

Dr. J. Ashokkumar

<p>Assistant Professor Department of Management, Central University of Tamil Nadu, Thiruvvarur.</p> <p>Tamil Nadu, South India, India.</p> <p>Mobile: (+91) 8610473993 ashokkumarj@cutn.ac.in</p>		<p>107, Chidamparam Nagar 1st Street, EB colony Thiruvvarur.</p> <p>Tamil Nadu, South India, India.</p> <p>Mobile: (+91) 9626912356 aldu.aim@gmail.com</p>
--	---	--

About

Lieutenant. Dr. J. Ashokkumar is an Assistant Professor, Department of Management, Central University of Tamil Nadu. He received doctorate degree from Alagappa University. He has 10 years of rich experience in teaching and 12 years of research experience in the area of Management. He is a vivid learner and data science enthusiast. His area of specialization includes Digital Marketing, Operations and International Business. He was a UGC - Senior Research Fellow. He has published more than 20 papers in both National and International Journals. He has commissioned as officer and got the rank of Lieutenant in Indian Army (NCC - SD) on 31st Aug'2019 and has completed NCC - SD Refreshers Course on 12th July 2022 for the next rank 'Captain'.

Educational Qualification

1. Completed **Doctor of Philosophy in Management** from Alagappa University, Karaikudi, in March 2014.
2. Completed **Master of Business Administration** (Marketing and Human Resources) from Alagappa University, Karaikudi, in March 2017. (First Class).
3. Completed **Master of Business Administration** (International Business and E Commerce) from Alagappa University, Karaikudi, in March 2010. (First Class and Rank Holder)
4. Completed **Bachelor of Engineering** (Electronics and Communication) from Anna University, Chennai, in March 2008. (First Class).

Work Experience

- ❖ Working as Assistant Professor at Department of management, Central University of Tamil Nadu, Thiruvavur Since 30th November 2017.
- ❖ Worked as Assistant Professor at School of Management, Kristu Jayanti College, Bangalore- 77 8th June 2016 to 28th November 2017.
- ❖ Worked as Assistant professor at Department of Management, Acharya Institute of Graduate Studies, Bangalore- 107 from 4th June 2014 to 30th May 2016.
- ❖ Worked as Faculty Associate at Alagappa Institute of Management, Alagappa University, Karaikudi from 4th July, 2013 to 30th April 2014.
- ❖ Worked as Senior Research Fellow in Alagappa Institute of Management, Alagappa University, Karaikudi. From 12th June 2013 to 1st July, 2013.
- ❖ Worked as Junior Research Fellow in Alagappa Institute of Management, Alagappa University, Karaikudi. From 12th June 2011 to 11th June 2013.

Subjects Handled

- Operational Research
- Quantitative Techniques for Management
- Production Management
- Business Data Analysis
- Business Statistics
- Logistics and Supply Chain Management
- Lean and Six Sigma Management
- B2B Marketing
- Manufacturing Information System
- Export and Import Management
- Foreign Exchange Management
- International Financial Management
- E- commerce
- Management Information Systems

Academic Achievements

❖ Papers presented

International Level

- ◆ Presented a paper titled “**Aftermath of COVID 19 & its impact on health insurance sector in India**” in International seminar on 27th September, 2022 at Assam University, Silchar.

