guest Lecture are delivered in various topics like Personality Development, Orientation programme for the fresher's, How to face Interview Confidently, Group Discussion, Business Research etc.. I am also a trainer. My area of interest includes Marketing, Research Methods in Business, Human resource Management, Organizational Behavior and Quality Management and Entrepreneurship Development.

**PERSONAL DETAILS:**

**Fathers Name** : P.Venkatachalam  
**Date of Birth** : 23.03.1978  
**Language Known** : English, Tamil & Hindi  
**Nationality** : Indian  
**Religion** : Hindu  
**Area of Interest** : Reading Books, Playing Games  
**Membership** : Indian Society for Technical Education (ISTE) - Life Member

**I hereby declare that the above-mentioned information is true to the best of my knowledge and belief.**

**Yours faithfully**

**(V.MOHANASUNDARAM)**

**Place:** Mallasamutharam

**Date :**