

D.D.G.D. VAISHNAV COLLEGE (AUTONOMOUS)

1	Name	Dr.B. VIJAYAKUMAR
2	Designation	ASSISTANT PROFESSOR
3	Department	COMMERCE
4	Employee Id	752258
5	Date of Birth	23/07/1974
6	Gender	MALE
7	Date of Appointment in this institution	07/10/1996
8	Experience in this institution	26 YEARS 2 MONTHS
9	Official Mail Id	vijayakumar@dgvaishnavcollege.edu.in
10	Blood Group	B +ve

11	EDUCATION DETAILS (from highest qualification):				
S.No.	Degree	Institution	University	Year of study	Grade/Class
1	Ph.D.	D.D.G.D. VAISHNAV COLLEGE	UNIVERSITY OF MADRAS	2008	-
2	M.Phil.	D.D.G.D. VAISHNAV COLLEGE	UNIVERSITY OF MADRAS	1997	-
3	M.Com	D.D.G.D. VAISHNAV COLLEGE	UNIVERSITY OF MADRAS	1996	II
4	SLET	-	BHARATHIDASAN UNIVERSITY	1998	-
5	B.G. L	-	ANNAMALAI UNIVERSITY	2001	-
6	MBA	-	ALAGAPPA UNIVERSITY	2010	II
7	PGDHE	-	IGNOU	2021	I

12	Details of ORIENTATION/REFRESHER COURSES attended:			
S.No.	Orientation/Refresher	University/Institution	Duration	Date (from-to)
1	ORIENTATION	ACADEMIC STAFF COLLEGE, UNIVERSITY OF MADRAS, BATCH-110	28 DAYS	01/02/2013 TO 28/02/2013
2	REFRESHER	ACADEMIC STAFF	21 DAYS	19/11/2014

	ON “RESEARCH METHODOLOGY IN ARTS/HUMANITIES/SOCIAL SCIENCES”	COLLEGE, UNIVERSITY OF MADRAS, BATCH- SPECIAL WINTER SCHOOL-2014		TO 09/12/2014
3	REFRESHER IN COMMERCE AND MANAGEMENT	UGC-HRDC, UNIVERSITY OF MADRAS, BATCH- III	21 DAYS	22/08/2018 TO 11/09/2018
4	REFRESHER (ONLINE)- IN COMMERCE AND MANAGEMENT	UGC-HRDC, UNIVERSITY OF MADRAS, BATCH- VII	14 DAYS	18/11/2020 TO 01/12/2020

13 Details of SEMINARS, CONFERENCES, WORKSHOPS, FDPs etc. attended:					
S.No	Type (Regional/National/ International)	Theme (Workshop/Conference/Semi nar/FDP)	Organized by	Duration	Date
1	National	5 days FDP on -- Intellectual property rights	The New College, Chennai and The Institute of Cost Accountants of India	5 DAYS	14-06-2021 to 18-06-2021
2	National	14 days FDP on-- Pedagogy and research methods	Academy of Maritime Education and Training (AMET)	14 DAYS	24-05-2021 to 6-06-2021
3	International	7 days FDP on -- Virtual practices and security	Tamil Nādu Teachers Education University and Dr MGR educational and research Institute	7 DAYS	7-06-2021 to 13-06-2021
4	National	7 days FDP on –Yoga for Wellbeing during COVID period	Academy of Maritime Education and Training (AMET)	7 DAYS	11-06-2021 to

					17-06-2021
5	National	2 days FDP on –Plagiarism in Academic Research and Author Identifiers	Indian Institute of Management and Commerce	2 DAYS	11-04-2022 and 12-04-2022

14 Details of Papers published in CONFERENCES/attended Conferences:					
S.No	Type (Regional /National/ International)	Name of the Conference	Name of the paper presented/Attended	Organized by	Date
1	National	Trends and Progress in the Financial sector	Financial Inclusion in India	Madras Christian Collage, Tambaram	Sep 2010
2	National	Changing facets of Human resource management in public sector banks	Attrition in Public Sector Banks of India	D.G. Vaishnav College, Arumbakkam	Dec 2010
3	National	Recent Developments in Banking and Financial Sectors - Its Impact on Other Sectors	Bancassurance in India	RKM Vivekananda College, Chennai	Jan 2011
4	National		Conservation of Energy in Home-Ways to achieve	Queen Mary's College	2011
5	International	4 th International	A Relationship between Cocreation	SRM UNIVERSITY, KATTANKULATHUR	Sep 2017

