

Dr. J. Victor Charles

Assistant Professor,

Department of Business Administration,

The American College, Madurai-02,

Tamil Nadu.

E-Mail: drvictorcharles@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**

Course	Institution	Board /University	Year of Completion
Ph.D.,	Manonmaniam Sundaranar University, Tirunelveli.	Manonmaniam Sundaranar University, Tirunelveli.	2018
SET	Mother Teresa Women's University, Kodaikanal	Mother Teresa Women's University, Kodaikanal.	2016
M.B.A.,	V.H.N.S.N, College, Virudhunagar.	Madurai Kamaraj University, Madurai.	2008
B.B.A.,	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	THE AMERICAN COLLEGE, Madurai.

LIST OF JOURNALS PUBLICATIONS

- Dr. J. Victor Charles - "The Current Trends and Promising Opportunities for Machine Learning and Ai In Business Intelligence", **The Journal of Oriental Research Madras with ISSN: 0022-33 01, Vol. XCV-II: February- 2024, UGC-CARE List Group I, (Impact Factor: 7.193.).**
- Dr. J. Victor Charles, – The Evolving Role of The Relationship Between Frigate and Exim Procedures in SLS Exports Private Limited, Chennai, Journal of the **Oriental Institute; ISSN: 0030-5324 Vol. 71, Issue. 03, No. 14 July-September :2022. UGC Care Approved, Group I, Peer Reviewed and Referred Journal.**
- Dr. J. Victor Charles, – A Study on consumer’s perception towards E-Vehicles in Madurai, **Peer Reviewed Journal of Fundamental & Comparative Research. (UGC Care List) Vol.VII No.11(I): 2021, December 2021 – ISSN: 2277-7067.**
- Dr.J.Victor Charles,– Green Marketing : A Psychological Study of its Impact on Indian Customers’ Purchasing Patterns, **The Journal of Oriental Research Madras. (UGC Care List) (Impact Factor- 7.193) Vol.XCII-II, February 2021 – ISSN: 0022-3301**
- Dr.J.Victor Charles,– The Impact of Consumer’s Perception towards E-Tailing in Madurai, **International Scopus Journal of Scientific Research, (HTL) High Technology Letters – (Impact Factor 2.7) Vol:26, Issue-10, (October,2020) ISSN: 1006-6748**
- J. Victor Charles, - 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, – 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, – 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-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 Publications:

- Dr. J. Victor Charles - "**Ai-Driven Evolution in Customer Engagement Strategies Within Marketing**" National Conference on “Robotics & Automation” Department of Information Technology & Management, Arul Anandar College (Autonomous), Karumathur, Tamil Nadu on 23rd February 2024. ISBN: **978-93-94448-86-5**
- Dr. J. Victor Charles – “**A Study on Effort Reality Constancy among the Women Academicians in Madurai District, Tamil Nadu**” International Conference on “**CONTEMPORARY MANAGEMENT (INCOCOM’23)**”– Department of Management Studies, **NPR College of Engineering & Technology**, Natham, Dindigul Dist. Tamil Nadu, on 03 March, 2023. ISBN: **978-93-5811-667-0**.
- Dr. J. Victor Charles – “**Characters, Assurances, and Requirements of Artificial Intelligence Using in Higher Education Institutions**” International Conference on “AI for Sustainable Development – Challenges and Opportunities” – School of Commerce, VET Institute of Arts & Science College, Thindal, Erode, Tamil Nadu, on 25th November 2022. ISBN: **978-93-95422-56-7**
- Dr. J. Victor Charles – “**Exploring Knowledge Management Perspectives Among Faculties Using Internet of Things (IOT) With Optimal Practices Systems in Karnataka District, India**” International Conference on “Contemporary Approaches to empower Smart Future Through Digitalization” – Sakthi Institute of Information and Management Studies, Pollachi, Tamil Nadu, on 24 & 25th November 2022. ISBN: **978-93-90956-05-0**
- J. Victor Charles- 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**

- J.Victor Charles– 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

Book Chapters Publications:

