

STAFF PROFILE

Name : **DR.M.SAKTHIVEL**

Designation : ASSOCIATE PROFESSOR & HEAD

1. Academic Qualifications: B.COM, MBA, (SLET), Ph. D
2. Teaching Experience: 24 Years
3. Areas of specialization: Marketing
4. Orientation / Refresher / Short term courses attended



S.No	Orientation/ Refresher Course	Theme	Name of the Institution/University	Month and Year
1	Orientation	General	Jamia Millia Islamia University, New Delhi	3 rd April to 1 st May 2002
2	Refresher Course	Business Studies	UGC – ASC, Pondicherry University, Puducherry.	03 rd September to 23 rd September 2013
3	Refresher Course	Business Studies	UGC – ASC, Bharathiar University, Coimbatore.	06 th November to 26 th November 2014

5. Books / chapters Published in edited volumes /books published:

S.No	Title	Author's Name	Publisher	ISBN number	Year of Publication
1	Start Ups in India.	M.Sakthivel	Lulu Publication –USA	978-1-71698- 710-6	2020

6. Research experience

- i) Research minor / major projects – from Government and non- governmental agencies: NIL
- ii) Seed money from the Institution: NIL
- iii) Research Guideship :Madurai Kamaraj University, Madurai.
- iv) M.Phil Dissertation : NIL

v) Ph.D Thesis : A Study On Factors Influencing Consumers' Choice of Store Selection and Their Shopping Behaviour in Organized Retail Outlets With Special Reference to Grocery in Chennai, Bangalore and Hyderabad Markets".

7. Papers publications in UGC notified journals

S.No.	Title of the paper	Name of the Authors	Name of Journal	Month & Year	ISSN	Volume & Issue	Impact factor	Approved by UGC / UGC CARE List
1	Impact Of Job Satisfaction On Work Performance Of Teachers In Private Arts And Science Colleges In Madurai District	M.Sakthivel	Humanities and Social Science Studies,	July – December: 2023	2319-829X	Vol. 12, Issue 2, No. 22	7.28	UGC Care Approved, Group I,
2	Awarenes s Favourabl e factors and strategies of Entrepren eurs in Green Marketin g	M.Sakthivel	The Internati onal Journal Of Analytic al And Experim ental Modal Analysis	Decem ber 2019	0886-9367	Volume 11, Issue 12,	6.3	UGC Care Approved Journal “A’
3	Impact of agricultural entrepreneurship in rural development in Tamilnad u	M.Sakthivel	Internati onal Journal of Basic and Applied Research	May 2019	2249-3352 (P) 2278-0505 (E)	Volume 9 Number 5	5.9	UGC Approved Journal No. 64041
4	Rural Develop ment through Promoting Entrepren eurship in Tamilnadu	M.Sakthivel	Review of Research	April - 2019	2249-894x	Volume8 Issue 7	5.7	UGC Approved Journal No. 48514

8. Papers published with average citation Index in Scopus, web of Science, PubMed Indian Citation Index

S.No.	Title of the paper	Name of the Authors	Name of Journal	Month & Year	ISSN	Volume & Issue	Impact factor	Indexed in Scopus, Web of Science,
1	Impact of Service Quality on Customer Loyalty in Commercial Bank	M.Sakthivel	Gedrag& Organisatie Review	April 2020	0921-5077	Volume:33 Issue :2	-	Web of Science,
2	Information Technology and Consumer Behaviour in Modern Marketing Environment	P.Anbuoli M.Sakthivel	Journal of Xidian University	March 2020	1001-2400	Volume 14 Issue 3	5.4	UGC Care Approved Group 2 Journal SCOPOUS
3	Tourists Expectation on Sustainable Tourism in Tamilnadu	M.Sakthivel	Adalya Journal	January 2020	1301-2746	Volume: 09 Issue :01	5.3	UGC CARE Approved Journal "A" (Web of Science)

9. Articles published in conference proceedings and ISBN / ISSN journals

S.No	Name of the Author/Authors	Title of the Article	Title of the Conference/ Seminar	International/ National /State level	ISBN Number	DD/M M/YY
1	P. Anbuoli M.Sakthivel	Employment of IT and ITes in Startups Development	National Seminar on Prospectus and Challenges of Startups in India	National	978-93-89658-46-0	22 nd January 2020
2	P. Anbuoli M.Sakthivel	Challenges & issues in Sustainability of MSME in Tamilnadu	Sustainability , Transformation , Development in Business and Management	International	978-93-89658-48-4	24 th January 2020

