



**Dr. V. Sivakumar**  
**ASSOCIATE PROFESSOR**

**Contact**

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**Academic Qualifications:** B.E (Agri).,MBA.,M,Phil.,PhD

**Teaching Experience: 19 Years**

**Research Experience: 10 Years**  
**Additional Responsibilities**

1. Coordinator – Green Campus Committee

**Areas of Research**

- 1, Marketing Management
2. Agricultural Marketing
3. International Logistics
4. Retail Logistics
5. Consumer Research

## Research Supervision / Guidance

Program of Study		Completed	Ongoing
Research	Ph.D.	--	8
	M.Phil.	05	--
Project	PG	78	--

## Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
18	15	06	02	6

Cumulative Impact Factor (as per JCR) : 34.064

## Funded Research Projects

### Completed Projects

S. No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1	Alagappa University Research Fund	2010	2011	Impact Of Farm Mechanisation On Agricultural Production In Sivaganga And Ramnad Districts	0.60lakhs

## Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized: 4

1. Faculty Coordinator for conducting **National Level Management Meet** under the banner "**SAMRAJAIM**" for the period 2005 to 2012.
2. Member, Organising Team of **National Conference on Emerging Entrepreneurial and Economic Environment**, Alagappa Institute of Management, Alagappa University, Karaikudi, March 9-10 2012.
3. Member, Organising Team of UGC sponsored **FDP on Small Business Management**, Alagappa Institute of Management, Alagappa University, Karaikudi, March 8-9 2014.
4. Member, Organising Team of UGC sponsored **FDP on Diversity in Teaching**, Alagappa Institute of Management, Alagappa University, Karaikudi, March 7-8 2014.
5. Programme co-ordinator, **World Tourism Day**, Alagappa University, Karaikudi, September 28<sup>th</sup> 2015.
6. Member, Organising Team of **National Conference on Recent Trends in Management Research**, Faculty of Management, Alagappa University, Karaikudi, March 19 2016.
7. Programme co-ordinator, **World Tourism Day**, Alagappa University, Karaikudi, September 28<sup>th</sup> 2016.
8. Member, Organising Team of **Small Business Day**, Department of Logistics Management, Business Collaboration Centre and Technology Incubation Centre, Alagappa University September 2016.
9. Organising Secretary, **National Conference on Global Strategies for Inclusive Growth**, Department of Logistics Management, Alagappa University. January 19 2017.

## Events Participated

Conferences / Seminars / Workshops: 37

1. Participated in **International Symposium on Emerging Trends in Social Science Research**, Department of Social Work, Alagappa University, September 1 2016.
2. Participated and presented a paper titled "*An Empirical Study on Problems and Prospects of Rural Entrepreneurship with special reference to Sivaganga District*" In: **National conference on Entrepreneurial Resurgence and Innovations**, Entrepreneurship cum skill development centre, Alagappa University, Karaikudi, August 19<sup>th</sup> 2016.

