

Madurai Kamaraj University Faculty Profile



(1) **Name** : **Dr. J. VIJAYADURAI**

(2) **Date of Birth & Age** : 06.06.1963 & 54

(3) **Designation** : Professor

(4) **Department / School** : Department of Management Studies
School of Business Studies
Madurai Kamaraj University
Palkalai Nagar, Madurai – 625021

(5) **Educational Qualifications**: MBA., M.Com., B.L., PGDCA., M.Phil., Ph.D

(6) **Professional Experience: Teaching**: 24 Years; **Research**: 9 Years.

(7) **Teaching Specialization**: Finance, Marketing & HR

(8) **Course Taught/Teaching** : (2015-2017 only)

Name of the Program	Year	Course Title	Course Code	Course/Unit Teacher	No. of Students
PG	2015-2017	Principles of Management and SHRM			
M.Phil	2015-2017	Research Methodology and Statistical tools Emerging Issues In Management			
Ph.D	2015-2017	Marketing, HRM and Finance			Eight

(9) **Teaching Awards / Recognition**:

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

(10) **Research Specialization**: Marketing, HRM and Finance.

(11) **Research Supervision** :

Program	Completed	Ongoing
Ph.D	12	8
M.Phil	7	-

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

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

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

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

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

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

S.No.	Name of the Scholar	Registered Thesis Title	Register No. with Date
1.	Ms. Juliet Sophia.F	“A Study on Investment Behaviour among Information Technology Professionals in Chennai”	P 4518
2.	Mr. Karthikeyan.K.R	“Brand Equity Analysis on FMCG Market – An Empirical Study in Madurai District”	P4077
3.	Mr. G.Karuppiah	“Assessment of Entrepreneurial Skills among the students of Business Management in Virudhunagar District”	P4604
4.	Mr. Harriskumar.D	“A Study on the Practices of Human Capital Management in Information Technology Industry in India”	P4559
5.	Mr. Karthik Selvan.P	“A Study on Service Quality of Food Catering Service Providers in Madurai District”	P4355
6.	P. Eswaran	“Impact of Organizational Citizenship Behaviour among Employees on Organizational Performance in I.T. Industry”	P5011

7.	Shafeeqa Eidha Mubarak Alameri	“Empowering Women Through Entrepreneurship Training and Development in United Arab Emirates – An Empirical Study”	P5047
8.	Yusuf Ahmed Jaber Ahmed Almotawa	A Study on Managerial Factors Influencing the Effectiveness of Multicultural Workforce in Construction Industry in Bahrain	P5046

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

S.No.	Name of the Award	State/ National/ International	Awarding Agency	Month and Year	Place
1.	Academic Achievement Award	4 th Global Conference	Global Academy of Training & Research (GATR)	November 14 th – 15 th 2016	Dubai, United Arab Emirates
2.	Best Support Award	International Conference on Contemporary Management Practices	CAASR Publishers	25 th and 26 th January 2017	Dubai, United Arab Emirates

(17) **Publications :**

1. A study on the challenges posed to E-Retailing markets in India, **IJER©Serials Publications** 12(2), 2015: 531-536 ISSN: 0972-9380.
2. Impact of Organizational Commitment and Performance of IT Professionals: An Empirical Study, **European Journal of Commerce and Management Research**, Special Issue 1, 2015, ISSN: 2051-8080.
3. Impact of Organizational Citizenship Behaviour on Performance among IT Employees in Chennai, **Shanlax International Journal of Management**, Vol 2 No 4, April 2015, ISSN: 2321-4643.
4. Impact of Entrepreneurial Environment on Entrepreneurial Intention among Engineering Students, **International Journal of Business and Administration Research Review (IJBARR)**, Vol 3 Issue 10, April – June 2015, ISSN: 2348-0653.
5. Impact of Work Engagement on Work Attitude and Work Behaviour – An Empirical Study in future life style fashion limited, **man~age**, DCMS Journal of Management, Vol. 10 No 1 – 2, January to December 2015, ISSN: 2231-3060
6. Factors Influencing Preferences of Big Bazaar Retail Consumers in Chennai, **SAMZODHANA** – “Journal of Management Research” ISSN 2347 - 4270 Vol 6 Issue 1, April 2016.
7. Translation, Validation and Psychometric Properties of Tamil Version of Oldenburg Burnout Inventory (OLBI), **Elsevier** Volume 219 • 3 1 May 2016, ISSN 1877-0428.