- Dr. J. Victor Charles: “**Artificial Intelligence’s Implications on Business and Innovation to Potential Future Changes in Business Models**”, in the book entitled Transformation of Teaching – Learning Strategies in the Digital Era – Publisher: Shanlax Publications (September 2022) ISBN: 978-93-95422-04-8.
- Dr. J. Victor Charles: “**The Beneficial Effects of Financial Omni-Channel Marketing on Customer Satisfaction**”, in the book entitled Emerging Trends and Innovations in Business, Commerce and Management for Sustainable Entrepreneurship – Publisher: IQAC, Rajapalyam Raju’s College, Rajapalayam, Tamilnadu. (December -2022) ISBN: 978-93-5737-352-4.
- Dr. J. Victor Charles: “**Assuring Sustainable Development: The Importance of Education**”, in the book entitled Upskilling and Reskilling Opportunities Opened through NEP 2021-Publisher: Multi Spectrum Publications, Kanyakumari, Tamilnadu, India. March – 2023 ISBN: 978-93-94428-55-3
- Dr. J. Victor Charles: “Chapter entitled” **Tech and Innovation’s Effects on The Insurance Industry**” in the edited book title “Digitalization of the Insurance Sector” Vol-1, April 2023, ISBN: 978-81-19042-59-3.
- Dr. J. Victor Charles: Chapter entitled “**A Framework of Entrepreneurship Development in 21st Century**” in the edited book title “Entrepreneurship and Business Transformation” July 2023, ISBN: 978-93-91987-81-7.

Membership in Committees:

2020 - Member- Central Valuation Board of Kamaraj University.

2021 - Member- Question Setting Board Of Sri Meenakshi Government College for Women, Madurai.

2021 - Member- Question Setting Board of Arul Anandar College, Karumathur.

2023 - External Examiner for Project Viva Examinations -S. Vellaichamy Nadar College, Madurai – 19.

2024 – Member – Question Setting Board of Dr. N.P.R. Arts & Science College, Coimbatore – 641 048.

2024 – Member – Question Setting Board of Kongu Arts & Science College, Erode – 638 107.

FDP/ Conference / workshop/ Seminar Presentations / Participation / Online Courses:

1. "Inter – Collegiate Symposium on Export Documentation and Procedures" V.H.N.S.N. College, Virudhunagar, 20th February, 2004.
2. "Inter Disciplinary Workshop on "Managerial Skills" V.H.N.S.N. College, Virudhunagar, 07th September, 2007.
3. International Workshop on "Challenges for The Environment and Effective Management" Francis Xavier Engineering College, Tirunelveli. 12th Dec 2007.
4. State Level Workshop on" Employability" S.F.R. College for Women, Sivakasi, 24th January, 2007.
5. Inter Collegiate Workshop on "Computer Usage for Multivariate Analysis" V.H.N.S.N. College, Virudhunagar, 12th October, 2007.
6. Faculty Development Programme on "Students Handling" American University of Indian (AUI), Kodaikanal. 14th October 2011
7. UGC Sponsored National Level Seminar on "Role of ICT in Achieving Knowledge based Economy", Sri Prasakthi College for Women. Courtallam, 16th 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 & 31st 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. Webinar on "Light Weight Protocols in Internet of Things" Sri Ranganathar Institute of Engineering and Technology, Coimbatore, 7th May 2020.
12. Faculty Development Programme - Topic : Google Meet - 101" VET institute of Arts & Science, Erode, 8th May 2020
13. 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. Faculty Development Programme: "NAAC Awareness Programme for Faculty, Marathwada Mitramandal's Institute of Technology(MMIT), Pune, 8th May 2020 to 14th May 2020

15. 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. Webinar on "Project to Patent" Ramco Institute of Technology, Rajapalayam, 10,11 & 12th May 2020.
17. National Level Faculty Development Programme on " Industry 4.0 - Building the Digital Enterprises" Kaamadhenu Arts and Science College, Coimbatore, 10th May 2020.
18. Faculty Development Programme on "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. 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. 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, 11th June 2020.
26. Webinar on "Start up Challenges and Growing Strategies for Budding Entrepreneurs", Sindhi College of Arts & Science, Chennai, 19th June 2020.
27. Webinar on "Understanding the Science of Data & its Future" Faculty of Management Studies, Vadodara, Gujarat. June 24, 2020.
28. Webinar on "Changing Face of Indian Customers and Implications on Marketing", The American College, Madurai, 27th June 2020.

