



**Dr. S. KALIYAMOORTHY**  
**PROFESSOR & DIRECTOR**

**Contact**

Address : Alagappa Institute of Management  
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Date of Birth : 03-10-1960

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**Academic Qualifications: B.Sc., B.L., M.B.A., Ph.D.**

**Teaching Experience: 30 Years**

**Research Experience: 27 Years**

**Additional Responsibilities**

1. Served as the Convener - Vice Chancellor Officiating Committee of Alagappa University
2. Served as Dean – Student Affairs of Alagappa University
3. Served as Dean – Faculty of Management
4. Was the Dean – College Development Council of Alagappa University
5. Served as Director of Collaborative Programmes of Alagappa University
6. Served as University Publication Officer.

7. Served as Warden and Deputy Warden for University hostels
8. Auction officer of the University

### Areas of Research

Human Resource Management, Marketing , Entrepreneurship and Human Resource Development.

### Research Supervision / Guidance

| Program of Study |         | Completed | Ongoing |
|------------------|---------|-----------|---------|
| Research         | Ph.D.   | 25        | 03      |
|                  | M.Phil. | 40        | --      |
| Project          | PG      | 59        | --      |

### Publications

| International |             | National |             | Others                                  |
|---------------|-------------|----------|-------------|---|
| Journals      | Conferences | Journals | Conferences | Books / Chapters / Monographs / Manuals |
| 24            | 36          | 32       | 45          | 08                                      |

### Funded Research Projects

#### Completed Projects

| S. No | Agency         | Period |      | Project Title  | Budget (Rs. In lakhs) |
|-------|----------------|--------|------|--|-----------------------|
|       |                | From   | To   |  |                       |
| 1     | A.I.C.T.E.     | 2003   | 2006 | Entrepreneurship Management Development Cell                         | 6 Lakhs               |
| 2     | A.I.C.T.E.     | 2001   | 2004 | E-Commerce Lab Establishment   | 4.5 Lakhs             |
| 3     | AURF( Alagappa | 2014   | 2016 | Impact of Farm Mechanization on Agricultural Production in Sivaganga | 0.6 Lakhs             |

|   |                           |      |      |   |                         |
|---|---------------------------|------|------|---|-------------------------|
|   | University Research Fund) |      |      | and Ramnad District   |                         |
| 4 | ICSSR                     | 2014 | 2016 | A study on the Aftermath of Liberalisation in the Rural villages of Tamilnadu State | 6.5 Lakhs               |
| 5 | UGC                       | 2013 | 2018 | UGC Innovative Programme  | Rs.50 Lakhs + 2 Faculty |

### Consultancy Projects

| S. No | Agency            | Period       |    | Project Title        | Budget (Rs. In lakhs) |
|-------|-------------------|--------------|----|----------------------|-----------------------|
|       |                   | From         | To |                      |                       |
| 1     | CECRI             | 2000 Onwards |    | Training Consultancy | Honorarium            |
| 2     | AAVIN             | 2000 Onwards |    | Training Consultancy | Honorarium            |
| 3     | TNSTC             | 2000 Onwards |    | Training Consultancy | Honorarium            |
| 4     | Co-operative Bank | 2000 Onwards |    | Training Consultancy | Honorarium            |

### Distinctive Achievements / Awards

1. B School Affaire's Best HR Faculty Award in 2012 from Hindustan Unilever Ltd
2. Best Faculty Award - 2009 in the field of Management by Nehru Group of Institutions, Coimbatore.
3. Outstanding Achievement Award 1996 by Management Studies Promotion Institute, New Delhi for the Excellence in the placement of MBA students.
4. Research Board of Advisors in the Editorial Board of ABI North Carolina, USA for the exemplary performance.
5. Best Bulletin Editor Award by and the Best Director for the Youth Service Award by the Rotary International District 3210.
6. Adjudged as the Best President 2008 of Rotary International District 3210

7. Received Meritorious Award -2013, for the 25 years long unblemished service, by Alagappa University, Karaikudi.
8. Life Time Achievement Award -2016 by Lions Clubs International District 324 A1, Chennai.

### **Events organized in leading roles**

Number of Seminars / Conferences / Workshops / Events organized: 05

1. Served as *Co-ordinator* for three refresher courses in management
2. Served as *Personal Contact Programme Co-ordinator* for various PG/M.Phil Degree programmes.
3. Served as *Trainer* for various MDP/Personality Development programmes.
4. Conducted Faculty Development Programme in Entrepreneurship at Alagappa Institute of Management.
5. Conducted 29 Entrepreneurship Awareness Camps at Engineering Colleges, Polytechnic Colleges and Arts & Science Colleges.

### **Events Participated**

Conferences / Seminars / Workshops: 81

Other Training Program: 35

### **Overseas Exposure / Visits**

1. Bhutan

### **Membership in**

#### **Professional Bodies**

1. Fellow Executive Member – Indian Academy of Social Sciences, Allahabad.
2. Fellow Member of the Management Studies Promotion Institute, New Delhi.

3. Research Board Advisor – The American Biographical Institute, Raleigh, North Carolina, USA.
4. Honorary Advisor – Management Studies Promotion Institute, New Delhi.

### **Editorial Board**

1. Served as *Editor* for the Indian Social Science Congress (ISSC) – New Global Society Book Volume.
2. Served as *Member* in the Editorial Board of the University's In-House Journal
3. Served as *Editor* of the Bulletin "KARWHEEL" of the Rotary Club (RC) of Karaikudi and received Best Bulletin Editor Award.
4. Serving as *Member* in the Editorial Board of "Journal of Financial Services and Management" published by J.J. College of Arts & Science, Pudukkottai
5. Serving as *Member* in the National Editorial Advisory Board of "Journal of Social Welfare & Management", an interdisciplinary international journal.
6. Served as Editor & Publication Officer for the Alagappa University Newsletter "*Azhagu*".
7. Serving as Member in the Editorial Board of SRM – RMP Journal of Advanced Research in Management.

### **Advisory Board**

1. Fellow Executive Member – Indian Academy of Social Sciences, Allahabad.
2. Fellow Member of the Management Studies Promotion Institute, New Delhi.
3. Research Board Advisor – The American Biographical Institute, Raleigh, North Carolina, USA.
4. Honorary Advisor – Management Studies Promotion Institute, New Delhi.
5. Member in various Boards of almost all Universities in Tamilnadu.

### **Academic Bodies (such as Board of Studies etc.,)**

1. An Expert Member of AICTE and Public Service Commissions
2. Serving as Member of Board of Studies and have designed several courses of subjects for PG / PG Diploma / Diploma programmes.
3. Serving as Member of Board of Studies for PG Programmes in Bharathiar, MKU, MSU, Thiruvalluvar University and other Universities.

### **Others**

1. Helping Thousands of needy and downtrodden people as a member and Past President of Rotary Club of Karaikudi, the biggest and oldest club of Rotary International District 3210
2. Has been Organizing Social Events for the Differently Abled School Children
3. 3. Has been helping the Municipal and Government Schools by offering Fans and Furniture through Fund Raising Events

### **Resource persons in various capacities**

Number of Invited / Special Lectures delivered: 135

### **Others**

1. Articles published in Newspapers / Magazines : 56
2. No. of PhD Thesis evaluated : 85
3. No. of PhD Public Viva Voce Examination conducted : 66

## Recent Publications

1. "The Employability Skills of Management Students", NEPER, Vol.1 Issue 2, July 2011 Page.18.
2. "Factors Influencing the Choice of Promotional Practices of Agricultural Equipment Manufacturers" Published in International organization of Scientific Research Community of Researcher Journal of Business and Management Vol.12, Issue 5, Jul – Aug 2013.
3. "Investing Strategy using Technical Analysis: A Case of State Bank of India and TATA Consultancy Service Limited" Published in Research Explorer Vol.2, Special Issue, November 2013, Page No.200-201.(ISSN:2250-1940)
4. "Social Marketing of Agricultural Knowledge in Tamilnadu" Published in Management Innovator, Vol.7, No.1, January 2014 Page No.17.(ISSN 0974-6749).
5. "Foreign Institutional Investors: an Introduction" Published in Indian Journal of Applied Research, Vol.4,Issue:11, November 2014 Page No.5-8,(ISSN-2249-555X).
6. "Green Accounting" Published in Journal of International Academic Research for Multidisciplinary, Vol.2, Issue No.10 November 2014, Page No.227-235, (ISSN-2320-5083).
7. "A Review on Factors Influencing Work-Life Balance of Women Employees in IT Sector" Published in International Journal of Business Intelligence and Innovations , Vol.1, Issue No.2, March 2015, Page No. 59-63, (ISSN-2348-4705).
8. "Role of Experience of Women Employees in IT Industry on Job Stress" Published in International Journal of Business and Administration Research Review, Vol.3, Issue No.11, July-Sep 2015, Page No. 150-152, (ISSN-2348-0653).
9. "Preference Factors Towards Equity Investment – An Analytical Study with Special Reference to Chettinad Region" Published in Journal of International Academic Research for Multidisciplinary, Vol.3, Issue No. 8 September 2015, Page No. 136-144, (ISSN-2320- 5083).

10. "An Analysis on Cyber Frauds in Public and Private Sector Banks in India" Indian Strategies in Functional Management, Vol. 1, Jan 2016, Page No. 74-77, (ISBN).
11. "Safety Measures of Contract Workers in Chennai Petroleum Corporation Limited – An Empirical Study" published in Shanlax International Journal of Management, Vol.3, Issue. No. 2, February 2016 Page No.17-19, (ISSN-2321-4643).
12. "A study on effects of gender discrimination in workplace" published in women and social transformation, Volume 1, February 2016, Page.No. 270-274, ISBN 978-81-928690-4-9.
13. "Ease of starting a Business its Policies and Regulations in India – A Critical Review", Published in Business Models for startups and small firms, Volume 1, February 2016, Page No. 7-12, ISBN 978-93-5358-523-6.
14. "A Review on Methods of Online Education System in India" Published in Online Marketing of Services in the Globalization Era, Volume 1, March 2016, Page No. 43-47, ISBN 978-81-929458-4-2.
15. "Existence of Glass Ceiling and its effects on women in Private sector Organizations" Published in International Journal of Innovative Knowledge concepts, Volume. 2, Issue 4, April 2016. Page No. 23-26, ISSN 2454-2415.
16. "Entrepreneurial Resurgence and Innovation" Published in Perspectives on Entrepreneurial Resurgence and Innovations, Volume 1, August 2016, Page NO. 1-9, ISBN: 978-81-9259-745-4.
17. "Ecopreneurship- A sustainable Business model for emerging Entrepreneurs" Published in Perspectives on Entrepreneurial Resurgence and Innovations, Volume 1, Page No. 115-120, August 2016, ISBN: 978-81-9259-745-4.
18. "An Empirical study on women entrepreneurship and innovation", Published in Perspectives on Entrepreneurial Resurgence and Innovations, Volume 1, Page No. 250-254, August 2016, ISBN: 978-81-9259-745-4.