

## Madurai Kamaraj University Faculty Profile



- (1) **Name** : **Dr.M. PREMKUMAR**
- (2) **Date of Birth & Age** :11.07.1981 & 36
- (3) **Designation** : Assistant Professor
- (4) **Department / School** :Department of Management Studies  
School of Business Studies  
Madurai Kamaraj University  
Palkalai Nagar, Madurai – 625021
- (5) **Educational Qualifications:** MBA., PGDSM., M.Phil., Ph.D
- (6) **Professional Experience: Teaching:** 12 Years; **Research:** 5 Years.
- (7) **Teaching Specialization:** Marketing & HR
- (8) **Course Taught/Teaching :** (2015-2017 only)

Name of the Program	Year	Course Title	Course Code	Course/Unit Teacher	No. of Students
<b>PG</b>		1. Advertising and sales promotion 2. Product Management 3. Service Marketing 4. International Marketing 5. Organizational Behavior	DMS1534C DMS1535C DMS1634C DMS1635C DMS1544C DMS1545C DMS1644C DMS1654C	5 (Units)	25
<b>M.Phil</b>					
<b>Ph.D</b>		1. General Management 2. Human Resource Management 3. Marketing			8

**Teaching Awards/ Recognition:**

S.No.	Name of the Award	State/ National/ International	Awarding Agency	Month and Year	Place	Value if any

(9) **Research Specialization:**Marketing and HRM

(10) **Research Supervision :**

Program	Completed	Ongoing
Ph.D	1 (Submitted and waiting for viva)	7
M.Phil	4	-

(11) **Research Projects: Completed: Ongoing:**

(12) **Details of Completed Research Projects :**

S.No.	Title of the Project	Funding Agency	Sanctioned Order No. & Date	Total Grant	Year

(13) **Details of Ongoing Research Projects :**

S.No.	Title of the Project	Funding Agency	Sanctioned Order No. & Date	Total Grant	Year

(14) **Details of Present Research Scholars :**

S.No.	Name of the Scholar	Registered Thesis Title	Register No. with Date
1.	Ms.Buvaneswari.G.	“A Study on the Problems and Prospects of Financial Inclusion of	P 4132

		State Bank of India in Kanyakumari District”	
2.	Ms. K. Sahana	“Brand Equity Analysis on FMCG Market – An Empirical Study in Madurai District”	P4150
3.	Mr. MuthuVel.L	“Job stress and ITS Impact on Job Satisfaction Among Engineering College Teachers in Madurai District”	P4129
4.	Ms. Jaya Lakshmi.S	“A Comparative Study on Human Resource management Practices of Cooperative and Private sector Spinning Mills in Theni District”	P4199
5.	Ms. Anitha.D	“A Study on Shopper Behaviour AT Malls in Tamilnadu”	P4136
6.	Mr. NayakarKarthikGovindanSusila	“A Study on Logistics Service Quality of Shipping Industry in Mumbai”	P4274
7.	Ms. M. J. Deepa	“Determinants of Entrepreneurship and Their Impact on Sustainability of MSME Sector in TamilNadu – An Empirical Study”	P4275
8.	Mr. M. Ramamoorthi	“A Study on Service Quality in Building Construction Industry”	P4336

(15) **Research Awards / Recognition:**

S.No.	Name of the Award	State/ National/ International	Awarding Agency	Month and Year	Place

(16) **Publications :**

(17) **Conferences Participation :**

Name of the Conference	Date	Place	State/ National/ International	Attended/Presented (Post/Oral/.....)

(18) **Papers Presented in Seminars and Conference :**

1. Dr.M. Premkumar, Paradigm shift on labor environment in plantation sector: Indian Scenario, in the National Seminar on **New Dimensions of Management in the**

**Globalized Era** in the Department of Management Studies, Madurai Kamaraj University, Madurai, January 2015, ISBN: 978-93-80657-40-0.

