**Dr. S.VIJAY MALLIKRAJ**

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9-5-26/41A, Nethaji 2nd street,

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##### ACADEMIC RECORD

* Ph.D ( Marketing - Part Time) at Madurai Kamaraj University

Year of passing - 2020

* M.B.A

Specialisation (Marketing and Systems Management)

The American College, Madurai.

Year of passing - April 2001

* B.SC.(Botany)

The American College, Madurai.

Year of passing – April 1999

* SET , Bharathiar University ( Management) – October 2012
* UGC NET ( Management) – December 2012
* NPTEL online certification course on “Business and Sustainable Development”, July – August, 2021
* NPTEL online certification course on “Services Marketing : A practical approach”, Jan – Feb, 2022
* AIMA Bizlab certified trainer

##### WORK EXPERIENCE

* **Assistant Professor & Placement In-charge , Department of Management Studies , The American College , Madurai ( July 2016 – till date)**

Subjects Handled: Organizational behaviour, Consumer behaviour, Essentials of Management, Research Methodology, Marketing Research, Marketing Management, HRM and Strategic Management. (Member, NAAC – Criterion I)

* **Guest Faculty** ( July 1st2014 – June 2016)

**Department of Management Studies, Madurai Kamaraj University**

Subjects Handled: Fundamental & Technical Analysis, Indian Capital Markets, Investment analysis and Portfolio Management, Merchant Banking

* **Assistant Professor** ( July 1st 2013 to June 2014 )

**SreeVee Business School, Dindigul**

Subjects Handled: Marketing Management, Organizational Behavior, Investment Banking, Retail Banking and International Business Management

* **Assistant Professor** (July 1st 2011to June 14th 2013)

**OAA – MAVMM School of Management**, **Madurai**

Subjects Handled: Marketing, Organizational Behavior, Consumer Behavior, Security

Analysis and Portfolio management

* **Branch Manager**( June 2006 – June 2011 )

**IIFL (Stock Broking division)**, Madurai

**Key Achievements:**

* Won a trip to Dubai for achievement of target in Insurance cross selling
* Won a trip to Bangkok for achievement of target in Insurance cross selling
* Won a trip to Goa for Incremental growth in Equity business.
  + **Relationship Manager** with **Nicholas Piramal India ltd**

(Orthowin Division) based at Madurai. (From Jan 2005 – June 2006)

# Key Achievements:

* + Won a trip to Dubai for outstanding performance
  + Won a trip to Bangkok for outstanding performance
  + All India Best seller for the brand SYNVISC
    - **Territory manager** in **Wockhardt India Ltd**

(Super Specialties Division) based at Madurai. (From Nov 2003 to Dec 2004)

* **Territory manager** in **Nicholas Piramal India Ltd**

(Extra Care Division) based at Madurai. (From Sept 2001 to Mar 2003)

##### WORKSHOPS ATTENDED

1) Attended a Two day “National Workshop on Research Methods”– 20th& 21st August 2011, at DOMS, IIT Madras.

2) Attended State level Workshop on Quantitative Techniques in Research – 5th November 2012 at Anna University, Regional centre Madurai.

3) Attended a two day workshop on “Statistical Analysis & Interpretation using SPSS & AMOS” - 8th& 9th March, 2013. at VHNSN college, Virudhunagar.

4) Attended a Two day workshop on “Applications of SPSS in Social Science Research”- 15th& 16th march, 2013 at Madurai Institute of Social Sciences, Madurai.

5) Attended a One day FDP on Business Research for Academicians at EBET Group of Institutions, Kangayam on 16th November 2013.

6) Attended a National level Workshop on Structural Equation Modelling – 4th September 2014 at St.Joseph’s college of Engineering, Chennai.

7) Attended a National level Workshop on Statistical Tools of Research with special reference to SPSS– 30th and 31st January 2015 at Anna University, Regional centre Tirunelveli.

8) Attended a UGC Sponsored National level Workshop on Quantitative Data Analysis– 3rdand 4thFebruary 2015 at Sri Meenakshi Government Arts College for Women, Madurai.