- ◆ Presented a paper titled **“A Study on The Consumers Intention To Purchase Through Social Media Marketplace – A Pilot Study”** at the ICSSR Sponsored two day online international conference on sustainable environmental management (ICSEM 2022) – 25th and 26th March 2022 at Alagappa University, Karaikudi
- ◆ Presented a paper on **“Benefits of Social Media in E Education”** in the International Virtual Conference at Department of Management on 16-17 December 2020, Central University of Tamil Nadu, Thiruvarur
- ◆ Presented paper on **“Brexit on global economy”** in the international conference at Kristu Jayanti College, Bangalore April 28 and 29, 2017.
- ◆ Presented paper on **“FOREX Market in India”** in the international conference at Kristu Jayanti College, Bangalore April 28 and 29, 2017.
- ◆ Presented paper on **“Human Dimensions in Green Marketing As a tool for CSR”** in the international conference at Apeejay School of Management, New Delhi on November 2015
- ◆ Presented a paper on **“Opportunities and Challenges in Mobile Application for Entrepreneurship”** in International Conference on 7th and 8th Aug 2014 conducted by Alagappa University, Karaikudi.
- ◆ Presented a paper on **“Entrepreneurial Opportunities in Click Business”** in International Conference on 7th and 8th Aug 2014 conducted by Alagappa University, Karaikudi.
- ◆ Presented paper on **“Qualities of work life balance in software Companies”** in the international conference on 21.09.2013 at Sri Sradha Niketen College For women, Karaikudi.
- ◆ Presented paper on **“Students Attitude towards online shopping”** in the international conference on 13th and 14th December 2012 at Research Department of Economics, Thanjavur.
- ◆ Presented paper on **“Sustainable Development in E – Commerce Through Digital Rights Managements (DRM)”** in the international conference on 18th September, 2012. at Vellalar college for women, Erode.
- ◆ Presented paper on **“Emerging Trends of Green Marketing (An Indian Perspective)”** in the international conference on 17th September, 2012 at P.K.R Arts college for women, Gobichittipalayam.

- ◆ Presented a paper on **“A New- Fangled marketing Strategy for enhancing E-commerce”** in International Conference on 24-26th March 2011 conducted by Alagappa University, Karaikudi.
- ◆ Paper presented on **“Application of natural language processing (NLP) Techniques in E-Governance”** in international conference on 28th and 29th December, 2009 conducted by Anamai University, Chidamparam.

National Level

- ◆ Presented a paper titled **“Problems and Prospects of Pilgrimage tourism in KDR”** at the ICSSR Sponsored Two Days National Seminar on “Pilgrimage tourism in Kaveri Delta Region”- 2nd and 3rd November 2022 at Central University of Tamil Nadu, Thiruvarur.
- ◆ Presented a paper titled **“Exploring The Temple Town of Thiruvarur: The History and Cultural Heritage”** at the ICHR Sponsored Two Days National Seminar on “Understanding The Cultural Heritage of Tamil Nadu; Focus On Thiruvarur Region” – 17th and 18th March 2022 at Central University of Tamil Nadu, Thiruvarur.
- ◆ Presented a paper on **“Recent trends in Digital Economy in India”** in the national Conference on 5th and 6th March 2020 at SG Govt Degree & PG College, Piler, AP.
- ◆ Presented a paper on **“Youth Empowerment through Entrepreneurship Education in Tamil Nadu ”** in the national Conference on 21st and 22nd of Feb’ 2019 at Alagappa Institute of Management, Alagappa University, Karaikudi.
- ◆ Presented a paper on **“Green Marketing as a tool for CSR”** in the national Conference on 26th & 27th of march 2018 at Alagappa Institute of Management, Alagappa University, Karaikudi.
- ◆ Presented a paper on **“Effect of demonetization on E- Commerce in India”** in the national level seminar on 28th Feb’ 2017, Ananda College, Devakottai.
- ◆ Presented a paper on **“Work Based Learning – To Meet Corporate Expectations and Betterment of Employment Opportunities “**in the national conference on 5th April 2016 at M.S. Ramaiah College of Arts and Science, Bangalore

