

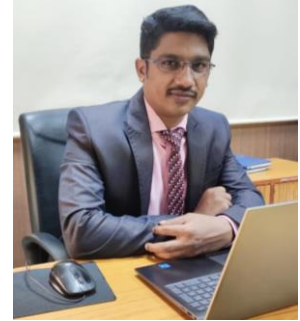
FACULTY PROFILE

Name : Dr. M. Rajkumar

Designation : Associate Professor

Teaching Area : Business Research Methods,
Marketing Research,
Organizational Behavior,
Human Capital Management.

Research Interest : Leadership, Motivation,
Organizational Citizenship Behavior.



Educational Qualification

- **Ph.D.** in HR from Anna University Chennai- 2017.
- **MBA** from Karpagam College of Engineering, Affiliated to Anna University- 2009.
- **UGC- NET (Management)**-2010.
- **M.Sc.-Applied Psychology** from Bharathiar University- 2011.
- **PGDA (Advertising)** from Annamalai University-2009.

Professional Experience

- Since 2018 : ICFAI University Jharkhand, Ranchi.
- 2016-2017: Centre for Applied Research and Educational Services (CARES), Bengaluru.
- 2014-2016 : PES University, Department of Management Studies, Bengaluru.
- 2010-2013 : Kathir College of Engineering, Coimbatore, Tamilnadu.
- 2009-2010: Sri Venkateswara College of Computer Applications and Management, Coimbatore, Tamilnadu.

RESEARCH CREDENTIALS

- **Reviewer** for “International Journal of Emerging Markets” **ABDC -B Category Journal**
- **Reviewer** for “Journal of Emerging Technologies and Innovative Research”, ISSN: 2349-5162.
- **Reviewer** for “Asian Journal of Management”, ISSN: 2321-5763.
- Member of **thesis scrutiny** panel in ICFAI University Jharkhand.
- **Associate Editor** of “The IUJ Journal of Management” which is a National level double blind review journal published by ICFAI University Jharkhand, Ranchi.
- Currently **guiding Six Ph.D. Scholars** in ICFAI University Jharkhand.
- **Conducted many Workshops on Data analysis using SPSS.**
- **Conducted Workshops on Structural Equation Modelling using AMOS and SMART PLS.**

PUBLICATIONS IN JOURNAL AND BOOK CHAPTERS

- Rehman, M.H., **Rajkumar, M.** (2023). On-Premise or Cloud Computing: An Integrated Novel Approach to Study the Adoption of Software Product's Deployment Model with Different Scopes. In: Tuba, M., Akashe, S., Joshi, A. (eds) ICT Systems and Sustainability. Lecture Notes in Networks and Systems, vol 516. Springer, Singapore. *(Scopus Indexed)*.
- Namrata Mishra, **Rajkumar M**, Rajiv Mishra (2022), Emotional Intelligence as a Moderator between Micromanagement Leadership and Employee Performance, Prabandhan: Indian Journal of Management, Vol.15, no.11, pp.63-70 *(Scopus Indexed)*.
- Dey Subhanan, **M. Rajkumar** (2022), Factors Affecting the Diffusion of Private-Label Brands: A Review of Literature. Sustainable Marketing and Customer Value, 282-299. *(Scopus Indexed)*.
- Rehman M.H., **Rajkumar M.** (2021) Overcoming the Complexities in Decision-Making for Enterprise Software Products: Influence of Technological Factors. In: Joshi A., Mahmud M., Ragel R.G., Thakur N.V. (eds) Information and Communication Technology for Competitive Strategies (ICTCS 2020). Lecture Notes in Networks and Systems, vol 191. Springer, Singapore. *(Scopus Indexed)*
- Prem Prakash Dayal, **Rajkumar M** (2021), "Agile practices in global software development: A topic modelling approach", Turkish Online Journal of Qualitative Inquiry, Vol.12, No.8, pp. 4566-4576.
- Rehman H., Majumdar S., **Rajkumar M** (2020) Benefit and Risk Factors Influencing Organizations to Migrate from On-Premise to Cloud Computing Model of Software Product. In: Satapathy S., Bhateja V., Mohanty J., Udgata S. (eds) Smart Intelligent Computing and Applications. Smart Innovation, Systems and Technologies, vol 160. Springer, Singapore. *(Scopus Indexed)*
- Rehman H; **Rajkumar. M**, Sudipta Majumdar (2020), "Examining the Influence of Decisive Factors on Organizations: Migration to On-Premise Software Product from Cloud Computing", Test Engineering and Management, Vol.83, pp.24178-24196.
- Namrata Mishra; **Rajkumar. M**; Rajiv Mishra (2019), "Micromanagement: An Employers' Perspective", International Journal of Scientific & Technology Research, Vol.8, No.10, pp.2949-2952. *(Scopus Indexed)*
- Rehman, M. H., & **Dr. M. Rajkumar.** (2019). "Buying Behavior of Organizations for Software Products: Influence of Environmental Factors". Restaurant Business, Vol.118, No.10, 252-271.
- Priya Vaz, Dinesh.N , **Rajkumar. M** (2019), "An Empirical Study on Best HR Practices in Micro, Small and Medium Enterprises in Bangalore", Journal of Advanced Research in Dynamical and Control Systems, Vol.11, No.5, pp.111-117, *(Scopus Indexed)*
- Ratan Kumar Sharma, **Dr.M. Rajkumar**, Dr. K I Meetei (2018), "MSMEs in Manipur with respect to Strategic Constraints: A review", International Journal of Research and Analytical Reviews, Vol.6, No.2, pp.222-232.
- **Dr.Rajkumar.M**, Dinesh.N, Madhukumar.K, Priya Vaz (2018), "Managing Organizational Diversity through best Human Resources Practices, MSME, Bengaluru", International Journal of Current Engineering and Scientific Research, vol.5, No.2, pp.40-45, SIF: 0.73, GIF: 0.695.
- **Rajkumar M**, Ajay Venkataraman, Gayathri M (2016), "Micromanagement: An Employee's Adversary", European Journal of Business and Management, vol.8, No. 18. pp.38-43, IC impact factor:7.17.

- **Rajkumar. M** and Dr.Prabakar. S (2016), “Mediation Effect of Hygiene and Motivation Factors towards Organizational Citizenship Behaviour (OCB)”, vol.6, No.5, pp.1095-1111. SJIF:5.99.
- **Rajkumar. M** and Dr.Prabakar. S (2016), “Perceived Stress and OCB - Mediation Role of Work Motivation”, vol.6, No.5, pp.1095-1111. SJIF:5.99. vol. No.9, pp.868 to 882. SJIF:5.99.
- Balaji Singh. B.N, **Rajkumar. M**, Shailesh. G (2014), “Bridge Program- An Effective Tool for Transition of Students from Pre-University to University”, Asian Journal of Multidisciplinary Studies, vol.2, no.12, pp. 68-74. Impact factor:0.923.

PAPERS PRESENTED

- “Factors Affecting the Integration of Educational Technologies in Academic Delivery by Management Teachers during COVID-19 Times”, Seventh International Conference on Smart Trends for Computing and Communications, 24 - 25 January 2023.
- “What factors do Zoomers consider while buying private label products: A conceptual model” International Conference on Sustainable marketing – Delivering Value 2022, April 2022.
- “Perceived Stress among working women and its influence on Work-life balance in the era of New normal”, The New Normal - Recent Trends in Business and Management, May 2022.
- Overcoming The Complexities In Decision Making For Enterprise Software Products : Influence Of Technological factors, ICTCS 2020 Conference, Springer Series, 11-12th December 2020.
- “Social Transformation of the World after COVID-19”, Institute of Economic Development and social Research, Ankara, Turkey, June 2020.
- “Examining the Influence of Decisive Factors on Organizations: Migration to On-Premise Software Product from Cloud Computing” International Conference on Advances in Science, Technology, Engineering & Management - 2020 (ICASTEM 2020), June 2020.
- “Benefit and Risk factors Influencing organizations to migrate from On-Premises to Cloud Computing model of Software Products”. 3rd International Conference on Smart Computing and Informatics (SCI), December 2018.
- “Online Marketing in India” in the National Conference titled Management in New Era- Issues and Challenges organized by Dr. G. R. Damodaran College of Science, February 2013.
- “Trends in Banking & Finance”. National Conference organized by SNS College of Technology”, March 2012.
- “Rural Empowerment for Economic Growth- Indian Perspective” AICTE Sponsored National Conference organized by Coimbatore Institute of Engineering and Technology”, 11th and 12th April 2012.
- “Organizational Citizenship Behaviour” in the national conference titled Advanced Management Concepts organized by RVS Faculty of Management, December 2011.
- “Business Ethics & Social Responsibility”. National Conference organized by Sree Narayana Guru College, February 2011.
- “Multi-level marketing” in the International conference titled Contemporary Practices in Finance and Marketing” organized by Nehru Institute of Management Studies, 11th & 12th February 2011.
- “NXG Leadership” in the national conference titled Business Strategies for Sustainable Growth organized by Karpagam College of Engineering, October 2010.

MOOC AND CERTIFICATION COURSE CREDENTIALS

- **Write and publish a Research Paper** from Udemy, from Udemy course, August 2021.
- **Certified Peer Reviewer Course** (Certificate of Excellence), offered by research academy, Elsevier, May 2020.
- **How to write and Publish a Scientific paper (Project Centered Course)**, from Coursera, May 2020.
- **Fundamentals of Manuscript Preparation** (Certificate of Excellence), offered by research academy, Elsevier, May 2020.
- **Statistics and Data Analysis: Linear Regression Models in SPSS**, Udemy course, April 2020.
- **Journal Citation Report (JCR) Certification**, Web of Science Group, June 2020
- **Psychometrics using SPSS and Amos**, Udemy course, May 2020.
- **Mastering the art of Data Visualization 2020**, Udemy course, May 2020.
- **Google Data studio A-Z for Visualization and Dashboard**, Udemy course, May 2020.
- **Marketing Analytics**, University of Virginia through Coursera, June 2020.
- **The Fundamentals of Digital marketing by Google Digital Unlocked**, May 2020.
- **Advanced Microsoft Excel**, Capability Development by Tata steel, May 2020.

FDP, MDP, WORKSHOP ATTENDED

S.NO	NAME OF THE PROGRAMME
FDP/MDP	
1	Five Days FDP on “Structural Equation Modeling Using SmartPLS (3.3.7)” Koach Scholar, April 2022.
2	Five Days FDP on “Data Analysis Using Econometric Models” AICTE Training and Learning (ATAL) Academy, Feb 2022.
3	Five Days FDP on “Workshop on Advanced Research Methodology” AICTE Training and Learning (ATAL) Academy, Feb 2022.
4	Five Days FDP on “Analysis of Categorical Data” AICTE Training and Learning (ATAL) Academy, November 2021.
5	One week FDP on “Quantitative Analysis using SEM and Qualitative using NVIVO” , Amity University in support of TUHH, University of Hamburg, Germany, 2020
6	One week FDP on “Partial Least Square Structural Equation Modelling Using SMART PLS and G*Software” , Amity University in support of TUHH, University of Hamburg, Germany, 2020
7	Research Summer School program on “Model Building for Research and Publication” using AMOS, VPLS and SMART-PLS , Kumaraguru College of Technology (KCT)-Business School, 2016
8	Faculty Development Program on “Foundation in Predictive Analytics using SPSS Statistics” , IBM- South Asia, 2016
9	FDP on “Research Analysis Using SPSS and AMOS” , Dr.G.R.Damodaran College of Science, 2014

10	FDP on “ Structural Equation Model (SEM) ”, RVS Faculty of Management, 2013
11	Faculty Development Programme on “ Excellence in Research and Publication ”, Kathir College of Engineering, 2013.
12	Faculty Development Programme on “ Quest For Excellence ”, School of Management, Professional Group of Institutions, 2013.
13	Management Development Programme on “ Resilient HR Practices ”, Kristu Jayanti College of Management and Technology, Bangalore, 2012.
Workshop	
1	One week Workshop on “ Advanced Level Workshop on PLS SEM in SmartPLS 3.3.3 ”, Manav Utthan Society (MUS), India with the support of SmartPLS GmbH, Germany, 2021
2	Two days’ Workshop on “ Bibliometric and Meta Analysis ” by Research Smith, 2021
3	Six days workshop on “ Data Visualization with Tableau ” by Skill Nation, 2021
4	Two days’ workshop on “ Qualitative Analysis using NVIVO ” by Commacad, 2021
5	Author workshop by Elsevier on article writing for Journals, Elsevier in association with PES University, 2015
6	Research Series Training Program on “ SEM for Beginners using AMOS ”, Center for Applied Research and Educational Services (CARES), Bangalore, 2014
7	Serial Workshop Phase-II on “ Instrument Validation and Application of Multivariate Data Analysis Tools for Research ”, VIT Business School, Vellore, 2014
8	Workshop on “ Research Analysis Using SPSS ”, Dr.G.R.Damodaran College of Science, 2013.