

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	Marketing & Systems	Madurai Kamaraj University	2003
SLET	Business Administration	Bharathiar University, Coimbatore	2004

Specialisation in Teaching : Marketing , Operations Management & Entrepreneurship.

Specialisation in Research : Marketing

Research Interests : Marketing

Other Work Experience:

Designation	Institution / Company	Year - From (month/year) To (month/year)
Programme co-ordinator	Centre for Entrepreneurship Development	1998 to 2000
Guest Lecturer	Department of Entrepreneurship Studies, Madurai Kamaraj University	2004 to 2007

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

Positions held / currently holding	Year - From (month/year) To month/year)
Assistant Professor – MBA	2018 to till date
Lecturer	2006 to 2018
Involved in admission work , class co-ordination.	2006 onwards

Publications:

Articles / Chapters in Books:

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

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

Published a chapter “**DNA of GST**” in **the Economic Challenger, Jan-March , 2017**

Articles Published in International Journals:

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:

An article titled "**E-marketing - The New Vista in Marketing**", published in the management portal 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, 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 Fosterentrepreneurship**” –at the National Conference on Information Technology and Management , PSNA College of Engineering and Technology, Dindigul on 16/02/08.

Presented a paper entitled “**Combating Customer Churn–A New Arena in CRM**” – at the National Conference on Service Sector NCOSS 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 Narayana Guru 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.**

Presented a paper titled “ **Effective application of Knowledge Management for Efficient Higher Education** “ at the UGC National conference on Higher Education in India at Madurai Kamaraj University on 15-16 November 2013.

Presented a paper titled “ **Moonlighting or Multiple Job Holding as a Concept of Intrapreneurship**” in National Conference on Creative and Innovative Practices & Trends in Management at the KLN College of Engineering on 27/3/15.

Presented a paper titled “ **Ethics in Virtual Organisations**” at the NITOS-15, National Conference on Integration of Technology and Organisational Strategies at the Fatima College on 21/08/15

Presented a paper titled “**Digital India – Myth or Reality ?** ” in the National Conference on Digitalisation in Services Sector – Today & Tomorrow organized by the Department of Commerce of Sri Ramakrishna College of Arts & Science, Coimbatore on 27/09/2017.

Presented a paper titled “ **MSME – The Make in India Perspective** “ at the National Conference on Prospects of Micro, Small and Medium Enterprises in Indian Scenario“ organized by Department of Commerce, The American College, Madurai held on 16/02/18.

Presented a paper titled “ **Role of SMAC** ” at the International Conference on “Digital Marketing – A Global Perspective” organized by Department of Management Studies, The Fatima Institute of Management, Fatima College, Madurai on 10/08/18.

Presented a paper titled “ **Jugaad – the Way to Innovation** “ at the International Conference on Innovations in Business and Management organized by the Department of Commerce, The American College, Madurai held on 1 & 2nd February, 2019.

Presented a paper titled “ **Work at Home – The Transformation in Work culture** “ at the International Conference on Sustainability, Transformation, Development in Business and Management organized by Department of Commerce, The American College, Madurai held on 24/01/20.

Presented a paper titled “ **Artificial Intelligence for Sustainable Agriculture** “ at the National Conference on Innovative and Sustainability in Rural and Agro Development in Digital Era (NCISRD -2020) organized by FXDOMS, Francis Xavier Engineering College, Thirunelveli held on 24/01/20. (*In absentia* presentation)

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.,

Other Activities / Academic Credentials:

Prepared course materials for the MBA Distance Learning Programme of Madurai Kamaraj University for subjects : -

- 1) E-Commerce and technology Management
- 2) Total Quality Management
- 3) Technology and Management

Completed NPTEL – SWAYAM course on “Entrepreneurship Essentials”
Completed NPTEL – SWAYAM course on “Digital Marketing”