

**Dr. M. SIVAKUMAR**  
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MADURAI KAMARAJ UNIVERSITY

Department of Entrepreneurship Studies

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School of Business Studies

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<b>Educational Qualifications</b>	: M.B.A., PGDCA., M.Phil., Ph.D.,
<b>Teaching Experience</b>	: 28 Years
<b>Research Experience</b>	: 20 Years
<b>Field of Specialization</b>	: 1. Services Marketing 2. Entrepreneurship Development
<b>Research Specialization</b>	: 1. Healthcare Service Quality 2. Social Entrepreneurship
<b>Research Supervision</b>	

Program	Awarded	Ongoing
Ph.D.,	15	08
M.Phil.,	20	-

### Consultancy

No	Title of the Consultancy	Funding Agency	Total Grant	Year	Status
1	Third Party Impact Assessment towards the Training Programmes by RIRD, T. Kallupatti	RIRD	1,08,000	2018	Completed

### Research Project

No	Title of the Research Project	Funding Agency	Total Grant	Year	Status
1	A Comparative Study on Public and Private Healthcare in Tamilnadu	RUSA	37,06,000/-	2020-21	Completed

## Publications – Journals, Proceedings and Books

Sl. No	Title of the Journal /Book	ISBN / ISSN / Impact Factor	Title of the Research Article / Book
1	Educational Administration – Theory and Practice, 30 (4), 2024, 8883-8887 (Scopus Indexed)	ISSN: 2148-2403	Entrepreneurial Spirit among the Arts and Science Undergraduate College Students
2	IGI Global Publishing, June 2024 Ch.-14 P. No.254 (Scopus Indexed)	ISBN: 9798369329016	Healthcare Integrating Automation and Robotics-Based Industry 5.0 Advancement
3	Royal Book Publishing, March 2023, P.No. 139-144	ISBN: 9788119821280	An Evaluation of Service Quality on Public and Private Hospitals in Tamilnadu using SERVQUAL Model
4	Archers & Elevators Publishing House, June 2024 Ch.-14, P. No. 44-52 (Google Scholar Indexed)	ISBN: 97989390996940	A CAMEL Model Analysis of Public and Private Sectors Banks in India
5	Srimad Andavan Arts and Science College, Tiruchirapalli, 2022, P. No. 40-46	ISBN- 978-93-5620-490-4	A Study on Entrepreneurial Opportunities And Challenges of Hospital Service Quality Health Mission In India -A Conceptual Framework
6	International Research Journal of Tamil, Vol. 4 Issue. S-4, Year 2022	ISSN: 2582-1113	Entrepreneurs and Regional Business Opportunities
7	Trueline Academic and Research Centre, May 2022, P. No. 234	ISBN :978-93-91977-17-7	Employment Opportunities Challenge the Pandemic Situation in the Indian Healthcare Industries
8	Journal of the Oriental Institute Vol.71 P. No. 117-120, May 2022 (UGC Care List No.135)	ISSN 0030-5324	A Study on Opportunities for Foreign Direct Investment in Indian Healthcare Industries
9	Success Publications, April 2022, P.No. 415-420	ISBN :97881950596-1-4	A Study on Comprehensive Assessment of Firm Efficiency Using Ratios of Private Healthcare in India
10	Journal Research and Reflection on Education (UGC Care Listed), P. No. 40-50, November 2022,	ISSN 0974-648X	Profitability of Private Healthcare Industries in India : A Comparative Study Using Financial Ratios
11	Journal of the Oriental Institute Vol.71 P. No. 117-120 (UGC Care Listed), May 2022	ISSN 0030-5324	A Study on Opportunities for Foreign Direct Investment in Indian Healthcare Industries
12	International Journal on Global Business Management and Research, Volume 11, Issue 2, P. No. 44-53, October 2022	ISSN 2278-8425	Comparative Analysis Financial Performance of Public And Private Sectors Banks In India