10. Papers presented in conferences / Seminars

S.No	Title of the Paper	International/National /State level	Title of the Conference	Institution/ College Name	DD/MM/YY
1	Employment of IT and ITEs in Startups Development	National	National Seminar on Prospectus and Challenges of Startups in India	Department of Entrepreneurship Studies, Madurai	22 nd January 2020
2	Challenges & issues in Sustainability of MSME in	International	Sustainability , Transformation , Development In Business And	The American College	24 th January 2020

11. Consultancy / Corporate Training: NIL

12. Membership in Academic & Professional bodies: NIL

13. FDP / Workshops attended / Conducted

S.No	International/ National/ State Level	Title of the Workshop/Conference	Name of the Institution/University	Month and Year
1	National	Application of SPSS in Business and Social Research	ICFAI Business School	September 2005
2	National	Conference Against Warning the Globe - Tamilnadu 2011	Social Concerned People of Tamilnadu	July 2011
3	National	Basic online Research Method Workshop	Rest Society for Research International	April 2020
4	National	Use Of Elsevier Tools In Research Workflow	University Of Madras.	May 2020
5	National	Writing A Winning Project Proposal	Marathanasius College, Kerala.	May 2020
6	National	National Level FDP.	North storm academy	May 2020
7	National	Faculty Enrichment Programme.	Mannar Thirumalai Naicker college.	May 2020
8	National	Expert Speak on Disruptive Solutions to Fast Track Post – Pandemic Retail Growth.	SICCI Retail Committee, Chennai.	May 2021

9	National	Knowledge Generation In Education During Covid-19 Pandemic-Qualitative Research	Bombay Teachers Training College, HSNC University.	June 2020
10	International	Design Thinking in Global Education Contemporary Teaching and Learning Techniques	Audacious Dreams Foundation	June 2020
11	National	PopulationGrowth and Sustainable Rural Development	Centre For Studies In Rural Management, Randheja, Gandhinagar,Ahmedabad	July 2021
12	National	Effective and Quality Research Writing- Phase II	Patrician College of Arts & Science	June 2021
13	National	Population Growth and Sustainable Rural Development.	Indian Institute of Sustainable Development (IISD), New Delhi.	July 2021
14	National	IP Awareness/Training program.	Lala Lajpatrai College of Commerce & Economics, Mumbai.	February 2022
15	National	Digital Pedagogies for achieving Sustainable Development Goals in Education.	ALL India Association for Christian higher education New Delhi Lady Doak College Madurai – 625 002,	October 2022
16	National	Intellectual Property Rights In India.	SRM Institute of Science and Technology, Ramapuram Campus,Chennai.	December 2022

14. Academic Responsibilities

S.No	Name of position	From	To
1	Placement officer	2011	2013
2	Programme Officer – National Service Scheme	2008	2011
3	Advisory Committee member: Students scholarship and College Finance committee	2016	Till Date

15.Acted as resource person for a Guest lecture: NIL

16.Resource person in the State / National // International Conferences: NIL

17.Member in Board of studies/ Subject Expert

S.No	Name of the University	Board	Position	From	To
1	Manonmaniam Sundaranar University, Tirunelveli.	PG-MBA	Member	2018	Till date
2	Madurai Kamaraj University, Madurai.	UG-BBA	Member	Nov.2019	Dec.2021
3	Virudhunagar Hindu Nadars' Senthikumara Nadar College, Virudhunagar	UG-BBA	Member	7 th March 2020	31 April 2022
4	Madurai Kamaraj University, Madurai.	Diploma Programmes under UGC's National Skills Qualification Frame work	Member	February 2021	February 2021
5	Virudhunagar Hindu Nadars' senthikumara nadar college, virudhunagar	Screening - cum Evaluation committee (CAS)	Member	21 th October 2021	21 th October 2021
6	Sourashtra college, Madurai	Screening - cum Evaluation committee (CAS)	Member	27 th December 2021	27 th December 2021
7	Aditanar College of Arts and Science, Tiruchendur	Screening - cum Evaluation committee (CAS)	Member	28 th March 2022	28 th March 2022
8	Madurai Kamaraj University, Madurai.	UG-BBA	Member	June 2022	July 2024
9	Virudhunagar Hindu Nadars' senthikumara nadar college, virudhunagar	UG-BBA	Member	07 th June 2023	07 th June 2023
10	Tamilnadu Public Service Commission, Govt of Tamilnadu.	TNPSC – Question Paper Setter	Member	October 2023	October 2023

18.External examiner for Viva Voce : NIL

19.Advisory Committee member : NIL

20.Sessions chaired in conferences : NIL

21.E-contend developer in relevant subjects

22.Any other Activities: NIL