

**Name** : **Dr. S Vijay Mallikraj**

**Designation** : **Assistant Professor**

**Department** : **Management Studies (MBA)**

**Date of Joining** : **July 2016**

**Phone with Extn. No** : **9790410152**

**Email** : **profvmr@gmail.com**  
**vijaymallikraj@americancollege.edu.in**



**Educational Qualification:**

<b>Degree</b>	<b>Subject</b>	<b>College / University &amp; Place</b>	<b>Year Completed</b>
Ph.D	Business Administration	Madurai Kamaraj University	2020
MBA	Business Administration	The American College	2001
B.Sc	Botany	The American College	1999
NET	Management	UGC	2012
SET	Management	Bharathiar University	2012

**Specialisation in Teaching:** Organizational Behaviour, Research Methodology, Strategic Management, Marketing

**Specialisation in Research:** Marketing

**Research Interests:** Brand equity, OB

**Other Work Experience:**

<b>Designation</b>	<b>Institution / Company</b>	<b>Year - From (month/year) To (month/year)</b>
Guest Faculty	Department of Management Studies, Madurai Kamaraj University	July 1 <sup>st</sup> 2014 – June 2016
Assistant Professor	SreeVee Business School, Dindigul	July 1 <sup>st</sup> 2013 to June 2014
Assistant Professor	OAA – MAVMM School of Management, Madurai	July 1 <sup>st</sup> 2011to June 14 <sup>th</sup> 2013
Sales Manager	IIFL (Stock Broking division)	June 2006 – June 2011
Relationship Manager	Nicholas Piramal India ltd	From Jan 2005 – June 2006
Territory manager	Wockhardt India Ltd	From Nov 2003 to Dec 2004
Territory manager	Nicholas Piramal India Ltd	From Sept 2001 to Mar 2003

**Administrative /Academic Position/s (held/currently holding):**

<b>Positions held / currently holding</b>	<b>Year - From (month/year) To month/year)</b>
Member – NAAC Criterion 1	From 2018
Training and Placement Coordinator - MBA	From (July / 2020)

**Membership in Professional Bodies:****Publications:****Articles in Books:**

Published an article in the Edited Book with the theme “Paradigm Drift in Business Theory and Practices” published by the department of Management Studies, Sri Vidya College of Engineering and Technology, Virudhunagar. Vol. 1, Issue No.1, November 2018. **Title :** "Evaluation of Consumer-Based Brand Equity Models - A Structured Review of The Literature".

**Articles Published in International Journals:**

- 1) A Study on Employee Welfare Measure In Dee Dee Enterprise Private Limited in Trichy” published in Journal of Advanced Research in Dynamical & Control Systems (ISSN: 1943-023X), 07-Special Issue, July 2017, Special Issue on Management Studies (indexed in Scopus)
- 2)“Relationship among Brand Equity Determinants: The Moderating Role of Product Involvement” published in Test Engineering and Management (ISSN: 0193-4120, Page No. 6327 - 6330), January – February 2020 issue (indexed in Scopus)
- 3) Paper Titled - “Determinants of Green Purchasing Intention: An Empirical Approach” published in International Journal of science technology and management (ISSN: 2394 – 1537).
- 4) Published a paper on the title “Antecedents of green brand equity: An empirical approach” in Asia Pacific Journal of Research, December 2017.

**Conference/Seminar Presentations:**

- 1) Attended National conference on “Futuristic trends in Business Management “– 16<sup>th</sup>& 17<sup>th</sup> September 2011 at Dr.B.V.Raju Institute of Technology, Andhra Pradesh. **Paper Presented** on “Hybrid financial Instruments & Services – Trends & Issues”.
- 2) Attended National conference on “Sustaining growth in the era of Global Recovery”- 26<sup>th</sup>& 27<sup>th</sup> August 2011 at VeltechHightech, Dr.RangarajanDr.Sakunthala college of

