

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

Curriculum Vitae



Brief BIO-DATA OF DR. V.J. SIVAKUMAR

Dr. V.J. Sivakumar is Head of the Department of Management Studies in NIT Tiruchirappalli teaching Marketing Management specialization subjects for MBA students in the Department of Management Studies, National Institute of Technology, Tiruchirappalli – 620 015, Tamil Nadu, India. Has vast experience in the industry at Crompton Greaves, Videocon, BPL and Solidaire blue chip companies and also in academics at Great Lakes Institute of Management as Program Director and Associate Professor and as Assistant Professor at Loyola Institute of Business Administration, Chennai. He completed his doctorate from the Department of Management Studies at Anna University, Chennai in the area of Customer Relationship Management in Banking industry. He completed his M.B.A. and M.Sc. Physics from Bharathidasan University, Tiruchirappalli. His articles are published in many international and national journals and has presented papers in several international conferences and nine national conferences.

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1. Name: Dr. V.J. Sivakumar

2. Designation: Head of the Department & Associate Professor

3. Office Address:

Department of Management Studies
National Institute of Technology
Tiruchirappalli – 620 015, India
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4. Telephone : 0431 2503701 Extn. : 3701, 3707

 Mobile (personal): 9488058971

5. Email (Primary): vjs@nitt.edu

Email (Secondary) :

vjsivakumar@rediffmail.com

6. Field(s) of Specialization: **Marketing Management**

7. Employment Profile

Job Title	Employer	From	To
Currently – Head of the Department & Associate professor	NIT, Tiruchirappalli	February, 2014	
Associate Professor	NIT, Tiruchirappalli	May, 2010	
Assistant Professor	NIT, Tiruchirappalli	May, 2007	May, 2010
Associate Professor/Program Director	Great Lakes Institute of Management, Chennai.	2005	May, 2007
Assistant Professor	Loyola Institute of Business Administration (LIBA), Chennai.	1996	2005
Part-time faculty	Bharathidasan Institute of Management, Tiruchirappalli.	2007	
Marketing Manager	<i>Digivision Electronics Ltd., Chennai</i>	1995	1996
Senior Area Sales Manger	<i>Indo Matsushita Appliances Ltd.</i>	1995	

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Branch Manager	<i>Usha Martin Telecom Ltd., Indore</i>	1995	
Marketing Supervisor	<i>Crompton Greaves Ltd. Chennai</i>	1993	1995
Senior Sales Executive	<i>BPL SANYO Ltd., Chennai</i>	1992	1993
Sales Executive	<i>VIDEOCON INTERNATINAL LTD</i>	1991	1992

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

Examination	Board / University	Year	Division/ Grade	Subjects
Ph. D., in Management	Department of Management studies, Anna University, Chennai.	2004		(Customer Relationship Management in Indian Retail Banking).
M.B.A.,	Bharathidasan University, Tiruchirapalli, India.	1991	First class	Marketing Management
M.Sc. in Physics	Bharathidasan University, Tiruchirapalli, India.	1994	First class	Electronics
B.Sc. in Physics	St. Joseph's College, Tiruchirapalli	1996	High second class	Physics
12 th standard	National Hr. Sec. School	1993	High second class	Maths, Physics, Chemistry, Biology
10 th standard	Campion Hr. Sec. school	1991	High second class	Maths, Science

9. Academic/Administrative Responsibilities within the University

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Position	Faculty/Department/Centre/Institution	From	To
Head of the Department & Associate Professor	Handling administrative activities of department, Guiding Research scholars, teaching Marketing Management and specialization subjects: Sales Management, Brand Management, Customer Relationship Management, Retailing and Entrepreneurship for MBA students.	February, 2014	currently
Staff co-ordinator	Rotary club of NIT Tiruchirappalli and Rotary Club of Rockcity,	2008	2015
Co-ordinator	NBA accreditation coordinator for NIT Tiruchirappalli.	2011	2012
Nodal officer	Nodal officer for the All Indian Survey for higher education, MHRD, Government of India.	2011	currently
Hostel warden	National Institute of Technology, Tiruchirappalli, India.	2009	2013
Admissions coordinator	Department of Management Studies, National Institute of Technology, Tiruchirappalli, India.	2009	2011