<b>13</b>	Lala Lajapathirai Institute of Management Journal of Research, P. No. 40-46, November 2022	ISSN 2229-4740	Implications of NPAs on the Profitability of Banks a Comparative Study Private Sector Banks in India
<b>14</b>	REST Journal on Banking, Accounting and Business Vo. I: 1(1), P. No. 42-48, September 2022	ISSN 2583-4746	Current Scenario of NPAs on the Profitability of Banks a Comparative Study Public Banks in India
<b>15</b>	Utkal Historical Research Journal (UGC CARE approved, Peer Reviewed and Referred Journal) Vol. 34(IV): 2021	ISSN : 0976-2132	A Study on Perspectives and Evaluation of Entrepreneurial Development Programmes Offered to College Students in Dindigul
<b>16</b>	International Journal of Management Studies (UGC Approved) Volume VI, Issue- 1(7), 2019	EISSN: 2231-2528 ISSN: 2249-0302	ICEBERG Metaphor – A Tool for Healthcare Quality Management Systemic Structure
<b>17</b>	Shanlax International Journal of Management – UGC Approved Journal	ISSN: 2321-4643 Impact Factor: 2.082	Shoppers Acquiring Behaviour Towards Household Durable Goods During Online Shopping
<b>18</b>	International Journal of Business and Administration Research Review	ISSN: 2348-0653 Impact Factor: 4.729	An Impact of Consumer Behaviour in Indian Online Shopping
<b>19</b>	International Journal of Management Studies – UGC Approved Journal	ISSN: 2249-0302 Impact Factor: 2.26	Execution of Guerilla Marketing and its Efficacy on Consumer Behaviour with Reference to Madurai City
<b>20</b>	Researchers World – UGC Approved Journal	ISSN: 2231-4172 Impact Factor (IBI): 3.19	A Comparative Study on Entrepreneurial Intentions among BRICS Countries
<b>21</b>	International Journal of Management and Social Science Review	ISSN: 2349-6738 Impact Factor 4.695	Impact of Emotional Intelligence in Job Satisfaction Among School Teachers
<b>22</b>	SRM BIZAD – Research Review, Vol. 2, No. 1, March, 2016	ISSN: 0952 - 4957	Emotional Intelligence – A key to Effective Entrepreneurship
<b>23</b>	New Dimensions of Management in the Globalized Era – 2016 Vol. 1, March, 2016	ISBN: 978-93-85977-05-3	FDI in Multi-Brand Retail Sector – A Study on Indian Context
<b>24</b>	New Dimensions of Management in the Globalized Era – 2016 Vol. 1, March, 2016	ISBN: 978-93-85977-05-3	A Study on Consumer Behaviour Towards Household Durable Goods in Aruppukottai Town
<b>25</b>	New Dimensions of Management in the Globalized Era – 2016 Vol. 1, March, 2016	ISBN: 978-93-85977-05-3	Freelancers – An Intrapreneurship Initiative on Crowd Sourcing Portal Inside the Organization
<b>26</b>	New Dimensions of Management in the Globalized Era – 2016 Vol. 1, March, 2016	ISBN: 978-93-85977-05-3	Consumer Behaviour Towards Online Shopping in India

<b>27</b>	New Dimensions of Management in the Globalized Era – 2016Vol. 2, March, 2016	ISBN: 978-93-85977-05-3	Entrepreneurship Education in Kerala – A Pioneering Effort in India
<b>28</b>	New Dimensions of Management in the Globalized Era – 2016Vol. 2, March, 2016	ISBN: 978-93-85977-05-3	Online Marketing Redefines Conventional Marketing
<b>29</b>	International Journalof Multidisciplinary Research Review, Vol.1, Issue.9, November, 2015	ISSN: 2395-1877 Impact Factor: 2.262	Marketing Analytics – A Paradigm Shift to Digital Marketing.
<b>30</b>	Directorate of Distance Education, Pondicherry University, 2015	ISBN: 9789351197287	Procurement and Quality Management.
<b>31</b>	Directorate of Distance Education, Pondicherry University, 2015	ISBN: 9789351197362	Total Quality Management
<b>32</b>	Innovative Practices in Functional Management, 2015	ISBN: 9789381723470	A Study on Customer Preference for Branded Apparels in Retail Outlets.
<b>33</b>	Indian World-Class Manufacturing - TheRoad Ahead, World Literature Book Centre and PublisherPvt. Ltd., 2015	ISBN: 9788193023488	Consumer Preference on Branded Apparels in Retail Outlets.
<b>34</b>	International Journalof Business and Administrative Research, Vol.2, Issue.10, April-June,2015	ISSN: 2348-0653 Impact Factor: 3.072	Impact of Globalization in Indian Healthcare System.
<b>35</b>	New Dimensions of Management in Globalized Era, 2015	ISBN: 978-93-80657-40-0	Competencies of Hotel Employees in Madurai City – An Assessment
<b>36</b>	International Journalof Business and Administrative Research, Vol.1, Iss..6, July-Sep,2014	ISSN: 2348-0653 Impact Factor: 0.314	Assessment of Service Quality in Multispecialty Hospitals with reference to Madurai.
<b>37</b>	Asia Pacific Journal of Research, Vol.1, IssueXV, July 2014	ISSN: 2320-5504 E-ISSN: 2347-4793	Competency Mapping in Hotels with reference to Madurai.
<b>38</b>	Asian Journal of Multidisciplinary Studies, Volume II, Issue 6, June, 2014	ISSN: 2348-7186 Impact Factor :0.923 (JIF)	A Study on Competencies of Hotel Employees in Dindigul.
<b>39</b>	International Journalof Development Research, Vol.4, Issue.2, pp. 331-342,February, 2014	ISSN: 2230-9926	Healthcare Services in Corporate Hospitals – A Service Quality Perspective.

