Curriculum Vitae



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

Dr. V.J. Sivakumar is a Professor of Management Studies in NIT Tiruchirappalli teaching Marketing Management specialization subjects for MBA students. 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.

1. Name: Dr. V.J. Sivakumar

2. Designation: Professor

3. Office Address: Department of Management Studies, National Institute of Technology, Tiruchirappalli – 620 015, India.

4. Telephone (Direct) (Optional):

Telephone: 0431 2503707 Extn

(Optional):

Mobile (Optional): 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	То
Currently –Professor	NIT, Tiruchirapalli	February,	Present

	2014	
NIT, Tiruchirapalli	Feb. 2014	Feb. 2017
NIT,	May, 2010	Feb, 2014
Tiruchirappalli		
NIT,	May, 2007	May, 2010
Tiruchirappalli		
Great Lakes	2005	May, 2007
Institute of		
Management,		
Chennai.		
Loyola Institute of	1996	2005
Business		
Administration		
(LIBA), Chennai.		
Bharathidasan	2007	
Institute of		
Management,		
Tiruchirappalli.		
Digivision	1995	1996
Electronics Ltd.,		
Chennai		
Indo Matsushita	1995	
Appliances Ltd.		
Usha Martin	1995	
Telecom Ltd.,		
Indore		
Crompton Greaves	1993	1995
Ltd. Chennai		
BPL SANYO	1992	1993
Ltd., Chennai		
VIDEOCON	1991	1992
LTD		
	NIT, Tiruchirappalli NIT, Tiruchirappalli Great Lakes Institute of Management, Chennai. Loyola Institute of Business Administration (LIBA), Chennai. Bharathidasan Institute of Management, Tiruchirappalli. Digivision Electronics Ltd., Chennai Indo Matsushita Appliances Ltd. Usha Martin Telecom Ltd., Indore Crompton Greaves Ltd. Chennai BPL SANYO Ltd., Chennai VIDEOCON INTERNATINAL	NIT, Tiruchirapalli NIT, May, 2010 Tiruchirappalli NIT, May, 2007 Tiruchirappalli Great Lakes Institute of Management, Chennai. Loyola Institute of Business Administration (LIBA), Chennai. Bharathidasan Institute of Management, Tiruchirappalli. Digivision Electronics Ltd., Chennai Indo Matsushita Appliances Ltd. Usha Martin Telecom Ltd., Indore Crompton Greaves Ltd. Chennai BPL SANYO Ltd., Chennai VIDEOCON INTERNATINAL

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

Examination	Board /	Year	Division/	Subjects
	University		Grade	
Ph. D., in Management	Department	2004		(Customer Relationship
_	of			Management in Indian
	Management			Retail Banking).
	studies, Anna			_

	University,			
	Chennai.			
M.B.A.,	Bharathidasan	2001	First	Marketing Management
	University,		class	
	Tiruchirapalli,			
	India.			
M.Sc. in Physics	Bharathidasan	1998	First	Electronics
	University,		class	
	Tiruchirapalli,			
	India.			
B.Sc. in Physics	St. Joseph's	1996	High	Physics
	College,		second	
	Tiruchirapalli		class	
12th standard	National Hr.	1993	High	Maths, Physics,
	Sec. School		second	Chemistry, Biology
			class	
10th standard	Campion Hr.	1991	High	Maths, Science
	Sec. school		second	
			class	

9. Academic/Administrative Responsibilities within the University

Position	Faculty/Department/Centre/Institution	From	То
Professor	Guiding Research scholars, teaching	Feb. 2014	Present
	Marketing Management and		
	specialization subjects: Sales		
	Management, Brand Management,		
	Customer Relationship Management,		
	Retailing and		
	Entrepreneurship for MBA students		
Head of the	Handling administrative activities of	February,	February,
Department &	department	2014	2017
Associate Professor			
Staff co-	Rotary club of NIT Tiruchirappalli	2008	2015
ordinator	and Rotary Club		
	of Rockcity,		
Co-ordinator	NBA accreditation coordinator for	2011	2012
	NIT		
	Tiruchirappalli.		
Nodal officer	Nodal officer for the All Indian	2011	2018
	Survey for higher		
	education, MHRD, Government of		
	India.		
Hostel warden	National Institute of Technology,	2009	2013
	Tiruchirappalli,		
	India.		

Admissions	Department of Management Studies,	2009	2011
coordinator	National		
	Institute of Technology,		
	Tiruchirappalli, India.		

