

**Dr. J. Victor Charles**

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**Department of Business Administration,**

The American College, Madurai-02,

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E-Mail: [jvcmba@gmail.com](mailto:jvcmba@gmail.com)**Contact No: 95664 07080****Date of Joining: 03-01-2020****AREA OF RESEARCH : Marketing****RESEARCH INTERESTS : Marketing & Human Resource Management****DETAILS OF EDUCATIONAL QUALIFICATION**

<b>Course</b>	<b>Institution</b>	<b>Board /University</b>	<b>Year of Completion</b>
<b>Ph.D.,</b>	Manonmaniam Sundaranar University, Tirunelveli.	Manonmaniam Sundaranar University, Tirunelveli.	2018
<b>SET</b>	Mother Teresa Women's University, Kodaikanal	Mother Teresa Women's University, Kodaikanal.	2016
<b>M.B.A.,</b>	V.H.N.S.N, College, Virudhunagar.	Madurai Kamaraj University, Madurai.	2008
<b>B.B.A.,</b>	Ayya Nadar Janaki Ammal College, Sivakasi.	Madurai Kamaraj University, Madurai.	2004

## WORK EXPERIENCE

S.No.	Profession	Duration	Company / Institution
1.	Graphic Designer	June 2004 to May 2008	M/s. R.K.G. Industries, Sivakasi.
2.	Marketing Executive	August 2008 – May 2010	M/s. SunArk Aluminium Industries (P) Ltd., Sivakasi
3.	Assistant Professor	June 2010- Dec 2019	Bell Institute - Sivakasi.
4.	Assistant Professor	Jan 2020 – till date	<b>THE AMERICAN COLLEGE, Madurai.</b>

## LIST OF PUBLICATIONS

- J.Victor Charles, Dr.C.Kathiravan, & C.Velaudham, - Customer Satisfaction towards C-Segment Cars in Chennai City, IJMSS - International Journal in Management and Social Science (Impact Factor -5.276) VOL: 04 – ISSUE-04 (APRIL , 2016) **ISSN : 2321-1784**
- J.Victor Charles, Dr.C.Kathiravan, & C.Velaudham – A Study on Post Purchase Behaviour of Consumers with Special Reference to C- Segment Cars in Chennai. IJMR – International Journal of Applied Management Research, Vol:8 ISSUE – 1 Number – 1, (January – June 2016) **ISSN: 0974-8709**
- J.Victor Charles, Dr.C.Kathiravan & C. Velaudham – Consumer Expectation towards C-Segment Cars in Chennai City. JEMS- Journal of Exclusive Management Science, VOL:5, ISSUE – 9 (SEPTEMBER 2016) **ISSN: 2320-866X**
- J. Victor Charles, The Pre-decisional factors and information research related to the proposal for buying ‘C-Segment’ cars in Chennai. AARJH - Asian Academic Research Journal of Social Science & Humanities Vol : 1 , ISSUE – 1 (JULY 2012) **ISSN : 2278-859X**
- J.Victor Charles Dr.C.Kathiravan, & K.Kamaraj The impact of visual advertising and attitude of viewers regarding C – Segment car industry in Tamilnadu. AARJH - Asian Academic Research Journal of Social Science & Humanities Vol : 1 , ISSUE – 1 (JULY 2012) **ISSN : 2278-859X**

## International / National Conference proceedings:

- J.Victor Charles & Dr.C.Kathiravan- Benchmarking As A Value Based Management Practice: A Case of Long Distance Public and Private Transport Operators, Tamilnadu. UGC Sponsored Two day National Conference on Value Based Management Principles and Paradigms – Ayya Nadar Janaki Ammal College, Sivakasi. **ISBN: 978-93-80368-14-6**

- Dr.C.Kathiravan, J.Victor Charles & P. Manikandan – A Study on Customer Satisfaction of Online Mobile Phone Purchasers Using Structural Equation Model. Annamalai Business Review- Vol-5 Issue – 2 (Jan – June 2011) ISSN: 0974-1690