3. Participated and presented a paper titled "*Social Media Marketing as a Strategic Promotional Weapon for Small and Medium Enterprises*" at **Fourth International conference on Contemporary Issues in Management and IT**, SIAM Technology College, Bangkok, Thailand, on November 07-11 2016.
4. Participated and presented a paper titled "*Role of multimodal transport operator in logistics sector*" at **International conference on Evolving international trade- rewriting the rules with reference to make in India**, *Adaikalamatha Institute of Management, Thanjavur*, on October 1, 2015.
5. Participated and presented a paper titled "*Role Played By The Self Help Groups For Rural Women Empowerment*" at **International Conference on Women & social Transformation, Department Of Women Studies**, Alagappa University on 21<sup>st</sup> and 22<sup>nd</sup> August 2015.
6. Participated and presented a paper titled "*Internet and its key role in brand building*" at **International conference on digital marketing**, St. Joseph Institute of Management on 20 & 21<sup>st</sup> Feb, 2015.
7. Participated and presented a paper titled "*Communication and its impact on knowledge managers*" at **International conference on recent trends in teaching and learning of language subjects**, *Sri Raaja Raajan College Of Engineering & Technology* on 7<sup>th</sup> & 8<sup>th</sup> Feb, 2015
8. Participated and presented a paper titled "*Issues and challenges of agri-preneurs*" at **International conference on entrepreneurial perspectives & emergence**, *Alagappa University* on 7<sup>th</sup> & 8<sup>th</sup> August 2014
9. Participated and presented a paper titled "*Taxation : Needs and Strategies adopted by corporate*" at **Seminar on emerging Developments in Accounting and Taxation**, *Alagappa University* on 17<sup>th</sup> & 18<sup>th</sup> September
10. Participated and presented a paper titled "*Management concepts in Tamil literature*" at **Educational thoughts in Tamil grammar and literature**, *Sri Raja Rajan College Of Education For Women Karaikudi* on 8<sup>th</sup> & 9<sup>th</sup> Feb 2013
11. Participated and presented a paper titled "*Strategic Trends in Indian Tractor Market*" at **International Conference on Strategic Trends on Innovations & creativity in Management practices**, *Anna University, Chennai* on 10<sup>th</sup> & 9<sup>th</sup> September 2012
12. Acted as Chairperson for a technical session in **International Conference on Sustainable Marketing Strategies-Issues and Challenges** organized by *Department of Management Studies, Manonmaniam Sundaranar University, Tirunelveli*, on 25<sup>th</sup> August 2012
13. Participated and presented a paper titled '*A Comparative Study on Fashion Behavior with Life Style of Working Women*' at **International Conference on Women in Governance**, *Alagappa University* on 5<sup>th</sup> April 2011.
14. Participated and presented a paper titled '*Development of Model to enhance Private Label Capabilities of Retailers in India*' at **International Conference on**

*Business Mosaic*, Alagappa University, Karaikudi during 24<sup>th</sup> and 26<sup>th</sup> March 2011

15. Participated and presented a paper titled '*Growth of Agricultural Equipment Industry in India and its impact on Farm mechanization*' at **International Conference on Business Mosaic**, Alagappa University, during 24<sup>th</sup> and 26<sup>th</sup> March 2011.
16. Participated and presented a paper titled '*Leveraging Knowledge Power Through system Thinking: A Pedagogical Metakit*' at **International Conference on Global Economic Ascendance Realm**, Alagappa University on 31<sup>st</sup> March 2009.
17. Participated and presented a paper titled '*Biotechnology Industry in India – An Overview*' at **International Conference on Global Economic Ascendance Realm**, Alagappa University on 31<sup>st</sup> March 2009
18. Participated in **International Faculty Development Programme on Current Frontiers in Management** sponsored by AICTE and conducted by *Indian Institute of Management, Kozhikode, jointly with Victoria University of Wellington, New Zealand*, during January 08-13, 2007.
19. Participated in the **EU-INDIA SME-LEARN-NET Project International Seminar organized by the JSN School of Management Services** and held during January 24-25 2006 at *THE RESIDENCY*, Chennai.
20. Participated and presented a paper titled *An Assessment Of Operation And Production Management Of Cashew Industry* at **National Level Conference on Recent Trends In Management Research** on 19<sup>th</sup> February 2016 in Alagappa University
21. Participated and presented a paper titled *Entrepreneurial Perspective Of Fodder In TamilNadu* at **National Level Conference on Recent Trends In Management Research** on 19<sup>th</sup> February 2016 in Alagappa University
22. Participated and presented a paper titled *A study on growth, Potential and performance of agricultural sector* at **UGC Sponsored National Conference on Make In India- Opportunities And Challenges For Indian Industries** organized by The Quaide Milleth College For Men on 7<sup>th</sup> January 2016.
23. Participated and presented a paper titled *Challenges and opportunities commerce in India* at **National conference on Challenges and opportunities e commerce**, Dr.Umayal Ramanathan College for women on 3<sup>rd</sup> & 4<sup>th</sup> March 2015.
24. Acted as resource person in **Workshop on Promotional Schemes To Attract Customers** organized by M.EDISON &Company Pvt Ltd on 22<sup>nd</sup> November 2014.
25. Acted as resource person in **Workshop on Successful Tips for Improving Sales Performance** organized by *M.EDISON &Company Pvt Ltd* on 27<sup>th</sup> September 2014.
26. Acted as resource person in **Workshop on Challenges in FMCG Industry** organized by **M.EDISON &Company Pvt Ltd** on 23<sup>rd</sup> August 2014.
27. Participated and presented a paper titled *Taxation: Needs and Strategies adopted by corporate* at **Seminar on Emerging Developments in Accounting and Taxation**, Alagappa University on 17<sup>th</sup> & 18<sup>th</sup> September 2013.