10. Academic/Administrative Responsibilities outside the University

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

11. Awards, Associateships etc.

Year of Award	Name of the Award	Awarding Organization

12. Fellowships

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

	Funding	Dura	ation	Status
Title of Project	Agency	From	То	Ongoing/
	Agency			Completed
Co- Principal Investigator of Indo- UK	Indo- UK	2012	2014	Completed
(UKERI) funded research project Preparing	(UKERI)			
Graduates for Business Life during to 2014.				
Conducted finishing school classes during				
December 3 rd to 15 th , 2012.				
A study on the challenger strategies for TVS	TVS	2006		Completed
Electronics Ltd.				
A comparative study on Airbus and Boeing	TVS	2006		Completed
A comparative study on Dell and other leading	TVS	2006		Completed
computer manufacturers				_
A study on Tata Automobiles	TVS	2006		Completed
Conducted a Knowledge Management &	TVS	April,	April,	Completed
Innovation workshop for 25 Technical		22	26	_
Directors of NIC (National Informatics Centre)		2013	2013	

15. Number of PhDs guided/ongoing

Name of the PhD	Title of PhD	Role (Supervisor/ Co-	Year of	Awarded/
Scholar	Thesis	Supervisor)	Award	ongoing
Mrs. M. Hemalatha	"Modelling	Supervisor	2010	Awarded
	Clearance Sales			
	Shopping			
	Behaviour"			
Mrs. C. Padmavathy	"CRM	Supervisor	2012	Awarded
	effectiveness:			
	Its dimensions			
	and effect on			
	customer			
	outcomes in			
	retail banking"			
Dr.Prasanth Chobdar	"Mobile	Supervisor	2018	Awarded

	shopping Apps Adoption Cross- cultural View extending the unified theory of acceptance and use of			
Mrs. Pavithra	technology2"	Supervisor		Awarded
Dr. B.Issac Johny		Supervisor		Awarded
Dr. Ajitha Soundarraj		Supervisor	2019	Awarded
Dr. Amrutha		Supervisor		Ongoint
Dr. Ramesh		Supervisor		Awarded
Mrs. Nancyprabha		Supervisor		Ongoing
Pushparaj				
Mr. Bhuvaneskumar.		Supervisor		Ongoing
A				
Mrs. Kabila		Supervisor		Ongoing

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

Date (s)	Title of Activity	Level of Event (Internat ional/ National / Local)	Role (Participant /Speaker/ Chairperso n,Paper presenter, Any other)	Event Organized by	Venue
August, 2016	Measuring the Performance in Higher Educational Institutions	International	Participant	NIT, Trichirappalli	NIT Tiruchirappal li
September, 2014	Pedagogyfor Teaching management students	National	Participant	IIM, Kozhikode	IIM, Kozhikode
26th July. 2013	Business Analytics convention	National	Participant	Christ College, Bangalore	Christ College, Bangalore
25th to 28th March,	1st World Summit on Accreditation	National	Participant	National Board of Accreditation	at New Delhi

2012				at New Delhi	
January 9th and 13th, 2012	in-country program on Accreditation and Certification of TVET institutions	National	Participant	Colombo plan Staff College for Technician education in collaboration with National Instituteof Technical Teachers' Trainingand Research, MHRD, Government of India	Teacher Training College, Chennai
22nd & 23rd Jan, 2011	Supply Chain Workshop	National	Participant	DOMS, NITT.	DOMS, NITT.
11th August, 2010	Effectiveness of using case studies in teaching management students	National	Chairperson	Annamalai University	Annamalai University
17th December, 2009	Thesis Report writing	National	Chairperson	International conference on Management Research	Allana Institute of Mgt. Science, Poona
26th to 28th September, 2008	Faculty quality improvement workshop on Case method of Teaching	National	Participant	Case Research society of India	Indian Institute of Technology, Chennai, India
10th Oct, 2007	Leadership skills	National	Chairperson	Rotary club	
8th March 2006	Golden Jubilee Women's Annual convention	National	Participant	Madras Management Association	Chennai, India
3rd and 4th February	Golden Jubilee Annual	National	Participant	Madras Management Association	Chennai, India

