

# National Institute of Technology, Tiruchirappalli: Performa for CV of Faculty/ Staff Members

## Curriculum Vitae

Brief Profile: 1-2 paragraphs (not exceeding 500 words)

Competent and growing researcher, educated to PhD level, with over 9 years of experience both in the educational and industrial domain. Possesses sound research knowledge in the area of digital marketing with a wide practical learning using various tools and techniques. Key accomplishments include both junior and senior research fellow grant from UGC. Published over 30 international journals from A\*, A, B, and C category of ABDC rankings.



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2. Designation: Assistant Professor
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reachjanarthanan@gmail.com
6. Field(s) of Specialization: Marketing
7. Employment Profile

Job Title	Employer	From	To
Assistant Professor	National Institute of Technology, Tiruchirappalli	May 2020	Till date
Assistant Professor	Central University of Tamil Nadu, Thiruvarur	Jan 2020	May 2020
Assistant Professor	Thiagarajar School of Management, Madurai	Apr 2014	Jan 2020
Assistant Commissioning Editor	Pearson	Apr 2009	Apr 2010

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	Education		
Data Analyst	Infosys – Bloomberg process	June 2006	July 2007

### 8. Academic Qualifications (From Highest Degree to High School):

Examination	Board / University	Year	Division/ Grade	Subjects
PhD	NIT Trichy	2011 to 2014		Social Media Marketing
UGC – NET with JRF	UGC	2010		Management
MBA	Madras University	2009	I	Marketing
B.COM	Bharathidasan University	2006	I	Commerce

### 9. Academic/Administrative Responsibilities within the University

Position	Faculty/Department/Centre/Institution	From	To
MIS Coordinator	Department – Management Studies	October 2020	Till date
MBA Admissions Committee Member	Department – Management Studies	Jan 2021	Till date
PhD Admissions committee member	Department – Management Studies	Jan 2021	Jan 2022
DIT team member	Institute	October 2020	Till date
Convocation committee member	Institute	2020	Till date
Institute Day committee member	Institute	2020	Till date
Media team member – Social media handling	Institute	Feb 2021	Till date

### 12. Fellowships

Year of Award	Name of the Fellowship	Awarding Organization	From (Month/Year)	To (Month/Year)
2010	UGC NET-JRF	UGC	2010	2013

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### 13. Details of Academic Work

#### (i) Curriculum Development

Actively involved in curriculum development in various universities for the following subjects:

- a. Digital marketing
- b. Social media marketing
- c. Technology empowered marketing
- d. Social media metrics
- e. Cyberpsychology

#### (ii) Courses taught at Postgraduate and Undergraduate levels

Postgraduate levels:

- a. Digital marketing
- b. Marketing management
- c. Integrated marketing communications
- d. Marketing research
- e. Entrepreneurship

#### (iii) Projects guided at Postgraduate level

Guided over 70 students at PG level for internship within the institute and outside the institute.

### 15. Number of PhDs guided/ongoing

Name of the PhD Scholar	Area or Research	Role (Supervisor/ Co-Supervisor)	Year of Award	Awarded/ ongoing
Mr. Fazeen Rasheed	Marketing	Supervisor		Ongoing
Ms. Jaya Janane	Marketing	Supervisor		Ongoing

### 16. Participation in Workshops/ Symposia/ Conferences/ Colloquia /Seminars/ Schools etc. (mentioning the role)

### 17. Workshops/ Symposia/ Conferences/ Colloquia/Seminars Organized (as Chairman/ Organizing Secretary/ Convenor / Co-Convenor)

Title of Activity	Level of Event (International/ National/ Local)	Date (s)	Role	Venue
5 Day Online Workshop on Research Methodology and Data Analysis	National	February 2022	Coordinator	DoMS, NITT

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## 21. Publications

### (A) Refereed Research Journals:

#### **Research Publications till date:**

##### **ABDC - A star journals**

1. Balakrishnan, J., Dwivedi, Y. K., Malik, F. T., & Baabdullah, A. M. (2021). Role of smart tourism technology in heritage tourism development. *Journal of Sustainable Tourism*, 1-20.
2. Foroudi, P., Akarsu, T. N., Marvi, R., & Balakrishnan, J. (2021). Intellectual evolution of social innovation: A bibliometric analysis and avenues for future research trends. *Industrial Marketing Management*, 93, 446-465.
3. Chopdar, P. K., & Balakrishnan, J. (2020). Consumers response towards mobile commerce applications: SOR approach. *International Journal of Information Management*, 53, 102106.

##### **ABDC – A category journals**

1. Balakrishnan, J., Abed, S. S., & Jones, P. (2022). The role of meta-UTAUT factors, perceived anthropomorphism, perceived intelligence, and social self-efficacy in chatbot-based services?. *Technological Forecasting and Social Change*, 180, 121692.
2. Balakrishnan, J., Dwivedi, Y. K., Hughes, L., & Boy, F. (2021). Enablers and inhibitors of AI-powered voice assistants: a dual-factor approach by integrating the status quo bias and technology acceptance model. *Information Systems Frontiers*, 1-22.
3. Balakrishnan, J., & Dwivedi, Y. K. (2021). Conversational commerce: entering the next stage of AI-powered digital assistants. *Annals of Operations Research*, 1-35. DoI: <https://doi.org/10.1007/s10479-021-04049-5>
4. Balakrishnan, J., & Dwivedi, Y. K. (2021). Role of cognitive absorption in building user trust and experience. *Psychology & Marketing*, 38(4), 643-668.
5. Balakrishnan, J., Foroudi, P., & Dwivedi, Y. K. (2020). Does online retail coupons and memberships create favourable psychological disposition?. *Journal of Business Research*, 116, 229-244.