40	Intercontinental Journal of Human Resource Research Review, Vol.2, Issue.3, March, 2014	ISSN: 2347-1662 Impact Factor: 0.615	Competencies Expected from Hotel Employees in Madurai City.
41	International Journal of Current Research, Vol.5, Issue.12, pp.4227-4232, December, 2013	ISSN: 0975-833X	Assessment of Competencies required by Under Graduate students in Autonomous Arts and Science Colleges in Madurai.
42	Journal of Commerce and Trade, Vol.1, No.1, April – October 2006	ISSN 0973 - 4503	Rural Marketing in Globalized Era.
43	Governance for Excellence – JM International Publishers, December, 2012	ISBN: 978-81-925487-9-1	Challenges in Governing Healthcare Services in Multispecialty Hospitals.
44	Biztantra Publications (Wiley India Pvt. Ltd), New Delhi, 2008	ISBN 10: 81-7722-623-1 (First Edition)	Co-Authored the book titled Total Quality Management (Indian Text Edition)
45	Biztantra Publications (Wiley India Pvt. Ltd), New Delhi, 2014	ISBN 13: 978-81-7722-623-2 (Second Edition)	Co-Authored the book titled Total Quality Management (Indian Text Edition)
46	Shaping the Future of Research in Marketing in Emerging Economies: Looking Ahead, Pearson Publications, Indian Institute of Management – Lucknow, 2012.	Research Paper published in the proceedings of Indian Institute of Management, Lucknow.	Evaluation of Healthcare Services in Corporate Hospitals with Special Reference to Madurai, Tamilnadu, India.
47	Directorate of Distance Education, Alagappa University, Karaikudi, 2006.	Edited Book for MBA students	Project Risk Management
48	Punjab Technical University, Jalandhar, 2004	E-Content Learning Materials and Video Presentation for MBA students	Principles of Management Marketing Management Business Environment Production Management Human Resource Management

### Honors / Awards / Recognitions

Sl.No	Awards and Recognitions
1	Award for Teaching Excellence in the Indo-American Education Summit, 2016.
2	Accredited Trainer to conduct Entrepreneurship Development Programmes under Government of Tamilnadu schemes.
3	Invited as a Chair Person for the 5 <sup>th</sup> International Conference on Contemporary Issues on Agriculture, Engineering, Management, Information Technology and Life Science held on 11 <sup>th</sup> to 15 <sup>th</sup> May, 2017 at University of Peradeniya, Sri Lanka.

4	Invited as a chief guest for the convocation function at VPMM College, 2017, Krishnankoil.
5	Invited as a chief guest for the convocation function at Nadar Saraswathi College, 2022 , Theni.
6	Invited as a Keynote Speaker in the International Conference held in IDM International University, UAE during 19 <sup>th</sup> and 20 <sup>th</sup> November, 2023