21st Annual convention on "Beyond Creating Value" 26th Creating Value" 27th Current trends and challenges 27th Confidition on "Building World Class Organization for India Inc. — HR prospective February, 2004 27th Challenges and Opportunities for Banks in the next decade" 27th July 23rd April, 2004 27th July 2003 30th July 2004 30th July 2005 30th July 20th 20th 20th 20th 20th 20th 20th 20th	2006	aanvanti aa				
Unbound" National & Participant Madras & Chennai, India	2006	convention				
21st & Annual convention on "Beyond Creating Value" Participant Madras Management Association						
&22nd Jan, 2005 convention on "Beyond Creating Value" National Participant Management Association India 26th Ozourent Trends and Challenges e-Learning: Notional Trends and Challenges National HR Conclave on "Building World Class Organization for India Inc. — HR prospective National Banking seminar on "The Challenges and Opportunities for Banks in the next decade" National Participant LIBA Chennai, India 22nd to Challenges and Opportunities for Banks in the next decade" National Participant LIBA Chennai, India 22nd July 2004 Feaulty Improvement Programme on Case Study writing National Participant Participant AICTE XIME, Bangalore, Karnataka 30th July 2003 Seminar on "Retailing Management" National Participant Participant LIBA Chennai, India 5th Retailing Management Corporate Governance National Participant LIBA Chennai, India 2003 Seminar on Corporate Governance National Participant LIBA Chennai, India 20th & International National National Participant LIBA Chennai, India	21 at		Notional	Dontining	Madras	Channai
Jan, 2005 on "Beyond Creating Value" 26th c-Learning: November, Current trends and challenges 23rd Jan, National HR conclave on "Building World Class Organization for India Inc. — HR prospective February, 2004 banking seminar on "The Challenges and Opportunities for Banks in the next decade" 22nd to Case Study writing 22nd to Jan Participant LIBA Chennai, India 22nd to Participant LIBA Chennai, India Participant LIBA Chennai, India Participant LIBA Chennai, India Association Madras Coromandel, Chennai, India Participant LIBA Chennai, India Participant LIBA Chennai, India AICTE XIME, Bangalore, Karnataka Chennai, India Participant AICTE Chennai, India Participant AICTE Chennai, India Participant Madras Chennai, India Association Association Chennai, India Participant LIBA Chennai, India Participant Madras Chennai, India Participant LIBA Chennai, India Participant LIBA Chennai, India			rvational	Participant		· · · · · · · · · · · · · · · · · · ·
Creating Value" Callenges Current trends and challenges Current trends and challenges Conclusion Corromandel, Chennai, India					_	India
Value" Current Current Current Current India Chennai, India Conclave on "Building World Class Organization for India Inc. — HR prospective February, and Opportunities for Banks in the next decade" Chennai	Jan, 2005	-			Association	
26th November, Current trends and challenges National Current trends and challenges						
November, 2004. Current trends and challenges 23rd Jan, National HR conclave on "Building World Class Organization for India Inc. — HR prospective national banking seminar on "The Challenges and Opportunities for Banks in the next decade" 22nd to 23rd April, 2004 Programme on Case Study writing 30th July 2003 Strategies" 5th seminar on "Retailing Management Association with the next marketing strategies" 5th seminar on "Retailing Management" National Participant LIBA Chennai, India Management Association LIBA Hotel Taj Coromandel, Chennai, India Hotel Taj Coromandel, Chennai, India Participant LIBA Chennai, India Management Association State India Management Association Mational Participant LIBA Chennai, India India Participant LIBA Chennai, India LIBA Chennai, India Coromandel, Chennai, India LIBA Chennai, India Coromandel, Chennai, India Participant LIBA Chennai, India Participant LIBA Chennai, India Coromandel, Chennai, India Participant LIBA Chennai, India Coromandel, Chennai, India Participant LIBA Chennai, India						
23rd Jan, National HR conclave on "Building World Class Organization for India Inc. — HR prospective national Opportunities for Banks in the next decade" 22nd to 23rd April, Improvement Programme on Case Study writing 30th July Seminar on "Improvative marketing strategies" 5th January 2003 5th January 2004 5th January 2004 5th January 2005 5th January 2005 5th January 2006 5th January 2007 5th January 2008 5th J		_	National	Participant		
Challenges Conclave on "Building World Class Organization for India Inc. — HR prospective Pebruary, 2004 Challenges and Opportunities for Banks in the next decade" Participant AlCTE Al						India
23rd Jan, Cocclave on "Building World Class Organization for India Inc. — HR prospective national banking seminar on "The Challenges and Opportunities for Banks in the next decade" 22nd to Case on "All Improvement Programme on Case Study writing Stategies" 30th July Seminar on "Innovative marketing strategies" 5th seminar on "Reitailing Management" 19th Jan, 2003 Management" 20th & International National Participant LIBA Chennai, India Participant LIBA Chennai, Chennai, Chennai, India LIBA Chennai, Chennai, Chennai, Chennai, India LIBA Chennai, Chennai, Chennai, India LIBA Chennai, Chennai, Chennai, India Participant LIBA Chennai, India LIBA Chennai, India Coromandel, Chennai, Chennai, Chennai, India Participant LIBA Chennai, India Chennai, India Chennai, Chennai, India	2004.				Association	
2004. conclave on "Building World Class Organization for India Inc. — HR prospective February, 2004 national banking seminar on "The Challenges and Opportunities for Banks in the next decade" 22nd to 23rd April, 2004 Participant Participant Participant Participant AICTE XIME, Bangalore, Karnataka 30th July 2003 Seminar on India Participant Participant Association 5th seminar on Vational Participant LIBA Chennai, India Participant LIBA Chennai, India Participant AICTE XIME, Bangalore, Karnataka Madras Management Madras Management Association Association Seminar on Vational Participant LIBA Chennai, India January 2003 Management" LIBA Chennai, India Seminar on Vational Participant LIBA Chennai, India Corporate Corporate Corporate Zoth & International National Participant LIBA Chennai, India Corporate Corporate Corporate Zoth & International National Participant LIBA Chennai, India Corporate Corporate Corporate Zoth & International National Participant The School M.O.P.		_				