		conference on Business Research	Process and Customer Satisfaction – A Study with Reference to Telecommunication Services in Chennai City		
6	International	4 th International conference on Business Research	Issues and Challenges of Mobile Commerce	SRM UNIVERSITY, KATTANKULATHUR	Sep 2017
7	International	4 th International conference on Business Research	Role of Consumers in Decision Making	SRM UNIVERSITY, KATTANKULATHUR	Sep 2017
8	International	4 th International conference on Business Research	Buy While You Browse – Factors Influencing Purchase Decision Through a Wireless Device	SRM UNIVERSITY, KATTANKULATHUR	Sep 2017
9	National	Changing global economic scenario	Opportunities and Challenges of E-Commerce in India	Shri Krisnnaswamy College for Women, Chennai	Sep 2017
10	National	Changing global economic scenario	Role of Green Marketing- An Overview	Shri Krisnnaswamy College for Women, Chennai	Sep 2017
11	National	Changing global economic scenario	The Importance of Digital Marketing- The Exploratory study to find the Satisfaction and Effectiveness of Digital Marketing	Shri Krisnnaswamy College for Women, Chennai	Sep 2017
12	National	Changing global economic	A Conceptual Study on Impact of Consumer	Shri Krisnnaswamy College for Women, Chennai	Sep 2017

		scenario	Based Brand Equity on Purchase Intention Towards Green Products		
13	National	Changing global economic scenario	Electronic Service Quality and Customer Satisfaction Towards Banks	Shri Krisnnaswamy College for Women, Chennai	Sep 2017
14	National	National virtual conference on National educational policy	Higher education sector in India-Issues challenges and solution	AMET University	Jun 2021
15	International	The digital Era Canvass-Innovations and challenges in Business	A study on cross continental business challenges-Marketing environment perspective	S. A. College of Arts and Science, IDE, University of Madras and Indian Academic Researchers Association	Apr 2022
16	International	Emerging trends in banking, finance, marketing and management.	A study on customer awareness towards internet, banking services provided by banks with special reference to Chennai.	Department of B. Com (Bank management), Dwaraka doss Govardhan doss Vaishnav College, Arumbakkam, Chennai - 600106	Nov 2021

15		Details of visit as a RESOURCE PERSON:			
S.No	Type (Guest Lectures, Workshops, Conferences Or Seminars/ Ph.D, Viva-voce Examination)	Title	Institution Name	Date	

1	Ph.D. Viva-Voce Examination	Effectiveness of Labour welfare measures-A study with reference to Neyveli Lignite Corporation	University of Madras	08-03-2018
2	Ph.D. Viva-Voce Examination	Entrepreneurial aspirations of women in Self-Help Groups-A study with special reference to Tiruvallur District (Interdisciplinary)	Kumararani Meena Muthiah College of Arts and Science, Adyar, Chennai-600020	12-09-2018
3	Ph.D. Viva-Voce Examination	Inevitability of human resource accounting in Indian industries-A study	Madras Christian College (Autonomous), Tambaram, Chennai-600059.	01-10-2018
4	Ph.D. Viva-Voce Examination	Impact of Organisational climate on employee's commitment -A study with reference to Auto component manufacturing industry.	Pachaiyappa's College, Chennai-600030	17-12-2018
5	Ph.D. Viva-Voce Examination	Impact of employer branding on talent attraction and retention	SDNB Vaishnav college for Women (Autonomous), Chrompet, Chennai-600044	07-01-2019
6	Ph.D. Viva-Voce Examination	A study on customer satisfaction and financial performance of select public and private sector banks in Chennai environ	D.B. Jain College (Autonomous), Thoraipakkam, Chennai-600097.	31-01-2019
7	Ph.D. Viva-Voce Examination	A comparative analysis of quality of work life among women employees – A study with reference to Chennai and Kanchipuram	Pachaiyappa's College for Men, Kanchipuram-631501	07-02-2020