### Administrative Experience

Sl.No	Designation
1	Served as a <b>Director</b> in Directorate of Constituent Colleges, Madurai Kamaraj University during 2014-2016.
2	Served as a <b>Director</b> , Tamilnadu Government Projects, Madurai Kamaraj University during 2014-2016.
3	Served as an <b>Additional Director</b> in Madurai Kamaraj University Hostels in 2014.
4	Served as a <b>CAS – Sub Committee Member</b> , Madurai Kamaraj University from 2016 onwards.
5	Served as an <b>Inspection Commission Member</b> for Fresh affiliation of colleges, CDC Madurai Kamaraj University in 2014 and 2017.
6	<b>University Nominee</b> in Board of Studies, Department of Management Studies, Fatima College, Madurai (2016-2018).
7	<b>University Nominee</b> in Board of Studies, Department of Commerce, SFR College for Women, Sivakasi (2016-2018).
8	<b>University Nominee</b> in Board of Studies, Department of Commerce, VVV College for Women, Virudhunagar (2018-2020).
9	<b>University Nominee</b> in College Governing Council for various colleges under Madurai Kamaraj University
10	<b>NAAC Steering Committee Member</b> at Madurai Kamaraj University during 2019-2021.
11	<b>Registrar (i/c)</b> , Madurai Kamaraj University from 29-04-2022 to 31-12-2022
12	<b>Director (i/c)</b> , <b>UGC – HRDC</b> , Madurai Kamaraj University from 30-06-2023 to till date.

### Editorial Board Member:

- a) International Journal of Multidisciplinary Research Review
- b) International Journal of Business and Administration Research Review
- c) International Journal of Management and Social Science Research Review
- d) XIBA Business Review

**Subject Expert / External Examiner** to conduct Ph.D., Doctoral Committee Meetings and Viva-Voce in the following Universities:

- a) **Madurai Kamaraj University**, Madurai
- b) **Anna University**, Chennai
- c) **Bharathiar University**, Coimbatore
- d) **Manonmaniam Sundaranar University**, Tirunelveli
- e) **Alagappa University**, Karaikudi
- f) **Kalasalingam University**, Krishnankoil
- g) **Mother Teresa Women's University**, Kodaikanal
- h) **Periyar University**, Salem
- i) **Gandhigram Rural Institute (Deemed to be University)**, Gandhigram

### **Papers Presented in National / International Conferences**

1. Presented a paper in the title, "Evaluation of Healthcare Services in Corporate Hospitals with special reference to Madurai, Tamilnadu, India" in the International Conference in Marketing, organized by **IIM – Lucknow** on 13-01-2012 & 14-01-2012.
2. Presented a paper in the title "Challenges in Governing Healthcare Services in Multispecialty Hospitals" in the International Conference on Governance for Excellence at Velammal College of Engineering and Technology, Madurai, Tamilnadu, India on 12-12-2012 & 13-12-2012.
3. Presented a paper in the title "Emerging Trends in Indian Healthcare Services", in the one day International Seminar on India's Emerging Services Sector – Challenges and Opportunities organized by Department of Business Administration, NMSSVN College, Madurai sponsored by UGC, New Delhi on 25-08-2011.
4. Presented a paper in the title "SERVICE QUALITY IN HEALTHCARE SERVICES" in the National Conference on Information Technology and Management, organized by Department of Management Studies and Department of Computer Applications, PSNA College of Engineering and Technology, Dindigul on April 03, 2009.
5. Presented a paper in the title "APPLICATION OF SERVQUAL MODEL IN EVALUATION OF HEALTHCARE SERVICES" in the National Conference on Information Technology and Management, organized by Department of Management Studies, PSNA College of Engineering and Technology, Dindigul on February 16, 2008.
6. Presented a paper in the title "ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT" in the National Conference on Information Technology and Management, organized by Department of Management Studies, PSNA College of Engineering and Technology, Dindigul on February 16, 2008.
7. Presented a paper in the title "APPLICATION OF INFORMATION TECHNOLOGY IN HEALTHCARE SERVICES" in the National Conference on Recent Trends in

Advanced Computing, organized by Department of Computer Applications, KLN College of Engineering, Madurai from April 10 to 11, 2008