"Building World Class Organization for India Inc. — HR prospective February, 2004 banking seminar on "The Challenges and Opportunities for Banks in the next decade" 22nd to 23rd April, 2004 Programme on Case Study writing 30th July 2003 Management" Sth. seminar on January 2003 Management" Sth. seminar on January 2003 Management Governance Governance 20th & International National Participant LIBA Chennai, India Chennai. Chennai. Chennai. Chennai. Chennai. Chennai. Chennai, India Chennai. Chennai. Chennai. Chennai. Chennai, India LIBA Chennai, India Chennai, India Chennai, India Chennai, India Chennai, India	,	National HR	National	Participant	LIBA	Hotel Taj
World Class Organization for India Inc. HR prospective February, 2004 Petricipant LIBA Chennai, India Chennai, India Chennai, India Participant LIBA Chennai, India Chennai, India Participant AICTE XIME, Bangalore, Karnataka AICTE XIME, Bangalore, Karnataka Chennai, India Programme on Case Study writing Strategies' Sth July Seminar on January 2003 Management Association National Participant AICTE XIME, Bangalore, Karnataka Chennai, India Participant LIBA Chennai, India	2004.	conclave on				,
Organization for India Inc. — HR prospective Pebruary, 2004 Participant LIBA Chennai, India Chennai, India Participant LIBA Chennai, India Participant AICTE XIME, Bangalore, Karnataka National Participant AICTE AICTE AIME, Bangalore, Karnataka Chennai, India Participant AICTE AIME, Bangalore, Karnataka Chennai, India Participant LIBA Chennai, India Chennai, India Chennai, India Participant LIBA Chennai, India		"Building				Chennai.
February, national banking seminar on "The Challenges and Opportunities for Banks in the next decade" 22nd to Faculty Improvement Programme on Case Study writing 30th July Seminar on "Innovative marketing strategies" 5th seminar on January "Retailing 2003 Management" 19th Jan, seminar on Corporate Governance 20th & International National Participant LIBA Chennai, India Participant LIBA Chennai, India LIBA Chennai, India LIBA Chennai, India Participant LIBA Chennai, India Participant LIBA Chennai, India						
February, national banking seminar on "The Challenges and Opportunities for Banks in the next decade" 22nd to Faculty Improvement Programme on Case Study writing Strategies" 30th July Seminar on "Innovative marketing strategies" 5th seminar on January "Retailing 2003 Management" 19th Jan, seminar on Corporate Governance 20th & International National Participant LIBA Chennai, India Participant LIBA Chennai, India LIBA Chennai, India LIBA Chennai, India LIBA Chennai, India Participant LIBA Chennai, India Participant LIBA Chennai, India						
February, 2004 February, 2004						
February, 2004 India National banking seminar on "The Challenges and Opportunities for Banks in the next decade" 22nd to 23rd April, 2004 Porticipant AICTE Improvement Programme on Case Study writing 30th July Seminar on "Innovative marketing strategies" 5th seminar on January "Retailing Management" 19th Jan, 2003 National Participant LIBA Chennai, India Participant Madras Chennai, India Participant LIBA Chennai, India		– HR				
banking seminar on "The Challenges and Opportunities for Banks in the next decade" 22nd to Faculty National Participant AICTE Sangalore, Karnataka on Case Study writing 30th July 2003 Seminar on "Innovative marketing strategies" 5th seminar on National Participant LIBA Chennai, India Seminar on National Participant LIBA Chennai, India Corporate Governance 20th & International National Participant The School M.O.P.		prospective				
seminar on "The Challenges and Opportunities for Banks in the next decade" 22nd to Faculty National Participant AICTE XIME, Bangalore, Karnataka on Case Study writing 30th July Seminar on National Participant Madras Chennai, India 2003 Management" 5th seminar on National Participant LIBA Chennai, India 2003 Management" 19th Jan, seminar on National Participant LIBA Chennai, India 2003 Management Association 20th & International National Participant LIBA Chennai, India 20th & International National Participant LIBA Chennai, India 20th & International National Participant The School M.O.P.	February,	national	National	Participant	LIBA	Chennai,
"The Challenges and Opportunities for Banks in the next decade" 22nd to Faculty Improvement 2004 Programme on Case Study writing 30th July Seminar on India Management Management Association 5th seminar on January "Retailing Management" 19th Jan, seminar on 2003 Management Governance 20th & International National Participant LIBA Chennai, India Retailing Management Association National Participant LIBA Chennai, India Participant LIBA Chennai, India Corporate Governance Participant LIBA Chennai, India Corporate Governance National Participant LIBA Chennai, India Participant LIBA Chennai, India	2004	banking				India
Challenges and Opportunities for Banks in the next decade" 22nd to Faculty Improvement Programme on Case Study writing 30th July Seminar on "Innovative marketing strategies" 5th seminar on January "Retailing Management" 19th Jan, 2003 Expensive Governance Coth & International National Participant India Challenges and Opportunities for Banks in the next decade" Participant AlCTE XIME, Bangalore, Karnataka Participant Madras Chennai, India Participant LIBA Chennai, India Participant LIBA Chennai, India Corporate Governance India Participant LIBA Chennai, India		seminar on				