- ◆ Presented a paper on **“Role of Teachers in Academic Administration”** in the national seminar on 29th September 2015 at Government Ramnarayan Chellaram College of Commerce & Management, Bangalore.
- ◆ Presented a paper on **“Women Empowerment Through ICT”** in the national Conference on 17th September 2012 at Department of Women’s Studies, Alagappa University, Karaikudi.
- ◆ Presented a paper on **“Knowledge of Higher Education”** in the national Seminar on 3rd January 2012 at Department of Education, Alagappa University, Karaikudi.
- ◆ Presented a paper on **“Mobile Application: A key for Entrepreneurial Enhancement”** in the National conference on 9th and 10th March 2012 at Alagappa Institute of Management, Alagappa University Karaikudi
- ◆ Presented a paper entitled **“changing phase in rural marketing through information and communication technologies”** in National Conference on 17th and 18th December 2011 conducted by Gandhigram rural institute, Deemed University.
- ◆ Presented a paper on **“Corporate Social Responsibility for sustainability of Business Growth”** in National Seminar on 23- 24, Feb’, 2011 Conducted by Gandhigram Rural Institute- Deemed University.
- ◆ Presented a paper on **Social implications of E- commerce** in National Seminar on February 17-18, 2011 conducted by Gandhigram rural institute, Deemed University.
- ◆ Presented a paper on **“Impact of Globalization on Employment in India** in National Seminar on February 17-18, 2011 conducted by Gandhigram rural institute , Deemed University.
- ◆ Presented a paper on **“Real Time Monitoring system Using GEOSS”** in National Level Technical Symposium on 03.03.2008 conducted by venteshwara engineering college , Chennai.
- ◆ Presented a paper on **“Water Marking for Digital Image using wavelet transformation”** in National Level Technical Symposium on 29.09.06 conducted by Ganadipathy Tulsi’s Jain Engineering college, Kaniyampadi, Vellore.

Book Publication

1. Published the book Entitled “**Customer Relationship Management**” Published by **KY Publications in February 2021.**

Project undertaken

1. Co- Investigator of DST- SEED Project Entitled “**Capacity Building and promoting good husbandry practices among livestock farmers for the livelihood, sustainable livestock production and upholding public health**” at a total cost of **Rs. 71,35,828. From 2021 to 2024.**

Articles / Research Paper Published in Refereed Journals

Sl. No.	Title of Article/ Paper	Journal	Year/Month Vol. no and Page No/	ISSN
1	Social media influencer’s influence on travel decisions with respect to kaveri delta region	Journal of Management and Science	Vol 13, Issue 1, Page No 194-199. April 2023	2250-1819
2	Consumer behavior and potential Niche marketing of food industry during COVID 19 pandemic	Empirical Economic Letters (C category in ABDC)	Vol. No 21, Special Issue 3, Page No 321-337, January 2023	1681-8997
3.	Key drivers of purchase intention among students: A perspective of shopping using social media.	World journal of management and Economics (C category in ABDC)	Vol.15, Issue 12, Page No 41-57, December 2022	1819-8643
4	The Road To An Electric Vehicle Future Still Has A Few Potholes, But These Challenges Can Be Fixed	Journal of Fundamental & Comparative Research	Vol. VIII, No. 1(XVI), Page No 119-121 June 2022	ISSN: 2277-7067
5	Effect of organizational healthcare management programs on	International Journal of Pharma and Bio Sciences	April 2022,Page No. 11	ISSN 0975-6299

	employees' health status			
6	A study on the social media application in sports Injury prevention	International Journal of Pharma and Bio Sciences	April 2022,Page 25	ISSN 0975-6299
7	Predicting Intention To Choose E-Shopping Using Theory Of Reasoned Action Subjective To Covid 19 Pandemic	Academy of marketing Studies Journal (B Category in ABDC)	Volume 25, Issue 4, Page No 1-15 April 2021	E-ISSN: 1528-2678-25-4-432 P-ISSN:1095-6298-25-4-432
8	Implementation of 5 S Model from Corporate to Educational Institutions	International Journal of Science and Research (IJSR)	Volume 10, Issue 10, Page No. 1247-1250 October, 2021	2319-7064
9	Human Dimension in Green Marketing As a tool for CSR	Shanlax International journal of Management	Vol No. 5., Issue 3.,Page No. 179-184, March 2018.	2321-4621
10	Union Budget 2017-18: An Analysis	Shanlax International journal of commerce	Vol No. 6, Page No. 01-05, Feb' 2018.	2320-4168
11	Demonetization is not a mother of Digital Transaction in India	International Research Journal of Commerce & Law.	Vol No. 1, page No. 137-143, Sep, 2017.	2349-705X
12	Green Marketing: A key factor for CSR	International Research Journal of Commerce & Law.	Vol No. 1, page No. 71-76, Sep, 2017.	2349-705X
13	Factor Influencing the Adoption and usage of Online shopping,	International Research Journal of science and IT Management,	Vol No.4 issue 7, Page No 23-38, May 2015.	2251- 1563
14	Security Challenges to the growth of E-commerce	Business and Economics facts for You	Page No. 33-36, August 2013	0970-2652
15	Conflicting consumer myth on security and	International Journal of Management and	Volume no. 2, Issue no. 5, Page	2320-0685