- Engineering, Chennai. **Paper Presented** on “Indian capital market reforms – Past, Present and The Road Ahead “
- 3) Attended National conference on “Emerging Trends in Global Business”– 10<sup>th</sup> Sept 2011 at RVS Institute of Management Studies Coimbatore. **Paper Presented** on “The Initiatives and Impact of Indian Banking Sector on Financial Inclusion” -Paper won the Best Presentation Award under the Finance category.
  - 4) Attended National Seminar on “New Dimensions of Management in the Globalized Era”– 29<sup>th</sup> January 2015 at Department of Management Studies, Madurai Kamaraj University. **Papers Presented on** a) Impact of Brand Personality Dimensions on Brand loyalty -An empirical Study on Selected Smart phone brands in Madurai City  
b) Perception and trading behavior of day traders in the derivatives segment of Indian stock market – an empirical study
  - 5) Attended National Seminar on “New Dimensions of Management in the Globalized Era”– 03<sup>rd</sup> February 2017 at Department of Management Studies, Madurai Kamaraj University. **Paper Presented on** "Assessing customer-based brand equity for selected organized retail outlets in Madurai city".
  - 6) Attended International conference on “Technological advancement in materials and manufacturing for industrial environment, KPR institute of engineering and technology, Coimbatore”– 04<sup>th</sup> march 2016. **Paper Presented on** "Supply chain performance: effects of supply chain practice, competence and concern". Paper won the Best Presentation Award
  - 7) Attended International conference on “Promoting entrepreneurship in innovative construction techniques” – 05<sup>th</sup> October 2016 at Anna University Regional Campus, Madurai. **Paper Presented on** "Factors influencing entrepreneurial behavior among engineering college students in Madurai district: An empirical study".
  - 8) Attended International conference Recent Innovations in Science , Engineering and Management - 7<sup>th</sup> July, 2017 at Dhruva Institute of Engineering & Technology , Nalgonda , Telangana. **Paper Presented on** "Determinants of Green Purchasing Intention: An Empirical Approach".
  - 9) Attended International conference on global talent management in the digital era - 13<sup>th</sup> September, 2017 at Fatima College, Madurai. **Paper Presented on** "Consumer acceptance towards online banking: An empirical approach".

- 10) Attended International conference on Sustainable Marketing Strategies – Issues and Challenges - 14<sup>th</sup> & 15<sup>th</sup>, December, 2017 at MS University, Tirunelveli. **Paper Presented on** "Antecedents of Green Brand Equity: An empirical approach".
- 11) Presented a paper on the title “Factors determining the Motivation among Entrepreneurs in Madurai district: An empirical study” in the International conference organized by V.V.Vanniaperumal college for women, 09<sup>th</sup> February 2018.
- 12) Attended International Conference on “New Dimensions of Management in the Globalized Era”– 09<sup>th</sup> February 2018 at Department of Management Studies, Madurai Kamaraj University. **Paper Presented on** "Antecedents of online purchase intention – An empirical study in Madurai district".
- 13) Attended National Conference on “Prospects of Micro, Small and Medium Enterprises in Indian Scenario”– 16<sup>th</sup> February 2018 at Department of Commerce, The American College, Madurai. **Paper Presented on** "Determinants of Organizational Commitment – An empirical study among employees of SME sector in Madurai district".
- 14) Attended International Conference on “Digital Marketing – A Global Perspective”– 10<sup>th</sup> August 2018 at Department of Management Studies, Fatima College, Madurai. **Paper Presented on** "Sources of Online Retailers Brand Equity – A CBBE based approach".
- 15) Attended International Conference on “International conference on innovations in business and management”– 01<sup>st</sup> and 02<sup>nd</sup> February, 2019 at Department of Commerce, The American College, Madurai. **Paper Presented on** "Measuring the determinants and consequences of customer-based brand equity: a study on retail outlets in Madurai city". and "Measuring the intention to stay: A study among faculties working in self finance departments in Madurai district".
- 16) Attended International Conference on “Innovative strategies of management in the Globalized Era”– 07<sup>th</sup> March 2019 at Department of Management Studies, Madurai Kamaraj University. **Paper Presented on** "Impact of Store Image Attributes on Brand Equity: A Study among selected retail outlets in Madurai district".

**Lectures /Talks given/ Participation as Resource Person:**

- 1) Resource Person for UGC- Academic Staff College Refresher course organized by Department of Commerce, Madurai Kamaraj University on 12<sup>th</sup> November 2013 – Topic – “Technical Analysis in Capital Markets”.

- 2) Resource Person for UGC- Academic Staff College Refresher course organized by Department of Management Studies, Madurai Kamaraj University on 19<sup>th</sup> February 2014 – Topic – “Introduction to Capital Markets”.
- 3) Resource Person for UGC- Academic Staff College Refresher course organized by Department of Management Studies and Commerce, Madurai Kamaraj University on 20<sup>th</sup> March 2018 – Topic – “Indian Capital Markets”.
- 4) Resource Person for workshop on Technical analysis in stock markets conducted by Department of business administration , Sri Meenakshi Government Arts College for Women, Madurai on 18<sup>th</sup> September 2014.
- 5) Resource Person for Refresher Course – Dept of Commerce (29<sup>th</sup> may 2017), KR College of Arts & Science, Kovilpatti.
- 6) Resource Person for UGC NET coaching class conducted by Department of Management studies, Madurai Kamaraj University.
- 7) Resource Person for a session on SPSS usage for Research conducted by Research and Extension Centre , Mother Teresa Women’s University , Madurai on 22.08.2015