and Opportunities for Banks in the next decade" 22nd to Faculty Improvement Programme on Case Study writing 30th July Seminar on "Innovative marketing strategies" 5th seminar on January "Retailing 2003 Management" 19th Jan, seminar on Participant Management (Corporate Governance) 20th & International National Participant The School M.O.P.		"The				
Opportunities for Banks in the next decade" 22nd to Faculty National Participant AICTE Study writing 30th July Seminar on On Strategies" 5th seminar on January 2003 Management" 19th Jan, 2003 Egot Agrian Strategies (Corporate Governance Study are an an accordance) 20th & International National Participant The School M.O.P.		Challenges				
for Banks in the next decade" 22nd to Faculty National Participant AICTE Sangalore, Karnataka on Case Study writing 30th July Seminar on Vational Participant Association 5th seminar on January Retailing 2003 Management" 19th Jan, seminar on 2003 Corporate Governance 20th & International National Participant The School M.O.P.		and				
the next decade" 22nd to Faculty National Participant AICTE XIME, 23rd April, Improvement Programme on Case Study writing 30th July Seminar on "Innovative marketing strategies" 5th seminar on January "Retailing 2003 Management" 19th Jan, seminar on National Participant LIBA Chennai, India 2003 Corporate Governance 20th & International National Participant The School M.O.P.		Opportunities				
decade"		for Banks in				
22nd to 23rd April, 2004Faculty Improvement Programme on Case Study writingNationalParticipantAICTE Bangalore, Karnataka30th July 2003Seminar on "Innovative marketing strategies"NationalParticipantMadras Management AssociationChennai, India5th January 2003seminar on "Retailing Management"NationalParticipantLIBAChennai, India19th Jan, 2003seminar on ManagementNationalParticipantLIBAChennai, India2003Corporate GovernanceParticipantLIBAChennai, India20th & InternationalNationalParticipantThe SchoolM.O.P.		the next				
23rd April, Improvement Programme on Case Study writing 30th July Seminar on "Innovative marketing strategies" 5th seminar on January "Retailing 2003 Management" 19th Jan, seminar on Corporate Governance 20th & International National Participant India Bangalore, Karnataka Bangalore, Karnataka Participant Madras Management Association Participant LIBA Chennai, India Participant LIBA Chennai, India Participant LIBA Chennai, India Participant LIBA Chennai, India		decade"				
23rd April, Improvement Programme on Case Study writing 30th July Seminar on "Innovative marketing strategies" 5th seminar on January "Retailing 2003 Management" 19th Jan, seminar on Corporate Governance 20th & International National Participant LIBA Chennai, India Bangalore, Karnataka Bangalore, Karnataka Participant Madras Management Association Participant LIBA Chennai, India Chennai, India Participant LIBA Chennai, India Participant LIBA Chennai, India Chennai, India	22nd to	Faculty	National	Participant	AICTE	XIME,
2004 Programme on Case Study writing 30th July Seminar on "Innovative marketing strategies" 5th seminar on January "Retailing Management" 19th Jan, seminar on Corporate Governance 20th & International National Participant LIBA Chennai, India Karnataka Chennai, India Farticipant LIBA Chennai, India Corporate Governance The School M.O.P.	23rd April,	_				Bangalore,
on Case Study writing 30th July Seminar on "Innovative marketing strategies" 5th seminar on January "Retailing 2003 Management" 19th Jan, seminar on National Participant LIBA Chennai, India 19th Jan, seminar on National Participant LIBA Chennai, India 2003 LIBA Chennai, India Participant LIBA Chennai, India Participant LIBA Chennai, India Participant LIBA Chennai, India Participant LIBA Chennai, India Corporate Governance India Participant The School M.O.P.	_	_				
30th July Seminar on "Innovative marketing strategies" 5th seminar on January "Retailing Management" 19th Jan, Seminar on Chennai, India 19th Jan, Corporate Governance 20th & International National Participant The School M.O.P.						
30th July Seminar on "Innovative marketing strategies" 5th seminar on January "Retailing Management" 19th Jan, Seminar on Chennai, India 19th Jan, Corporate Governance 20th & International National Participant The School M.O.P.		Study writing				
2003 "Innovative marketing strategies" 5th seminar on National Participant LIBA Chennai, India 2003 Management" 19th Jan, seminar on National Participant LIBA Chennai, India 2003 Corporate Governance 20th & International National Participant The School M.O.P.	30th July		National	Participant	Madras	Chennai,
marketing strategies" Sth seminar on National Participant LIBA Chennai, India 19th Jan, seminar on National Participant LIBA Chennai, India 19th Jan, corporate Governance 20th & International National Participant The School M.O.P.	•			_	Management	,
strategies" Participant LIBA Chennai, India 2003 Management" Participant LIBA Chennai, India 19th Jan, seminar on National Participant LIBA Chennai, India 2003 Corporate India Corporate Governance Covernance Cov		marketing			_	
5th January 2003seminar "Retailing Management"National Management"Participant ParticipantLIBA LIBA ParticipantChennai, India19th 2003Jan, Corporate GovernanceNationalParticipant ParticipantLIBA IndiaChennai, India20th& InternationalNationalParticipantThe SchoolM.O.P.		_				
January 2003 "Retailing Management" India 19th Jan, seminar on National Participant LIBA Chennai, 2003 Corporate Governance 20th & International National Participant The School M.O.P.	5th		National	Participant	LIBA	Chennai,
2003 Management" Participant LIBA Chennai, India 2003 Corporate Governance 20th & International National Participant The School M.O.P.	January	"Retailing		_		· ·
19th Jan, seminar on National Participant LIBA Chennai, India 2003 Corporate Governance Participant The School M.O.P.						
2003 Corporate Governance India 20th & International National Participant The School M.O.P.			National	Participant	LIBA	Chennai,
Governance Participant The School M.O.P.				1		,
20th & International National Participant The School M.O.P.						
	20th &		National	Participant	The School	M.O.P.
	21st Dec,	Conference		1	of Business,	Vaishnav