8. Presented a paper in the title "EVALUATION OF SERVICE QUALITY IN HEALTHCARE SERVICE THROUGH SERVQUAL MODEL" in the National Conference on Service Sector – Changing Role of Service Sector – A Global Perspective, organized by Department of Management Studies, Kalasalingam University from March 7 to 8, 2008.
9. Presented a paper in the title "VEHICLE FINANCE THROUGH HIRE PURCHASE – AN OVERVIEW" in the National Seminar on Indian Capital Market and Financial Services – Problems and Prospects, organized by Department of Commerce and Research Centre, St. Albert's College, Ernakulam, Kerala from January 17 to 18, 2008.
10. Presented a paper in the title "RURAL MARKETING – CHALLENGES AND OPPORTUNITIES" in the National Conference on Emerging Issues and Challenges in Management, organized by Department of Management Studies, PSNA College of Engineering and Technology, Dindigul on February 17, 2007.
11. Presented a paper in the title "QUALITY MANAGEMENT IN SERVICES SECTOR" in the National Conference on Advances in Manufacturing and Resource Analysis, organized by Department of Mechanical Engineering, PSNA College of Engineering and Technology, Dindigul from April 21 to 22, 2006.
12. Presented a paper in the title "MARKETING OF SERVICES – A GLOBAL PERSPECTIVE" in the National Seminar on Global Competitiveness in Business: Trends and Traits, organized by PR Institute Management, PR Group of Institutions, Thanjavur on February 25, 2005.
13. Presented a paper in the title "MEDIA AND RURAL DEVELOPMENT" in the National Seminar on Media – Challenges and Responses, sponsored by University Grants Commission, New Delhi, India and organized by Department of Sociology, Madurai Kamaraj University, Madurai, Tamil Nadu, India on 29<sup>th</sup> and 30<sup>th</sup> January, 2004.
14. Presented a paper in the title "ROLE OF NGO'S IN RURAL MARKETING" in the National Symposium on Emerging Trends and Challenges in Rural Marketing, jointly organized by Department of Management Sciences, Vellore Institute of Technology, Vellore, Tamil Nadu, India and Faculty of Rural Management, University of Sydney, Orange, Australia on 5<sup>th</sup> and 6<sup>th</sup> February, 2004.
15. Presented a paper in the title "INDIAN NON-PROFITS: EMERGING CHALLENGES AND FUTURE PERSPECTIVES" in the National Seminar on Crafting i Management Strategies, organized by Siva Sivani Institute of Management, Hyderabad, Andhra Pradesh, India on 6<sup>th</sup> and 7<sup>th</sup>, February, 2004.
16. Presented a paper in the title "BUSINESS AND STRATEGIC NEED FOR E – CRM" in the National Seminar on Good Governance through e- Governance, sponsored by University Grants Commission, New Delhi, India and organized by Department of Political Science and Development Administration, Gandhigram Rural Institute – Deemed University, Gandhigram, Tamil Nadu, India on 21<sup>st</sup> and 22<sup>nd</sup> March, 2004.



17. Presented a paper in the title "SOLID WASTE MANAGEMENT" in the National Seminar sponsored by University Grants Commission, New Delhi, India and organized by Department of Rural Development and Administration, Gandhigram Rural Institute – Deemed University, Gandhigram, Tamilnadu, India
18. Presented a paper in the title "KAIZEN" in the one day seminar on "Business Process Re- Engineering" at PSNA College of Engineering and Technology, Dindigul, Tamil Nadu, India, organized by Mother Teresa Women's University, Kodaikanal, Tamil Nadu, India on 30<sup>th</sup> August, 2003.
19. Presented a paper in the title "BRAND MANAGEMENT" in the National Conference on Changing Trends in Management – Challenges and Opportunities at KSR College of Arts and Science, Jointly organized by Department of Management Studies, KSR College of Arts and Science, Tiruchengode, Tamil Nadu, India and Madras Management Association, Chennai, Tamil Nadu, India on 9<sup>th</sup> October, 2003.