**Other Activities / Academic Credentials:**

**Workshops Attended:**

- 1) Attended a Two day “National Workshop on Research Methods”– 20<sup>th</sup>& 21<sup>st</sup> August 2011, at DOMS, IIT Madras.
- 2) Attended State level Workshop on Quantitative Techniques in Research – 5<sup>th</sup> November 2012 at Anna University, Regional centre Madurai.
- 3) Attended a two day workshop on “Statistical Analysis & Interpretation using SPSS & AMOS” - 8<sup>th</sup>& 9<sup>th</sup> March, 2013. at VHNSN college, Virudhunagar.
- 4) Attended a Two day workshop on “Applications of SPSS in Social Science Research”- 15<sup>th</sup>& 16<sup>th</sup> march, 2013 at Madurai Institute of Social Sciences, Madurai.
- 5) Attended a One day FDP on Business Research for Academicians at EBET Group of Institutions, Kangayam on 16<sup>th</sup> November 2013.
- 6) Attended a National level Workshop on Structural Equation Modelling – 4<sup>th</sup> September 2014 at St.Joseph’s college of Engineering, Chennai.
- 7) Attended a National level Workshop on Statistical Tools of Research with special reference to SPSS– 30<sup>th</sup> and 31<sup>st</sup> January 2015 at Anna University, Regional centre Tirunelveli.

- 8) Attended a UGC Sponsored National level Workshop on Quantitative Data Analysis– 3<sup>rd</sup> and 4<sup>th</sup> February 2015 at Sri Meenakshi Government Arts College for Women, Madurai.
- 9) Attended a two day National Level workshop on “Multivariate Statistical Analysis using SPSS & AMOS” -27th & 28th March, 2015 at Kongu Engineering college, Erode.
- 10) Attended a workshop on “Data Analysis for Research in Management and Social Sciences” 9-11 July, 2015 at Centre for distance education Anna University, Chennai
- 11) Attended a two day National Level Faculty development programme on “Statistical Analysis and Interpretation using SPSS & AMOS” -7th & 8th August, 2015 at Madurai Kamaraj University , Madurai.
- 12) Attended a workshop on “Data Analysis in Social Sciences” 05<sup>th</sup> December, 2015 at Department of management studies, Sri Vidya college of engineering, Virudhunagar.
- 13) Attended three day National level workshop on "Data Analysis in Management" -16th & 18<sup>th</sup> October, 2015 at Department of management studies, Pondicherry University.
- 14) Attended a workshop on Structural Equation Modelling in IMT Hyderabad – 23<sup>rd</sup> to 25<sup>th</sup> September, 2016.
- 15) Attended a national workshop on Structural Equation Modeling at department of Technology management, VIT University, Vellore – 11<sup>th</sup> to 13<sup>th</sup> November, 2016.
- 16) Attended a workshop on Applied business research, 17th & 18<sup>th</sup> February, 2017 at Department of management studies, The American College, Madurai.
- 17) Attended a workshop on Structural Equation Modelling in NIT, Trichy – 28<sup>rd</sup> to 30<sup>th</sup> April, 2017.
- 18) Participated in the Three days online workshop on “Reference management tools and online citation database”, from 19<sup>th</sup> to 21<sup>st</sup> April conducted by Indian Academic Researchers Association, Trichy.
- 19) Participated in the One week online workshop on “Qualitative research using Nvivo”, from 25<sup>th</sup> April to 1<sup>st</sup> May conducted by Research Shiksha.
- 20) Participated in the One week online workshop on “PLS SEM using smart PLS” from 6<sup>th</sup> may to 11<sup>th</sup> May conducted by Research Shiksha.
- 21) Participated in the online workshop on “Data Analysis Using SPSS” from 28<sup>th</sup> to 30<sup>th</sup> may conducted by Department of Mathematics, The American College, Madurai.
- 22) Participated in the online national workshop on “Creating virtual class room using Google tools” on 6<sup>th</sup> June conducted by Formlelo, New Delhi.

**Webinars Organized:**

- 1) Organized a one day national level webinar on “Recent Trends in Capital Market” – 15<sup>th</sup> June 2020
- 2) Organized a one day national level online Panel discussion on “Inclusive Education: Emerging Concerns” – 15<sup>th</sup> July 2020
- 3) Organized a one day national level webinar on “Digital Marketing” – 20<sup>th</sup> July 2020

**FDP Attended:**

- 1) Participated in the Faculty Development Program Organized by Entrepreneurship development cell, Anna University Regional Office, Madurai from 10<sup>th</sup> to 23<sup>rd</sup> July, 2014.
- 2) Participated in the Online Faculty Development Program on “Recent trends in Artificial Intelligence and impact on teaching professionals” Organized by Rathnavel Subramanian College of Arts and Science from 22.04.20 to 24.04.20
- 3) Participated in the National Level Online FDP on "E - Learning Tools" Organized by, Department of Computer Science, The American College, from 16.05.20 to 17.05.20
- 4) Participated in the short term training program Organized by SA College of Arts and Science, Chennai from 26<sup>th</sup> April 2020 to 09<sup>th</sup> may, 2020 on the topic I5 - Innovation, Incubation, Intrapreneur, Invention & Intellectual property"