

**Name : M.VIGNESH**

**Designation : Assistant Professor**

**Department : MBA**

**Date of Joining : 06-06-2007**

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**Educational Qualification:**

DEGREE	SUBJECT	COLLEGE / UNIVERSITY & PLACE	YEAR COMPLETED
B.Sc (Agri)	Agricultural sciences	Tamilnadu Agricultural University	1995
M.Sc(Agri)	Plant breeding & Genetics	Tamilnadu Agricultural University	1997
MBA	Systems	Madurai Kamaraj University	2000

**Specialisation in Teaching:**

- Ecommerce ,
- Operations Management,
- Management Information Systems,
- Marketing Research

**Research Interests:** Entrepreneurship

**Other Work Experience:**

Designation	Institution / Company	Year - From (month/year) To (month/year)
Resource person	Dept of Entrepreneurship studies, Madurai kamaraj University	June 2004-may 2007
Programme co-ordinator	Centre for Entrepreneurship Development, Madurai	May 2000- May 2004

**PUBLICATIONS:**

**Books:**

As an reviewer for the book on *Information Technology for Management* by Ramesh Behl from Tata McGraw Hill Ltd.,(2009).

### Articles Published in International Journals:

A chapter entitled **Interactive teaching for easy inculcation** had been published in the edited book of Innovative Thoughts, Education, Management, Arts, Science , Linguistics by the University of Malaysia with ISBN 978-93-80627-99-1

An empirical study entitled **A Study on the Quality of Work Life Among The Medical Representatives in Madurai City** was published in the South Asian Journal of Marketing and Management Research in Vol. 2, Issue 9 (September, 2012) ISSN 2249-877X pages 206-218.

### Articles published in National Journals:

A chapter entitled **Enhancing the Electronic Customer Relationship Management through Data Mining – A Business Intelligence approach** for the edited book **Enterprise Information Systems and Implementing IT Infrastructures: Challenges and Issues** by IGI Publications of ISBN no. 978-161692275-7 Page : 119-139

An article titled “E-marketing - The New Vista In Marketing” published for the management portal [www.indianmba.com](http://www.indianmba.com) and the link of the article is [http://www.indianmba.com/Faculty\\_Column/FC1450/fc1450.html](http://www.indianmba.com/Faculty_Column/FC1450/fc1450.html).

### Conference / Seminar Presentations:

Presented a paper entitled “**E-Marketing – at its ease or as an enigma?**” – at the State level Seminar on Emerging Trends in Functional Management in Corporate sector in India, at Sourashtra College, Madurai on 19/12/07.

Presented a paper entitled “**Impact of Hypermarkets in India**” – at the National level Seminar on Impact of Globalisation on Indian business and culture at Mannar Thirumalai Naicker College, Madurai, on 05/01/08.

Presented a paper entitled “**Cyber entrepreneurship – a noval approach to foster entrepreneurship**” – at the National Conference on Information Technology and Management , PSNA College of Engg., and Tech, Dindigul on 16/02/08.

Presented a paper entitled “**Combatting Customer Churn – a new arena in CRM**” – at the National Conference on Service Sector NCOS 08 “ Changing role of Service sector – A Global perspective” at Kalasalingam University on 08/03/08.

Presented a paper entitled “**Data Mining – an imperative tool for Business Intelligence**” – at National conference on Recent Research Trends in Advanced Computing conducted by Dept of Computer Applications , Thiagarajar School of Management, Madurai on 17/04/08.

Presented a paper entitled “**Exodus of E-marketing – a hype or marketing’s next frontier?**” – Karikadarma 2010, National conference on ethical transformation of contemporary business organized by Sree NarayanaGuru Institute of Management Studies, Coimbatore.

Presented a paper entitled “The Epoch of Green business and sustaining Corporate Social responsibility “ at Green Buzz 2010 at Kodaikanal Christian College and **won the best paper award.**

Presented a paper entitled “**Glocalisation – The “local” way to channelise the “Global” Products** “ at the International Conference held at Nehru Institute of Management Studies, Coimbatore and **won the best paper award.**

**Lectures / Talks given:**

- Delivered a guest lecture on ‘**Cloud Computing**’ at Meenakshi Pioneer College at Poovandhi.
- Delivered special session on “**Group Discussion** “ during the workshop on “Science & Technology capacity building for industrial needs “ at Latha Mathavan Polytechnic College, Madurai.
- Delivered guest lecture on ERP at Thiagarajar School of Management, Madurai.

**Awards / Fellowships:**

Granted ICAR -Junior Research Fellowship For M.Sc.,