8	Ph.D. Viva-Voce Examination	Rural banking patterns and practices in India: A study with reference to Kancheepuram District, Tamil Nādu	D.B. Jain College (Autonomous), Thoraipakkam, Chennai-600097.	22-07-2010
9	Ph.D. Viva-Voce Examination	An empirical analysis on the factors affecting Consumers' perception towards digital payment systems (A study with reference to users of digital payments in Chennai city)	SDNB Vaishnav college for Women (Autonomous), Chrompet, Chennai-600044	08-01-2021
10	Ph.D. Viva-Voce Examination	Problems of Lock makers-A study with reference to Dindigul District	University of Madras	25-01-2021
11	National Webinar	Selection of Research topic	Department of Commerce (Marketing Management), Guru Nanak College (Autonomous), Velachery, Chennai-600042	23-06-2021
12	International Conference	CHAIRPERSON in 8 th International Conference on Business Research	SRM Institute of Science and technology, Kattankulathur, Chennai-603203	01-12-2021 and 02-12-2021
13	International Webinar	Higher education in India-Problems and possible solutions	Global Education and Training Institute, Lucknow	12-12-2021
14	International conference	CHAIRPERSON in the International Conference on Reboot, Reinvent and Reignite: Reimagining the Neo Normal Era	Department of Bank Management and Department of Accounting and Finance (SS), Ethiraj College for Women (Autonomous), Chennai-600008	24-02-2022
15	National level FDP	Qualities of a successful entrepreneur	PG Department of Commerce with CA and IQAC, Syed Ammal Arts and Science college, Ramanathapuram	05-03-2022
16	National Webinar	Recent trends in Marketing	World English Language Learners, Teachers and Trainers Association, Chennai	08-10-2022
17	Guest Lecture	Social Media Marketing	Department of	14-10-2022

			Management studies, Perna College of Commerce, Nagpur	
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16 Details of publication of Articles/ Chapters written in EDITED BOOKS:				
S.No	Book Name	Title of Articles/Chapters	Name & Address of the Publisher	Month & Year of Publication

17 Details of individual/collaborative MAJOR/MINOR research project undertaken:						
S.No	Title of the Project	Name & Address of the Collaborating Faculty	Funding Agency	Fund Sanctioned	Period	Duration

18 Details on RESEARCH GUIDANCE:					
S.No	Type (FT/PT)	Name of the candidate	Title of the Dissertation	University	Status
1	FT	D.Manimegalai	Impact of consumer-based brand equity (CBBE) on brand preference and purchased intention. A study with reference to private label food products in Chennai	University of Madras	Awarded
2	FT	K. Monica	Role of women in family purchase decisions -A study with	University of Madras	Awarded

			reference to durable products in Chennai city		
3	PT	M. Devaki	A relationship between Co-creation process and customer satisfaction-A study with reference to tele communication services in Chennai city.	University of Madras	Awarded
4	FT	M.Jayabharathi	Influence of advertisement on adolescents' behaviour towards apparel with special reference to Chennai city	University of Madras	Awarded
5	FT	R. Varalakshmi	Women customer expectation and satisfaction-A study with special reference to small cars in Chennai city	University of Madras	Awarded
6	FT	A. Selvamary	Impact of services quality dimensions of E-Banking services on customer trust- A study with reference to commercial bank customers in Chennai city	University of Madras	Awarded
7	PT	R. Sriram	A study on adoption of	University of Madras	Submitted thesis

			cashless transactions in Chennai		
8	PT	T. Kannammai	An Evaluation of risk involved in E-Banking services -A study with reference to commercial banks	University of Madras	Submitted thesis
9	FT	C.B. Meenurekha	-	University of Madras	Pursuing
10	FT	K. Lalitha	-	University of Madras	Pursuing
11	PT	S. Sairam	-	University of Madras	Pursuing

19 Details of papers published in JOURNALS:							
S.No	Journal Type (National/International)	Name of the Journal	Title of the article	Name of the Co-authors	Vol No, Issue No, Page Nos. ISSN No/DOI	Month and year of Publication	Impact Factor/SCI/Scopus (If any)
1	National	D.B.J.C Journal of Business Research	A comparative study of intrinsic and extrinsic motivation in IT companies	-	Vol 1: Page 88-96: ISSN 2248-9711	2014	
2	National	Madras University Journal of Business and Finance	Investor's Perception in Equity Market Investments In India with Special Reference to Chennai	-	Vol-3: Page-66-78: ISSN 2320-5857	2015	