8. A Study on Consumer Attitude Towards Mobile Phone Service Providers in Tamil Nadu, **Paripex – Indian Journal of Research**, Volume 05 – Issue 01, January 2016, ISSN: 2250-1991.
9. A Study on Consumers Attitude and Their Behaviours Towards the Post Paid Mobile Phone Subscribers, **Shanlax International Journal of Management**, Vol 3 No 3, January 2016, ISSN:2321-4643.
10. A Review on Advertisement – The Vein of Marketing with Special Reference to Textile Retail Showrooms, Chennai, **International Journal of Advanced Engineering Management and Science (IJAEMS)**, Vol 2 Issue 11, November 2016, ISSN:2454-1311.
11. Impact of Dimensions of Service Quality on Customer Satisfaction in Online Shopping – An Empirical Study, **Shanlax International Journal of Commerce**, Vol. 04 – No. 04, October 2016, ISSN: 2320-4168.
12. A Study on Customer Perception towards Online Shopping in Vellore District, **Shanlax International Journal of Arts, Science and Humanities**, Vol. 04 – No. 02, October 2016, ISSN: 2321-788X.
13. Quality of Work Life of Women Lecturers in Engineering Colleges in Southern Districts of Tamilnadu, **International Journal of Latest Engineering and Management Research (IJLEMR)**, Volume 02 - Issue 02, February 2017, ISSN: 2455-4847.
14. Hey Stress, I Stress to De-Stress Me from Distress: A Study on Police Constables, **Journal of Management and Marketing Review (JMMR)**, Review 02 (3) 162 – 170, February 2017, ISSN: 0128-2603.

(18) **Conferences Participation :**

Name of the Conference	Date	Place	State / National/ International	Attended/Presented (Post/Oral/.....)
National Level Workshop on Statistical Tools of Research with Special Reference to SPSS	30 th and 31 st January 2015	DOMS, Regional Office, Anna University: Tirunelveli Region	National	Attended
National Conference on “Managing Turbulence in Business	21 st February 2015	Adithya School of Business, AIT, Coimbatore	National	Attended
Two Day National Workshop on “Multivariate Analysis Using SPSS & AMOS	27 th and 28 th March 2015	DOMS, Kongu Engineering College	National	Attended
Two days National level Faculty Development	7 th and 8 th August 2015	Dept of Youth Welfare Studies, Madurai Kamaraj University	National	Attended

Programme on Statistical Analysis and Interpretation using SPSS and AMOS				
Two day National level Workshop on Advances in Data Analysis using Structural Equation Modelling	25 th and 26 th September 2015	DOMS, Regional Office, Anna University: Tirunelveli Region	National	Attended
UGC Sponsored International Conference on Emerging Trends in Finance and Management	26 th and 27 th November 2015	MES Asmabi College, Kodungallur, Thrissur, Kerala	International	Attended
UGC Sponsored Two day National Seminar on “Financial Sector Convergence Model”s	9 th and 10 th December 2015	Dept of Commerce and Centre for Research, P.S.M.O. College, Tirurangadi	National	Attended
Workshop on How to Publish in High Impact Factor ISI Journals	18 th December 2015	Faculty of Built and Environment, University of Malaya, Kuala Lumpur, Malaysia	National	Attended
UGC Sponsored Two Day National Seminar on “Human Resource Strategies and Practices in Achieving Business Excellence	12 th and 13 th January 2016	NSS College, Manjeri	National	Attended
UGC Sponsored Two Day National Seminar on “Financial	23 rd February 2016	Dept of Commerce, C.K.G. Memorial Government College, Perambra,	National	Attended