	privacy in E-Commerce	Development Studies	No 19-28, May 2013,	
16	Mobile Application : A Key for Entrepreneurial Enhancement	Global Research Analysis	Vol.2 Issue 5,PP. 62-65, May 2013,	2277-8160
17	Electronic Commerce: its impact on society	Business and Economics Facts for You	Page No: 40-42, April 2013	0970-2652
18	Student's attitude towards On-line shopping	International Journal of Applied Management Research	Vol No.5. Page no: 210 – 213, Jan' 2013	0974-8709
19	Sustainable Development in E-Commerce through Digital Rights Management	International Journal of Applied Services Marketing Perspectives	Vol No. 1, Page no 167- 169, 1 Dec' 2012.	2279-0977
20	Emerging trends of Green Marketing: An Indian Perspective'	Academic Research Journal of Social science Humanities	Vol No.1, Issue 5, Page No: 41 – 49, November 2012.	2278-859X
21	Women Empowerment through ICT	International Journal of Social Science Tomorrow	Vol. 1 No. 8, Page No. 1-4, October 2012.	2277-6168
22	Big 'C'	" Kisan world" Journal of Agriculture and Rural Management	Vol no. 39, Page No: 58 – 62, August 2012.	0971-9229
23	Future Trends in Mobile Commerce: Service Offerings, Technological Advances and Security Challenges	International Journals Research Journal of Science & IT Management	Vol No1, Page No: 1 – 6, June 2012.	2251-1563
24	Application of National Language Processing(NLP) Techniques in E-Governance	International Journals Research Journal of Social Science & Management	Vol No. 1, Page No: 13 – 18, November 2011.	2251-1571

❖ **Orientation Course, Refresher Course, Pre Commissioned Course Attended**

- ◆ Participated in the UGC – Sponsored online refresher Course in Business Studies from 02.09.2022 to 14.09.2022 at UGC – HRDC, Aligarh Muslim University, Aligarh.
- ◆ Participated in NCC - SD Refreshers Course on 12th July 2022 for the next rank ‘Captain’.
- ◆ Participated in the UGC – Sponsored online refresher Course in Business Studies from 11.12.2020 to 24.12.2020 at UGC- HRDC, Bharathidasan University, Tiruchirappalli.
- ◆ Participated in the UGC – Sponsored 108th Orientation programme (Batch II) from 12.11.2019 to 02.12.2019, Bharathidasan University, Tiruchirappalli.
- ◆ Participated, commissioned as an officer and received the rank Lieutenant in PRCN, NCC – SD (ARMY) from 4th June 2019 to 31st August 2019 at OTA, Kamptee, Nagpur.
- ◆ Participated in the NSS Orientation Course from 08.02.2018 to 14.02.2018 at Empaneled Training Institution Madras School of Social work, Chennai.

