



DR. S. RAJAMOHAN
SENIOR PROFESSOR AND DIRECTOR

Contact

Address : Alagappa Institute of Management
Alagappa University, Karaikudi
Tamilnadu, India – 630003

Employee Number : 52409

Date of Birth : 29.01.1964, 60

Contact Number (Mobile) : +91 99 94 59 05 59

Contact Email(s) : rajamohans@alagappauniversity.ac.in
srajamohan1988@gmail.com

Academic Qualifications : M.Com., M.Phil., B.G.L., M.B.A., Ph.D.,

Teaching Experience: 36 years

Research Experience: 30 years

Additional Responsibilities

1. **Dean CDC i/c** from 18th July 2012 to 25th November 2012.
2. **Dean CDC i/c** from 26th November 2015 to 15 November 2018.
3. **Chairperson**, from 5th March 2020 to 30th June 2021
4. **Dean, Faculty of Management**, from 1st July 2021 to 16th February 2024
5. **Special Officer (Planning and Development)** from 31st May 2021 to 5th May 2022
6. **Registrar i/c** from 6th May 2022 to December 29 2023

Areas of Research

Finance, Marketing, and Entrepreneurship

Research Supervision/Guidance

| Programme of study | | Completed | Ongoing |
|--------------------|--------|-----------|---------|
| Research | Ph.D | 33 | 06 |
| | M.Phil | 35 | - |
| Project | PG | 200 | 5 |

Publications

| Article Published | Book Published | Citations | h-Index | i-10 Index |
|-------------------|----------------|-----------|---------|------------|
| 306 | 2 | 680 | 11 | 15 |

Funded Research Projects

| S. No | Agency | Completed | Ongoing |
|-------|--------|-----------|---------|
| 1 | UGC | 3 | |
| 2 | ICSSR | 3 | |
| 3 | ALURF | 1 | |
| 4 | RUSA | | 1 |

Academic Identities

| S. No | Name | IDs/Link |
|-------|----------------|---|
| 1 | Vidwan | 67819 |
| 2 | SCOPUS | 56703120500 |
| 3 | ORCID | https://orcid.org/0000-0001-5894-5443 |
| 4 | Google Scholar | http://scholar.google.co.in/citations?user=JCIJfDoAAAAJ |
| 5 | ResearchGate | https://www.researchgate.net/profile/Srajamohan-Rajamohan |

Details of Awards

| <i>Sl.</i> | <i>Name of the Awards</i> | <i>Institute/College/University/NGO</i> | <i>Date Month &</i> |
|------------|--|---|---|
| 1 | <i>Best Paper Award</i> | <i>Arumugam Pillai Seethai Ammal College, Tiruppattur</i> | <i>5th and 6th March 2015</i> |
| 2 | <i>National Citizenship Gold Medal Award</i> | <i>Global Economic Progress and Research Associations (GEPR)</i> | <i>1st May 2016</i> |
| 3 | <i>Best Research Supervisor Award</i> | <i>GRABS Educational Charitable Trust</i> | <i>22nd January 2017</i> |
| 4 | <i>Alagappa Excellence Award for Research 2016-17</i> | <i>Alagappa University, Karaikudi</i> | <i>25th March 2017</i> |
| 5 | <i>Best Professor in Management</i> | <i>Dewang Mehta National Education Awards</i> | <i>12th December 2017</i> |
| 6 | <i>Innovative Research (Business Management Science) & Dedicated Professor Award</i> | <i>The Society of Innovative Educationalist & Scientific Research Professional, Chennai</i> | <i>25th March 2018</i> |

Details of Ph.D Candidates Guided and Awarded

| Sl. No | Name of Scholar | Title of Thesis | Year |
|---------------|------------------------|--|-------------|
| 1 | S. Parthiban | Synergizing sustainable Irrigation Technology Models for Managerial effectiveness on conservation of water resources in Sivaganga district | 2024 |
| 2 | K. S. Balaji | Quality of Work life of Managers in Paper Industry of Tamil Nadu | 2023 |
| 3 | E. Saranya Devi | Effectiveness of Entrepreneurial Practices and Rehabilitation Management of Differently Abled Persons in Southern District of Tamilnadu | 2022 |
| 4 | A. Sathish | Role of The Micro, Small and Medium Enterprises in the Promotion of Entrepreneurship and Employment in Tamilnadu | 2022 |
| 4 | C.S.P. Sumandiran | Relationship of Personal Efficacy and Locus of Control with Job Satisfaction and Job Performance in | 2021 |