9) Attended a two day National Level workshop on “Multivariate Statistical Analysis using SPSS & AMOS” -27th & 28th March, 2015at Kongu Engineering college, Erode.

10) Attended a workshop on “Data Analysis for Research in Management and Social Sciences” 9-11 July, 2015 at Centre for distance education Anna University, Chennai

11) Attended a two day National Level Faculty development programme on “Statistical Analysis and Interpretation using SPSS & AMOS” -7th & 8th August, 2015 at Madurai Kamaraj University , Madurai.

12) Attended a workshop on “Data Analysis in Social Sciences” 05th December, 2015 at Department of management studies,Sri Vidya college of engineering, Virudhunagar.

13) Attended three day National level workshop on "Data Analysis in Management" -16th & 18th October, 2015 at Department of management studies,Pondicherry University.

14) Attended a workshop on Structural Equation Modelling in IMT Hyderabad – 23rd to 25th September, 2016.

15) Attended a national workshop on Structural Equation Modeling at department of Technology management, VIT University, Vellore – 11th to 13th November, 2016.

16) Attended a workshop on Applied business research, 17th & 18th February, 2017 at Department of management studies,The American College, Madurai.

17) Attended a workshop on Structural Equation Modelling in NIT, Trichy – 28rd to 30th April, 2017.

18) Participated in the Three days online workshop on “Reference management tools and online citation database”, from 19th to 21st April , 2020 conducted by Indian Academic Researchers Association, Trichy.

19) Participated in the One week online workshop on “Qualitative research using Nvivo”, from 25th April to 1st May, 2020 conducted by Research Shiksha.

20) Participated in the One week online workshop on “PLS SEM using smart PLS” from 6th may to 11th May, 2020 conducted by Research Shiksha.

21) Participated in the online workshop on “Data Analysis Using SPSS” from 28th to 30th May, 2020 conducted by Department of Mathematics, The American College, Madurai.

22) Participated in the online national workshop on “Creating virtual class room using Google tools” on 6th June, 2020 conducted by Formlelo, Newdelhi.

23) Participated in the five days online workshop on “Data Visualization with Tableau”, from 25th to 30th May 2021 conducted by Skill Nation

24) Participated in the three day online workshop on “Sem and CFA using AMOS”, from 9th to 11th July 2021 conducted by Global institute of statistical solutions

25) Participated in the three day online workshop on “Multivariate analysis and its Interpretation using SPSS”, from 20th to 22nd August 2021 conducted by Global institute of statistical solutions

26) Participated in the six day online workshop on “Advanced Structural Equation Modeling” conducted by Delhi Metropolitan education between 23rd to 28th August 2021

27) Participated in the three day online workshop on “Structural Equation Modelling Using AMOS and Process Macro” conducted by Koach Scholar between 21st January to 23rd January 2022

28) Participated in the three day workshop on “Research Methodology and Research Tools (SPSS & AMOS) conducted by Department of Commerce, The American College, Madurai between 14th December to 16th December 2022

29) Participated in the online research workshop on “Systematic Literature Review and Bibliometric Analysis” organized by Institute of Management, JKLU between April 01st – 02nd , 2023.

30) Participated in the five-days online International Workshop on "statistical analysis & interpretation of R-programming" from 10-04-2023 to 14-04-2023organized by Research and Publication Division, Scholars Gate -Research Training Institute, Tamil Nadu

31) Participated in the three day workshop on ““Structural Equation Modelling Using AMOS” conducted by SD Alliance Analytics between 12th to 13th May 2023

CONFERENCES ATTENDED

1) Attended National conference on “Futuristic trends in Business Management “– 16th& 17th September 2011 at Dr.B.V.Raju Institute of Technology, Andhra Pradesh.

**Paper Presented** – “Hybrid financial Instruments & Services – Trends & Issues”.

2) Attended National conference on “Sustaining growth in the era of Global Recovery”- 26th& 27thAugust 2011 at VeltechHightech, Dr.RangarajanDr.Sakunthala college of Engineering, Chennai.

**Paper Presented** – “Indian capital market reforms – Past, Present and The Road Ahead “

3) Attended National conference on “Emerging Trends in Global Business”– 10th Sept 2011 at RVS Institute of Management Studies Coimbatore.

