



Dr. C. K. Muthukumaran
Associate Professor

Contact

Address : Alagappa Institute of Management
Alagappa University
Karaikudi – 630003
Tamil Nadu, INDIA

Employee Number : 52415

Date of Birth : 17.08.1976

Contact Phone (Office) : +91 4565225211

Contact Phone (Mobile) : +91 9994439565

Contact e-mail(s) : drckmuthu@gmail.com

Academic Qualifications: MBA., M.Phil., PGDPR., Ph.D.

Teaching Experience: 16 Years

Research Experience: 02 Years

Additional Responsibilities

1. Entrepreneurship Development Cell – Co-ordinator
2. NSS - Co-ordinator
3. SWACHH BHARAT – Programme officer

Areas of Research

Marketing

Research Supervision / Guidance

Program of Study		Completed	Ongoing
Research	Ph.D.	-	3
	M.Phil.	-	2
Project	PG	48	-

Publications

Research Papers Published in International Journals		
S.No	Title of the Article	Name of the journal Vol. No. & Page.
1	Bank Service Quality, Customer Satisfaction And Loyalty: A Study Across The Private Bank Customers In Tiruchirappali, Tamilnadu.	International Journal Of Marketing, Financial Services & Management Research Vol.2, No.11 ISSN 2277- 3622
2	Usability Of Information And Communication Technology In Libraries; A Study Among The Students Across The Deemed Universities.	International Journal Of Social Science & Interdisciplinary Research, Vol. 2(11), ISSN 2277 -3630
3	A Study On Service Quality Dimensions And Its Impact On Patients Satisfaction In The ICT Environmental In Hospitals	Asia Pacific Journal Of Marketing & Management Review, Vol. 2 (11), ISSN 2319-2836
4	Recruitment Process; A Study Among The Employees At Information Technology (IT) Industry In Chennai.	International Journal Of Management Research And Review, Sep 2012/Vol 2/ Article No -11/PP-1545-1555, ISSN: 2249-7196
5	Job Satisfaction Of Academic Librarians: A Correlation Between Job Satisfactions And Selected Academic Library.	International Journal Of Management Research And Review, Volume 4/Issue 1/Article No -5/PP-39-49 ISSN: 2249-7196
6	Brand Positioning; A Study With Reference To National Brand Soaps Across The Customers In Trichy.	International Journal Of Management Research And Review, Volume 3/ Issue 11/ Article No – 8/PP- 3759-3764, Issn: 2249-7196
7	Changing Consumerism: A Study With Reference To Selected Customers In Trichy.	International Journal Of Management Research And Review, Volume 3/Issue 11/ Article No- 11/PP-3785-378 ISSN: 2249-7196
8	Motivation Levels Of The Library Personnel, Relationship With Their Personal Characteristics In Academic Libraries At Tamilnadu State.	International Journal Of Management Research And Review, Volume 3/ Issue 11/ Article No 15/PP-3812-3818 Issn: 2249-7196
9	Addressing Health Related Challenges Faced By The Business Process Outsourcing (BPO) Employees By Stress.	African Journal Of Business Management, Vol.7 (12), PP-906-914, ISSN 1996-0816
10	Mapping Of Job Satisfaction: An Organisation Study Among Faculty Of Management Studies Institutions Across Thanjavur, South Tamilnadu.	Asia Pacific Journal Of Marketing & Management Review, Vol.2(1)/ PP-128-135, ISSN:2319-2836