29. Organized webinar on “Transition to Online Teaching; Challenges and Preparations” The American College, Madurai, 30th June 2020.
30. Webinar on “Digital Transformation in Higher Education by using MS Teams” The American College 09th July 2020.
31. Faculty Development Programme on “Entrepreneurship Development” Karpaga Vinayaga college of Engineering & Technology, Chengalpattu. 4th January 2021 to 7th January 2021.
32. International Conference on “Reimagining Entrepreneurship and Corporate Governance in the Digital Era” Jain School of Commerce, Bangalore. 29th January 2021.
33. Webinar on “Campus to Corporate” The Maharaja Sayajirao University of Baroda. 30th Jan, 2021.
34. National level Webinar on “Revised Guidelines on NAAC” Swami Hansmuni Maharaj Degree College of Commerce, Ulhasnager, University of Mumbai, 22nd Feb, 2021.
35. National Webinar on “Dedication and Role of Youth” Hansraj Jivandas College of Education, Khar(W), Mumbai. 15th March 2021.
36. Webinar on “DATA SCIENCE – Art of science in decision making for business problems” KSR School of Management, Tiruchengode, Tamilnadu. 8th March 2021.
37. National Webinar on “Union Budget -2021: Analysis and Way forward, Badruka College of Commerce & Arts, Kachiguda, Hyderabad. 20th March 2021.
38. National level Webinar on “Professionalism Among Faculty Members In Higher Education” Soundarya Institute of Management & Science, Bangalore – 73. 24th May 2021
39. Seminar on “Intellectual Property Rights” Nadar Mahajana Sangam S. Vellachamy Nadar College, Madurai. 29th June 2021
40. “Five Day HR Conclave” organised by the School of Management and Social Science of Nehru Arts and Science College, Coimbatore, from 19.07.2021 to 24.07.2021.
41. National Level Faculty Development Programme on “Google Applications” Sona College of Arts & Science, Salem. 27-11-2021.
42. Faculty Development Programme on “RESEARCH METHODOLOGY” Ayya Nadar Janaki Ammal College, Sivakasi. 22.12.2021 to 24.12.2021.
43. Faculty Development Programme on “ Introduction to Securities Markets” A.Veeriya Vandayar Memorial Sri Pushpam College (Autonomous), Poondi, Thanjavur. 24.01.2022.

44. Faculty Development Programme on “Research Methodology” Sona College of Arts & Science, Salem.01.02.2022 to 05-02-2022.
45. Faculty Development Programme on “Effective Teaching Learning Paradigms through Pedagogical Innovations” - Sathyabama Institute of Science and Technology, Chennai, from Feb 7 to Feb 12, 2022.
46. National E-Conference on Human relationship in Literature and Society: The Pre and Post Pandemic Perspectives, T.K.V.S Commerce College, Shahada, Maharashtra, on 11th February 2022.
47. International Faculty Development Programme on “Trends in Technological Intellect” -Bon Secours College for Women, Thanjavur. 08-02-2022 to 12-02-2022.
48. National Workshop on “Development and Validation of Research Tool” Mandsaur University, Daulatpura, Madhya Pradesh, on 15th February 2022.
49. International seminar on ‘Research and Library Services’ A.B. M.S.P’s Shri Shahu Mandir Mahavidyalaya, Pune on February 25, 2022.
50. National E-Conference on “Human Relationships in Literature and Society: The Pre and Post Pandemic Perspectives” – Poojya Sane Guruji Vidya Prasarak Mandal’s S.I. Patill Arts & G.B Patel Science & S.T.K.V.S, Commerce College, Shahada, Maharashtra. 11-02-2022.
51. Expert Talk on “Post Covid Mental and Emotional Health” Gujranwala Guru Nanak Institute of Management & Technology, Ludhiana, Punjab, held on 4th March, 2022.
52. National level Faculty Development Programme on “Creative Visualization Techniques” Jappiaar College of Arts & Science, Chennai. on 6th April 2022.
53. Faculty Development Programme on Investor Awareness & Education’ The American College, Madurai, from 28th to 30th April 2022.
54. National webinar on “Financial Empowerment through Wealth Creation” MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY, Delhi, on 16th February, 2022.
55. National level seminar on “Financing Sustainable Development and the Potential Role of South – South Cooperation” Sona College of Arts and Science, Salem held on 25th May 2022.
56. International E-Conference on “Environment Sustainability” Govt. P. G. College Rajouri, J&K, India held on June 4th, 2022.
57. National webinar on “A Road Map to inclusive Education in NPE 2020: Reaching to Unreached”- Mandsaur University, Mandsaur, M.P On 07-07-2022.
58. Faculty Development Programme on “ICT Tools: A New Vista in Teaching” Sona College of Arts & Science, Salem-05, held on October 07th, 2022.

