

## **Faculty Profile of Dr. V. Ramanujam**



**Dr. V. Ramanujam**  
**Associate Professor**  
**Bharathiar School of Management and Entrepreneur**  
**Development(BSMED)**

Email:ramanujam@buc.edu.in

Phone No:0422-2428273

Mobile No:9865659293

### **Research Area**

- Finance and Accounting
- Entrepreneurship and Small Business Management
- Event Management and Services Management
- Banking and Technology

### **Education & Career**

#### **Education**

**Ph. D.**

Subject : Commerce

Institution : Madurai Kamaraj University

Affiliated University : Madurai Kamaraj University

Year of Award : 2008

**M.Phil**

Subject : Management

Institution : Madurai Kamaraj University

Affiliated University : Madurai Kamaraj University

Year of Award : April 2007

**M.B.A**

Subject : Management

Institution : Madurai Kamaraj University

Affiliated University : Madurai Kamaraj University

Year of Award : April 2006

**M.Phil.,**

Subject : Commerce

Institution : University of Madras

Affiliated University : University of Madras

Year of Award : August 2001

**M.F.C**

Subject: Finance and Control

Institution : \*\*\*\*\*, \*\*\*\*\*

Affiliated University : Madurai Kamaraj University

Year of Award : April 1999

**B.B.A**

Subject: Business Administration

Institution: \*\*\*\*\*

Affiliated University: Madurai Kamaraj University

Year of Award: April 1997

**Career****At Bharathiar University (Reverse Order)**

Associate Professor : 10.02.2018 to Till Date

Assistant Professor : 18.01.2008 to 09.02.2018

### **Past Experience**

Lecturer (T): 07.02.2006 to 14.01.2008 at Department of Management Studies, Directorate of Distance Education, Madurai Kamaraj University, Madurai – 21 Tamil Nadu

### **Awards**

### **Membership**

### **Visits**

SI No.1

**Countries Visits** : Malaysia

**Duration of Visit** : 9<sup>th</sup> -10<sup>th</sup> march 2016

**Month and Year** : March 2016

**Purpose of Visit** : International Conference

SI No.2

**Countries Visits** : Thailand

**Duration of Visit** : 7<sup>th</sup> -11<sup>th</sup> November 2016

**Month and Year** : November 2016

**Purpose of Visit** : International Conference

SI No.3

**Countries Visits** : Srilanka

**Duration of Visit** : 11<sup>th</sup> to 15<sup>th</sup> may 2017

**Month and Year** : May 2017

**Purpose of Visit** : International Conference

SI No.4

**Countries Visits** : Oman

**Duration of Visit** :19<sup>th</sup>-20<sup>th</sup> march 2018  
**Month and Year** :March 2018  
**Purpose of Visit** :International Conference

SI No.5

**Countries Visits** :Srilanka  
**Duration of Visit** :18<sup>th</sup> -20<sup>th</sup> October 2019  
**Month and Year** :October 2019  
**Purpose of Visit** :International Conference

SI No.6

**Countries Visits** : Langkawi Malaysia  
**Duration of Visit** :8<sup>th</sup> -11<sup>th</sup> May 2019  
**Month and Year** :May 2019  
**Purpose of Visit** :International Conference

## **Collaborators**

## **Others**

## **Projects**

Funded Projects(National Level)

- [Ongoing - 01](#)
- [Completed- 01](#)

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### **1. RUSA, Ministry of human resource development, Government of India**

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**Title of the project** : “E-Waste Management: An Entrepreneurial Approach for creating awareness and opportunity for college students”

**Funding Agency** : RUSA, Ministry of human resource development, Government of India

**Amount** : Rs.6,00,000/-

**Duration** : February 2020 to June 2020

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## 2. University Grants Commission

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**Title of the project :** Investment pattern among the working women managers in stock market operations with special reference to selected districts in Tamilnadu