10. Academic/Administrative Responsibilities outside the University

Position	Institution	From	To
Recognized as a supervisor by Madras University for guiding doctoral (Ph.D.) candidates.	Madras University	2005	currently
Organizer	Organizing the Great Lakes / NASEI international marketing conference as co-chairman along with Dr. Seenu V. Srinivasan in Chennai, India.	December 2007	
Program Director	For the Executive MBA at Great Lakes Institute of Management, Chennai.	2006	2007
Research coordinator	LIBA	2004	2005
In-charge of the library and purchases	Great Lakes Institute of Management, Chennai	2006	2007
Admissions coordinator	LIBA	2001	2004
Public Relations Officer	LIBA	1998	2001

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11. Awards, Associateships etc.

Year of Award	Name of the Award	Awarding Organization

12. Fellowships

Year of Award	Name of the Fellowship	Awarding Organization	From (Month/Year)	To (Month/Year)

13. Details of Academic Work

(i) Curriculum Development: As HoD for the Management Department, NITT - 2016

(ii) Courses taught at Postgraduate and Undergraduate levels:

For PG level: Marketing Management Concepts and Design, Marketing Management Planning and strategy, Marketing Management, Sales Management, Brand Management, Product Management, Retailing Management, Business Analysis and IT consulting in Marketing, Customer Relationship Management, Entrepreneurship,

For UG level: Marketing Management, Entrepreneurship

(iii) Projects guided at Postgraduate level: 200 MBA projects

(iv) Other contribution(s)

14. Details of Major R&D Projects

Title of Project	Funding Agency	Duration		Status
		From	To	Ongoing/ Completed
Co- Principal Investigator of Indo- UK (UKERI) funded research project Preparing Graduates for Business Life during to 2014. Conducted finishing school classes during December 3 rd to 15 th , 2012.	Indo- UK (UKERI)	2012	2014	Completed
A study on the challenger strategies for TVS Electronics Ltd.	TVS	2006		Completed
A comparative study on Airbus and Boeing	TVS	2006		Completed
A comparative study on Dell and other leading computer manufacturers	TVS	2006		Completed
A study on Tata Automobiles	TVS	2006		Completed

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Conducted a Knowledge Management & Innovation workshop for 25 Technical Directors of NIC (National Informatics Centre)	TVS	April, 22 2013	April, 26 2013	Completed
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15. Number of PhDs guided

Name of the PhD Scholar	Title of PhD Thesis	Role(Supervisor/ Co-Supervisor)	Year of Award
Mrs. M. Hemalatha	“Modelling Clearance Sales Shopping Behaviour”, at NITT.	Supervised/Guided	2010
Mrs. C. Padmavathy	“CRM effectiveness: Its dimensions and effect on customer outcomes in retail banking” at NITT.	Supervised/Guided	2012

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

Date (s)	Title of Activity	Level of Event (International/ National / Local)	Role (Participant / Speaker/ Chairperson, Paper presenter, Any other)	Event Organized by	Venue
August, 2016	Measuring the Performance in Higher Educational Institutions	International	Participant	NIT, Trichirappalli	NIT Tiruchirappalli
September, 2014	Pedagogy for Teaching management students	National	Participant	IIM, Kozhikode	IIM, Kozhikode
26 th July. 2013	Business Analytics convention	National	Participant	Christ College, Bangalore	Christ College, Bangalore
25 th to 28 th March, 2012	1 st World Summit on Accreditation	National	Participant	National Board of Accreditation at New Delhi	at New Delhi
January 9 th and 13 th , 2012	in-country program on Accreditation and Certification of TVET institutions	National	Participant	Colombo plan Staff College for Technician education in	Teacher Training College, Chennai

