

STAFF PROFILE

Name : **DR.M.SAKTHIVEL**

Designation : ASSOCIATE PROFESSOR & HEAD

Academic Qualifications: B.COM, MBA, (SLET), Ph. D

Teaching Experience: 24 Years

Areas of specialization: Marketing

Orientation / Refresher / Short term courses attended



- Completed an orientation program in General studies at Jamia Millia Islamia University, New Delhi from 3rd April to 1st May 2002.
- Undertook a Refresher Course in Business Studies at UGC – ASC, Pondicherry University, Puducherry from 03rd September to 23rd September 2013.
- Attended a Refresher Course in Business Studies at UGC – ASC, Bharathiar University, Coimbatore from 06th November to 26th November 2014.

Books / chapters Published in edited volumes /books published:

- Published a book chapter titled "Start Ups in India" published by Lulu Publication - USA with ISBN number 978-1-71698-710-6 in 2020.

Research experience

Research Guide: Madurai Kamaraj University, Madurai.

Ph.D. Thesis: A Study on Factors Influencing Consumers' Store Selection and Shopping Behavior in Organized Retail Outlets, with Special Reference to Grocery Markets in Chennai, Bangalore, and Hyderabad.

Papers publications in UGC notified journals

- Impact of Emotional Intelligence of Teachers on Institutional Performance of Private Colleges by P. Anbuoli and M. Sakthivel. Published in IPE Journal of Management, Vol-14, No-03, January - June 2024. ISSN: 2249-9040. Impact factor: 7.13. Approved by UGC CARE, Group I.
- Impact of Job Satisfaction on Work Performance of Teachers in Private Arts and Science

Colleges in Madurai District by M. Sakthivel. Published in Humanities and Social Science Studies, Vol. 12, Issue 2, No. 22, July – December 2023. ISSN: 2319-829X. Impact factor: 7.28. Approved by UGC CARE, Group I.

- Awareness, Favorable Factors, and Strategies of Entrepreneurs in Green Marketing by M. Sakthivel. Published in The International Journal of Analytical and Experimental Modal Analysis, Volume 11, Issue 12, December 2019. ISSN: 0886-9367. Impact factor: 6.3. Approved by UGC CARE, Group A.
- Impact of Agricultural Entrepreneurship in Rural Development in Tamil Nadu by M. Sakthivel. Published in International Journal of Basic and Applied Research, Volume 9, Number 5, May 2019. ISSN: 2249-3352 (P), 2278-0505 (E). Impact factor: 5.9. UGC Approved Journal No. 64041.
- Rural Development through Promoting Entrepreneurship in Tamil Nadu by M. Sakthivel. Published in Review of Research, Volume 8, Issue 7, April 2019. ISSN: 2249-894X. Impact factor: 5.7. UGC Approved Journal No. 48514.

Papers Published with Average Citation Index in Scopus, Web of Science, PubMed, and Indian Citation Index

- Impact of Service Quality on Customer Loyalty in Commercial Bank by M. Sakthivel. Published in Gedrag & Organisatie Review, Volume 33, Issue 2, April 2020. ISSN: 0921-5077. Indexed in Web of Science.
- Information Technology and Consumer Behavior in Modern Marketing Environment by P. Anbuoli and M. Sakthivel. Published in Journal of Xidian University, Volume 14, Issue 3, March 2020. ISSN: 1001-2400. Impact factor: 5.4. Indexed in Scopus and UGC CARE Approved Group 2 Journal.

- Tourists' Expectation on Sustainable Tourism in Tamil Nadu by M. Sakthivel. Published in Adalya Journal, Volume 09, Issue 01, January 2020. ISSN: 1301-2746. Impact factor: 5.3. Indexed in Web of Science and UGC CARE Approved Journal “A”.