**Funding Agency :** University Grants Commission

**Amount :** Rs.6,24,200/-

**Duration :** February 2011 to June 2013

### Consultancy Projects

- [Ongoing](#)
- [Completed](#)

### Research Guidance

- [Post-Doc](#)
- [Ph.D.](#)
- [M.Phil.](#)
- [PG](#)

### ONGOING

#### **V. Rangadithya**

Title of the thesis: Musicopreneurship

#### **solomen K Peter**

Title of the thesis: Social Media impact on Rural entrepreneurship

#### **P. Sathyanaranayana**

Title of the thesis: Bankruptcy impact on Entrepreneurial Development in India

**K. Preethi Jyotsna**

Title of the thesis: Agropreneurship

AWARDED

**G. Arivaghan**

**Title of the Thesis** : A Study on Finance Literacy among the SHG Members with reference to Coimbatore District

**Year of Award:**May 2014

**T.Mahendren**

**Title of the Thesis** : A study on Organizational Climate on Professional and Non- Professional Colleges in Bangalore

**Year of Award:**February 2016

**U.Homiga**

**Title of the Thesis** : A study on Credit Management among the Self- Help Groups with reference to Mysore district, Karnataka state

**Year of Award:**May 2015

**B.Selvaveerakumar**

**Title of the Thesis** : Investors' Behaviour in Mutual Funds Market at Madurai District

**Year of Award:**December 2015

**Blossom Christina**

**Title of the Thesis** : A Study on Women Entrepreneurships in Omen of Sultanate

**Year of Award:**February 2016

**A.Bhuvaneswari**

**Title of the Thesis** : Gender Difference in the Behaviour of Mutual Fund Investment at Coimbatore District

**Year of Award:**July 2016

**P.Sreekumar**

**Title of the Thesis** : Service Quality and Customer Satisfaction in Mobile Phone Network in Kerala

**Year of Award:**July 2016

**Vijayakumaran**

**Title of the Thesis** : A study on Rural Consumer Behaviour on FMCG

Product with reference to Selected Districts in Tamil Nadu

**Year of Award:**October 2016

**G.Ramkumar**

**Title of the Thesis :** A study on Investment Behaviour among Information Technology Professionals in Coimbatore

**Year of Award:**October 2016

**Mohanraj**

**Title of the Thesis :** A study on antecedents of entrepreneurial performance in erode district

**Year of Award:**October 2015

**Santhoshrupa**

**Title of the Thesis :** A study on effective credit utilization among self-help group members with reference to Tumkur Districk, Karnataka

**Year of Award:**June 2015

**Leela**

**Title of the Thesis :** Women investors' behaviour among the selected high income group in Coimbatore District

**Year of Award:**November 2016

**T. Chelladurai**

**Title of the Thesis :**Impact of lead bank finance to micro ,small and medium enterprises in Tirunelveli district of Tamil Nadu

**Year of Award:**March 2019

**K.ArunVidhya**

**Title of the Thesis :**Impact of Entrepreneurial Characteristics on Career success among generation X and Y entrepreneurs with in Micro, Small and Medium Enterprises"

**Yearof Award:**May 2019

**M.Rani**

**Title of the Thesis :** "Impact of Work Stress on Employee's job Performance among the Managerial Executives in Selected Service Sector".

**Year of Award:**July 2018

**Emil Ruban**

**Title of the Thesis :** "Impact Of Investment Literacy On The Financial

Wellness Among The Non Resident Indians”

**Year of Award:**October 2018

**Ammaniammal**

**Title of the Thesis :** Entrepreneurial Competencies impact on business success in Micro, Small and Medium Enterprises

**Year of Award:** December 2018

**Dhanyamol**

**Title of the Thesis :** financial service marketing programmes impact on financial inclusion among scheduled tribes in Kerala

**Year of Award:**October 2019

**Jayanth Kumar Sahu**

**Title of the Thesis :** Evolving effective leadership development strategies for Indian defence forces

**Year of Award:**December 2019

**Parthiban.P**

**Title of the Thesis :** Online Marketing Behavior: Implementation And Effectiveness Of Service Quality - A Marketers' Perspective