2002	on Services Marketing				College for Women Chennai.
18th to 22nd 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
6th to 8th 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	Date (s)	Role	Venue
	(International/			
	National/Local)			
Great Lakes / NASEI	Organizing the Great	2007	co-chairman	Great Lakes
international marketing	Lakes / NASEI			Institute of
conference	international			Management,
	marketing			Chennai
	conference as along			
	with Dr. Seenu V.			
	Srinivasan in			
	Chennai, India.			

18. Invited Talks delivered

Topic	Date	Inviting Organiz	ation
Customer Relationship	25 th September, 2016	Holy Cross	College,
Management	_	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
New York, USA	5 days	Conference

21. Publications

(A) Refereed Research Journals

			Volume	Page	
Author(s)	Title of Paper	Journal	(No.)	numbers	Year
Ramesh, S., S. Natarlajan and	Fatigue life	Archives of Civil and		360-364	2019
V.J. Sivakumar	improvement on	Mechnaical Engineering 19			
	20Mn Cr5 steel				
	through surface				
	modification for				
	auto transmission				
	application				
Ramesh, S., S. Natarajan and	Performance	Journal of Surface			2020
V.J. Sivakumar	Enhancement of	Engineering and Applied			
	Powertain shaft	Electrochemistry			
	through carbo-				
	nitriding Surface				
	Treatment				
Prasanta Kr. Chopdar* and	1	Int. J. Business Innovation			
V.J. Sivakumar	its impact on	and Research			
	behavioural				
	intention and use of				
	mobile shopping				
	apps: a mediation				
	model				

Prasanta Kr. Chopdar, V.J. Siyakumar	Understanding psychological	Journal of Indian Business Research			2018
Sivakumai	contract violation and its				
	consequences on mobile shopping				
	applications use in a developing country context				
Prasanta Kr. Chopdar, Nikolaos	Mobile shopping	Computers in Human			2018
Korfiatis, V.J. Sivakumar		Behavior			2010
	perspective utilizing the Unified Theory				
	of Acceptance and Use of Technology				
Prasanta Kr. Chopdar & V. J.		ISSN: 0144-929X			2018
Sivakumar	continuance usage	10014. 01 11 -727 A			2018
Sivakuillai	of mobile shopping				
	applications in				
	India: the role of				
	espoused cultural				
	values and				
	perceived risk,				
	Behaviour &				
	Information				
	Technology				
Sivakumar V.J.	Staffing in	International journal of civil	Volume 8,		2017
Sivakamar v.s.	construction	Engineering Technology	Issue 10		2017
	management		10000		
	companies in				
	overseas projects				
Sivakumar V.J.	* *	International journal of civil	8(2)	358-363	2017
Sivakamai v.s.	•	Engineering Technology	0(2)	330 303	2017
	management in				
	developing				
	countries				
Sivakumar V.J. and B. Issac		International Journal of	Volume 14		2017
Johny		Economic Research	, 0101110 1 .		2017
Johns	of Autobiographical				
	Memory				
	Experience,				
	Nostalgia and				
	Evangelizing				
Sivakumar V.J.	STAFFING IN	International Journal of Civil	Volume 8,		2017
		Engineering and Technology			
	MANAGEMENT	(IJCIET),			
	COMPANIES IN	· · · · · · · · · · · · · · · · · · ·			
	OVERSEAS				
	PROJECTS				
	•				