3	International	International Journal of Emerging Technologies and Innovative Research	Contribution of Brand Awareness and perceived quality in consumer brand equity	D.Manimagalai	Vol 5: ISSN-2349-5162	2018	
4	International	International Journal of Emerging Technologies and Innovative Research	Purchase decision styles of adolescent consumers in Chennai city	K. Monica	Vol 5: Page 41-45: ISSN-2349-5162	2018	
5	International	International Journal of Research and Analytical reviews	The Effect of the value co-creation process and customer satisfaction - a study with reference to Telecommunication services in Chennai city	M.Devaki	Vol 5: Page 8-12: ISSN-2349-5138	2018	
6	International	International Journal of Research and Analytical Reviews	Determination of gap between customer expectation and satisfaction-A study with reference	R. Varalakshmi	Vol 1: ISSN-2349-5138	2019	

			to 4 wheelers in Chennai city				
7	International	International Journal of Emerging Technologies and Innovative Research	Measurement of service quality in E-Banking services - References to commercial banks in Chennai	A. Selvamary	Vol 6: ISSN-2349-5162	2019	
8	International	Zenith International journal of Multidisciplinary Research	Impact of Demographics on women consumers in the purchase of durable products-a study with reference to Chennai city	K. Monica	Vol 9: Page-157-164: ISSN-2231-5780	2019	
9	International	International Journal of Emerging Technologies and Innovative Research	Factors influencing adolescent's attitude towards advertisements in Chennai city	M.Jayabharathi	Vol-6: Page-516-517: ISSN-2349-5162	2019	
10	National	Studies in Indian placenames	Role of parental background in the changing attitude of adolescents	M.Jayabharathi	Vol-40: Page-115-120: ISSN-2394-3114	2020	

			ce in Chennai city				
11	International	Adalya Journal	Empirical evidences for dimensions of co-creation process-a study with reference to telecommunication services in Chennai city	M.Devaki	Vol-9: Page-776-785: ISSN-1301-2746	2020	
12	International	Kanpur Philosophers International journal of Humanities, Law and Social Sciences.	A study on digitalisation of banks	R. Sriram	Vol-8: Page-109-112: ISSN-2348-8301	2021	
13	National	Journal of Fundamental and comparative research. Shodh Samhita.	A study on Influence of Mobile wallets among customers in Chennai	R. Sriram	Vol-7: ISSN-2277-7067	2021	
14	International	Kanpur philosophers :International journal of humanities, law and social sciences	The opportunities and challenges faced by customers in e-banking in Chennai city.	T. Kannamai	Vol-8:ISSN-2348-8301	2021	

15	National	Shodh Samhita :Journal of fundamental and comparative research.	Ä study on customer perception towards e-banking with special reference to Chennai city.	T. Kannam mai	Vol-7:ISSN-2277-7067	2021	
16	National	Journal of the Asiatic society of Mumbai	Factor influencing customers trust in e-banking services-study with reference to public sector banks in Chennai city.	A. Selvama ry	Vol-94:page-51to56:ISSN-0972-0766	2021	

20 Details of AWARDS received:			
S.No	Title of the Award	Awarding Agency / University / Government	Month/Year
1	"Best Teacher"	Rotary Madras South West	01-09-2017
2	"Vaishnav Achiever Award"	DG Vaishnav College	01-02-2019
3	"Outstanding Service in Teaching"	GRABS educational and Charitable Trust and Tamil Nadu Association of Intellectuals and faculty, Chennai	24-04-2022

21 Details of MEMBERSHIP IN EDITORIAL BOARD/ACADEMIC AGENCIES/BODIES:				
S.No	Name of the Journal/Magazine/Agency	Position in the Board	ISBN/ISSN No.(if any)	Year
1	Indian Social Science Academy, Allahabad	Life fellow		From 2022
2	Indian Accounting Association	Life Membership		From 2022

22 POSITIONS HELD in this institution:			
S.No.	Institution/Department Level	Position	Duration
1	National Service Scheme (NSS)	Program Officer	June-2005 to June 2019
2	Rotaract Club	Coordinator	2007 to 2019
3	Citizen Consumer Club	Coordinator	2012-2018
4	College Day Committee	Member	From 2009
5	Graduation Day Committee	Member	From 2009
6	Anti -Ragging Squad	Member	From 2009
7	Minority Scholarship	Nodal Officer	From 2021
8	Department of B. Com (Hons)	HOD	2018-2019
9	Department of B. Com (Bank Management)	HOD	2019-2022