**Year of Award:** January 2020

**V. R. Dhanyamol**

**Title of the thesis:** Financial services marketing programmes impact on financial inclusion among scheduled tribes in kerala

**Year of Award:** October 2020

**Jayanta Kumar**

**Title of the thesis:** Evolving effective leadership development strategies for Indian Defence forces

**Year of award:** October 2020

**Aiswarya .E**

**Title of the Thesis :** Antecedents Of Financial Intelligence And Its Impact On Financial Stress Among The Managerial Executives In Selected Sectors Of Tamil Nadu

**Year of Award:** January 2021

ONGOING



## AWARDED

### **Uthra**

**Title of the Thesis :** A Study on Customer Attitude towards the Consumer Loans Offered by Private and Public Sector Banks at Coimbatore District

**Year of Award:** July 2011

### **Arulselvi**

**Title of the Thesis :** A Study on Micro Credit Utilization among SHG Members with reference to Namakkal District

**Year of Award:** February 2013

### **Chitradevi**

**Title of the Thesis :** A Study on Investment Patter among the Salaried and Business People With Reference to Coimbatore District

**Year of Award:** April 2013

### **Arunvidya**

**Title of the Thesis :** A Study on Critical Success Factor among the MSMEs with reference to Coimbatore

**Year of Award:** April 2014

### **Subshini**

**Title of the Thesis :** A Study on Exploring the Attitude of Employees and Strategies adopted towards Managing Diversity with reference to IT Companies in Coimbatore

**Year of Award:** April 2015

### **Sukumar**

**Title of the Thesis :** A Study on Borrowers Behaviours and Credit Repayment Performance among the Selected Private Banks at Coimbatore

**Year of Award:** February 2016

### **Murugesh**

**Title of the Thesis :** A study on borrowers beheaviour and repayment performance of MSMEs at Virdhunagar district

**Year of Award:** July 2017

**Priyanka**

**Title of the Thesis :** An analysis of Gold price fluctuations and forecasting in spot market in india

**Year of Award:** March 2018

**Ramya.D**

**Title of the Thesis :** A study on employee satisfaction index among selected private sector banks in Coimbatore district

**Year of Award:** February 2019

**M.S.Hazina Begum**

**Title of the Thesis :** Leadership traits and skills impact on effective performance of self help group

**Year of Award:** April 2019

**Poornima V Gopal**

**Title of the Thesis :** Impact of Psychological traps and personality traits on ethical leadership behaviour

**Year of Award:** May 2019

ONGOING

AWARDED

**Research Publication**

- [International](#)
- [National](#)
- [Patents](#)
- [Conferences](#)
- [Books/Chapters](#)
- [Database](#)