#### **FDP / Workshop Attended**

1. Participated in the one day Faculty Development Programme on Leadership, Team Building and Emotional Intelligence organized by Velammal College of Engineering and Technology, Madurai on March 9, 2013.
2. Participated in the one day seminar on "Emerging Trends in the International Business" organized by Centre for Entrepreneurship Development (Tamilnadu), Madurai on 03-08-2013.
3. Participated in the one day Faculty Development Programme on TEAM BUILDING AND LEADERSHIP SKILLS, conducted by Tata Consultancy Services, at Velammal College of Engineering and Technology, Madurai on February 4, 2012.
4. Participated in the two day Faculty Development Programme on CORPORATE COMMUNICATION AND ORGANIZATIONAL DYNAMICS, organized by Velammal College of Engineering and Technology, Madurai on November 14 & 15, 2011.
5. Participated in the one day workshop on MANAGEMENT SKILLS TO SOURCE FINANCING & MANAGEMENT OF TECHNOLOGIES BY SME's, jointly organized by All India Management Association and Madurai Management Association, at Hotel Sangam, Madurai on November 19, 2010.
6. Participated in the one day workshop on "EMPLOYMENT OPPORTUNITIES FOR ENGINEERS" jointly organized by Board of Apprenticeship and Training, Chennai and Anna University of Technology, at Hotel Tamilnadu, Madurai on October 22, 2010.
7. Participated in the IGCAR theme meeting on NUCLEAR TECHNIQUES FOR MATERIALS RESEARCH, INDUSTRY AND SOCIETY sponsored by Indian Nuclear Society, Kalpakkam, Chennai at Velammal College of Engineering and Technology, Madurai from April 27 to 29, 2009.
8. Participated in the one day National Level Seminar on "OPTIMIZATION TECHNIQUES FOR ENGINEERING APPLICATIONS", organized by Department of

Mechanical Engineering, Velammal College of Engineering and Technology, Madurai on April 5, 2008.

9. Participated in two day Faculty Training Program on "GUIDANCE AND COUNCELING" organized by Velammal College of Engineering and Technology, Madurai from December 26 to 27, 2008.
  10. Participated in one day Management Development Programme on "SAP IN SALES AND DISTRIBUTION" organized by Department of Management Studies, PSNA College of Engineering and Technology, Dindigul on September 19, 2007.
11. Participated in one day Faculty Development Programme on "MANAGEMENT EDUCATION AND CASE METHOD AS A PEDAGOGY" organized by Department of Management Studies, KLN College of Engineering, Madurai on February 17, 2006.
12. Participated in the three week training programme on "SOCIAL RESEARCH AND DEVELOPMENT", jointly organized by Sir Ratan Tata Trust and Dhan Foundation (Tata – Dhan Academy), Madurai, Tamilnadu, India from May 12 to 27, 2005.
13. Participated in one day Faculty Development Programme on "EMERGING TRENDS IN HUMAN RESOURCE MANAGEMENT" organized by Department of Management Studies, KLN College of Engineering, Madurai on February 25, 2005.
14. Participated in the two week Faculty Development Programme in "ENTREPRENEURSHIP", organized by Alagappa Institute of Management, Alagappa University, Karaikudi, Tamilnadu, and sponsored by Department of Science and Technology, Government of India and TREC-STEP, Tiruchirapalli from February 16 to 28, 2004.
15. Participated in the one day Faculty Development Programme in RESEARCH METHODOLOGY FOR COMMERCE AND MANAGEMENT, organized by NMSSVN College, Nagamalai, Madurai, Tamilnadu, India on August 28, 2004.
16. Participated in the two day Faculty Development Programme on "BRAND EQUITY MANAGEMENT " in Jansons School of Business, Coimbatore, Tamil Nadu, India jointly organized by Centre for Faculty Development , Anna University , Chennai, Tamilnadu, from July 26 to 27, 2003.
17. Participated in a **Short Term** Course at **MKU-HRDC** in Research Methodology

### **Seminar / Conference / Workshop Conducted**

1. Conducted four day workshop on Computer Literacy and Managerial Skills for the Senior Managers and Chief Managers of Indian Overseas Bank, organized by IOB Regional Office, Madurai from 25-06-2012 to 28-06-2012.
2. Conducted one day workshop on Personal Effectiveness and Motivation for the Managers of Pandian Grama Bank, organized by IOB Regional Office, Madurai on 14-12-2012.
3. Organized one day National Conference on Managerial Excellence on March 17, 2011 in Department of Management Studies, Velammal College of Engineering and Technology, Madurai.

4. Conducted one day workshop on Entrepreneurship Development for the MBA students at ARJ College of Engineering and Technology, Mannargudi on March 21, 2008.
5. Conducted one day Entrepreneurship Development Programme for the UG and PG Commerce Students at Arulmigu Palaniandavar College of Arts and Culture, Palani on March 3, 2006.
6. Organized one day National Conference on STRATEGIC PLANNING FOR RURAL MARKETS sponsored by PSNA Rural Welfare and Development Trust at PSNA College of Engineering and Technology, Dindigul on October 1, 2005.
7. Conducted a one day training programme for the SHGs at Sambakudi Village, Madurai District organized by NMSSVN College, Madurai on September 4, 2005.

