

**Dr.Kumaran Thayumanavan M.E., M.B.A., Ph.D.**

Assistant Professor -Department of Management Studies  
Velammal College of Engineering and Technology, Madurai

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Blog Address:

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**Educational Qualification:**

- Completed **Ph.D. in Management** from Research and Development Center, Bharathiar University, Coimbatore in 2019.
- Completed **MBA in Marketing Management** from Madurai Kamaraj University, Madurai, Tamilnadu in 2007 with 7.2 CWA.
- Completed **M.E. in Computer Science and Engineering** from Anna University Regional Campus, Anna University, Madurai in 2017 with 8.2 CGPA.
- Completed **B.E., in Electronics and Communication Engineering** from Arulmigu Kalasalingam College of Engineering, Anna University, Tamilnadu in 2005 with 72% marks.
- Completed **Executive Diploma in Export Management** from the Indian School of Business Management and Administration, Chennai, Tamilnadu in 2009 with 75% marks.

**Experience in Years:**

**Academic Experience:** 11.1 Years

**Industrial Experience:** 4 Years 10 Months

**Employment History:** (will be either in Table (or) Paragraph starting with current employer)

◆ **Head of Department cum Assistant Professor (4.4 Years\*)**

BBA Department, Subbalakshmi Lakshmiathy College of Science, Madurai from July 2022 to Ma.

Department of Management Studies, Annai Fathima College of Arts and Science, Thirumangalam from December 2019 to June 2022.

◆ **Assistant Professor (6.7 Years)**

Department of Management Studies, NPR College of Engineering and Technology, Natham from June 2015 to July 2017.

School of Management Studies, OAA MAVMM School of Management, Madurai from March 2013 to May 2015.

School of Management Studies, Bannari Amman Institute of Technology, Sathyamangalam from April 2010 to May 2012.

◆ **Visiting Faculty (2.2 Years)**

CA & CMA courses in Shree Akshayaa Academy, Madurai, JK Academy, Madurai, Rainbow Academy and NDA Edu Care, Madurai from August 2017 to November 2019.

**Industrial Experience: (4 Years 10 Months)**

- ◆ **Assistant Manager** in Kreative India, Trichy for one Year (April 2009 to March 2010).
- ◆ **Deputy Manager** in Reliance Communications, Chennai for 2 years (July 2007 to March 2009).
- ◆ **Resource Person** in the Securities and Exchange Board of India (SEBI) for conducting the Financial Education Program in Kerala and Tamilnadu from Aug 2017 to December 2019.

**Interested Research Areas:**

**Marketing and Business Analytics**

**Scholarships and Awards received:**

**Funded Research Projects:** (will be either in Table (or) Paragraph starting with latest funded research project)

Funding Agency:

Scheme:

Title:

Sanctioned Amount:

Year:

Principal Investigator(PI):

Co-PI:

**Patent rights received:**

**Publications Details:** (will be either in Table (or) Paragraph starting with the latest publication)

**1. Patent Journal Publication Details:**

**2. International Journal Publication Details:**

- 1) Published paper titled “Customer Loyalty: A Case Study involving the three Indian airlines Indigo, SpiceJet, and Air India” in the Shanlax International Journal of Management, April 2022, ISSN: 2321-4643.
- 2) Published paper titled “Do sales personnel influence purchase decisions at stores – A study validating the impact of in-store sales personnel on purchase decisions” in the International Journal of Management, IT & Engineering, Vol. 8 Issue 7, July 2018, ISSN: 2249-0558 Impact Factor: 7.119.

- 3) Published a paper titled “Visual Merchandising: Factors Influencing Consumer Impulse Buying Behaviour in Jewellery Retailing” in the Asian Journal of Research in Social Science and Humanities, July 2016, **ISSN:** 2250-1665.
- 4) Published a paper titled “Digital Marketing: A Tool to Promote Jewellery Retail Business in Madurai” in the International Journal of Management and Social Science Research Review, Volume: 1 | Issue: 3 | March 2016, **ISSN:** 2349-6738.
- 5) Published a paper titled “A Study on Enhancing Employability Skills of the Management Students through classroom training in Madurai District” in the International Journal of Research in Management Studies, Volume: 3 | Issue: 2 | April-June 2015 ISSN Print: 2347-8780, Online: 23475943.
- 6) Published a paper titled “Social Entrepreneurship: Contemporary Practices in India” in the International Journal of Research and Business Innovation, Volume: 3 | Issue: 6 | Special Issue February 2015, **ISSN:** 2321-5615.
- 7) Published a paper titled “Impact of Organized Jewellery Retailing on unorganized Gems and Jewellery Retailing in Madurai district” in the International Journal of Scientific Research, Volume: 3 | Issue: 4 | Special Apr Issue 2014, **ISSN:** 2277-8179.
- 8) Published a paper titled “A Study on Smoker’s Intention of Consuming Chewing Gum in Tamilnadu” in the International Journal of Research in Management Studies (IJRMS), Volume: 3 | Issue: 2 | May 2014, **ISSN:** 2321-1830.
- 9) Published a paper titled “A Study on Direct Benefit Transfer Scheme and its impact on Financial Inclusion in Madurai district” in the THAVAN International Journal of Research in Economics and Banking Volume: 4 | Issue: 9 | Dec 2013-Feb 2014 Issue 2014, **ISSN:** 2277 1476.