2019

**1. Title:** Does individual and organizational learning influence the entrepreneurial success?

**Name of the Authors:** Dr. V. Ramanujam & Dr. T. Viswanathan

**Journal name:** International Journal Human Resource Management and Research

**2. Title:** Aspects Of Emotional Intelligence On Effective Leadership: An Empirical Study On

The Indian Armed Forces

**Name of the Authors:** J. K. Sahu & Dr. V Ramanujam

**Journal name:** International Journal of Research in Humanities, Arts and Literature

**3. Title:** Ethics, Moral and Values in the context of Military Leadership for Gen-Y: An Indian Armed Forces

**Name of the Authors:** J. K. Sahu & Dr. V Ramanujam

**Journal name:** Perspective, International Journal of Management Studies

**4. Title:** Triguna Philosophy: An Armed Forces Perspective

**Name of the Authors:** J. K. Sahu & Dr. V Ramanujam

**Journal name:** IMPACT: International Journal of Research in Humanities, Arts and Literature

**5. Title:** A study on the lending relationship on repayment performance of MSMEs

loan borrowers in Micro, Small and Medium Enterprises of Virudhunagar District

**Name of the Authors:** Dr. V. Ramanujam & Murugesh

**Journal name:** International Journal for research in engineering application and Management

**6. Title:** Assessing on the level of financial inclusion on scheduled tribes towards

banking service programme

**Name of the Authors:** Dr. V. Ramanujam & Dhanyamol V R

**Journal name:** Impact: International Journal Of Research In Humanities,

**7. Title:** Entrepreneurial Competencies Impact on Business Success: The Moderating

Role of Business Environment Factors

**Name of the Authors:** Dr. V. Ramanujam, Dr. T. Viswanathan, & K Ammaniammal

**Journal name:** International Journal of Engineering, Applied and Management

Sciences Paradigms (IJEAM)

2018

**1. Title:** Factors influencing the work stress among the Managerial executives in service sector

**Name of the Authors:** Dr. V. Ramanujam & M. Rani

**Journal name:** International Journal of Business, Management And allied sciences

**2. Title:** Analysis of Relationship between Work Stress and Employee Performance among

Managerial Executives in Service Sector

**Name of the Authors:** Dr. V. Ramanujam & M. Rani

**Journal name:** International Journal of Creative Research Thoughts

**3. Title:** Analysis of relationship between socio-economic variables Towards the selection of investment avenues among the Information technology managerial executives

**Name of the Authors:** Dr. V. Ramanujam & J. Emil Ruban

**Journal name:** Shanlax International Journal Of Management

**4. Title:** Study on identify the variable measurement of investor behaviour analysis

**Name of the Authors:** Dr. V. Ramanujam & J. Emil Ruban

**Journal name:** Shanlax International Journal of Commerce

**5. Title:** Does Investment Awareness Have Effect On Decision Making Among

The Information Technology Professionals?

**Name of the Authors:** Dr. V. Ramanujam

**Journal name:** International Journal of Business and Management  
Invention

**6. Title:** Role of Tribalism in Cultural development with special reference to Kerala

**Name of the Authors:** Dr. V. Ramanujam & Dhanyamol. V. R

**Journal name:** International Journal of Pure and Applied Mathematics

2017

**1. Title:** Impact of lending relationship on the credit repayment performance among Micro,

Small and Medium Enterprise in Tamil Nadu

**Name of the Authors:** Dr.V. Ramanujam & K. Arun Vidya

**Journal name:** IOSR Journal of Business and Management

**2. Title:** A study on the credit repayment behavior of borrowers

**Name of the Authors:** Dr.V. Ramanujam & K. Arun Vidya

**Journal name:** International Research journal of business and management

2016

**1. Title:** Growth and performance of Micro. Small and Medium Enterprises in India

**Name of the Authors:** Dr. V.Ramanujam & Mr. S.Murgesh

**Journal name:** Shanlax International Journal Of Management

**2. Title:** A study on investment literacy towards investment decision making behavior of working women

**Name of the Authors:** Dr. V. Ramanujam & Mrs. Leela

**Journal name:** International journal in management and social science

2015

**1. Title:** A study on behavioral attitude towards investment decisions with reference to women investors in Coimbatore city

**Name of the Authors:** Dr. V. Ramanujam & G. Ramkumar

**Journal name:** European Journal of Commerce and Management Research

**2. Title:** Growth and Performance of Indian mutual fund industry during the past decades

**Name of the Authors:** Dr. V.Ramanujam & Mrs. A. Bhuvaneshwari

**Journal name:** International of Advance Research in Computer Science and Management Studies

**3. Title:** Exploring the attitude and strategies adopted towards managing diversity among

the information technologies employees in Coimbatore

**Name of the Authors:** Dr. V.Ramanujam

**Journal name:** LEADER- International Journal of Business Management

**4. Title:** Factors influencing impact of bank finances of micro, small and medium enterprises with reference to Tirunelveli district