### **National / International Conferences Participated**

1. Participated in MEDEX 2014 – Medical Exhibition and Conference organized by CII, Madurai Zone held on 8<sup>th</sup> and 9<sup>th</sup> August, 2014.
2. Participated in the CORPORATE – ACADEMIC CONNECT organized by CII – Madurai Zone in collaboration with Aparajitha Corporate Services Ltd., at Hotel JC Residency, Madurai on December, 22, 2012.
3. Participated in the paper contest for management teachers on “GLOBAL BUSINESS LEADERSHIP FOR EXCELLENCE”, organized by Madurai Management Association and sponsored by All India Management Association (AIMA) at Hotel Sangam, Madurai on February 2, 2007.
4. Participated in the Eighth Annual Convention of INDIAN SOCIETY FOR TECHNICAL EDUCATION – Tamilnadu and Pondicherry Section on “INNOVATIONS IN ENGINEERING EDUCATION – TRENDS AND FOCUS” at PSNA College of Engineering and Technology, Dindigul on October 28 and 29, 2005.
5. Participated as an active volunteer in the SKILL SCALER – Leadership Talent Find organized by Rotary International District and PSNA College of Engineering and Technology, Dindigul on February 5, 2005.
6. Participated in the one day seminar on the CHALLENGES OF RURAL MARKETING IN THE 21<sup>ST</sup> CENTURY, organized by Anugrah Madison Advertising Pvt. Ltd., MART and SAMPARK held at Hotel Taj Residency, Bangalore, Karnataka, India on August 6, 2004.
7. Participated in the three day study camp conducted by the Swadeshi Jagaran Manch and organized by Swadeshi Academic Council, Tamilnadu at the Amrita Vishwavidya Peedam, Coimbatore from November 5 to 7, 2004.
8. Participated in one day regional seminar on BUSINESS OPPORTUNITIES IN IT ENABLED SERVICES (ITeS) organized in association with Electronics Corporation of Tamilnadu (ELCOT), Small Industries Service Institute (SISI), Madurai Management Association (MMA), District Industries Centre (DIC), Madurai, IT Development Association (iTDA), Tamilnadu Chamber of Commerce and Industry and Centre for Entrepreneurship Development (Tamilnadu) at Tamilnadu Chamber of Commerce and Industry, Madurai on March 11, 2003.

9. Participated in one day state level summit on “WOMEN ENTREPRENEURSHIP” jointly organized by Mother Teresa Women’s University, Kodaikanal, Centre for Entrepreneurship Development (Tamilnadu), Confederation of Indian Industry – Southern Zone, Tamilnadu Chamber of Commerce and Industry and Tamilnadu Corporation for Development of Women at PSNA College of Engineering and Technology, Dindigul on October 27, 2003.
10. Participated in one day Entrepreneurship Awareness Camp on NON-CONVENTIONAL ENERGY SOURCES sponsored by Ministry of Non-Conventional Energy Sources, Government of India and organized by Centre for Entrepreneurship Development (Tamilnadu) at PSNA College of Engineering and Technology, Dindigul on January 29, 2003.
11. Participated in one day regional seminar on “WTO AND MEDICINAL BIO-TECHNOLOGY” jointly organized by Small Industries Service Institute (SISI), Chennai Department of Entrepreneurship Studies, Madurai Kamaraj University, Centre for Entrepreneurship Development (Tamilnadu) and National Small Industries Corporation (NSIC) at Hotel Taj Retreat, Madurai on September 30, 2002.
12. Participated in the International Business Conference on “MANAGING ECONOMIC LIBERALIZATION IN SOUTH EAST ASIA – CHALLENGES FOR 21<sup>ST</sup> CENTURY” held in Taj Coramendal, Chennai, Tamil Nadu, India from August 10 to 13, 1998.
13. Participated in the one day ENTREPRENEURSHIP AWARENESS WORKSHOP conducted by Rotary Club of Madurai - Nagamalai and Department of Management Studies, NMSSVN College, Madurai, Tamil Nadu, India on October 31, 1995.

### **Professional Membership**

Life member in Indian Society for Technical Education (ISTE) from the year 2003.

### **Contact Details**

<b>Name</b>	<b>: Dr. M. Sivakumar</b>
<b>Designation</b>	<b>: Professor &amp; Head</b>
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