2. Dr.M. Premkumar, K.Sahana, Brand Equity- A Theoretical Framework, in the National Seminar on **New Dimensions of Management in the Globalized Era – 2016 Vol I**, in the Department of Management Studies, Madurai Kamaraj University, Madurai, March 2016, ISBN: 978-93-85977-05-3.
3. Dr.M. Premkumar, A.PandiSelvi, Indian Rural Market- An Challenges, in the National Seminar on **New Dimensions of Management in the Globalized Era – 2017**, in the Department of Management Studies, Madurai Kamaraj University, Madurai, March 2016, ISBN: 978-93-85977-91-3.
4. Dr.M.Premkumar, The marketing strategies and challenges of Indian Agricultural sector, in the National Seminar on **Paradigms in Management and Entrepreneurship– 2016**, in theAachi Institute of Management and Entrepreneurial Development, Chennai, November 2016, ISBN: 978-93-5267-587-6.

(19) **Conference/Workshop/Seminar/Training Organized:**

Type	Name	Date(s)	Place	Role Played	No of Days	No.of Participants
1.	New Dimensions of Management in the Globalized Era – 2015	29 <sup>th</sup> and 30 <sup>th</sup> January 2015	Madurai Kamaraj University	Organizing committee member	Two	250
2.	New Dimensions of Management in the Globalized Era – 2016	30 <sup>th</sup> March 2016	Madurai Kamaraj University	Organizing committee member	One	250
3.	New Dimensions of Management in the Globalized Era – 2017	03 <sup>rd</sup> February 2017	Madurai Kamaraj University	Organizing committee member	One	250

(20) **Research Publication Impact :**

No.of Publications	Total Citation	Highest Citation	h-index	Total Impact Factor	Lowest Impact Factor	Average Impact Factor

(21) **Books Published :**

S.No	Title of the Book/Chapter	Author(s)	Publisher	Year	Total No of Pages	With ISBN Number

(22) **Intellectual Property Rights generated:**(a) **Patents :**

S.No.	Patent title	Author(s)	Patent No. and date (for Granted)	Filing No (for Submitting/Pending)
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(b) **Technology Developed/Transferred :**

S.No.	Title	Author(s)	Transferred to	Period	Funding Support received if any
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- (Transferred receiving Organization/Company/Industry)

(c) **Software Developed :**

S.No.	Title	Author(s)	Purpose	Period	Funding Support received if any
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(d) **Scientific Data Contributions :***Biological*

Name	Author(s)	ID	Deposited Data Bank	Date	Funding Support received if any
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- (Protein/DNA/RNA/Isolated Strains and their sequence information)

**(e) Structural Data Contributions :**  
(X-Ray/NMR/Microscope)

Name	Author(s)	Methods	ID	Deposited Data Bank	Date	Funding Support received if any
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**(23) Consultancy Services Offered:**

Sl. No.	Name of Client / Organization	Period (Month & Year)	Revenue Generated Earned	Purpose of Consultancy	Type (Service/ Project)	Govt./NGO/Small Scale Industry/Private

**(25) Research Collaboration (Both National & International) :**

S.No.	Name of the Collaborator	Institute	Collaboration Details	Collaboration Output ( Papers/Patents/Research/Online)

**(24) Foreign Academic Visit(s):**

Sl.No	Period (From – To)	Particulars	Purpose of Visit (Conference/Seminar/Workshop/Viva/Post-doctoral/Visiting Professor)	Organiser /Country Visited

**(27) Academic Honors/ Awards / Fellowships :**

Name (Honors/ Awards)	Period ( Month & Year)	Awarding Agency	Place

**(28) Administrative Experience /Role Played:(Last Five Years)**

Role Played	Responsibilities	Period ( Month & Year)
Examination Co-ordinator in DOMS - MKU	MOU with industry to conduct various activities	July 2014 to Till Date

**(29) Membership in Academic/Scientific/Societal Professional Bodies:**

<b>Name</b>	<b>Membership Period Year/Life Member</b>	<b>State/ National/ International</b>	<b>Participatory Roles if any</b>

**(30) ExtensionActivities:**

- Donated blood and actively engaged in the blood donation camps conducted by the college
- Offered career guidance and placement opportunities to the students
- Planted seedlings in University premises