Inclusion: Perspectives, Practices and Nuances”		Kerala.		
Two Day Workshop on “Applied Econometrics for Business and Finance”	22 nd and 23 rd April 2016	Xavier Institute of Management & Entrepreneurship, Bangalore	National	Attended
Training of Trainers Workshop	14 th and 15 th July 2016	Sponsored by Dept of Personnel and Training, Govt of India, New Delhi. Anna Institute of Management, Chennai	State	Attended
Two day National level Workshop on “Research Methodology, Statistical Data Analysis and Interpretation by using SPSS and AMOS	21 st and 22 nd October 2016	Primax Foundation Bengaluru	National	Attended
International Conference on Contemporary Management Practices	25 th and 26 th January 2017	CAASR Publishers, Dubai, United Arab Emirates	International	Participated
International Conference on Contemporary Management Practices	25 th and 26 th January 2017	CAASR Publishers, Dubai, United Arab Emirates	International	Participated
Three Day National Workshop on Statistical Packages in Social Science Research	13 th – 15 th February 2017	Dept of Commere, Baby John Memorial Government College, Kollam	National	Participated
ICSSR Sponsored National Conference on “Startup India – A way to	03 rd March 2017	Virudhunagar Hindu Nadars’ Senthikumara College	National	Participated

Standup India”				
International Conference on Economic Development and Diversification (ICEED – 2017)	26 th and 27 th April 2017	College of Applied Sciences – Salalah, Sultanate of Oman	International	Presented

(19) **Papers Presented in Conference :**

1. A. Subbu Raj and Dr.J. Vijayadurai, A Study of Supply Chain Performance and the Underlying Factors in Transport Logistic Companies in Tamilnadu, India, 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. S. Punitha and Dr.J. Vijayadurai, Employee Engagement in Retail Apparel Industry with Special Reference to Future Life Style and Fashion Ltd (FLFL), 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. I. Shanmuga Priya and Dr.J. Vijayadurai, Performance Appraisal in Colleges, in the National Seminar on **New Dimensions of Management in the Globalized Era – 2016, Vol II**, in the Department of Management Studies, Madurai Kamaraj University, Madurai, March 2016, ISBN: 978-93-85977-05-3.
4. A. Subbu Raj and Dr.J. Vijayadurai, Burnout and Work Engagement among Tamilnadu Police Constables, in the **National Seminar on New Dimensions of Management in the Globalized Era – 2016, Vol II**, in the Department of Management Studies, Madurai Kamaraj University, Madurai, March 2016, ISBN: 978-93-85977-05-3.
5. Dr.J. Vijayadurai and R. Arun Prasath, A Study on Diverse Level of Employee Satisfaction in Khadi & Village Industry Commission Special Reference to Madurai District, in the National Seminar on **New Dimensions of Management in the Globalized Era – 2016, Vol II**, in the Department of Management Studies, Madurai Kamaraj University, Madurai, March 2016, ISBN: 978-93-85977-05-3.
6. G. Karupppiah and Dr.J. Vijayadurai, A Study on Emotional Intelligence and Entrepreneurial Traits among the Students, in the National Seminar on **New Dimensions of Management in the Globalized Era – 2017**, in the Department of Management Studies, Madurai Kamaraj University, Madurai, February 2016, ISBN: 978-93-85977-91-6.
7. Juliet Sophia.F and Dr.J. Vijayadurai, A Study on Customers’ Opinion Towards Social Networking Sites Advertising, in the National Seminar on **New Dimensions of**

- Management in the Globalized Era – 2017**, in the Department of Management Studies, Madurai Kamaraj University, Madurai, February 2016, ISBN: 978-93-85977-91-6.
8. Karthikeyan K.R. and Dr.J. Vijayadurai, Impact of Organised Retail Marketing in the Buying Behaviour of House Holds in Kerala, in the National Seminar on **New Dimensions of Management in the Globalized Era – 2017**, in the Department of Management Studies, Madurai Kamaraj University, Madurai, February 2016, ISBN: 978-93-85977-91-6.
 9. Green Marketing: Challenges and Strategies for Indian Companies in 21st century, at the National Conference on “Innovating Paradigms in Management & Entrepreneurship”, **Aachi Institute of Management & Entrepreneurial Development, Chennai**, November 2016, ISBN: 978-93-5267-587-6.
 10. Impact of Education on Women Empowerment: An Empirical Study, **Business Plus** Vol.1, No.11, December 2014, ISSN 0975-9336
 11. A Study on Society’s Perception towards BPO with Special Reference to IT Sector, Chennai, at the National Conference on “**Sustainable Development in Corporate Sector, Perspective, Problems and Prognosis**”, Karpagam University, ISBN:978-93-86176-39-4.
 12. Determinants of Job Satisfaction among Doctors in Madurai City, **Innovative Facades in E-Commerce**, V.H.N.Senthikumarara Nadar College (Autonomous), Virudhunagar, Tamilnadu.
 13. Impact of Emotional Intelligence on Entrepreneurial Traits among College Students – An overview, V.H.N.Senthikumarara Nadar College (Autonomous), Virudhunagar, Tamilnadu.
 14. Components of Work-Related Well-Being: A Study on Tamilnadu Police Constable, **Managing Disaster – A Strategic Perspective**, Fatima College, Madurai.
 15. Impact of Work Engagement on Work Attitude and Work Behaviour – An Empirical Study in Retail Industry, in the International Conference on **Advanced Theoretical Computer Applications (ICATCA’17) & Contemporary Management Practices (ICCMP’17)**, Organized and Published by **Canadian Arena of Applied Scientific Research Ltd.** 25th and 26th January 2017, ISBN:978-0-9948937-6-5.
 16. Determinants of Shopper Behavior in Malls – An Empirical Study, in the International Conference on **Advanced Theoretical Computer Applications (ICATCA’17) & Contemporary Management Practices (ICCMP’17)**, Organized and Published by **Canadian Arena of Applied Scientific Research Ltd.** 25th and 26th January 2017, ISBN:978-0-9948937-6-5.
 17. Issue’s & Challenges of HRM in Retail Sector, **Indian World Class Manufacturing – The Road Ahead**, Fatima College, Madurai.

(20) **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 th and 30 th January 2015	Madurai Kamaraj University	Co-ordinator	Two	250
2.	New Dimensions of Management in the Globalized Era - 2016	30 th March 2016	Madurai Kamaraj University	Coordinator/Organizing Secretary	One	250
3.	New Dimensions of Management in the Globalized Era - 2017	03 rd February 2017	Madurai Kamaraj University	Coordinator/Organizing Secretary	One	250
4.	3 rd National Level Two Day Workshop on Econometrics	26 th and 27 th May 2017	Madurai Kamaraj University	Training Program Convenor	Two	60
5.	Emerging Trends of Current Business Environment	2 nd November 2016 to 22 nd November 2016	DOMS, Madurai Kamaraj University	Assistant Co-ordinator of Refresher Course in Business Studies	Twenty	50

(21) **Research Publication Impact :**

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

(22) **Books Published :**

S.No	Title of the Book/Chapter	Author(s)	Publisher	Year	Total No of Pages	With ISBN Number
1.	Information Technology for Management	Dr .J. Vijayadurai Mr. R. Arun Prasath	Shanlax Publications Madurai, Tamil Nadu	June 2016	122	978-93-80657-16-5
2.	Industrial Relations	Dr .J. Vijayadurai Mr. R. Arun Prasath	Shanlax Publications Madurai, Tamil Nadu	February 2014	88	978-93-80686-56-1
3.	International Marketing Management	Dr .J. Vijayadurai Mr. R. Arun Prasath	Shanlax Publications Madurai, Tamil Nadu	April 2015	124	978-93-80657-40-0
4.	Training and Development	Dr .J. Vijayadurai Mr. R. Arun Prasath	Dipti Press (OPC) Pvt. Ltd., T.Nagar, Chennai	2017 January	196	978-81-934040-9-6

(23) **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
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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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(24) 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
1.	Heavenly Foods Pvt. Ltd.,	September 2015 to March 2017		Store strategy, marketing and promotional initiatives	Advisor	Private

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

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

(25) Foreign Academic Visit(s):

Sl.No	Period (From – To)	Particulars	Purpose of Visit (Conference/Seminar/Workshop/Viva/Post-doctoral/Visiting Professor)	Organiser /Country Visited
1.	16 th and 17 th December 2015	Presented Research Paper and Session Chair	3 rd Global conference on Business & social sciences	GATR, Kuala Lumpur, Malaysia
2.	12 th November 2016 to 18 th November 2016	Presented Research Paper and Chair Person	4 th Global conference on Business & social sciences	GATR, DUBAI, UNITED ARAB EMIRATES
3.	21 st April 2017 to 27 th April 2017	Present Research Paper	International Conference on Economic Development and Diversification (ICEED – 2017)	College of Applied Sciences – Salalah, Sultanate of Oman
4.	11 th to 15 th May 2017	Presented Research Paper and Chair Person	Fifth International Conference on Contemporary Issues in Agriculture, Engineering, Management, Information Technology & Life Sciences	Nehru Group of Institutions and Post Graduate Institute of Agriculture, University of Peradeniya, Peradeniya, Sri Lanka.

(27) Academic Honors/ Awards / Fellowships :

Name (Honors/ Awards)	Period (Month & Year)	Awarding Agency	Place
Academic Achievement Award	November 14 th – 15 th 2016	4 th Global Conference, Global Academy of Training & Research (GATR)	Dubai, United Arab Emirates

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

Role Played	Responsibilities	Period (Month & Year)
Strategic Coordinator – Marketing Sharon Wayne	Strategic Marketing and Retailing	01 st August 2010 to 15 th August 2014
Strategic Coordinator – Marketing in Heavenly Foods Pvt. Ltd.	Strategic Marketing and Retailing	September 2015 to March 2017
Academic Industry Co-ordinator in DOMS	MOU with industry to conduct various activities	October 2015 to Till Date
Additional Controller of Examinations i/c, MKU	Conducting Examination and Valuation	09 th June 2017 to 24 th October 2017

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

Name	Membership Period Year/Life Member	State/ National/ International	Participatory Roles if any
G.T.N. Arts College (Autonomous), Dindigul	12.06.2017 to 11.06.2019 Board of Studies in Commerce (M.Phil)	State	University Nominee
Sri S. Ramasamy Naidu Memorial College, Sattur	05.04.2017 to 04.04.2019 Board of Studies in Commerce (M.Phil)	State	University Nominee
Virudhunagar Hindu Nadars' Senthikumara Nadar College	20.04.2017 to 19.04.2019 Board of Studies of B.Com., M.Com. & M.Phil. Commerce	State	University Nominee
DDE, Madurai Kamaraj University	29.06.2017 Board of Studies to frame syllabus for M.B.A. Police Management	Madurai Kamaraj University	Member

Thiagarajar College, Madurai.	08.06.2017 to 07.06.2019 Academic Council	State	University Nominee
Pope's College, Thoothukudi	17.08.2017 to 16.08.2019 Board of Studies	State	Subject Expert
Jamal Mohamed College, Trichy	02.09.2017 (2 Years) Board of Studies in Management Studies	State	University Representative

(30) Extension Activities:

- 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 the college premises
- Acted as a Dean (Library)
- Acted as a Coordinator of Certificate courses
- Editor in Chief of SVNC Research Journal