59. Faculty Orientation Programme by the Internal Quality Assurance Cell (IQAC), The American College, Madurai on 20 September, 2022.
60. International Conference on “Contemporary Approaches to Empower Smart Future through Digitalization” Sakthi Institute of Information and Management Studies, Pollachi – 642 001 on 24th & 25th November, 2022.
61. National Workshop on “Business Combinations and Consolidations – Conceptual Approach” St. Joseph’s Degree and PG College, Gun Foundry, Hyderabad on 28th November, 2022.
62. Completed intellectual Property training program under National Intellectual Property Awareness Mission organized by Intellectual Property Office, India, on December 13, 2022.
63. NPTEL E-Awareness Workshop-Kingston Engineering College, Vellore, Tamilnadu & Ramsheth Thakur College of Commerce & Science, Mumbai, Maharashtra on January 30, 2023.
64. Workshop on “Art and Science of Methodical Scientific Writing & Publishing in a High Impact Journal” Conducted by IQAC and office of the Dean Research, The American College, Madurai on March 6, 2023.
65. International Faculty Development Programme on “**Teaching Pedagogy and Life Skill Management**” organized by the Department of Commerce, Hindusthan College of Arts & Science, Coimbatore from 27th March 2023 to 31st March 2023.
66. National level seminar on “Upskilling and Reskilling Opportunities Opened Through NEP 2021” Organised by Department of Commerce (Retail Marketing), PSG College of Arts & Science, Coimbatore on 30th & 31st March 2023.
67. International Conference on “G20- Moving Towards Sustainable and Inclusive Growth” organized by PG & Research Department of Commerce & Management Studies, Vivekanandha College of Arts and Sciences for Women, Tiruchengode, Namkkal Dt. Tamilnadu on 05th & 6th April, 2023.
68. National level conference on Basics of IPR -The American college, Madurai in association with IOT Academy, Coimbatore, Tamil Nadu on 10th April, 2023.
69. Faculty Development Programme on National Education Policy Policy and Education 5.0- Dr. M.G.R Education and Research Institute, Chennai, Tamil Nadu on 25th April to 27th April 2023.
70. National Seminar on “Intellectual Property Rights - Need of the Hour” organised by the Research Cell and IQAC, Rajapalayam Rajus’ College, Rajapalayam on 02nd May 2023.

71. National Seminar on "Holistic and Multidisciplinary Approach Towards National Higher Education Quality Framework", Cavery College for Women- Trichy on 05-07-2023 & 06.07.2023.
72. National level Seminar on "Universal Human Values and Professional Ethics" at Dr. M.G.R Educational and Research Institute (Deemed to be University) Chennai, TamilNadu on 10th July 2023.
73. National Seminar on "Managerial Skill Development", Organised by The American College, Madurai, and IOT Academy on 12th July, 2023.
74. Faculty Development Programme on "Upskill Your Resources"(Under UGC Autonomy Grant) Organized by Ayya Nadar Janaki Ammal College, Sivakasi from 07-07-2023 to 13.07.2023 (One Week).
75. Faculty Development Programme on "Research Methodology, Intellectual Property Rights and Quality Education and Assessment" organised under IQAC Initiative by Universal School of Administration, Affiliated to Bangalore University, Tavarekere Hobli, Bengaluru-74 from 24th July to 28th July 2023.
76. National Level Conference on "Entrepreneurship in Digital Era" organized by the The American college, Madurai, TamilNadu and IOT Academy on 26th July, 2023.
77. Faculty Development Programme on "Art of Effective Teaching", organized by Faculty development cell at Suguna college of arts and science, Coimbatore held during 31st July to 4th August,2023.
78. Faculty Development Programme on " Research Methodology" organized by School of Law, SathyabamaInstitute of Science and Technology (DEEMED TO BEUNIVERSITY) in collaboration with St. Joseph University,Nagaland from 12th - 17th September, 2023
79. Faculty Development Programme on "Research Methodology" organised by The Internal Quality Assurance Cell and Academic Staff College, Dr.M.G.R.Educational and Research Institute from 26/09/2023 to 04/10/2023.
80. Faculty Development Programme on "From Research to Publication "ADHIYAMAN ARTS AND SCIENCE COLLEGE FOR WOMEN Affiliated to Periyar University, Salem – 11. from 04.09.2023 to 11.09.2023.
81. Faculty Development Programme on "Best Practices Benchmarking in HEI's for Quality Enhancement" organized by Guru Shree Shantivijai Jain College for Women from 26th to 31st October 2023.
82. National Seminar on "Social Innovation in Business: Challenges and Implications", **Presented a paper on** "Exploring Marketing Strategies in Indian Social Enterprises; A Case study Analysis- Sri Kaliswari College, Sivakasi on 14th and 15th February 2024.

83. International Symposium on “Research Methodology” and presented a paper on “The Current Trend and Promising Opportunities for Machine Learning and AI in Business Intelligence” Organised by the Department of Business Administration , Arul Anandar College, Karumathur, Madurai on 15 & 16 February 2024.
84. Faculty Development Programme on “Exploring Cultures: Diversity in Travel Writing” Organized by Department of English, PPG College of Arts and Science, Coimbatore from 20.02.2024 to 27.02.2024.
85. Faculty Development Programme on “Design Thinking” organized by Patrician College of Arts & Science, Chennai, on Friday 23rd February, 2024.
86. International Faculty Development Programme 24` on “Adaptability & Resilience In The Face Of Rapid Change For Academia,” organized the PG Department Of Human Resource Management, DDGD Vaishnav College, Chennai, between 26th February 2024 And 1st March, 2024
87. Faculty Development Programme on “Business Model Canvas” organized by Patrician College of Arts & Science, Chennai, on 6th March, 2024.