



Dr. G. ILANKUMARAN
Assistant Professor

Contact

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Academic Qualifications: B.Sc (Agri), MBM, M.Phil., Ph.D.

Teaching Experience: 16 Years

Research Experience: 07 Years

Additional Responsibilities

1. Coordinator, Career Guidance and Counseling Cell
2. Coordinator, AIM – Alumni Relations

Areas of Research

Retailing, Strategy and Agriculture

Research Supervision / Guidance

Program of Study		Completed	Ongoing
Research	Ph.D.	-	6
	M.Phil.	2	1
Project	PG	65	08

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
8	10	19	34	--

Cumulative Impact Factor (as per JCR) : 10.6763

Funded Research Projects

Completed Projects

S. No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1	Alagappa University Research Fund	2013	2014	Green Marketing Efforts and Consumers Response in Sivaganga District	Rs. 20,000

Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized

1. Member of Organizing Team, National Conference on Emerging Entrepreneurial & Economic Environment, National Conference on Emerging Entrepreneurial & Economic Environment, Alagappa Institute of Management. Alagappa University, Karaikudi, March 9 -10, 2012
2. Organizing Team Member of UGC Sponsored FDP on Small Business Management, March 14-15, 2014 at Alagappa Institute of Management
3. Organizing Team Member of UGC Sponsored FDP on Diversity in Teaching, March 7 -8, 2014 at Alagappa University
4. Organizing Team Member, Two day National Seminar on “ Contemporary Accounting and Taxation Synergy” , Board of Studies of the Institute of Chartered Accountants of India and the Faculty of Management of Alagappa University, September 26 and 27, 2015
5. Organising Secretary, National Level Conference on Recent Trends in Management Research, Faculty of Management, Alagappa University, Karaikudi 19th February 2016
6. Editor of Special issue Shanlax International Journal of Management (ISSN: 2321-4643)
7. Organising Secretary, AIM Alumni Meet 2016, December 18, 2016

Events Participated

Conferences / Seminars / Workshops

1. Information and Communication Innovations in Agriculture, International Conference on Human Computer Interaction- Redefining Corporate Paradigms, Department of Commerce, PG Department of Computer Science and Technology and PG Department of Information Technology, Women’s College, Chennai, 16 and 17th February
2. E Revolution of Agriculture through Social Media, Second International Conference on Digital Marketing, (ICDM 2015), Thiagarajar School of Management, Madurai, 20th February 2015

3. Challenging Global Economy in the Light of Indian Retail Sector, UGC Sponsored National Seminar on Pros and Cons of FDI in Retail Sector, Department of Commerce, Rani Anna Government College for Women, Tirunelveli, 2014
4. Knowledge Management in Indian Agriculture by ICT Initiatives, National Seminar on Knowledge Management in Electronic Environment, Dept of Library and Information Science, Alagappa University, March 21 – 22, 2014
5. A Comparative Study of Fashion Behaviour with Lifestyle of Working Women, International Conference on Women in Governance, Department of Women Studies, Alagappa University, Karaikudi, October 14, 2011
6. Systems View of the Food Production Issues, National Conference on Food Security, Department of Economics and Rural Development, Alagappa University, Karaikudi, October 14, 2011
7. The Affinity of Bishop Caldwell Towards Classical Tamil, Tenth All India Conference of BCRC, Bishop Caldwell Research Centre, Nagercoil, May 7, 2011
8. Challenges of Rural Women in the Agriculture, UGC Sponsored National Seminar on Globalisation and Agricultural Labour Market, Scott Christian College, Nagercoil, June 17-18, 2011,
9. Green is Not Green: Issues in Agriculture, National Conference on Rural Marketing & Rural Consumerism: Roadmap to Build Vibrant Rural India, Gandhigram Rural Institute, Gandhigram – 624302, December 17 – 18, 2012
10. Issues of Green Marketing in Sivaganga District: An Overview, International Conference on Impact of Global Crisis in Indian Business, September 14, 2012 at A.M.S. Engineering College, Erumapatty
11. Gender Issues in Marketing, National Seminar on Gender Mainstreaming (NCGM 2012), September 17, 2012 at Dept of Women Studies, Alagappa University
12. Brand Art Thou Maya, National Conference on Recent Trends in Marketing – Opportunities and Challenges, February 20, 2013 at Dept of Management Studies, NIT, Tiruchirapalli
13. Social Marketing of Agricultural Knowledge in Tamilnadu, National Seminar on CHANGE 14: Social Marketing, March 14 – 15, 2014 at University of Kerala, Thiruvananthapuram
14. Knowledge Management in Indian Agriculture by ICT Initiatives, National Seminar on Knowledge Management in Electronic Environment, March 21 – 22, 2014, Dept of Library and Information Science, Alagappa University