**Paper Presented** – “The Initiatives and Impact of Indian Banking Sector on Financial Inclusion” -Paper won the Best Presentation Award under the Finance category

4) Attended National Seminar on “New Dimensions of Management in the Globalized Era”– 29thJanuary 2015 at Department of Management Studies, Madurai Kamaraj University.

**Papers Presented:**

a) Impact of Brand Personality Dimensions on Brand loyalty -An empirical Study on Selected Smart phone brands in Madurai City

b) Perception and trading behavior of day traders in the derivatives segment of Indian stock market – an empirical study

5) Attended National Seminar on “New Dimensions of Management in the Globalized Era”– 03rd February 2017 at Department of Management Studies, Madurai Kamaraj University.

**Paper Presented:** Assessing customer-based brand equity for selected organized retail outlets in Madurai city

6) Attended International conference on “Technological advancement in materials and manufacturing for industrial environment, KPR institute of engineering and technology, Coimbatore”– 04th march2016.

**Paper Presented: S**upply chain performance: effects of supply chain practice, competence and concern. Paper won the Best Presentation Award

7) Attended International conference on “Promoting entrepreneurship in innovative construction techniques” – 05th October 2016 at Anna University Regional Campus, Madurai.

**Paper Presented:**  Factors influencing entrepreneurial behavior among engineering college students in Madurai district: An empirical study

8) Attended International conference Recent Innovations in Science , Engineering and Management - 7th July, 2017 at Dhruva Institute of Engineering & Technology , Nalgonda , Telangana

**Paper Presented:** Determinants of Green Purchasing Intention: An Empirical Approach

9) Attended International conference on global talent management in the digital era - 13th September, 2017 at Fatima College, Madurai.

**Paper Presented:** Consumer acceptance towards online banking: An empirical approach

10) Attended International conference on Sustainable Marketing Strategies – Issues and Challenges - 14th & 15th, December, 2017 at MS University, Tirunelveli.

**Paper Presented:** Antecedents of Green Brand Equity: An empirical approach

11)Presented a paper on the title “Factors determining the Motivation among Entrepreneurs in Madurai district: An empirical study” in the International conference organized by V.V.Vanniaperumal college for women, 09th February 2018.

12) Attended International Conference on “New Dimensions of Management in the Globalized Era”– 09rd February 2018 at Department of Management Studies, Madurai Kamaraj University.

**Paper Presented:** Antecedents of online purchase intention – An empirical study in Madurai district

13) Attended National Conference on “Prospects of Micro, Small and Medium Enterprises in Indian Scenario”– 16rd February 2018 at Department of Commerce, The American College, Madurai.

**Paper Presented:** Determinants of Organizational Commitment – An empirical study among employees of SME sector in Madurai district.

14) Attended International Conference on “Digital Marketing – A Global Perspective”– 10th August 2018 at Department of Management Studies, Fatima College, Madurai

**Paper Presented:** Sources of Online Retailers Brand Equity – A CBBE based approach

15)Published an article in the Edited Book with the theme “Paradigm Drift in Business Theory and Practices” published by the department of Management Studies, Sri Vidya College of Engineering and Technology, Virudhunagar. Vol. 1, Issue No.1, November 2018.

Title: Evaluation of Consumer-Based Brand Equity Models - A Structured Review of The Literature

16) Attended International Conference on “International conference on innovations in business and management”– 01st and 02nd February, 2019 at Department of Commerce, The American College, Madurai.

**Paper Presented:**

Measuring the determinants and consequences of customer-based brand equity: a study on retail outlets in Madurai city

Measuring the intention to stay: A study among faculties working in self finance departments in Madurai district

17) Attended International Conference on “Innovative strategies of management in the Globalized Era”– 07th March 2019 at Department of Management Studies, Madurai Kamaraj University.

