

Dr. G. VIJAYA KUMAR
Assistant Professor,
Department of Commerce,
Sir Theagaraya College(Aided)
Chennai-600 021.
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RESUME

Academic Qualifications

Degree	Specialization	University	Year of Completion
Ph.D	Marketing	Madurai Kamaraj University	2007
M.B.A	Marketing	University of Madras	2002
M.Phil	Commerce	University of Madras	1999
M.Com	Commerce	University of Madras	1995

AREAS OF SPECILIZATION

Finance, Accounting, Marketing and Banking and Insurance

Total No. of years Experience: 18 years

PUBLICATIONS

**PUBLICATIONS IN PEER REVIEWED/REFEREED/INDEXED
INTERNATIONAL JOURNALS:**

- **G.Ramesh and Dr.G.Vijaya kumar (2013) “Identifying Emotional Competence Proficiencies in Personal Selling: A Study with Reference to Salesman in Chennai City”** Journal of SONA Global Management Review, Vol. 8(1) November 2013.
- **G.Vijaya Kumar and G.Ramesh (2013) “Most Influential Factors of Buying Behaviour – A Study With Special Reference to Consumers of Internet Services in Chennai City”** Journal of Advances in Management, Vol. 7(1) January 2014 , Journal indexed cabell’s Directory, Research Paper in Economics RePEc and ERA.[E-ISSN: 2278 – 4551]
- **G.Vijaya Kumar and S.G.Balaji (2011) “Banking Service Quality and Customer Satisfaction: A Comparative Study of Public and Private Sector Banks in Chennai”** JM International journal of Marketing Management, Volume-1, Issue-6, September 2011. [ISSN: 2230-701X]
- **G.Vijaya Kumar and S.G.Balaji (2011), “Creating Ecological Value: An Evolutionary An approach from Business to Business”,** SRM Management digest-2011 [ISSN: 0973 6905]
- **G.Vijaya Kumar and B.N.Shanthini (2011) “A Brand is for Ever”** Marketing Master Mind, IUP Publications, May-2011. [0972 5156]
- **G.Vijaya Kumar and S.Senthil Kumar (2011) “A Study on Brand Awareness and The Factors Influencing Brand Loyalty Towards Tooth Paste In Chennai City”,** Journal of Empirical Research in Management. August-2011. [ISSN: 2249 1864]

- T.Munirathnam Naidu and **G.Vijaya Kumar (2011)** “**Brand for Global Consumption**”, Advertisement Express, IUP Publications, Vol-XI, Issue-01 January-2011.
- T.Munirathnam Naidu and **G.Vijaya Kumar (2011)** “Two sides of Celebrities Endorsement”, Marketing Master Mind, IUP Publications, Hyderabad, January-2011.

SEMINARS/CONFERENCES/WORKSHOPS PARTICIPATED

- Participated and presented a Research Paper on “**Human Resource Management And Enterprise Performance in Small and Medium Enterprises in Chennai City**” in the Technical Session of the **National Conference** on Trends and Research in Management (TRIM-2011) on 28th January 2011, organized by the Department of Management studies, Oxford Engineering College, Tiruchirappalli, Tamil Nadu-620 009.
- Participated and presented a Research Paper on “**A Study on Organizational commitment of Employees at work place in Chennai**” in the **National Conference** on “Creativity and Innovation for Challenging Times” NCCICT 2011 held on 25th November 2011, organized by the Department of Management studies, Jaya Engineering College, Thirunindravur and Chennai.
- Participated and presented a Research Paper on “**A Study on Work Force Diversity Challenge Paradigms with Special Reference to Chennai City**” on “Changing Business Practices in 21st Century” organized by the Department of Management studies, CMR College of Engineering & Technology, Hyderabad, Andhra Pradesh – 501 401.

- Participated and presented a Paper on **“A Study on Issues and Challenges of Goods and Services Tax in India”** UGC sponsored National Conference on in the area of Fiscal Policy Issues and Challenges Facing India in the 21st Century at Cheyyar Government Arts College, Cheyyar, Tamil Nadu on 20th and 21st January 2011.
- Participated and presented a Paper on **“A Study on Knowledge (KM) and Information Technology”** in the National Seminar organized by PENTAGON-The School of Business studies at Dr.MGR Janaki College of Arts and Science for women Chennai on 10th December 2010.
- Participated and presented a Paper on **“India after 25 years – Issues and challenges”** in the ICSSR Sponsored National Seminar on Building up a Prosperous India – Thriving on Entrepreneurial spirit on 8th October 2010 organized by Department of Business Administration, Prasad V.Potluri Siddhartha Institute of Technology, Kanuru, Vijayawada, Andhrapradesh-520007.
- Participated in the Faculty Development Programme on Indian Commodity Market: Derivatives & Risk Management on 25th & 26th of September 2010, Organized by the Department of Commerce UGC-SAP-DRS 1, School of Management, Pondichery University.
- Participated **“Global Commerce Education Summit-2011”** on 5th December 2011 at Habitat Centre, Lodhi Road, New Delhi, organized by The Institute of Chartered Accountants of India, Delhi.
- Participated and presented a Paper on **“Activities causing Global warming and climate change”** in the UGC Sponsored International Conference on 7th, 8th and 9th December 2011 at Department of Commerce, Periyar university, Salem.

BOOKS PUBLICATIONS

- Industrial Law, Om Sakthi Publishers (ISBN: 978-81-909191-8-0).
- Personnel Management, Om Sakthi Publishers. (ISBN:978-81-909191-7-3)
- Commercial Law, Om Sakthi Publishers. (ISBN: 978-81-909191-9-7)

COURSES ATTENDED

- UGC Sponsored **Orientation Course**, Batch 110 attended and obtained “A” Grade during the period from 1st Feb 2013 to 28th Feb 2013 at UGC-Academic Staff College, University of Madras, Chennai.
- UGC Sponsored Short – term course of “**SPSS Hands on Training**” attended and obtained “A” Grade held from 21-10-2013 to 26-10-2013 at UGC-Academic Staff College, Bharathiyar University, Coimbatore-641 046.

ASSOCIATION WITH UNIVERSITY EXAMINATION

- Served as Examiner for undergraduate (B.Com.) and post graduate (M.com) for Madras university, Chennai
- Serving as External Examiner for Anna University MBA main project viva-voce.
- Serving as Examiner for Anna University for MBA.
- Served as Examiner for Autonomous Colleges of R.K.M. Vivekananda College, D.G.Vaishnava College at Chennai.
- Examiner of Commerce and Management, TNOU at Chennai.

GUIDESHIP

- Approved MBA Project Guide - University of Madras, Chennai.

ASSOCIATION WITH DISTANCE PROGRAMME:

- Resource person - University of Madras – Distance MBA Programme
- Resource person - Bharathiyar University- Distance MBA Programme.
- Resource person - Annamalai University- Distance MBA & M.Phil., Programme.

EXTRA CURRICULAR RECORD

- Programme officer, National Service Scheme (NSS), Appointed by University of Madras.

M.Phil., DISSERTATION

- A Study on Financial performance of Tiruttani Co-operative sugar Mills.

Ph.D., THESIS

- A Study on the Impact of Celebrity Endorsement on India Brands.

PERSONAL DETAILS

Name : Dr.G.Vijaya Kumar
Age & Date of Birth : 15th November 1971, 42 years
Marital Status : Married
Nationality and Religion : Indian & Hindu

Declaration:

I hereby declare that the above furnished information is true and complete to the best of my knowledge.

(Dr.G.Vijaya Kumar)

Place : Chennai
Date :