15. Marketing Challenges for Entrepreneurs, International Conference on Entrepreneurial Perspectives & Emergence, Entrepreneurship & Skill Development Centre, Alagappa University
16. Leveraging Knowledge Power Through Systems Thinking: A Pedagogical Meta kit, International Conference On Global Economic Ascendance Realm at Alagappa University, March 31 – April 02, 2009
17. Competencies: A Corporate Level Mapping for Organizational Effectiveness, Nirma International Conference on Management at NIRMA University, Ahmedabad, January 28 – 30, 2005
18. Performance Management in Multi Location Situation, XXX Indian Social Science Congress, Alagappa University at Karaikudi, December 27 - 31, 2006
19. National Seminar on Consumer Rights and Protection, Dept of IB and C, Alagappa University, December 9, 2006
20. Making Industry Friendly Curriculum, National Seminar on Making Industry Friendly Curriculum, Subbalakshmi Lakshmipathy College of Science, Madurai, May 03, 2006
21. Agricultural Exports of India: An Insight, Seminar on Recent Trends in India's Foreign Trade, Dept of IB and C, Alagappa University, March 02, 2006
22. First Annual Round Table Conference on "HR Interventions in the Global Competitive Regime: Strategies for Leadership", ITM and Human Capital, Navi Mumbai, December 3 – 4, 2004
23. National Seminar on Enhancing Competitiveness of Indian B-Schools, XIME, CII and AICTE at Bangalore, July 26 – 27, 2004
24. National Case Development Workshop, AIMA and NIILM – CMS at Bangalore, February 4 – 6, 2004
25. National Seminar on Building Brands in Indian Markets, IIM Kozhikode, December 13 – 14, 2003
26. National Research Methodology Workshop, Prestige Institute of Management Indore & AIMS at Indore, May 30 to June 02, 2003
27. Intellectual Property Rights in Agriculture, National Seminar on Intellectual Property Rights at University of Madras, January 22 – 23, 2004
28. Innovations in Agricultural Products Marketing, Symposium on Emerging Trends and Challenges in Rural Marketing at Vellore Institute of Technology, February 5 – 6, 2004

29. Store Brands – An Overview, National Seminar on Building Brands in Indian Markets at IIM – Kozhikode, December 13 – 14, 2003
30. IIM K – Victoria University, Wellington Joint FDP on Current Frontiers of Management Research, IIM Kozhikode, January 08 – 13, 2007
31. EU – India SME – Learn Net Project International Seminar, JSN School of Management at Chennai, January 24 – 25, 2006

Membership in

Professional Bodies

1. Indian Society of Agri Business Professionals
2. All India Management Association, New Delhi

Editorial Board

1. Associate Editor, Editorial Board, Shanlax International Journal Management, A Peer –Reviewed – Refereed/Scholarly Quarterly Journal
2. Member, Editorial Review Board, Amity Journal of Agri Business, A Peer –Reviewed – Refereed/Scholarly Quarterly Journal
3. Editor of Special Issue of Shanlax International Journal of Management (ISSN: 2321-4643) Vol: 3, Special Issue 2, February 2016

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

1. Member, Board of Studies, MBA, Affiliated Colleges of Alagappa University

Others

1. Reviewer for the Academy of Management 2017 Annual Meeting, in Atlanta
2. Reviewer for the Teaching and Learning Conference (TLC) of Academy of Management.

Resource persons in various capacities

Number of Invited / Special Lectures delivered: 11

1. Resource Person at the National Workshop on Avenues in Management Education, A N J A College, Sivakasi, February 28, 2008
2. Resource Person at the International Workshop for the University of Colombo Students, Annamalai University, 2008
3. Delivered a Workshop Session on Know Thyself, Workshop on Personality Enhancement, Alagappa University P D Cell, February 3, 2011
4. Chaired a Session on Need for Self Assessment, National Seminar on Quality Assurance in Higher Education: Global Perspective, A. P. S. A. College on October 21 - 22, 2010
5. Session Chair, International Conference on Sustainable Marketing Strategies – Issues and Challenges, August 24 -25, 2012 at Dept of Management Studies, MS University, Tirunelveli
6. Invited Lecture on HR Avenues, National Workshop on Avenues in Management Education, February 22, 2014 at A.N.J.A, College, Sivakasi
7. Creativity and Problem Solving, Entrepreneurial Training for NABARD and DIC beneficiaries,
Dept of Women's Studies, Alagappa University
8. Qualities of the successful Entrepreneurs Prof. Ilankumaran, Alagappa Institute of Management Alagappa University, Karaikudi, One Day Workshop on Training, Placement and Entrepreneurship Awareness (TEQIP II Programme), 22/01/2015
9. Brain storming session at Sri Raaja Raajan College Of Eng & Tech, Karaikudi, 8.10.2015
10. Chief Guest at the Luca Taylor Commerce Association Inauguration at Koviloor Andavar College of Arts and Science, Karaikudi, 31/08/2016

Recent Publications

1. Motivational Factors of Women Entrepreneurs in Sivaganga District, Shanlax International Journal Of Arts, Science And Humanities, A Peer-Reviewed-Refereed/Scholarly Quarterly Journal, Vol. 3 Special Issue: 1, 153-156
2. Rural Women Entrepreneurship In Ramanathapuram District, Tamilnadu, Shanlax International Journal Of Arts, Science And Humanities, A Peer-Reviewed-Refereed/Scholarly Quarterly Journal, Vol. 3 Special Issue: 1 March 2016 ISSN: 2321 – 788X, 60-64

