

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	YearCompleted
B.Sc(Agri)	AgriculturalSciences	Tamilnadu Agricultural University	1995
M.Sc(Agri)	PlantBreeding& Genetics	Tamilnadu Agricultural University	1997
MBA	Marketing& Systems	Madurai Kamaraj University	2003
SET	Business Administration	Bharathiar University, Coimbatore	2004

**Specialisation in Teaching :** Marketing, Operations Management & Entrepreneurship & Analytics.

**Specialisation in Research :** 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/currentlyholding):**

<b>Positionsheld /currentlyholding</b>	<b>Year- From(month/year) To month/year)</b>
<b>Assistant Professor–MBA</b>	<b>2018 to till date</b>
<b>Lecturer</b>	<b>2006 to 2018</b>

**Resource Person:**

As a resource person for the International conference on Innovation and Sustainable Business Development in the Digital Era (ICISD, 24) organized by the Department of Business Administration, Syed Hameedha Arts and Science College, Kilakarai, on 18/09/24 and delivered lecture on “Harnessing Artificial Intelligence for Business Applications.”

**Publications:**

**Articles / Chapters in Books:**

Published chapter titled “**Marketing Ethics: Mediating Influences on Sales Managers’ Ethical Decision-making**” on researchgate.net

Published book review on “Ikigai – A Japanese Management Philosophy on reason to live ” in Xavier Business Review (XBR) ISSN: 2349-6576 , Vol. 7 , issue :1 , Jan-June 2024.

Published an article titled “Circular Economy – a vista of Net Zero ” in the New Frontiers in Education – International Journal of Education and Research ISSN :0972-1231, Vol. 56 No . 2&3 April –June 2023 and July – Sep. 2023

Published paper titled “ Sentimental Analysis or Opinion mining of customer reviews in Social Media – A study on the NLP approach in the conference proceedings of International Conference on Recent Research Advancements in Computational Sciences organized by the Dept. of Computer sciences, Loyola college , ISBN : 978-81-967420-6-5.

published conference proceedings titled “ Marketing Ethics: Mediating Influences on Sales Managers’ Ethical Decision-making ” in the Springer Series [https://doi.org/10.2991/978-94-6463-374-0\\_10](https://doi.org/10.2991/978-94-6463-374-0_10)

Book 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 Issuesby IGI Publications of ISBN no. 978-161692275-7 Page :119-139. DOI [10.4018/978-1-61520-625-4.ch009](https://doi.org/10.4018/978-1-61520-625-4.ch009) in researchgate.net (**Scopus indexed**).

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 article titled, “ From Start-ups to Unicorns” in the Economic Challenger, Jan-

March , 2022

Published article titled “Appraisal of Skill India Mission” in the Economic Challenger, Oct-Dec , 2021.

Published article titled “DNA of GST” in the Economic Challenger,Jan-March,2017

### **Articles Published in International Journals:**

- i. published a paper titled “ Business Models for Circular Economy” in the UGC Journal of the Asiatic Society of Mumbai vol 99:2023 ISSN : 0972-0766.

published a paper titled “ Artificial Intelligence in Sustainable Entrepreneurship - A disruptive or sustainable innovation ? in Indian Journal of Psychology ( UGC CARE approved), Book No.03 2024 with IF: 7.986 ISSN : 0019-5553.

- ii. published a paper titled “ Business Models for Circular Economy” in the UGC Journal of the Asiatic Society of Mumbai vol 99:2023 ISSN : 0972-0766.
- iv. published conference proceedings titled “ Marketing Ethics: Mediating Influences on Sales Managers’ Ethical Decision-making ” in the Springer Series. DOI doi.org/10.2991/978-94-6463-374-0\_10
- v. Published paper titled Analysis of strategic decision making ability of entrepreneurs in Madurai city by miles and snow’s typology in South India Journal of Social Sciences ISSN: 0972 – 8945
- vi. 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.

### **FDPs attended**

Attended the online FDP on **Building Web Development Solutions with Cloud Computing** under the Next Gen Employability Programme conducted by the AICTE – Ernest Young from 21/10/24 to 25/10/24.

Attended the online FDP on **Building Advanced Data Analytics Applications with Cloud** conducted by the AICTE – Ernest Young from 20/11/23 to 24/11/23.

Attended online FDP on **Inculcating Universal Human Values in Technical Education (UHV I)** organized by AICTE from 5/12/22 to 9/12/22.

Attended a Faculty Development Programme on Marketing Management at SSN College of Management Studies, Chennai from 28/01/10 to 30/01/10.

Attended the Workshop on Entrepreneurship sponsored by UNDP-DST, Govt. of India at Vivekananda Institute of Biotechnology, Nimpith, West Bengal from Oct 14- Oct 18, 2003.

### **Conference / Seminar Presentations**

Presented a paper titled “**Marketing Ethics : Mediating influences on sales managers’ ethical decision-making** ” in the 3<sup>rd</sup> International Conference on Reinventing Business Practices Start-ups and sustainability (ICRBSS-2023) organized by the Faculty of Management, SRM Institute of Science and Technology, Vadapalani on 2<sup>nd</sup> and 3<sup>rd</sup> November, 2023.

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 Foster entrepreneurship**” –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 NCOSS08 “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 & 2<sup>nd</sup> 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:**

**AIMA BizLab Certified trainer**

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

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

**NPTEL courses completed**

- i. EntrepreneurshipEssentials
- ii. Six Sigma
- iii. Digital Marketing
- iv. Marketing Analytics