11	Description On Relevance Of Interest Free Banking In India: A Case Of Schedule Commercial Bank.	International Journal Of Management Research And Review, Sep 2012/Vol 2/ Article No -11/PP-1545-1555, ISSN: 2249-7196
12	Demand And Supply Of Water Resource In The State Of Tamilnadu: A Descriptive Analysis.	Asia Pacific Journal Of Marketing & Management Review, Vol.1, No.3/ PP-102-112, ISSN: 2319-2836
13	A Study On Librarian Job Satisfaction Towards The Information And Communication Technology (ICT) Enabled Academic Library.	International Journal Of Management Research And Review, Vol 2/ Issue 11/ Article No-15/ PP-1962-1971, ISSN 2249-7196
14	Marketability Of Religious Tourism – An Empirical Study With Reference To Selected Destination At Tiruchirappali, South Tamilnadu.	African Journal Of Science And Research, vol1 (1): PP-25-29, ISSN:2306-5877
15	Problems And Prospects Of Women Entrepreneurship With Reference To Coimbatore In Tamilnadu.	International Journal Of Management Research And Review, Vol 2 /Issue 6/ Article No -12/PP:988-1000, ISSN;2249-7196
16	Customer Preference And Satisfaction Towards Chat Out Restaurants.	International Journal Of Research In Commerce, Economics & Management, ISSN: 2231-4245
17	HRMP and its Collusion on Job satisfaction: A study with reference to selected Business process Outsourcers in Trichy.	Indian Streams Research Journal , Vol 6, Issue 2, March 2016, ISSN:2230 -7850, Impact Factor 4.1625
18	Effectiveness of Training and development across the Banks Employees in Trichy	Golden Research Thoughts, Vol 5, Issue 9, March 2016, ISSN:2231-5063, Impact Factor 3.4052
19	Banks Service Quality, Customer Satisfaction and Constancy, A Study across customers in Tiruchirappali.	Review of Research, Vol 5, Issue 6, March 2016, ISSN:2249-894x, Impact Factor 3.1402
20	Awareness and adaptability of E-Banking services across the customers with reference to selected Banks in Chennai.	Research Direction, Vol 3, Issue 9, March 2016, ISSN:2321-5488, Impact Factor 2.1005
21	Consumer Perception Towards Branded Image of Mobile In India	Pune Research Discovery, Vol- 1, Issue 2, Aug –Oct 2016, ISSN: 2455-9202, Impact factor : 2.01
22	A Study On Work Life Balance of Employees in Life Insurance industry with Reference to Coimbatore	Pune Research World. Vol- 1, Issue 3, Sep-Nov 2016, ISSN : 2455-359x, Impact Factor :2.54
23	An Outline on Green Product Development And Its Export Marketing Environment	Pune Research Scholar, Vol 2, Issue 5, Oct - Nov 2016, ISSN : 2455-314X, Impact Factor: 2.46
24	A Pilot Study On Consumer Behaviour Towards Online Shopping	Pune Research Times, Vol 1, Issue 1, Oct-Dec 2016, ISSN 2456-0960
25	A Study on Quality Of Work life Balance of Employees With Reference To Automobile Industries in Chennai	Pune Research Discovery, Vol 1, Issue 3, ISSN 2455-9202, Impact Factor 2.01

Research Papers Published in National Journals				
S. No.	Title of the Article	Name of the journal Vol. No. & Page	International / National	ISBN/ ISSN
1	Patients' Satisfaction Towards The Hospital Services: A Study Based On The Selected Hospitals At Coimbatore,	Care Journal Of Marketing And Trade Policy, Vol:2/ PP51-59	National	ISSN:2249-2216
2	A Study On Customer Preference And Satisfaction Towards Restaurants In Dindigul Town.	International Journal Of Marketing And Trade Policy, Vol:2/PP63-71	International	ISSN:0975-6132
3	Organisational Commitment - A Key Factor For Balancing Work Life	Recent Trends In Organisational Commitment	National	ISBN 978-5067-912-8

Research Papers Published in International Conferences					
S.No	Title of the Article	Name of the Programme	Organiser	Date	ISBN/ ISSN, if any
1	Innovative Human Resource Management And Corporate Performance In The Context Of Economic Liberalization In India	Innovative Practices In Management	Paavai	31 st Dec mber 2009	ISBN:978-81-8488-942-0
2	Innovative HR Practices In Selective Paramedical Companies	Innovative Practices In Management	Paavai	31 st Dec mber 2009	ISBN:978-81-8488-942-0

Papers Published in National Conferences / Seminars				
S.No	Title of the Article	Name of the Programme	Organiser	Date
1	Impact of Foundry Units on Environment With Reference To Coimbatore.	Environment Sustainability : Challenges and Strategies.	Fathima College (Autonomous), Madurai.	Feb-11
2	Impact Of Globalization On Management Education	Global Business Environment and its Impact on Management Education.	Periyar Institute Of Management Studies, Salem.	Feb 2011.
3	Quality Of Higher Education In India	Reforms in Higher Education in Asia.	Cardamom Planters Association College, Bodinaakanur.	Mar-08
4	Mobile Commerce In Social Networking	Mobile Commerce- The Wheel of Economic Growth	St.Joseph's Institute Of Management, St.Joseph's College (Autonomous), Thanjavur.	4 th & 5 th Feb 2011
5	An Analysis On The Trends In The Share Of Revenue To Indian States From Central Taxes	Fiscal Federalism in India	Rajah Serfoji Govt College, Thanjavur.	30 th & 31 st Jan 2011.