### **Conference / workshop/ Seminar Presentations/Participation:**

1. “Inter – Collegiate Symposium on Export Documentation and Procedures” V.H.N.S.N. College, Virudhunagar, 20<sup>th</sup> February, 2004.
2. “Inter Disciplinary Workshop on “Managerial Skills” V.H.N.S.N. College, Virudhunagar, 07<sup>th</sup> September, 2007.
3. International Workshop on “Challenges For The Environment and Effective Management” Francis Xavier Engineering College, Tirunelveli. 12<sup>th</sup> Dec 2007.
4. State Level Workshop on” Employability” S.F.R. College For Women, Sivakasi, 24<sup>th</sup> January, 2007.
5. Inter Collegiate Workshop on “Computer Usage for Multivariate Analysis” V.H.N.S.N. College, Virudhunagar, 12<sup>th</sup> October, 2007.
6. Faculty Development Programme on “Students Handling” American University of Indian (AUI), Kodaikanal. 14<sup>th</sup> October 2011
7. UGC Sponsored National Level Seminar on “Role of ICT in Achieving Knowledge based Economy”, Sri Prasakthi College for Women.Courtallam, 16<sup>th</sup> July 2011.
8. National Level Seminar on “The Business Strategies and Information Research Related to the proposal for Buying Cars. Francis Xavier Engineering College, Tirunelveli. 30 & 31<sup>st</sup> March 2012.
9. Online Course on" Methods of Wage Payment " Sri Krishna Adithya College of Arts & Science, Coimbatore, 4th May 2020.
10. Online Training - Moodle Learning Management System, Indian Institute of Technology (IIT), Bombay, 4th May 2020
11. Online Webinar on "Light Weight Protocols in Internet of Things” Sri Ranganathar Institute of Engineering and Technology, Coimbatore, 7th May 2020.
12. Online Faculty Development Programme - Topic : Google Meet - 101" VET institute of Arts & Science, Erode, 8th May 2020
13. online International Webinar Series on "Personality Development Program, Career Guidance Program, Connect & Meet the Industry Experts" Annai College of Arts & Science, Kumbakonam, 8th May 2020 to 10th May 2020
14. Online FDP : "NAAC Awariness Programme for Faculty, Marathwada Mitramandal's Institute of Technology(MMIT), Pune, 8th May 2020 to 14th May 2020

15. Online Webinar on "Emerging Trends in Management" International Journal of Advance Study and Research work in association with K.G. Mittal College of Arts & Commerce, Mumbai, 10th May 2020.
16. Online Webinar on "Project to Patent" Ramco Institute of Technology, Rajapalayam, 10,11 & 12th May 2020.
17. Online National Level Faculty Development Programme on " Industry 4.0 - Building the Digital Enterprises" Kaamadhenu Arts and Science College, Coimbatore, 10th May 2020.
18. Online Faculty Development Programme in "FRENCH Teaching Learning of French in India" Providence College For Women, Coonoor, 12th May 2020.
19. Webinar on "Digital Marketing Strategies for E- Commerce" G.T.N. Arts College (Autonomous), Dindigul, 14th May 2020.
20. One Day Webinar on "Insurance for Business Enterprise", Kalasalingam Business School, Srivilliputhur. 15th May 2020.
21. Webinar on "Digital Marketing" Kovai Kalaimagal College of Arts & Science, Coimbatore, 15th May 2020.
22. Webinar on "Recent Trends in Digital Image Processing" Shri Krishnaswamy College for Women, Chennai, 20th May 2020.
23. Online Workshop on "Expertise in Law" ISBR Law College, Bangalore, 21st May 2020.
24. National level webinar on " Concept Development and Model Building for Social Science Research" Kongu Arts And Science College (Autonomous), Erode, 27th May 2020.
25. Webinar on "Online Education a Boom or Bane – The Pros and Cons", The American College, Madurai, 11<sup>th</sup> June 2020.
26. Webinar on " Start up Challenges and Growing Strategies for Budding Entrepreneurs", Sindhi College of Arts & Science, Chennai, 19<sup>th</sup> June 2020.
27. Webinar on "Changing Face of Indian Customers and Implications on Marketing", The American College, Madurai, 27<sup>th</sup> June 2020.
28. Webinar on "Maintaining Quality of Life during COVID Era" The American College, Madurai, 3<sup>rd</sup> July 2020.
29. Webinar on "Management Education: The Challenges of Changing Scenario" The American College 09<sup>th</sup> July 2020.