**Paper Presented:** Impact of Store Image Attributes on Brand Equity: A Study among selected retail outlets in Madurai district

18) Attended International Conference on “Current Scenario and Challenges of Management Practices” - 26th November 2021 at Vijay Institute of Management, Dindigul

**Paper Presented:** Purchase intention towards green products among millennial generation in Madurai city

19) Attended International Conference on “Business Dynamics and Sustainable Development” - Department of Commerce, The American College, Madurai

**Paper Presented:** Factors driving the adoption of internet banking among retail banking customers in Madurai city

20) Chief Editor for  book titled “  *Sustainable Higher Education Systems - Methods & Practices Vol. II*" with ISBN :   978-81-962554-6-6

21) Participated in the International Seminar on “Managerial Leadership – Making a Difference” – 07th January, 2017 at Anna University Regional Campus, Madurai.

22) Attended National Conference on “Managerial Excellence” – 17th march 2001 at Velammal College of Engineering and Technology, Madurai.

23) Attended a National Seminar on “FDI in Retail Trade – Opportunities & Challenges” – Feb 1st& 2nd, 2013 at Sourashtra College, Madurai.

FDP ATTENDED

1) Participated in the Faculty Development Program Organized by Entrepreneurship development cell, Anna University Regional Office, Madurai from 10th to 23rdJuly, 2014.

2) Participated in the Online Faculty Development Program on “Recent trends in Artificial Intelligence and impact on teaching professionals” Organized by Rathnavel Subramanian College of Arts and Science from 22.04.20 to 24.04.20

3) Participated in the National Level Online FDP on "E - Learning Tools" Organized by, Department of Computer Science, The American College, from 16.05.20 to 17.05.20

4) Participated in the short term training program Organized by SA College of Arts and Science, Chennai from 26th April 2020 to 09th may, 2020 on the topic I5 - Innovation, Incubation, Intrapreneur, Invention & Intellectual property"

5) Participated in the Online Faculty Development Program on “Capital Markets” conducted by Bharathiar University & NSE Academy Ltd from 22.06.21 to 23.06.21

6) Participated in the five day faculty development programme on “Data Visualization using Tableau” conducted by Amity University between 16th August to 20th August 2021

FDP (WEBINARS) ORGANIZED ORGANIZED

1) Organized a one day national level webinar on “Recent Trends in capital Market” – 15th June 2020

2) Organized a one day national level online Panel discussion on “Inclusive Education: Emerging Concerns” – 15th July 2020

3) Organized a one day national level webinar on “Digital Marketing” – 20th July 2020

##### JOURNAL PUBLICATION

1) Paper Titled - “Hybrid financial Instruments & Services – Trends & Issues” published in 6m’s Magazine (ISSN: 2230 – 7907).

2) Paper Titled – “Mutual fund preferences and purchase practices of Retail Investors” published in RVS journal of Management (ISSN: 0975 – 3435).

3) Paper Titled – “A Study on Employee Welfare Measure In Dee Dee Enterprise Private Limited in Trichy” published in Journal of Advanced Research in Dynamical & Control

Systems (ISSN: 1943-023X), 07-Special Issue, July 2017, Special Issue on Management Studies **(indexed in Scopus**)

4) Paper Titled - “Determinants of Green Purchasing Intention: An Empirical Approach” published in International Journal of science technology and management (ISSN: 2394 – 1537).

5) Published a paper on the title “Antecedents of online purchase intention: An empirical study in Madurai district” in Shanlax International journal of management, February 2018.

6) Published a paper on the title “Antecedents of green brand equity: An empirical approach” in Asia Pacific Journal of Research, December 2017.

7) Published a paper on the title “Determinants of Organizational Commitment – An empirical study among employees of SME sector in Madurai district” in Roots International journal of multidisciplinary researches, February 2018

8) Paper Titled – “Relationship among Brand Equity Determinants: The Moderating Role of Product Involvement” published in Test Engineering and Management (ISSN: 0193-4120, Page No. 6327 - 6330), January – February 2020 issue (**indexed in Scopus**)

9) Paper Titled - “Customers response to online food delivery services during  
COVID-19 outbreak using binary logistic regression” published in International Journal

of consumer studies (**indexed in Scopus**, ABDC – A category, DOI: 10.1111/ijcs.12630).- 17th November, 2020.