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				collaboration with National Institute of Technical Teachers' Training and Research, MHRD, Government of India	
22 nd & 23 rd Jan, 2011	Supply Chain Workshop	National	Participant	DOMS, NITT.	DOMS, NITT.
11 th August, 2010	Effectiveness of using case studies in teaching management students	National	Chairperson	Annamalai University	Annamalai University
17 th December, 2009	Thesis Report writing	National	Chairperson	International conference on Management Research	Allana Institute of Mgt. Science, Poona
26 th to 28 th September, 2008	Faculty quality improvement workshop on Case method of Teaching	National	Participant	Case Research society of India	Indian Institute of Technology, Chennai, India
10 th Oct, 2007	Leadership skills	National	Chairperson	Rotary club	
8 th March 2006	Golden Jubilee Women's Annual convention	National	Participant	Madras Management Association	Chennai, India
3 rd and 4 th February 2006	Golden Jubilee Annual convention on "India the unbound"	National	Participant	Madras Management Association	Chennai, India
21 st & 22 nd Jan, 2005	Annual convention on "Beyond Creating Value"	National	Participant	Madras Management Association	Chennai, India
26 th November, 2004.	e-Learning: Current trends and challenges	National	Participant	Madras Management Association	Chennai, India
23 rd Jan, 2004.	National HR conclave on "Building World Class Organization for India Inc. – HR	National	Participant	LIBA	Hotel Taj Coromandel, Chennai.

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	Perspective”				
February, 2004	national banking seminar on “The Challenges and Opportunities for Banks in the next decade”	National	Participant	LIBA	Chennai, India
22 nd to 23 rd April, 2004	Faculty Improvement Programme on Case Study writing	National	Participant	AICTE	XIME, Bangalore, Karnataka
30 th July 2003	Seminar on “Innovative marketing strategies”	National	Participant	Madras Management Association	Chennai, India
5 th January 2003	seminar on “Retailing Management”	National	Participant	LIBA	Chennai, India
19 th Jan, 2003	seminar on Corporate Governance	National	Participant	LIBA	Chennai, India
20 th & 21 st Dec, 2002	International Conference on Services Marketing	National	Participant	The School of Business,	M.O.P. Vaishnav College for Women Chennai.
18 th to 22 nd Nov, 2002	Faculty Quality Improvement Programme on the Innovative Pedagogical Tools in Teaching Marketing Mgt.	National	Participant	AICTE	T.A. Pai Management Institute, Manipal, Karnataka
6 th to 8 th September, 2001.	National Management Convention “Building Sustainable Competitive Strength”	National	Participant	All India Management Association, New Delhi	New Delhi

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

Title of Activity	Level of Event (International/	Date (s)	Role	Venue
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	National/ Local)			
Great Lakes / NASEI international marketing conference	Organizing the Great Lakes / NASEI international marketing conference as along with Dr. Seenu V. Srinivasan in Chennai, India.	2007	co-chairman	Great Lakes Institute of Management, Chennai

18. Invited Talks delivered

Topic	Date	Inviting Organization
Customer Relationship Management	25 th September, 2016	Holy Cross College, Tiruchirappalli
Trends in Marketing	1 st October, 2014	St. Joseph's College, Tiruchirappalli
Leadership	20 th July, 2008	Rotary Club of NITT
Retailing	1 st September, 2007	MGR College of Engineering, Chennai
CRM	2 nd March, 2003	RBI, Chennai

19. Membership of Learned Societies

Type of Membership (Ordinary Member/ Honorary Member / Life Member)	Organization	Membership No. with date

20. Academic Foreign Visits

Country	Duration of Visit	Programme
London, UK	10 days	UKIERI project

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New York, USA	5 days	Conference

21. Publications

(A) Refereed Research Journals:

Author(s)	Title of Paper	Journal	Volume (No.)	Page numbers	Year
Sivakumar V.J. and Amritha Sundar	E-Commerce in India –with its whole bag of tricks	<i>Innovative Journal of Business Management</i>	Vol. 3, Issue 1		2015
Sivakumar V.J. and Padmavathy. C	Adopting analytic hierarchy process to prioritize banks based on CRM effectiveness – The customer perspective	<i>International Journal of Business Innovation and Research</i>			2014
Padmavathy.C and Sivakumar V.J.		International Journal of Customer Relationshi Marketing and Management	3(1), 1-17		2012
Padmavathy.C and Sivakumar V.J.	Measuring Effectiveness of Customer Relationship Management in Indian Retail Banks	International Journal of Bank Marketing	Volume 30 Number 4		2012
Hemalatha, M., Moorthi, Y.L.R. and Sivakumar, V.J.	A Neural Network Model for Clearance Sales Outshopping Behavior	<i>International Journal of Business Excellence</i>	Vol. 4, No. 3	263-282	2011
Hemalatha, M. and Sivakumar, V.J.	Predicting the Business Opportunity of a College in UAE using Feasibility Study Approach	<i>International Journal of Indian Culture and Business Management</i>			2012
M. Hemalatha, P. Sridevi and	A decision-Support System application in retail store	International Journal Business and Emerging Markets	Vol.3, No. 2	158-176	2011

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V.J. Sivakumar	location model: a case study of hypermarket in emerging markets				
M. Hemalatha and Dr. V.J. Sivakumar	Hyper Market industry in Dubai – An evaluation using AHP Technique	The International Journal of Applied Management and Technology	Vol.7, Num 1		2010
M. Hemalatha and V.J. Sivakumar	Modelling clearance sales Shopping Behavior	International Journal of Business Information Research centre	V5, N6/7		2010
M. Hemalatha and V.J. Sivakumar	Modelling clearance sales store loyalty behavior of Indian shoppers	International Journal Business Excellence	Vol. X, No. Y		2009
Hemalatha.M and Dr. V.J. Sivakumar	Retail event satisfaction measurement model: an Indian context	International Journal of Indian Culture and Business Management	Vol.2, No.6	654-669	2009
Hemalatha.M and Dr. V.J. Sivakumar	Segmentation of Indian shoppers based on Store attributes	International Journal of Business Innovation and Research	Vol.3, No.6	651-669	2009
Ram Subramanian, Pradeep Gopalakrishna and Sivakumar V.J	<i>TATA TETLEY MERGER</i>	North American case research association, Sedona, Arizona	Volume 18, number 1	76	2004

Author(s)	Title of Paper	Journal	Volume (No.)	Page numbers	Year
Mrs. M. Hemalatha, Mrs. P. Sridevi and Dr. V.J. Sivakumar	Multiattribute analysis of the retail store location decision	Journal of Contemporary Research in Management	Vol. 3; No. 3		2008
Mrs. M. Hemalatha, Mrs. P. Sridevi and Dr. V.J. Sivakumar	Data Mining Application in Retailing	Journal of Contemporary Research in Management	Vol. 3; No. 3		2008
Sivakumar V.J.	<i>Impact of Technology in Retailing</i>	Management Matters	Vol.1, Issue 4		2005

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Sivakumar V.J. and Vishal	<i>Changing Times–24/7 - Case Study on Titan</i>	Management Matters	Vol.1, Issue 3		2004
<i>Sivakumar V.J. and Dr. Peeru Mohamed</i>	<i>Customer Retention in Banks</i>	Management Matters	Vol.1, No.6		2003
<i>Sivakumar V.J. and Dr. Peeru Mohamed</i>	<i>Reading the Bank Customer</i>	Management Matters	Vol.1, No. 5		2002
<i>Sivakumar V.J. and Dr. Peeru Mohamed</i>	<i>eCRM in Banks – An empirical study</i>	Management Matters	Vol.1, No. 4		2002
<i>Sivakumar V.J. and Dr. Peeru Mohamed</i>	<i>Study of consumer awareness and perception of Fa range of body care products</i>	Management Matters	Vol.1, No.3		2001
<i>Sivakumar V.J. and Dr. Peeru Mohamed</i>	<i>CRM in Retail Banking</i>	Management Matters	Vol.1, No.3		2001
<i>Sivakumar V.J. and Dr. Peeru Mohamed</i>	<i>Relationship marketing in a competitive environment</i>	Management Matters	Vol.1, No.2		2001