6	Impact of Capital Flows on Economic Growth In India.	Issues of FDI in India	Bharathidasan University, Trichy.	27 th & 28 th Jan 2011.
7	Innovative Ideas And Concepts On Human Resource	Management in the Age of Innovation	Jamal Institute Of Management, Jamal Mohamed College(Autonomous), Trichy	25 th Jan 2011
8	Impact Of SHG's On Inclusive Growth; A Case Study Of Selected SHG Groups In Coimbatore.	The Role of Self-Help Groups Towards the Achievement of Inclusive Growth in Rural India	V.H.N Senthikumara Nadars College, Virudhunagar.	06 th & 7 th Jan 2011.
9	Description On Relevance Of Interest Free Banking India: A Case Of Schedule Commercial Bank.	Interest Free Financial System	Jamal Mohamed College, Trichy.	25 th Nov 2010.
10	An Analysis On Service Quality Of Commercial Banks	Business Strategies for Sustainable Growth	Karpagam College Of Engineering, Coimbatore	29 th Oct 2010
11	Financial Prospective of IT Industries.	National Level Seminar	Dhanalakshmi Srinivasan Engineering College, Perambalur.	10 th & 11 th Apr 2006

12	Globalisation and Small Scale Industries	Global Economic Crisis and Impact on Indian Economy	Pasumpon Muthu Ramalinga Thevar College, Usilampatti.	27 th & 28 th Feb 2012.
13	Marketing for Non Marketable Managers	National Level Seminar	JJ College of Engineering and Technology, Trichy.	7 th & 8 th Oct 2009.
14	Globalisation And Its Impact on Agriculture	Welfare Impact of Globalisation	Arignar Anna Government Arts College, Musiri	16 th & 17 th 2009
15	Technology Enhanced learning for enriching engineering education.	NATIONAL WORKSHOP	Indian Institute Of Technology –Madras, Indian Institute Of Information Technology And Management – Kerala And Carnegie Mellon University	5 th & 6 th JAN
16	Thinking For Design-A Conceptual And Pedagogical Tool For The Engineering Teachers.	Faculty Development Programme	TCS Sponsored Programme and Organised Pondicheery Engineering College.	12 th & 13 th Oct 2007

Events organized in leading roles

1. Number of Seminars: 5
2. Conferences: 2
3. Workshops: 3
4. Events organized: 6

Events Participated

1. Conferences:
2. Seminars:
3. Workshops:

Membership in

Professional Bodies

1. Life Member: The Indian Society for Technical Education

Academic Bodies (such as Board of Studies etc,)

1. Member of Board of Studies in M.B.A. for the affiliated colleges of Alagappa University.
2. Member of Board of Studies in M.phil. For the affiliated colleges of Alagappa University.

Resource persons in various capacities

Invited lectures and chairpersonship at national or International Conference/ seminar			
S.No	Title of lecture/ Academic Session	Title of Conference/ Seminar(Whether international /National)	Organised By
1	the global economic crisis and its impact on India	Geo financial crisis and India; a prospect analysis, national seminar.	Arignaranna government arts college, musri
2	business research strategies	Research methodology and computer applications in social sciences research, national training course.	Cardamom platers' association college, bodinaakanur.

3	service quality in research	Research methodology national level staff development program.	Sudharsan engineering college, pudukkottai.
---	-----------------------------	--	---

Recent Publications

1. Authors, (Year), "Title of the Paper", Journal / Conference Name, Publisher, Country, Volume/ Issue, page numbers. (Impact Factor: xx).

Publication in the Last Five Years:

a. Books:

(i) Authored

Books / Chapters / Monographs / Manuals			
S. No.	Title of the Book	Month, Year of Publication	ISBN / ISSN
1	Managerial Communication	Jan 2012	ISBN: 978-93-8068-614-1
2	Industrial Relations	Jun-12	ISBN: 978-93-8068-618-9
3	Managerial Economics	Aug 2013.	ISBN: 978-93-8068-680-6
4	Brand Management	Oct 2013.	ISBN: 978-93-5001-416-5
5	Human Resource Management	Nov 2013.	ISBN: 978-93-5001-422-6
6	Salesmanship & Sales Management	Dec 2013.	ISBN: 978-93-5001-424-0
7	Rural Marketing	Jan 2014.	ISBN: 978-93-5163-098-2
8	Marketing Management	Jan 2014.	ISBN: 978-93-5001-427-1
9	Retail Management	Jan 2014.	ISBN: 978-93-5001-430-1

10	Principles Of Management	Jan 2014.	ISBN: 978-93-5001-432-5
11	Management Information Systems	Jan 2014	ISBN: 978-93-8068-691-2
12	Services Marketing	Feb-14	ISBN: 978-93-5001-445-5
13	Entrepreneurship Development	Feb 2014.	ISBN: 978-93-5001-435-6
14	Organisational Behaviour	Dec 2014.	ISBN: 978-93-8065-708-0
15	Project Management	Aug 2015.	Isbn: 978-93-8065-794-3