28. Participated and presented a paper on “*An analysis of the role of Cooperatives in Farm Mechanization*” at *Seminar on Role of Cooperatives in Agricultural Development*, Alagappa University on 16<sup>th</sup> October 2012.
29. Participated and presented a paper on *Social Reforms of Jawaharlal Nehru: A Review* at **Seminar on Reminiscences of Pandit Jawaharlal**, Alagappa University on 28<sup>th</sup> & 29<sup>th</sup> March 2012
30. Presented a paper titled *Systems View of Food Grain Production issues* in the National Seminar on **Food Grain Production in India: Problems and Prospects** organized by Department of Rural Development and Economics, Alagappa University, Karaikudi held on 14<sup>th</sup> October 2011.
31. Attended a seminar on **Challenges for women managers** at Dr. Umayal Ramanathan college for Women on 16<sup>th</sup> August 2010.
32. Participated in **National Seminar on Economic & Financial Global Holocaust – EFGH** conducted by Alagappa University, Karaikudi and held on 7<sup>th</sup> September 2009
33. Presented a paper titled ‘*Micro Marketing*’ in the National Seminar on **Marketing in an era of changing consumer dynamics** organized by *D.J.Academy for Managerial Excellence, Coimbatore* held on 18<sup>th</sup> October 2008.
34. Presented a paper titled *Agricultural Marketing in New Global Environment* at **XXX Indian Social Science Congress** at Alagappa University, Karaikudi, on December 26, 2006.
35. Participated in National Level Seminar on **Making Industry Friendly Curriculum** conducted by SubbaLakshmi Lakshmi pathy College of Science, Madurai held on May 3, 2006.
36. Presented a paper titled *Agricultural Exports of India: An Insight* in the Seminar on **Recent Trends in India’s Foreign Trade** organized by Department of international Business and Commerce, Alagappa University, Karaikudi on March 2,2006.
37. Presented a paper titled *Entrepreneurial Training - A New Look* in the **National Seminar on Trends and Challenges in Entrepreneurial Training** sponsored by AICTE and TREC - STEP, organized by Alagappa Institute of Management, Alagappa University, Karaikudi on December 16, 2005.

### **Other Training Programs**

1. Participated in **Faculty Development Workshop** on Games for Management teaching sponsored by UGC and conducted by *Department of Management studies, University of Madras* held from 23<sup>rd</sup> to 25<sup>th</sup> Feb 2005.
2. Completed **Orientation Programme at UGC-Academic Staff College, University of Madras** held from 17.11.2004 to 14.12.2004 and obtained grade “A”
3. Participated in **Faculty Development Programme on Research Methodology for Management teachers** sponsored by AICTE and conducted by T.A.Pai Management Institute, Manipal during January 5-9, 2004.
4. Participated in **International Faculty Development Programme on Current Frontiers in Management** sponsored by AICTE and conducted by Indian

Institute of Management, Kozhikode, jointly with Victoria University of Wellington, New Zealand, during January 08-13, 2007.