### **3. International Conference Presentation Details:**

1. Participated and presented a paper titled “Factors Influencing Brand Loyalty Amongst Customers of Jewellery Retail Outlets in Madurai District, Tamil Nadu” at the 11<sup>th</sup> International Conference on Management Practices & Research on 12<sup>th</sup> May 2022; Apeejay School of Management, Delhi
2. Participated and presented a paper titled “Customer Loyalty: A Case study including three Indian Airlines Indigo, Spice Jet, and Air India, and “Impact of Digital Marketing Strategies on Airline Industry in India” at the International Conference on “GLOBAL BUSINESS MANAGEMENT STRATEGIES” organised by the Department of Aviation

Management and Airline Catering Management in association with Bentley Education on 19<sup>th</sup> March 2022.

3. Participated in the two days IQAC Enabled International Conference on “Digital Business Innovation in Global Outlook-2022” in association with Bengaluru North University, Karnataka organized by Ebenezer Management College, Bengaluru 560077 held on 18<sup>th</sup> and 19<sup>th</sup> February 2022.
4. Participated & presented a paper titled “A Study on Organizational Climate in self-financing Engineering College, Madurai district” at the International Conference on Innovations in IT and Management (NCIITM 2018) held on 28<sup>th</sup> February 2018 at NIITM, Coimbatore.
5. Participated & presented a paper titled “An Empirical Study on Performance Appraisal System on the Effectiveness of IT Employees in Chennai” at the International Conference on Contemporary Management” (INCOCOM-2017) at NPR College of Engineering and Technology on 28<sup>th</sup> April 2017.
6. Participated & presented a paper titled “Performance Evaluation of QoS Based Load Balancing Routing Techniques for Mobile Ad Hoc Networks” at the International Conference on Communication, Circuits, and Computing (ICC3-2017) at Mahath Amma Institute of Engineering and Technology on 21<sup>st</sup> April 2017.
7. Participated & presented a paper titled “WhatsApp Marketing: A Platform to Promote Retail Business” at the **International Conference** on Contemporary Issues on Management and Information Technology at **KULALUMPUR, MALAYSIA** on 9<sup>th</sup> and 10<sup>th</sup> March 2016 organized by Nehru College of Management, Coimbatore.
8. Participated & presented a paper titled “Innovation in Small and Medium-sized Enterprises in Tamil Nadu” at the **International conference** on “Competency Building Strategies in Business and Technology for Sustainable Development” on 19<sup>th</sup> Feb 2016 organized by Sri Ganesh School of Business Management, Salem.
9. Participated & presented a paper titled “Consumers Preference towards Soft Drinks in Madurai district” at the **International Conference** on Innovation Management on 19<sup>th</sup> October 2015 organized by Anna University, Tiruchirappalli.
10. Participated & presented a paper titled “A Brand Loyalty: A Perception among Gems and Jewellery Retailers in Madurai District” at the CAASR International Conference on Contemporary Management Practices at **International Conference** on Contemporary Management Practices 27<sup>th</sup> and 28<sup>th</sup> November 2015, **BANGKOK-THAILAND**.

11. Participated & presented a paper titled “A Study on Enhancing Employability Skills of the Management Students through Classroom Training in Madurai district” at the **International Conference** on Employability “NICE2015” on August 6<sup>th</sup> and 7<sup>th</sup> March 2015 organized by NIITM, Coimbatore.
12. Participated & presented a paper titled “A Study on Enhancing Employability Skills of the Students from the rural areas of Madurai District” in the **UGC-sponsored international conference** on “Development Goals at the Grassroots: Policy Perspectives and Challenges” on August 22<sup>nd</sup> and 23<sup>rd</sup> June 2015 organized by The Gandhigram Rural Institute, Dindigul.
13. Participated & presented a paper titled “A Study on Digital Marketing Strategies in Small and Medium Size Jewellery Retailers in Madurai district” in the **International Conference** on Technology Management on August 22<sup>nd</sup> and 23<sup>rd</sup> August 2014 organized by Nehru School of Management, Thrissur, Kerala.
14. Participated & presented a paper titled “A Study on Visual Merchandising and Consumer Impulse Buying Behaviour in Gems and Jewellery Retailing in Madurai district” in the Two-day **International Symposium** on Research Innovation for Quality Improvement in Higher Education on 10<sup>th</sup> and 11<sup>th</sup> October 2014 organized by Bharathiar University, Coimbatore.
15. Participated & presented a paper titled “The Impact of Jewellery Retailer’s Television Advertisements on Buying Behavior in Madurai District” at the **International Conference** on Recent Trends and Innovations in Science and Technology (ICRTIST) organized by “Science Publications” on November 08-09, 2014 at **PATTAYA, THAILAND**.

#### **4. National Conference Presentation Details:**

1. Participated in the Virtual National Seminar on “Own Your Future Through the Journey of Entrepreneurship” organized by the National Institute for Micro, Small & Medium Enterprises (NI-MSME), Hyderabad, Telangana in collaboration with Auxilium Business Incubation Centre (ABIC) & The Intellectual Property Rights Cell (IPRC), Auxilium College (Autonomous), Vellore from 27th to 29th May 2020.
2. Participated & presented a paper titled “WhatsApp Marketing a Platform to Promote Retail Business in Tamil Nadu” at IIM, Indore-NASMEI Summer Marketing

Conference held on July 27-29, 2017 at the **INDIAN INSTITUTE OF MANAGEMENT, Indore, India.**

3. Participated & presented a paper titled “QoS Based Load Balancing Routing Techniques for Mobile Ad Hoc Networks” at the National Conference on Research Advances in Smart Computing and Communication Systems (NCRSCCS 17) at the University College of Engineering, Dindigul on 15<sup>th</sup> March 2017.
4. Participated & presented a paper titled “Social Entrepreneurship–Contemporary Practices in India” in the UGC Sponsored National Seminar on Social Entrepreneurship–A Drive for Sustainability on 27<sup>th</sup> February 2015 at Periyar EVR College, Tiruchirappalli.
5. Participated & presented a paper titled “Corporate Social Responsibility on the Usage of Plastic Bags in Small and Medium Size Business” at the National Level Conference on Social Rejuvenation through Corporate Social Responsibility: on 20<sup>th</sup> September 2014 organized by KSR College of Engineering, Tiruchengode.
6. Participated & presented a paper titled “A Study on Consumer’s Attitude Towards Consuming Chewing Gum in Tamil Nadu” at the National level conference on “Managerial Innovations and Challenges in Globalized Economy” on 26<sup>th</sup> September 2014 organized by KSR College of Engineering, Tiruchengode.
7. Participated & presented a paper titled “A Study on Investor’s Perception towards Non-Agricultural Commodities in Madurai District” in the UGC-sponsored two-day National Conference on National Paradigm for Corporate Sustenance – Plant, People, and Profit Management on the 25<sup>th</sup> and 26<sup>th</sup> July 2014 organized by Bharathidasan Government College for Women (Autonomous), Puducherry.
8. Participated & presented a paper titled “Impact of Organized Jewellery Retailing on Unorganized Gems and Jewellery Retailing in Madurai district” at the ICSSR Sponsored National Conference on Creativity and Innovation on Contemporary Managerial Issues on 26<sup>th</sup> March 2014 organized by Periyar Maniammai University, Thanjavur.
9. Participated & presented a paper titled “A Study on Direct Benefit Transfer Scheme and its Impact on Financial Inclusion Programme in Madurai District” in the ICSSR Sponsored National Seminar on Inclusive Banking through Technology on 21<sup>st</sup> February 2014 at Periyar EVR College, Tiruchirappalli.

10. Participated & presented a paper titled “A Study on the Changing Profile of Madurai Jewellery Market” at the Third National Conference on Recent Advancement in Business Practices organized by Nehru Institute of Management Studies, Coimbatore on 21<sup>st</sup> March 2014.
11. Participated & presented a paper titled “A Study on Consumer’s Attitude towards Viral Marketing Messages through social media in Tamil Nadu” in NCDM-2014 on 31<sup>st</sup> January 2014 at Thiagarajar School of Management, Madurai.
12. Participated & presented a paper titled “Evaluation of Customer’s Risk Perception towards Electronic Banking Services” at BEAT 2013 National Conference on 3<sup>rd</sup> May 2013 at PSNA College of Engineering and Technology, Dindigul.
13. Participated & presented a paper in the National Level Seminar on “Human Capital– Perspective and Growth” on 2<sup>nd</sup> and 3<sup>rd</sup> February 2006.

## 5. Google Scholar report:

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**Visual Merchandising: Factors Influencing Consumer Impulse** 3 2016