Ajitha, S. & Sivakumar V.J.,	Understanding the effect of personal and social value on attitude and usage behavior of luxury cosmetic brands	Journal of Retailing and Consumer Services	39	103-113	2017
Sivakumar V.J.	Labour Management in Construction Management in the Developing Countries	International Journal of Civil Engineering and Technology	8(2)	pp.358- 363.	2017
Sivakumar V.J. and Padmavathy. C	Adopting analytic hierarchy process to prioritize banks based on CRM effectiveness – The customer perspective	International Journal of Business Innovation and Research	12(1)	80-93	2017
Sivakumar V.J. and Amritha Sundar	The Indian Retail makes headway-pulling out all the stops	International Journal of Recent Scientific Research	Vol. 6 Issue 7		2015
Sivakumar V.J. andAmritha Sundar	E-Commerce inIndia – with its whole bag of tricks	Innovative Journal of Business Management	Vol. 3, Issue 1		2015
Sivakumar V.J. and Padmavathy.C	Adopting analytic hierarchy process to prioritize banks based on CRM effectiveness – Thecustomer perspective	International Journal of Business Innovation andResearch			2014
Padmavathy.Cand SivakumarV.J.		International Journal ofCustomer Relationshi Marketing and Management	3(1), 1- 17		2012

			1		1
	Measuring				
	Effectiveness				
	ofCustomer				
Padmavathy.Cand	Relationship		Volume		
Sivakumar V.J.	Management		30		
	inIndian	International Journal	Number		
	Retail	ofBank Marketing	4		2012
	Banks	_			
Hemalatha, M., Moorthi,	A Neural				
Y.L.R. and Sivakumar,	NetworkModel				
V.J.	for Clearance				
	Sales	International Journal	Vol. 4,		
	Outshopping	ofBusiness Excellence	No. 3	263-282	2011
	Behavior	39_02000			
	Predicting				
	the Business				
Hemalatha,	Opportunity				
M. and Sivakumar, V.J.	of aCollege	International Journal			
ivi. and Sivakamar, v.s.	in UAE	ofIndian Culture and			
	using	Business Management			2012
	Feasibility	Business management			2012
	Study				
	•				
M.	Approach A decision-	International Journal			
			Vol.2		
Hemalatha, P.Sridevi and	Support	Business and	Vol.3, No. 2	158-176	2011
	System	EmergingMarkets	NO. 2	138-170	2011
	applicationin				
X7 T	retail store				
V.J. Sivakumar	location model: a				
Sivakumar	case study of				
	hypermarket in				
	emerging				
	markets				
	Hyper Market				
M. Hemalatha and Dr. V.J.	industry in Dubai – An evaluation	The International Journal	Vol.7, Num		
			1		
Sivakumar	using AHP	of Applied Management			2010
M. Hemalatha and V.J.	Technique	and Technology International Journal of			
M. Hemaiatha and V.J. Sivakumar	Modelling	Business Information			
Sivakuillar	clearance sales	Research centre	V5, N6/7		
	Shopping Behavior	Research centre	V 3, 140/ /		2010
	Modelling				
M. Hemalatha and V.J.	clearance sales				
Sivakumar		International Journal	Vol. X, No.		
Sivakuillal	store loyalty behavior of	Business Excellence	Y OI. A, NO.		
	Indian	Dusiness Excellence			2009
	shoppers				

	D . 11	T	-		
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		North American case	Volume 18, number 1		
	TATA TETLEY MERGER	research association, Sedona, Arizona	iramoer r	76	2004
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.	Impact of Technology in Retailing	Management Matters	Vol.1, Issue 4		2005
Sivakumar V.J. and Vishal	Changing Times-24/7 - Case Study on Titan	Management Matters	Vol.1, Issue 3		2004
Sivakumar V.J. and Dr. Peeru Mohamed	Customer Retention in Banks	Management Matters	Vol.1, No.6		2003
Sivakumar V.J. and Dr. Peeru Mohamed	Reading the Bank Customer	Management Matters	Vol.1, No. 5		2002
Sivakumar V.J. and Dr. Peeru Mohamed	eCRM in Banks – An empirical study	Management Matters	Vol.1, No. 4		2002
Sivakumar V.J. and Dr. Peeru Mohamed	Study of consumer awareness and perception of Fa range of	Management Matters	Vol.1, No.3		2001

	body care products			
Sivakumar V.J. and Dr. Peeru				
Mohamed		Management Matters	Vol.1, No.3	
	CRM in Retail			2001
	Banking			2001
Sivakumar V.J. and Dr. Peeru	Relationship			
Mohamed	marketing in a	Management Matters	Vol.1, No.2	
	competitive			2001
	environment			2001