3. Holistic Approach of INFOSYS towards Corporate Social Responsibility, Roots International Journal of Multidisciplinary Researches A Peer Reviewed, Refereed & Quarterly Journal Vol : 2 Special Issue : 6 February 2016 ISSN : 2349-8684, 25-32
4. Development and challenges of Small Scale Industries in Ramanathapuram District, Shanlax International Journal of Management, A Peer Reviewed –Refereed/ Scholarly Quarterly Journal, Vol.3, Special Issue 2, February 2016, 66-70, February 2016, ISSN : 2321 – 788X
5. Entrepreneurial urge among female MBA students of Sivaganga District, Shanlax International Journal of Management, A Peer Reviewed –Refereed/ Scholarly Quarterly Journal, Vol.3, Special Issue 2, February 2016, 211-214, February 2016, ISSN : 2321 – 788X
6. Agriculture Scenario of Tamilnadu, EPRA International Journal of Agriculture and Rural Economic Research, Volume 3, Impact Factor: **5.509**, October – September 2015, ISSN: 2321- 7847
7. Dissemination of Agriculture Knowledge in Tamilnadu in India, IMPACT: International Journal of Research in Business Management (IMPACT: IJRBM) ISSN(E): 2321-886X; ISSN(P): 2347-4572 Vol. 3, Issue 9, Sep 2015, 45-50, Impact Factor(JCC): **1.5432**
8. Agricultural Knowledge Management Mechanisms, Indian Journal of Applied Research, Peer Reviewed and Refereed International Journal, September, 2015, ISSN: 2249-555X, Impact Factor: **3.6241**
9. Information and Communication Innovations in Agriculture, Human Computer Interaction: Redefining Corporate Paradigms, Shri Sai Publishers’ Distributors, Chennai, 2015, ISBN: 978-81-92950-45-1-7, 2015
10. Revolution of Agriculture through Social Media, Digital Marketing, (ICDM 2015), Thiagarajar School of Management, Bonfring Publications, Coimbatore, ISBN: 978-93-84743-33-8, 2015, 54-59
11. Challenging Global Economy in the Light of Indian Retail Sector, Pros and Cons of FDI in Retail Sector, B Digest Publications, ISBN: 978-81-929047-3-3, 2014, 187 – 195
12. Knowledge Management in Indian Agriculture by ICT initiatives, UGC Sponsored National Seminar Proceedings on Knowledge Management in Electronic Environment, 2014, ISBN No:978-93-81992-21
13. Challenges of Rural Women in the Agriculture Sector, Globalisation and Agricultural Labour Market: Publisher: PG Dept of Economics and Research, Scott Christian College, Nagercoil, ISBN: 9788190651226, 2014, 274 -283
14. Social Marketing of Agricultural Knowledge in Tamilnadu, Management Innovator, Volume I, 2014, ISSN NO: 0974-6749, 17-19
15. Brand Art Thou Maya, Marketing Dynamics, Dr. N. Muruganatham, ISBN No:978-93-81992-21, 2013
16. Private Label Brands in Retail Industry, SNS Journal of Marketing, Volume III, Issue II, 2012, ISSN NO: 0975-7627, 53 -59

17. Role of MNREGS in the Generation of Rural Employment, RAC Journal of Research, Volume 2, Issue 3, August 2011, ISSN No: 2230 – 7362, 24 -29
18. Technology Driven Indian Agriculture, Kanyakumari Academy of Arts and Sciences National Seminar Proceedings, ISBN: 978-81-909710-0-3, 2011, 241 -244
19. Leveraging Knowledge Power through Systems Thinking, International Conference on Global Economic Ascendance Realm, School of Management, Alagappa University, 2009
20. Performance Management in Multi Location Situation, XXX Indian Social Science Congress, Indian Academy of Social Sciences, 2006
21. A Case Titled Watson What Next? Knowledge Era “Business Cases, Ed: Panchanatham et al., Scitech Publishers, 2006, 12-16
22. Role of Image Congruence Relationships in Brand Loyalty, New Age Marketing: Emerging Realities, Ed: Upinder Dhar et.al., Excel Books, 2005
23. Competencies – A Corporate Level Mapping for Organizational Effectiveness” in the Book, Achieving Competitive Advantage through People, Ed: Trivedi, Harismita, 2005, 159-167
24. Innovations in Agricultural Products Marketing, Proceedings of the National Symposium on Emerging Trends and Challenges in Rural Marketing, 2004
25. Store Brands in India “An Overview, Building Brands in Indian Market, Ed: Panda, Tapan, New Delhi: Excel Books, 2003, 141-145
26. Intellectual Property Rights in Agriculture, Proceedings of National Seminar on IPR, University of Madras, Chennai, 2004
27. Brand Extensions “Strategies in the Indian Market, Building Brands in Indian Market, Ed: Panda, Tapan. New Delhi: Excel Books 2004, 291-296