❖ **Workshops Attended**

- ◆ Two weeks Capacity Building Programme on **Balancing Empirical with Qualitative ways of knowing: Mixed Method Research (MMR) Approaches for Social Scientists on 13-24, 2019** Organised by School of communication at Central University of Tamil Nadu, Thiruvarur.
- ◆ One week “**Training of Trainers on Life skills**” organized by RGNID in collaboration with CLSE, **From 16 .06.2016 to 21.06.2016.**
- ◆ National Workshop on **Avenues in Corporate Sector& Academic Fortune (CS&AF) on 12th March 2015**, Organized by Department of Commerce, SRM University, Chennai.
- ◆ Faculty Development Program on “**Small Business Management**” on **March 14-15, 2014** organized by Alagappa Institute of management, Alagappa University , Karaikudi

- ◆ Faculty Development Program on **“Diversity in Teaching” on March 7-8 2014** organized by Alagappa Institute of management, Alagappa University, Karaikudi
- ◆ International workshop on **“Enhancing the Quality of Social Science Research” on 24th and 2th February 2014**, organized by Alagappa University , Karaikudi
- ◆ Workshop on **“Innovative and Creative Approaches for sustainable Development of India” on 30th April 2013**, organized by Alagappa University, Karaikudi.
- ◆ ICSSR Sponsored **10- Day RESEARCH METHODOLOGY COURSE (RMC), from 5th June to 15th June, 2013**, Organised by Alagappa University, Karaikudi
- ◆ Management Development Program on **Multivariate Data Analysis on June 04-09,2012**, Organised by Indian Institute of Technology Kharagpur, India.
- ◆ Workshop on **Personality Enhancement on 03 Feb’, 2011**, organized by Alagappa University ,Karaikudi.
- ◆ Faculty Development Program on **Art of writing thesis and Research Papers on 4th and 5th August 2011**, conducted by Sathiyabama University, Chennai.
- ◆ Faculty Development Program on **Entrepreneurship Development from 05.04.2011 to 19.04.2011**, conducted by NI-MSME, Hyderabad.

Guest lecturer Delivered / Resource Person

Sr. No.	Title	Name of the Event	Date and Year	Organiser/ Institute
1	Chief Guest	National level conference on buy the fact sell the rumor	02.03.2023	Syed Hameedha Arts and Science College
2	Resource Person	In- service teacher Training Program	05.05.2022	Govt Arts College, kumbakonam
3	Resource Person	Seminar on PS for Career Development	13.04.2022	Mary Matha College Periya kulam
4	Resource Person	Capacity Building Programme	25.03.2022	Bharat College of Education
5	Chief guest	Symposium of Science Wonders	14.03.2022	Bharat College of Education
6	Resource Person	Webinar on “Education, Finance, Marketing Challenges & Threats in Digital Era”	27.10.2021	Arul Anandar College, Madurai
7	Guest Speaker	Orientation Program on topic “Industry Expectations & Students Preparedness”	22.10.2021	P.S.R Engineering College, Chennai
8	Delegate	Transformation of Technology in Higher Education	27.04.2021	Central University of Tamil Nadu
9	Resource Person	Faculty Development Program on Entrepreneurship	10.03.2021	Mannar Thirumalai Naicker College, Madurai.
10	Resource Person	“NSS Webinar Series” by National Service Scheme units of Central University of Tamil Nadu	16.02.2021	Central University of Tamil Nadu
11	Delegate	Sustainability of E-Education as a close Alternative to Traditional Education	17.12.2020	Central University of Tamil Nadu