(B) Conferences/Workshops/Symposia Proceedings

Author(s)	Title of Abstract/ Paper	Title of the Proceedings	Conference Theme	Venue	Year
Dr. V.J. Sivakumar & B.Issac Johny Rajadurai	Role of after sales service in Brand Equity with special reference to Laptop users.	7th NASMEI International Marketing Conference 2013 in India.	Int. conference.	Great Lakes, Chennai	27th & 28th December, 2013
Dr.V.J. Sivakumar & A. Clement Barnabas	Customer focus in the commercial department of Indian railways- A Customer relationship Management perspective	7th NASMEI International Marketing Conference 2013 in India.	Int. conference.	Great Lakes, Chennai.	27th & 28th December, 2013 in the
Dr. V. J. Sivakumar & C. Padmavathy	Developing a Conceptual Model for Customer Relationship Management Effectiveness	Organized by AIMS, Eighth AIMS International Conference	Int. conference.	IIM Ahmada bad	2nd Jan, 2011.
Dr. V. J. Sivakumar and C. Padmavathy	Modeling Customer Relationship Management Effectiveness,	ATHENAEUM 2011.	Int. conference.	BIM, Trichy	13th Feb, 2011.
Dr. V. J.	Linkages Between CRM	Fifth international	Int.	New	May 20th

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Sivakumar and C. Padmavathy	effectiveness, Customer satisfaction and customer loyalty; Indian retail banking context	conference on services management.	conference.	Delhi.	, 2011
Sivakumar V.J. and Karthik Saravana Raj G	“Evaluating Integrated Marketing Communication with respect to Hotels”	The International conference on Marketing in Emerging Economies	Int. conference.	IIM, Ahmedabad	5th and 7th January, 2011.
V.J. Sivakumar	“Intergenerational Influences – A key source of Brand Equity”,	3rd International marketing conference conducted by North American Society for Marketing Education in India and Koter-Srinivasan center for Research in Marketing	Int. conference.	Great Lakes Institute of Management, Chennai	18th – 19th, December, 2009.
V.J. Sivakumar and M. Hemalatha	A Structural Equation Modelling Approach to Clearance sales shopping Behaviour	International conference on Mathematical Methods and computation	Int. conference.	Jamal Mohamed College, Tiruchirappalli, India.	24th – 25th July, 2009.
Sivakumar V.J. and Balasubrahmanyan M.P	“Emerging competitive scenario in India Power equipment market”	3rd International conference on Management research	Int. conference.	Bharathidasan Institute of Management, Tiruchirappalli, India.	14th and 15th February, 2009.
Sivakumar V.J.	“Ambush Marketing- Attack and counter attack strategies”	International marketing conference conducted by North American Society for Marketing Education in India and Koter-Srinivasan center for Research in Marketing	Int. conference.	Great Lakes Institute of Management, Chennai.	22nd – 23rd, December, 2008.
Sivakumar V.J.	“TATA Motors and Nano”	3rd International Research seminar	Int. conference.	Yale-Great Lakes center for Management Research	21st December, 2008.