10) Paper Titled - “Information Management Capacity and Supply Chain Performance: Mediating Effects of Supply Chain Practices, Competencies and Concerns” published in Vision (i**ndexed in Scopus**, ABDC – C category, DOI: 10.1177/09722629211066289).-25th December, 2021.

11) Paper Titled - “A study on conflict management using baron model” published in International Journal of Novel Research and Development , Volume 7, Issue 2 February 2022 | ISSN: 2456-4184

12) Paper Titled - “Antecedent of employee engagement among nursing staff in Madurai district: An empirical approach” published in - Journal of the Asiatic society of Mumbai listed in **UGC Care** list, (ISSN: 0972-0766, Vol. XCVI, No.3, 2022)

13) Paper Titled – “Human Resource Management in Hospitality Industry “published in

NeuroQuantology published in August 2022, DOI: 10.14704/nq.2022.20.7.NQ33434

14) Paper Titled - “Factors driving the adoption of internet banking among retail banking customers in Madurai city” published in - South India Journal of Social Sciences listed in **UGC Care** list, (ISSN: 0972-8945, Vol. XXI, No.13, 2023)

##### RESOURCE PERSON

1) Resource Person for UGC- Academic Staff College Refresher course organized by Department of Commerce, Madurai Kamaraj University on 12th November 2013 – Topic – “Technical Analysis in Capital Markets”.

2) Resource Person for UGC- Academic Staff College Refresher course organized by Department of Management Studies, Madurai Kamaraj University on 19th February 2014 – Topic – “Introduction to Capital Markets”.

3) Resource Person for UGC- Academic Staff College Refresher course organized by Department of Management Studies and Commerce, Madurai Kamaraj University on 20th March 2018 – Topic – “Indian Capital Markets”.

4) Resource Person for workshop on Technical analysis in stock markets conducted by Department of business administration , Sri Meenakshi Government Arts College for Women, Madurai on 18th September 2014.

5) Resource Person for Refresher Course – Dept of Commerce (29th may 2017), KR College of Arts & Science, Kovilpatti.

6) Resource Person for UGC NET coaching class conducted by Department of Management studies, Madurai Kamaraj University.

7) Resource Person for a session on SPSS usage for Research conducted by Research and Extension Centre , Mother Teresa Women’s University , Madurai on 22.08.2015

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|  | **Details of Guest Lectures Delivered** | | |  |
| **Name of the Programme** | **Organization / Institution** | **Department** | **Audience** | **City** |
| **Equity , Commodity , MF & PMs** | Rotary Club |  | Rotarians | Dindigul |
| **Financial Market - Current Scenario** | Rotary Club - Mid Town |  | Rotarians | Dindigul |
| **Smart Investments** | Rotary Club - |  | Rotarians | Tirunelveli |
| **Stock Markets** | Rotary Club of Madurai Central |  | Rotarians | Madurai |
| **A Seminar on Indian Stock Market** | Kurunji College of Engineering and Technology | MBA | Students | Manapparai |
| **Futures & Options** | Sourashtra College | PG Dept of Commerce | Students | Madurai |
| **Dynamics of NSE** | VHNSN College | BBA | Students | Virudhunagar |
| **Hybrid Financial Instruments** | The American College | MBA | Students | Madurai |
| **Dynamics of Stock Market** | Michael Institute of Management | MBA | Students | Madurai |
| **Fundamental of Stock Market** | Velammal College of Engineering | MBA | Students | Madurai |
| **Global Recession** | Nehru College of Engineering | MBA | Students | Coimbatore |
| **Mutual Funds** | Fatima College for Women | MSC IT | Students | Madurai |
| **Derivatives** | SVN College | MBA | Students | Madurai |
| **Global Recession** | Madurai Kamaraj University | MBA | Students | Madurai |
| **Dynamics of capital market** | SNMV College | Dept of Commerce | Students | Coimbatore |
| **Trading System** | Lady Doak College | Department of Corporate Secretaryship | Students | Madurai |
| **Technical Analysis** | MKU – Evening college | MBA | Students | Madurai |
| **SPSS** | Fatima College | MBA | Students | Madurai |