12	Resource Person	Short term training programme on “Interpersonal Skills of Best Behavioral Teachers -Series III”	22.12.2020	P.S.R Engineering college, Sivakasi
13	Resource Person	Short term training programme on “Interpersonal Skills of Best Behavioral Teachers”	24.09.2020	P.S.R Engineering college, Sivakasi
14	Speaker	Webinar on “The Crisis with Opportunities: COVID-19 and E-Commerce	10.06.2020	P.S.R Engineering college, Sivakasi
15	Recourse person	“Impact of Covid 19 on indian Economy	11.08.2020	Central University of Tamil Nadu
16	Delegate	Seminar on “Digital Economy in India: Trends, Prospects and Challenges”	05.06.2020	S.G.Govt. Degree & PG College, Piler
17	Rapporteur	National Seminar on “Artificial Intelligence and Robotics in Business and Employment: Opportunities and Challenges”	28.02.2020	Acharya Institute of Graduate Studies, Karnataka
18	Speaker	Guest Lecture on “Life Skill Management”	27.08.2020	Acharya Institute of Graduate Studies, Karnataka
19	Resource Person	Seminar on “Advertising and Marketing in Current Business Era”	31.08.2018	Tirunelveli Dakshina Mara Nadar Sangam College
20	Resource Person	Orientation Programme on “Decision Making”	26.7.2018	Central University of Tamil Nadu
21	Resource Person	MSME cluster	24.04.2018	Selvies Hotel, Thiruvapur
22	Delegate	National Conference on Sustainable Green Business (NCSGB 2018)	26.03.2018	Alagappa University, Karaikudi
23	Chief Guest and Resource Person	One-day national level seminar on “paradigm shift in Indian economy hopes and challenges” 2017	21.02.2018	Ananda College, Devakottai
24	Resource Person	Innovative practices in Modern Business	28.02.2017	Ananda College, Devakottai

25	Recourse person	“ Research the way Ahead – Imperatives for Academics”	12.09.2015	Acharya Institute of Graduate Studies, Karnataka
----	-----------------	---	------------	--

❖ Academic and Administrative Responsibilities & Membership

- ❖ NCC - ANO of Central University of Tamil Nadu Since Sep'2019.
- ❖ Served as a DUTY ANO for the NCC – TSC Camp at Grp HQ's, Pondicherry 14.06.2023 to 23.06.2023
- ❖ Severed as Camp – Quarter Master for NCC - Anna Training Camp on Feb 2022.
- ❖ Severed as Deputy Camp Commandant for NCC - Anna Training Camp on Feb 2021.
- ❖ Serving as BOS member in various university departments and colleges.
- ❖ Serving as RAC member in various university departments and Research Centres.
- ❖ Security In- Charge of Central University of Tamil Nadu December 2018 to March 2020.
- ❖ Co-Coordinator of MSME and Skill Development Schemes of Central University of Tamil Nadu Since April 2018.
- ❖ NCC - CTO of Central University of Tamil Nadu. Sep'2018 to Aug'2019.
- ❖ NSS Programme officer of Central University of Tamil Nadu from Dec 2017 to Jan'2019.
- ❖ Co-ordinated 10th International Conference on Business Excellence through Technological interventions on April 28th and 29th, 2017, at Kristu Jayanti College, Bangalore.
- ❖ Co-ordinated FDP on Advanced Data Analysis for Research on November 29 and 30 2016, at Kristu Jayanti College, Bangalore.
- ❖ Served as Examiner for MBA Viva Voce Examinations in Various Universities and colleges.
- ❖ Served as a Convener in Research and Development Wing at Acharya Institute of graduate studies, Bangalore 7th Nov', 2015 to 30th May 2016.
- ❖ Served as a Co-Ordinator for PG courses at Acharya Institute of graduate studies, Banaglore 7th Oct, 2014 to 30th May 2016

- ❖ Serving as a Question Paper setter and Evaluator - PG Level for Various Universities in TamilNadu Since 4th July 2014.
- ❖ Co-ordinated in the International conference on Yoga and Naturopathy at gayatri Vihar Palace Grounds, Bengaluru, from 9th to 13th Feb, 2012.
- ❖ In Equal Opportunity Cell –Member at Acharya Institute of graduate studies, Banaglore
- ❖ Department Librarian at Alagappa Institute of Management, Alagappa University, Karaikudi.
- ❖ Co-ordinated to Conduct PCP classes for MBA Distance Education, Alagappa University, Karaikudi.
- ❖ Co-ordinated with the University Departments in Central Valuation for MBA Programme.
- ❖ Co-ordinated with the University Departments in Organizing National Level Seminar During March 2012.
- ❖ Member in Social Science Research Association.
- ❖ Member in Indian Social Science Congress.

(Ashokkumar J)