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				h, Chennai, India	
Sivakumar V.J.	“The Role of Technology in Building Brand equity-with specific reference to Retailing”	the international conference on Services Management “Process and Technology: Key drivers of customer focused Services Management”	Int. conference.	T.A. Pai Management Institute, Manipal, India	15th and 16th February, 2008.
Sivakumar V.J. and Hemalatha. M	“Shopping tourism for Building Brand India”	the international research seminar Brand India	Int. conference.	The Great Lakes Institute of Management, Chennai.	23rd December, 2007
Sivakumar V.J., Prasanna Mohan raj and Elancheran. J	“Unique destination proposition for India – An Indian Perspective of Destination branding”	NASMEI international marketing conference	Int. conference.	The Great Lakes, Chennai.	21st and 22nd December, 2007
Sivakumar V.J. and Hemalatha M	“The role of Dubai shopping Festival in Promoting Retail Business in Dubai”	NASMEI international marketing conference	Int. conference.	The Great Lakes, Chennai.	21st and 22nd December, 2007
Sivakumar V.J. and Hemalatha M	“One-to-one Marketing”	NASMEI international marketing conference	Int. conference.	The Great Lakes, Chennai.	21st and 22nd December, 2007
Sivakumar V.J., Hemalatha M and Sridevi. P	the Factors influencing retail choice formats	International Marketing Conference	Int. conference.	Sriram Institute of Management, Chennai.	21st and 22nd September, 2007.
Sivakumar V.J., Hemalatha M and Sridevi. P	“Market Basket Analysis in Retailing”	The International Marketing Conference	Int. conference.	Sriram Institute of Management at Chennai.	21st and 22nd September, 2007.
Sivakumar V.J	Quality Management and Sustenance	Department of Business Administration and Economics	International seminar	Kumararani Meena Muthiah College	3rd January, 2007.

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				of Arts and Science, Chennai, India	
Sivakumar V.J	“Building sustainable competitive strength in the Banking industry – the role of KCRM”	Services Management	Int. conference.	IIMT, Grugaon , at Radisson Hotel, Delhi, India.	11th and 12th March, 2005

Author(s)	Title of Abstract/ Paper	Title of the Proceedings	Conference Theme	Venue	Year
Dr. V. J. Sivakumar and Padmavathy.C	Effect of Customer Relationship Management effectiveness on customer satisfaction	National	National	SIMS, Chennai	
Sivakumar V.J	The Antecedents of Retail Store Equity	National Conference on Trends in Current Management practices	National	Pavendar Bharathidasan College of Engineering & Technology, Tiruchirappalli	2009
Sivakumar V.J., Hemalatha M and Sridevi. P	Multiattribute analysis of the Retail Store location decision	National conference on business research	National	PSGIM	2007
Sivakumar V.J., Hemalatha M and Sridevi. P	Datamining application in Retailing	National conference on business research	National	PSGIM	2007
Sivakumar V.J.	Indian IT Multinationals Opportunities and Challenges	National conference on Indian Multinationals Opportunities and Challenges	National	SRM School of Management	2006
Sivakumar V.J	IGLOO TV Dip	Conference on Case Study	National	XIME, Bangalore	2004
Sivakumar V.J. and Peeru Mohamed	Customer Retention in Service Sector	AICTE sponsored national seminar on Customer Service Excellence	National	Annamalai University	2003
Sivakumar V.J. and Peeru	The Goal of CRM	UGC sponsored National Conference	National	Madras University	2003

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Mohamed		on Management in Transition			
Sivakumar V.J. and Peeru Mohamed	e-CRM in Banks – a perspective of bankers and customers	national conference on e-CRM	National	Osmania University	2002
Sivakumar V.J. and Peeru Mohamed H	CRM in Banking	AICTE sponsored National CRM conference	National	Anna University, Chennai	2001

(C) Books & Monographs

Author(s)	Title of Book/Monograph	Name of Publishers	Year of Publication	ISSN/ISBN Number
C. Padmavathy and Dr. V. J. Sivakumar	Contributed one chapter in the edited book entitled Towards Managerial Excellence: Challenges and Choices	Macmillan Publication		
Sivakumar V.J. and Dr. Peeru Mohamed. H	Strategic issues relating to ECRM in banks – The perspective of Bankers and Customers	First Edition, Excel Books, New Delhi.		