**Name of the Authors:** Dr. V.Ramanujam & Mr. T. Chelladurai

**Journal name:** International Journal of Business Administration Research Review

**5. Title:** Performance Of Lead Bank And Its Credit Plan To Micro, Small And Medium Enterprises(MSMES's) In Tirunelveli District

**Name of the Authors:** Dr. V.Ramanujam & Mr T. Chelladurai

**Journal name:** Shanlax International Journal Of Management

**6. Title:** Entrepreneurial performance and its linkage with its antecedents in Erode district

**Name of the Authors:** Dr. V.Ramanujam & Mr. Mohanraj

**Journal name:** International journal of management and social science research review

**7. Title:** Antecedents of Entrepreneurial Performance of Erode District

**Name of the Authors:** Dr. V.Ramanujam & Mr. Mohanraj

**Journal name:** Shanlax International Journal Of Management,

2014

**1. Title:** Factors affecting the movement of stock market: Evidence from India

**Name of the Authors:** Dr. V. Ramanujam & Mrs. Leela

**Journal name:** International journal of management and Development Studies

**2. Title:** A review and conceptual framework of analyst' buy recommendations

**Name of the Authors:** Dr. V. Ramanujam & Mrs. Leela

**Journal name:** Akshaya International journal of management

**3. Title:** A study on factors influencing among the mutual fund investors with reference to Madurai district

**Name of the Authors:** Dr. V. Ramanujam & Mr. B. Selvaveerakumar

**Journal name:** Shanlax international journal of management

**4. Title:** A study on impact of critical characteristic on the career success of micro small medium

enterprises entrepreneurs

**Name of the Authors:** Dr.V. Ramanujam & K. Arun Vidya

**Journal name:** International journal of business and administration research review

**5. Title:** A study on performance of self help group in Mysore District

**Name of the Authors:** Dr. V. Ramanujam & Mrs. U. Homgia

**Journal name:** International journal of Business and Administration Research Review

2013

**1. Title:** A study on service quality and customer satisfaction in mobile phone services,

**Name of the Authors:** Mr. P. Sreekumar & Dr. V. Ramanujam

**Journal name:** Management today International journal of management studies

**2. Title:** Study on socio economic profile and consumer behaviour of respondents from

selected districts of rural Kerala with reference to Fast moving consumer goods

**Name of the Authors:** K. Vijaykumar & Dr. V. Ramanujam

**Journal name:** Pezzottaite Journals: international journal of retailing and rural business perspectives

**3. Title:** Digital marketing

**Name of the Authors:** K. Vijaykumar & Dr. V. Ramanujam

**Journal name:** International forum of researchers students and

2012

**1. Title:** A study on customer Satisfaction in Mobile Phone Services in Kerala using SERBQUAL Model

**Name of the Authors:** Mr. P. Sreekumar & Dr. V. Ramanujam,

**Journal name:** Erudition: The Albertian journal of management

**2. Title:** An empirical study on the investment behavior and investment decision making related to the financial situation of women investor with special reference to selected cities in Tamil Nadu,