Papers Presented in Conferences / Seminars

- Employment of IT and ITEs in Startups Development presented at the National Seminar on Prospectus and Challenges of Startups in India. National Level. Held at the Department of Entrepreneurship Studies, Madurai. Date: January 22, 2020.
- Challenges and Issues in Sustainability of MSMEs in Tamil Nadu presented at the International Conference on Sustainability, Transformation, Development in Business and Management. held at The American College, Madurai. Date: January 24, 2020.

FDP / Workshops Attended / Conducted

- **National Level:** Application of SPSS in Business and Social Research, ICFAI Business School, September 2005.
- **National Level:** Conference Against Warning the Globe - Tamil Nadu 2011, Social Concerned People of Tamil Nadu, July 2011.
- **National Level:** Basic Online Research Method Workshop, Rest Society for Research International, April 2020.
- **National Level:** Use of Elsevier Tools in Research Workflow, University of Madras, May 2020.
- **National Level:** Writing a Winning Project Proposal, Mar Athanasius College, Kerala, May 2020.
- **National Level:** National Level FDP, North Storm Academy, May 2020.
- **National Level:** Faculty Enrichment Programme, Mannar Thirumalai Naicker College, May 2020.
- **National Level:** Expert Speak on Disruptive Solutions to Fast Track Post-Pandemic Retail Growth, SICCI Retail Committee, Chennai, May 2021.
- **National Level:** Knowledge Generation in Education During COVID-19 Pandemic - Qualitative Research, Bombay Teachers Training College, HSNC University, June 2020.

- **International Level:** Design Thinking in Global Education - Contemporary Teaching and Learning Techniques, Audacious Dreams Foundation, June 2020.
- **National Level:** Population Growth and Sustainable Rural Development, Centre for Studies in Rural Management, Randheja, Gandhinagar, Ahmedabad, July 2021.
- **National Level:** Effective and Quality Research Writing - Phase II, Patrician College of Arts & Science, June 2021.
- **National Level:** Population Growth and Sustainable Rural Development, Indian Institute of Sustainable Development (IISD), New Delhi, July 2021.
- **National Level:** IP Awareness/Training Program, Lala Lajpatrai College of Commerce & Economics, Mumbai, February 2022.
- **National Level:** Digital Pedagogies for Achieving Sustainable Development Goals in Education, All India Association for Christian Higher Education, New Delhi and Lady Doak College, Madurai, October 2022.
- **National Level:** Intellectual Property Rights in India, SRM Institute of Science and Technology, Ramapuram Campus, Chennai, December 2022.

Academic Responsibilities

- **Placement Officer:** From 2011 to 2013.
- **Programme Officer – National Service Scheme:** From 2008 to 2011.
- **Advisory Committee Member:** Students Scholarship and College Finance Committee: From 2016 to Present.

Member in Board of Studies/Subject Expert

- Member of PG-MBA Board at Manonmaniam Sundaranar University, Tirunelveli since 2018.
- Member of UG-BBA Board at Madurai Kamaraj University, Madurai from November 2019 to December 2021.
- Member of UG-BBA Board at Virudhunagar Hindu Nadars' Senthikumara Nadar College, Virudhunagar from 7th March 2020 to 31st April 2022.

- Member of Diploma Programmes under UGC's National Skills Qualification Framework Board at Madurai Kamaraj University, Madurai in February 2021.
- Member of Screening-cum-Evaluation Committee (CAS) at Virudhunagar Hindu Nadars' Senthikumara Nadar College, Virudhunagar on 21st October 2021.
- Member of Screening-cum-Evaluation Committee (CAS) at Sourashtra College, Madurai on 27th December 2021.
- Member of Screening-cum-Evaluation Committee (CAS) at Aditanar College of Arts and Science, Tiruchendur on 28th March 2022.
- Member of UG-BBA Board at Madurai Kamaraj University, Madurai from June 2022 to July 2024.
- Member of UG-BBA Board at Virudhunagar Hindu Nadars' Senthikumara Nadar College, Virudhunagar on 7th June 2023.
- Member as a Question Paper Setter for TNPSC (Tamilnadu Public Service Commission) from October 2023.