5. Successfully Completed **Refresher Course in Business Studies** Conducted by UGC – Academic Staff College, Bharathidasan University, Tiruchirapalli during 18/09/2009 to 08/10/2009.
6. Participated in **National Workshop on Methodological Metrics in Business Research** Organised by Department of International Business and Commerce, Alagappa University, during 23/04/2012 to 27/04/2012.

### Overseas Exposure / Visits

1. Malaysia
2. Thailand

### Membership in

#### Professional Bodies

1. Life Member of The Indian Society of Agricultural Marketing, Nagpur
2. Life Member AIMS International Management Scholars, USA

#### Editorial Board

1. Associate Editor, Shanlax International Journal of Management, A Peer Reviewed, Refereed Scholarly Quarterly Journal.
2. Member, Editorial Board, Amity Journal of Agri Business, A Peer Reviewed, Refereed Scholarly Quarterly Journal.

#### Advisory Board

1. Reviewer, Universal Journal of Management, Horizon Research Publishing, USA.
2. Editor for Special issue of Conference Proceedings' of National Conference on Recent Trends in Management Research organised by Faculty of management, Alagappa University, February 2016.
3. Reviewer for International Conference on Innovations in Computer Science and Technology, Department of Computer Science and Engineering, Alagappa University, Karaikudi, April 4-5 2016.

### Academic Bodies (such as Board of Studies etc.,)

1. Member Board of Studies for MBA (Logistics Management), Department of Logistics Management, Alagappa University, Karaikudi.
2. Member Board of Studies for M.Phil (Management) , RL Institute of Management Studies, Madurai.

### Resource persons in various capacities

Number of Invited / Special Lectures delivered: 12

1. Acted as chief guest in **Youth Day Celebrations** organized by *Dr. Umayal Ramanathan College for Women*, Karaikudi
2. Acted as Resource person in **National Workshop on Avenues in Management Education** organized by *ANJA College, Sivakasi* on 22nd Feb 2013.
3. Acted as Chairperson for a technical session in **International Conference on Sustainable Marketing Strategies-Issues and Challenges** organized by *Department of Management Studies, Manonmaniam Sundaranar University, Tirunelveli*, on 25<sup>th</sup> August 2012
4. Acted as Resource person in **National Workshop on Avenues in Management Education** organized by *ANJA College, Sivakasi* on 27<sup>th</sup> march 2010
5. Acted as Chief Guest for the seminar on **Challenges for Women managers** organized by *Dr Umayal Ramanathan College for Women*, August 2010.

### Others

1. No. of PhD Thesis evaluated : 1

### Recent Publications

1. **Sivakumar V and Dinesh Babu T** (2016). Study of the Professional ethics and social responsibilities in corporate sectors. *Shanlax International Journal of Management*, 3(2), 37-41, ISSN-2321-4643.
2. **Sivakumar V and Suganya M** (2016).An Assessment of operational and productional management of cashew industry. *Shanlax International Journal of Management* 3(2), 88-92, ISSN-2321-4643.
3. **Sivakumar V and Abdul Sibril M** (2016).HR strategy and performance in the Textile industry, India. *Shanlax International Journal of Management* 3(2), 119-121, ISSN-2321-4643.
4. **Sivakumar V and Muthupriya A** (2016).Study on factors affecting consumer decision to buy online books. *Shanlax International Journal of Management* 3(2), 229-232, ISSN-2321-4643.