**Name of the Authors:** Dr. V. Ramanujam & Mr. G. Ramkumar

**Journal name:** International journal of management research and review

**3. Title:** An empirical analysis on preferred investment avenues among young and

experienced women investors with reference to Coimbatore

**Name of the Authors:** Dr. V. Ramanujam & Mr. G. Ramkumar

**Journal name:** International journal of business and general management

2011

**1. Title:** Factors determining bank literacy among the members of self help group- bank linkage

model in Coimbatore district

**Name of the Authors:** Dr. V. Ramanujam & Mr. G. Arivazhagan

**Journal name:** International journal of management research and review

2010

**1. Title:** SWOT Analysis of Women Entrepreneurship with reference to Coimbatore

**Name of the Authors:** Dr.V.Ramanujam

**Journal name:** Prabandhan: Indian Journal of Management

**2. Title:** A study on working women and their empowerment for domestic decision making

**Name of the Authors:** Dr.V.Ramanujam & Dr.S.Mahalingam

**Journal name:** GIM Journal of Management Research



**3. Title:** Omani Women Entrepreneurship and SMEs in Oman Challenges and Opportunities,

**Name of the Authors:** Mrs. Blossom Christina Roque & Dr. V. Ramanujam

**Journal name:** International Journal of Management, "The Great Management Guru"

SWOT Analysis of Women Entrepreneurship with reference to Coimbatore

Dr. V. Ramanujam

Prabandhan: Indian Journal of Management

Impact of knowledge management on development of IT organization in Bangalore city

Dr. V. Ramanujam

JK journal of Management and Research

Image analysis of Multi specialty private hospital services in Coimbatore

Dr. V. Ramanujam

RVS Journal of Management

A study on working women and their empowerment for domestic decision making

Dr. V. Ramanujam & Dr. S. Mahalingam

GIM Journal of Management Research

Customer experience and perception on the CRM practices of some public sector banks with reference to Coimbatore district, Tamil Nadu

Dr. V. Ramanujam

Drishtiknon: A Management journal

Factors determining bank literacy among the members of self help group- bank linkage model in Coimbatore district

Dr. V. Ramanujam & Mr. G. Arivazhagan

International journal of management research and review

A study on customer Satisfaction in Mobile Phone Services in Kerala using SERBQUAL Model

Mr. P. Sreekumar & Dr. V. Ramanujam,

Erudition: The Albertian journal of management

Analysis of resource mobilization with reference to Indian Mutual Fund industry during the period from 2000-01 to 2010-11

Dr. V. Ramanujam & Ms. A. Bhuvaneswari

Journal of Commerce and Management Research

Investment portfolio of working women manager investors in stock market operations

Dr. V. Ramanujam & Mr. G. Ramkumar

Journal of research, extension and development

A study on service quality and customer satisfaction in mobile phone services

Mr. P. Sreekumar & Dr. V. Ramanujam

Management today International journal of management studies

Risk attitude and personality traits among working women managers in stock market operation with special reference to selected districts in Tamilnadu,;

Dr. V. Ramanujam & Mr. G. Ramkumar

Paripex- Indian journal of research

Application of SPSS in marketing research – A review of statistical tests for comparing groups

Mr. P. Sreekumar & Dr. V. Ramanujam

Nehru journal of Management and Research

A review and conceptual framework of analyst' buy recommendations

Dr. V. Ramanujam & Mrs. Leela

Akshaya International journal of management

The effect of Macro-economic variables on stock prices in emerging stock market: Empirical evidence from India,

Dr. V. Ramanujam & Mrs. Leela

Indian Journal of Applied Research

A study on preference of investment avenues among women investors,

Dr. V. Ramanujam & Mrs. Leela

KVIM journal of Management

Personality traits impact on financial inclusion among scheduled tribes in Kerala

Dr. V. Ramanujam & Dhanyamol. V. R

PARIPEX - INDIAN JOURNAL OF RESEARCH

Impact of tribal tourism on tribal development with special reference to tribal communities of Kerala

Dr. V. Ramanujam & Dhanyamol V R

An multidisciplinary quarterly research journal

A conceptual study on financial assistance among tribal entrepreneurs in Kerala,

Dr. V. Ramanujam & Dhanyamol V R

An multidisciplinary quarterly research journal

## **Books**

### **International Publishers**

1. A study on borrowers behaviour and repayment performance of MSMEs at Virudhunagar district

V Ramanujam

LAMBERT academic publishing International, 2017

### **National Publishers**

1. Management Accounting (Distance Education Course Material for MBA)

V Ramanujam

Tamil Nadu Sports and physical Education university, Chennai  
2018

2. Financial and Management Accounting Distance Education Course Material for BBA)

V Ramanujam

Tamil Nadu Sports and physical Education university, Chennai  
2018

Alumini Reflections: