



Dr. K. UTHAYASURIYAN
Professor and Head i/c

Contact

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

Teaching Experience: 28 Years

Research Experience: 18 Years

Additional Responsibilities

1. Co ordinator, Personality Development Cell (2010-11)
2. Controller of Examinations (2012-15)
3. Special Officer, Recruitment Cell (2015 onwards)
4. Co ordinator, Placement Cell (2016 onwards)
5. Co ordinator, Campus Cleaning Works (2016 onwards)

Areas of Research

Research Supervision / Guidance

Program of Study		Completed	Ongoing
Research	Ph.D.	18	04
	M.Phil.	65	01
Project	PG	28	02

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
11	02	29	06	5

Funded Research Projects

Completed Projects

S. No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1	UGC	2008	2010	The Impact of Globalisation on Climate of Public Enterprises	4.6
2	AURF	2010		Friends of Police – A Reactive to Proactive Strategy	0.6

Distinctive Achievements / Awards

1. Qualified UGC JRF in 1986
2. Gold Medallist in BBA
3. First Ph.D. of the Pondicherry University

Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized:

1. Workshop on “Personality Enhancement”, Personality Development Cell, Alagappa University, Karaikudi, 03.02.2011.
2. Training Programme on “Automation of Examination Process”, Examination Section & Curriculum Development Cell, Alagappa University, Karaikudi, 17.09.2013.
3. Campus Placement Drives during the year 2016-17.

Events Participated

Conferences / Seminars / Workshops

1. Participated - 5
2. Presented Papers - 50

Other Training Programs

1. “Use of English for research scholars”, Conducted by the ELT Centre, Pondicherry University, for nine weeks, during Sep. & Nov. 1988.
2. “Four week Orientation course”, organized by ASC, Pondicherry University, from 3.10.91 to 30.10.91.
3. “Refresher course in commerce on Recent Developments in Accounting” organized by ASC, Bharathidasan University, from 7.11.94 to 27.11.94.
4. “Refresher course in commerce” organized by ASC, Pondicherry University, from 8.10.98 to 28.10.98.
5. “Refresher course in commerce” organized by ASC, Pondicherry University, from 4.12.2001 to 24.12.2001.
6. “Indian Commodity Market & Derivatives Trading”, Faculty Development Programme, Organized by School of Management, Pondicherry University in association with Forward Markets Commission, Govt. of India, 8 & 9th Jan. 2010.

Overseas Exposure / Visits

1. Keynote Address at Fifth Annual International Research Conference on “Value Addition through Evidence Based Innovation: From Management Sciences to Society” organized by the Faculty of Management and Commerce, South Eastern University of Sri Lanka on 23rd November 2016.
2. Chair for the Technical Session on Business and Entrepreneurial Development at AIRC – 2016 “Value Addition through Evidence Based Innovation: From Management Sciences to Society” organized by the Faculty of Management and Commerce, South Eastern University of Sri Lanka on 23rd November 2016.

Membership in

Professional Bodies

1. Graduate Member in All India Management Association

Editorial Board

1. Journal of Business Management Studies, Bharathidasan University, Thiruchirapalli.
2. KASC Journal of Social Science, Kongu Arts and Science College, Erode 638107.

Advisory Board

1. Standing Committee on Academic Affairs (2012-15)
2. Senate (2012-15)

Academic Bodies (such as Board of Studies etc.)

1. Member, Board of Studies (SNR Sons College, Coimbatore)
2. Member, Board of Studies (KMCPGS Pondicherry)
3. Expert, Doctoral Committee (MTWU, Kodaikanal, Anna University, Chennai)

Others

1. Expert Member in Selection Committees
2. Expert Member in Inspection Committees

Resource persons in various capacities

Number of Invited / Special Lectures delivered: 47

Others

1. Articles published in Newspapers / Magazines : 04
2. No. of PhD Thesis evaluated : 26
3. No. of PhD Public Viva Voce Examination conducted : 22

Recent Publications

S. No.	Title with page nos.	Journal	ISSN/ISBN No	IN\N
1.	MBO – A Model for Evaluating Public Enterprise Performance	The Indian Journal of Commerce, Vol. XLII, Conference No.160, Sep 1989.		IN
2.	Developing a Performance Oriented Climate	The Indian Journal of Commerce, January 2002, Vol.55, No.1&2.		IN
3.	Developing a Performance Oriented Climate	Management and Labour Studies, April 2002, Vol.27, No.2.	ISSN -0258-042X	IN
4.	Organisational Climate in PEs	Udkyyog Progeti, Jan-Mar 2005, Vol. 29, No.1.	ISSN-0970-3365	IN
5.	Marketing of Life Insurance (LIC Vs Private Insurers)	Management Insight, IPSAR	ISSN-0970-2653	IN
6.	Daily Hassles of Working Women	Management Researcher		IN
7.	The Effectiveness of Organisational Climate on Job Involvement	Asian Journal of Management Science		IN
8.	The Impact of Globalisation on Climate of Public Enterprises	Journal of Business Management Studies, Vol.9, No.2, July-Dec 2013.	ISSN-0973-1598	IN
9.	Effect of HRD Climate in Banking Sector at Sivagangai District	International Journal of Trade and Global Business Perspectives		IN
10.	Employer Branding: A Conceptual Framework	International Journal of Entrepreneurship and Business Environment Perspective, VOL.4, No.2, April-June 2015.	ISSN(P)-2279-0918	IN

11.	Impact of Job Rotation on Employee Commitment and Job Involvement in Banking sector of Sivagangai District	International Journal of Research in Commerce & Management	ISSN-0976-2183	IN
12.	An Impact of Employer Branding Image on Banking Sector Employees with special reference to Sivagangai District	Shanlax International Journal of Management, Vol.4, Spl. Issue.1, October 2016	ISSN-2321-4643	IN
13.	A Conceptual Framework	Indian Economic Panorama		N
14.	Role of Regulated Market in Price Stabilisation	Indian Economic Panorama		N
15.	Occupational Stress among Bank Employees	Indian Economic Panorama		N
16.	Leadership Style and Subordinate Preference in Banks	Indian Economic Panorama		N
17.	India and WTO	Facts For You, Dec. 2003, Vol.24 No.3	ISSN-0970-2653	N
18.	Stress and Marital Adjustment	Business Window		N
19.	India and WTO - Facts and Issues	Indian Economic Panorama		N
20.	India in World Trade - Challenges and Strategies	Sajosps, June 2004, Vol.4, No.2	ISSN -0972-4613	N
21.	Knowledge Management: Focus and Strategies	Facts For You, October 2004.	ISSN-0970-2653	N
22.	Profitability Analysis of PSCB	Banking Finance, Feb 2005, Vol. XVIII, No.2	ISSN-0971-4498	N
23.	RTGS –RBI’s New Hi-Tech	Banking Finance, February 2006, Vol. XIX, No.212.	ISSN-0971-4498	N
24.	Marketing: Customer Relationship Holds the Key	Facts For You, October 2006, Vol. 27, No.1.	ISSN-0970-2653	N

25.	Occupational Stress among Executives in PEs	Indian Economic Panorama, Special Annual Issue, HRM in Public Sector Undertakings, 2007		N
26.	NPA: Causes and Cures	Indian Economic Panorama, New Delhi, Dec 2007, Vol.17, No.3A		N
27.	Indian Women in Entrepreneurial World	UNITE National Integration Research JI, Dec-2007, Vol.14 No. 1 and 2		N
28.	Knowledge Management – A Tool for Organisational Development	Management Dynamics, Journal of Management, Vol. 1, No.1, Jan – Jun 2010		N
29.	Locus of Control among Bank Employees	Management Dynamics, Journal of Management, Vol.3, No.1, Jan – Jun 2011	ISSN-0975-1114	N
30.	Customers’ Perception on Internet Banking	Journal of Current Trends in Education and Research, Vol. 3, Issue No.1, June 2011	ISSN-0975-1114	N
31.	Dual Career Family Life Style	Journal of Management, Vol. VII, No.1, Oct 2011	ISSN-1391-8230	N
32.	Emotional Intelligence of Managers in Banking Sector: An Empirical Study	SRM Journal of Management Research, Vol. No. II, Issue No. 6, April – June 2012		N
33.	Community Policing – A Pro-Active Strategy for Crime Prevention	SRM Journal of Management Research, Vol. No. II, Issue No. 6, April – June 2012	ISSN-2231-511X	N
34.	Factors Affecting Agricultural Marketing in India: An Overview	Indian Journal of Research – Paripex, Volume 1, Issue No 8 th Aug 2012	ISSN-2250-1991	N
35.	Regulated Market - An Overview	Indian Journal of Applied Research, Volume 1, Issue No 10, July 2012	ISSN-2249-555X	N
36.	Role of IT in Banking Sector	The International Research Journal of Commerce &	ISSN:2251-1547	N

		Behavioral Science, Vol. 1, No.10, Aug.2012		
37.	Customer Relationship Management in Banking Sector	Journal of Advanced Research in Management, Vol.2, Issue 2, Jan – Jun 2013	ISSN-2278-7976	N
38.	Effectiveness of Performance Management System	Socio – Economic and Environmental outlook, Vol.1, Feb 2015	ISSN-2348-4101	N
39.	The General Benefits of Performance Management System – An Outline	Environmental Economics, Commerce and Educational Management, Vol.1, April 2015	ISSN-2348-814X	N
40.	The Impact of Employer Branding on Employee Performance	Indian Journal of Applied Research, Vol.5, Issue 8, August 2015	ISSN-2249-555X	N
41.	VAT-ITS Implementation in Tamil Nadu	Manonmaniam Sundaranar University, Tirunelveli, 2007.		N
42.	Attributes for Entrepreneurial Success in the Globalised Era, Social and Human Resources Developmental Issues in Contemporary Business	Scitech Publications (India) Pvt.Ltd, New Delhi		N
43.	Teaching Strategies for Teachers of Higher Education	Curriculum Development Cell, Alagappa University, Karaikudi.	ISBN-978-81-927063-6-8	N
44.	Social and Human Resource Development Issues in Contemporary Business	Annamalai University,	978-81-8371-263-7	N
45.	Emerging Issues in Management and Finance	Faculty of Management and Commerce, South Eastern University of SriLanka		IN
46.	International Conference Governance for Excellence – GO EXCEL 2012	Department of Management Studies, Velammal College of Engineering & Technology, Madurai.	ISBN-978-81-925487-9-1	IN
47.	Emerging Trends and Challenges in Indian Business	Department of Commerce, St.	ISBN-978-93-	N

	Environment	John's College, Palayamkottai, March 2016.	94734-20-6	
48.	Consumer Protection and Empowerment in India	Department of Corporate Secretaryship, School of Management, Alagappa University, Karaikudi, August 2016.	ISBN-978-81-928690-1-8	N
49.	Emotional Intelligence of Bank Managers	Lambert Academic Publishing, Deutschland / Germany, 2015	ISBN-978-3-659-74433-4	N
50.	India in WTO-Challenges and strategies" (Edited Volume)	Development Management under Globalization, Mittal Publications, New Delhi, 2006.		N
51.	UGC-NET/SET Examinations	Department of Commerce, School of Business Studies, Manonmaniam Sundaranar University, Tirunelveli, 2008.		N
52.	Status of Unorganized Labour "(Edited Volume)	Discovery Publishing House Pvt Ltd, New Delhi, 2009.	ISBN-978-81-8356-493-9	N
53.	Emerging Trends and Challenges in Indian Business Environment" (Edited Volume)	B-Digest Publications, Nagercoil, Tamil Nadu, India, March 2016.		N