5. **Sivakumar V and Shobana S** (2016).Entrepreneurial perspectives of fodder in Tamil Nadu. *Shanlax International Journal of Management* 3(2), 242-246, ISSN-2321-4643.
6. **Sivakumar V and Srinachial M** (2016). Market analysis of Sedan Models in India- A Review. *Shanlax International Journal of Management* 3(2), 289-294, ISSN-2321-4643.
7. **Sivakumar V and Prabhakaran S** (2016).An Analysis on Price fluctuation in Real Estate market with reference to Chennai. *Shanlax International Journal of Management* 3(2), 303-306, ISSN-2321-4643.
8. **Sivakumar V** (2015). Empirical Study On Job Satisfaction Among Teachers In Sivaganga District. *International Journal Of Applied Research*, 5(10), 563-567, ISSN-2249-555X **(Impact factor – 5.2)**
9. **Sivakumar V** (2015). An Analysis Of Freight Forwarders perception Towards Multimodal Transportation In Chennai. *Indian Journal Of Applied Research*, 5(9), 302-305, ISSN-2249-555X, **(Impact factor – 5.2)**
10. **Sivakumar V** (2015). An Empirical Study On Employee Engagement In Private Sector Banks. *International Journal Of Applied Research*, 1(9), 961-963, ISSN :2394-5869X. **(Impact factor – 5.2)**
11. **Sivakumar V** (2015). Employees Opinion on Absenteeism and its Impact on Job Satisfaction- An analysis. *South Asian Journal Of Marketing And Management Research* ISSN :2249-877x, 5(9) **(Impact factor – 4.748)**
12. **Sivakumar V** (2015). Factors influencing the choice of E Banking services. *South Asian Journal Of Marketing And Management Research*, 5 (8), 29-36, ISSN :2249-877x, **(Impact factor – 4.748)**
13. **Sivakumar V** (2015). An Empirical Study On Web Shopping Behavior Among College Girls In Sivaganga District. *South Asian Journal Of Marketing Management And Research*, 5(2), 25-29, ISSN 2249-877x, **(Impact factor – 4.748)**
14. **Sivakumar V** (2015). Internet and Branding. *International Journal of Exclusive Management Research*, 126-132, ISSN 2249-8672, **(Impact factor – 5.76)**
15. **Sivakumar V** (2014). Promotion of Organic Farming in TamilNadu by Social Marketing. **Management Innovator**, 1(3), 78-86, ISSN 0974-6749.
16. Published a paper titled ‘Knowledge Management in Indian Agriculture by ICT initiatives’ in UGC Sponsored National Seminar Proceedings (ISBN No:978-93-81992-21) on *Knowledge Management in Electronic Environment*, organized by Department of Library and Information Sciences, Alagappa University, Karaikudi, on March 2014.
17. **Sivakumar V** (2014). Farmer’s opinion on performance of Agricultural Tractors. *International Research Journal of Business and Management*, ISSN: 2322-083X, 3(3), 78-86. **(Impact Factor: 0.396)**
18. **Sivakumar V and Kaliyamoorthy S** (2014). Dealer’s Role in Carrying Out Promotional Practices of Agricultural Equipment - An analysis. *International Research Journal of Business and Management*, 2(2), 43-55, ISSN: 2322-083X. **(Impact Factor: 0.348)**
19. **Sivakumar V and Kaliyamoorthy S** (2014). Factors Influencing the Purchase of Agricultural Tractors: An Empirical Study. *IOSR Journal of Business and Management*, 16 (1), 42-46, ISSN: 2278-487X, p-ISSN: 2319-7668. **(Impact Factor: 1.458)**

20. **Sivakumar V and Kaliyamoorthy S** (2013). Factors Influencing the Choice of Promotional Practices of Agricultural Equipment Manufacturers. **IOSR Journal of Business and Management. 5(5)**, 78-85, ISSN: 2319 – 7668. **(Impact Factor: 1.458)**
21. Published a paper titled ‘Indian Farm Machinery Market: An Analytic Review’ in International Conference Proceedings (Volume 1 pg no 33, ISBN No: 978-81-909038-1) on *Innovative Strategies for Emerging Business Paradigms*, Adaikalamatha Institute of Management, Thanjavur, on 28<sup>th</sup> January 2012.
22. **Sivakumar V and Ravi P** (2011). Drivers of Health Care Sector in India. *Management Dynamics* 3(1), 101-109.
23. **Sivakumar V** (2010). A Review on Opportunities and Challenges of Farm Mechanization in India. *Management Dynamics*, 2(1), 63-70.
24. **Sivakumar V and Ravi P** (2010). Internet Based Marketing Strategy – IBMS. *Management Dynamics*, 1(1), 34-42.