(B) Conferences/Workshops/Symposia Proceedings

Author(s)	Title of Abstract/ Paper	Title of the Proceedings	Conference Theme	Venue	Year
V.J. Sivakumar and Ajitha S	Physical vanity under psychosocial values and its relationships with purchase intention towards Luxury Cosmetic Brands: skin tone and age as a moderator variable	7 1	Int. conference.	Singapore	2018
Ajitha, S., & Sivakumar V.J.	Does counterfeiting overrule the marketplace? – Consumption practices and Social consequences: exclusion and inclusion		Int. conference.	IIM Indore	2017
Chopdar Prashanta Kr., & Dr. V.J. Sivakumar		Marketing Conference	Int. conference.	Great Lakes, Chennai	Decembe r, 2017
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 Decembe r, 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 Decembe r, 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. Sivakumar and C. Padmavathy	Linkages Between CRM effectiveness, Customer satisfaction and customer loyalty; Indian retail banking context	Fifth International conference on services management.	conference.	Delhi.	May 20th, 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, Ahmeda bad	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 Manage ment, Chennai	18th – 19th, Decembe r, 2009.
V.J. Sivakumar and M.	A Structural Equation Modelling Approach to Clearance sales shopping	International conference on Mathematical	Int.	Jamal Mohame d College, Tiruchir appalli,	24th – 25th July,

Hemalatha	Behaviour	Methods and computation	conference.	India.	2009.
Sivakumar V.J. and Balasubrahman yan M.P	"Emerging competitive scenario in India Power equipment market"	3rd International conference on Management research	Int. conference.	Bharathi dasan Institute of Manage ment, Tiruchir appalli, 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 Manage ment, Chennai.	22nd – 23rd, Decembe r, 2008.
Sivakumar V.J.	"TATA Motors and Nano"	3rd International Research seminar	Int. conference.	Yale- Great Lakes center for Manage ment Research, Chennai, India	21st Decembe r, 2008.
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 dreivers of customer focused Services Management"	Int. conference.	T.A. Pai Manage ment Institute, Manipal, India	15th and 16th February, 2008.
Sivakumar V.J. and Hemalatha. M	"Shopping tourism for Building Brand India"	the international research seminar	Int. conference.	The Great Lakes Institute of Manage ment, Chennai.	23rd Decembe r, 2007

		Brand India			
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 Decembe r, 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 Decembe r, 2007
Sivakumar V.J. and Hemalatha M	"One-to-one Marketing"	NASMEI international marketing conference	Int. conference.	The Great Lakes, Chennai.	21st and 22nd Decembe r, 2007
Sivakumar V.J., Hemalatha M and Sridevi. P	the Factors influencing retail choice formats	International Marketing Conference	Int. conference.	Sriram Institute of Manage ment, Chennai.	21st and 22nd Septembe r, 2007.
Sivakumar V.J., Hemalatha M and Sridevi. P	"Market Basket Analysis in Retailing"	The International Marketing Conference	Int. conference.	Sriram Institute of Manage ment at Chennai.	21st and 22nd Septembe r, 2007.
Sivakumar V.J	Quality Management and Sustenance	Department of Business Administration and Economics	Internation al seminar	Kumarar ani Meena Muthiah College of arts and science, Chennai	3rd January, 2007.
Sivakumar V.J	"Building sustainable competitive strength in the Banking industry – the role of KCRM"	Services Management	Int. conference.	IIMT, Grugaon , at Radisso n Hotel, Delhi, India.	11th and 12th March, 2005
Dr. V. J. Sivakumar and Padmavathy.C	Effect of Customer Relationship Management effectiveness on customer satisfaction	National	National	SIMS, Chennai Pavendar	
				Bharathidasan	

Sivakumar V.J	The Antecedents of Retail Store Equity	National Conference on Trends in Current Management practices	National	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

(C) Books & Monographs

(C) BOOKS & MIO	nographs			
Author(s)	Title of Book/Monograph	Name of	Year of	ISSN/ISBN
		Publishers	Publication	Number
C. Padmavathy	Contributed one	Macmillan		
and Dr. V. J.	chapter in the edited	Publication		
Sivakumar	book entitledTowards			
	Managerial Excellence:			
	Challengesand Choices			
Sivakumar V.J.	Strategic issues relating	First Edition,		
and Dr. Peeru	toECRM in banks –	Excel Books,		
Mohamed. H	The perspective of	New Delhi.		
	Bankersand Customers			