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6. Mogaji, E., Balakrishnan, J., & Kieu, T. A. (2021). Examining consumer behaviour in the UK Energy sector through the sentimental and thematic analysis of tweets. *Journal of Consumer Behaviour*, 20(2), 218-230.
7. Balakrishnan, J., & Griffiths, M. D. (2018). Loyalty towards online games, gaming addiction, and purchase intention towards online mobile in-game features. *Computers in Human Behavior*, 87, 238-246.

### ABDC B & C categories/SCI/SSCI/SCOPUS

1. Shanmugavel, N., Alagappan, C., & Balakrishnan, J. (2022). Acceptance of electric vehicles: A dual-factor approach using social comparison theory and technology acceptance model. *Research in Transportation Business & Management*, 100842.
2. Balakrishnan, J., & Sambasivan, M. (2022). Impact of COVID-19 on tourism image, commitment and ownership: a longitudinal comparison. *International Journal of Tourism Cities*, (ahead-of-print).
3. Mogaji, E., Balakrishnan, J., Nwoba, A. C., & Nguyen, N. P. (2021). Emerging-market consumers' interactions with banking chatbots. *Telematics and Informatics*, 65, 101711.
4. Sv, P., Ittamalla, R., & Balakrishnan, J. (2021). Analyzing general public's perception on posttraumatic stress disorder and COVID-19: a machine learning study. *Journal of Loss and Trauma*, 1-3.
5. Rajadurai, I. J., Sivakumar, V. J., Balakrishnan, J., & Arul Doss, S. P. S. (2021). Exploring the role of experience intensification autobiographical memory and nostalgia in the relationship between experience and behavioural intention. *Annals of Leisure Research*, 1-21. DoI: <https://doi.org/10.1080/11745398.2021.1915167>
6. Balakrishnan, J., & Goswami, S. (2020). Sharing YouTube content in offline mode: an attempt to explore conversation through an experimental study. *International Journal of Entrepreneurship and Innovation Management*, 24(2-3), 154-171.
7. Balakrishnan, J., & Foroudi, P. (2019). Does corporate reputation matter? Role of social media in consumer intention to purchase innovative food product. *Corporate Reputation Review*, 23, 181-200
8. Balakrishnan, J., & Griffiths, M. D. (2018). An exploratory study of "selfitis" and the development of the Selfitis Behavior Scale. *International Journal of Mental Health and Addiction*, 16(3), 722-736.

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9. Balakrishnan, J., & Griffiths, M. D. (2019). Perceived addictiveness of smartphone games: A content analysis of game reviews by players. *International Journal of Mental Health and Addiction*, 17(4), 922-934.
10. Griffiths, M. D., & Balakrishnan, J. (2018). The psychosocial impact of excessive selfie-taking in youth: A brief overview. *Education and Health*, 36(1), 3-6.
11. Balakrishnan, J., & Griffiths, M. D. (2017). Social media addiction: What is the role of content in YouTube?. *Journal of Behavioral Addictions*, 6(3), 364-377.
12. Saraswathy, R., & Balakrishnan, J. (2017). Facets of talent retention: role of employee and employer branding as catalysts. *International Journal of Business Forecasting and Marketing Intelligence*, 3(4), 407-432.
13. Chakraborty, T., & Balakrishnan, J. (2017). Exploratory tendencies in consumer behaviour in online buying across gen X, gen Y and baby boomers. *International Journal of Value Chain Management*, 8(2), 135-150.
14. Balakrishnan, J., & Manickavasagam, J. (2017). User disposition and attitude towards advertisements placed in Facebook, LinkedIn, Twitter and YouTube: A decision tree and MANOVA approach. In *Advertising and Branding: Concepts, Methodologies, Tools, and Applications* (pp. 1512-1532). IGI Global.
15. Natarajan, T., Balakrishnan, J., Balasubramanian, S., & Manickavasagam, J. (2013). The state of Internet marketing research (2005-2012): A systematic review using classification and relationship analysis. *International Journal of Online Marketing (IJOM)*, 3(4), 43-67.
16. Natarajan, T., Balakrishnan, J., Balasubramanian, S. A., & Manickavasagam, J. (2015). Examining beliefs, values and attitudes towards social media advertisements: results from India. *International Journal of Business Information Systems*, 20(4), 427-454.
17. Balasubramanian, S. A., Manickavasagam, J., Natarajan, T., & Balakrishnan, J. (2015). An experimental analysis of forecasting the high frequency data of matured and emerging economies stock index using data mining techniques. *International Journal of Operational Research*, 23(4), 406-426.
18. Arasu, B. S., Jeevananthan, M., Thamaraiselvan, N., & Janarthanan, B. (2014). Performances of data mining techniques in forecasting stock index—evidence from India and US. *Journal of the National Science Foundation of Sri Lanka*, 42(2).177-191.
19. Natarajan, T., Balakrishnan, J., Balasubramanian, S. A., & Manickavasagam, J. (2014). Perception of Indian consumers towards social media advertisements in Facebook,

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LinkedIn, YouTube and Twitter. *International Journal of Internet Marketing and Advertising*, 8(4), 264-284.

20. Natarajan, T., Balasubramanian, S., Balakrishnan, J., & Manickavasagam, J. (2013). Examining beliefs towards social media advertisements among students and working professionals: an application of discriminant analysis. *Australian Journal of Basic and Applied Sciences*, 7(8), 697-705.