| | | | |
|----|-----------------------------|--|------|
| | | Retail Industry in Bangalore city | |
| 6 | M. Lucas | Impact of Human Capital Development Initiatives on Employees Performance of IT Industry in Bangalore | 2020 |
| 7 | C. Vijayakumar | Impact of Market Micro Structure in the Indian Currency Market with Special Reference to the National Stock Exchange in India | 2019 |
| 8 | Indu Dung Dung | Promotional Strategies and Development of Tourism in Andaman and Nicobar Islands | 2018 |
| 9 | G. Arivalagan | Price Discovery and Hedging Effectiveness in Selected Securities in NSE | 2018 |
| 10 | G. Hudson Arul Vethamanikam | Impact of Price Movement on Non.Agricultural Products of Commodity Market | 2018 |
| 11 | K. Subha | Financial Inclusion by the Commercial Banks In Sivaganga District | 2017 |
| 12 | M. Muthu kamu | Estimation of Volatility and Return of The Constituent Stocks of Selected Sectoral Indices of The National Stock Exchange | 2017 |
| 13 | D. Joel Jebadurai | Export of the Seafood in Tamilnadu | 2017 |
| 14 | S. Shyam Sundar | Entrepreneurial Opportunities And Challenges of Tourism Industry in Madurai | 2016 |
| 15 | T. Dhanabalan | DRDA and Its Various schemes – Managerial Effectiveness in Dindigul District | 2015 |
| 16 | K. Chandrika | A Study on the Impact of Market Segmentation on Women Consumer Buying Behaviour With Special Reference to Fast Moving Consumer Goods (cosmetics) in Chennai. | 2014 |
| 17 | D. Durairaj | Credit Management of Public and private sector banks in India- A Comparative study | 2014 |
| 18 | P. Willington Jebaraj | Competency Based HR Process and Organizational Performance with Reference to Textile Industry in | 2013 |

| | | | |
|----|-------------------|--|------|
| 19 | E.V Rigin | Supply Chain Management Practices in Health Products of HLL Life Care Limited in Trivandrum | 2013 |
| 20 | A. Selvam | A Study on the Country, Commodity and Currency Exposure of Export Management in India | 2013 |
| 21 | V. Ramanathan | A Study on the Retailing Skills of the SHGs in Kanchipuram District | 2012 |
| 22 | T. Rajendran | A Study on Marketing of Raw Coffee by the Coffee Planters of Dindigul District in Tamilnadu | 2012 |
| 23 | K. P. Sivakumar | An Analytical Study of Investment Pattern of the Public and Private Sector Mutual Fund Industry in India | 2011 |
| 24 | S. Pasupathy | A study on Operational Efficiency of Tamilnadu Industrial Co-Operative Bank | 2011 |
| 25 | S. Kumaran | A Study on Inbound International Medical Tourism with Special Reference to South India | 2010 |
| 26 | J. Arul Suresh | A Study on Marketing of Insurance Services by the LIC of India in Madurai Division | 2009 |
| 27 | G. Rajesh Kumar | A Study on Work Stress Among the Traffic Police with a Special Reference to Chennai City | 2009 |
| 28 | A. Krishnan | A study on Customer Service in Madurai District Central Cooperative Banks Ltd | 2009 |
| 29 | R. Udyakumar | A Study on Tiruchirappali, Thanjavur Diocese of the church of South India | 2008 |
| 30 | P. Chinnasamy | A Study on Minibus Services in Southern Districts of Tamilnadu | 2008 |
| 31 | T. Vijayaraghavan | A Study on the Financial Management of Madras Cements Limited | 2008 |
| 32 | M. Ketharaj | A Study on Job Satisfaction of Women Workers in Firework industry in Tamilnadu | 2007 |
| 33 | K. Alagesan | A Study on Marketing of Banking Services by the State Bank of India in Madurai Region | 2007 |

Recent Publications (2019-till date)

| Sl. No. | Title of the Article/Research Paper | Name of the Journal | Year of Publication |
|---------|--|--|---------------------|
| 1. | Stringent Regulations for Derivatives to shield against financial catastrophe: Need for the days | ZENITH International Journal of Multidisciplinary Research | 2019 |
| 2. | MSME in India for the sustainable Societal Development | International Research of Management Sociology and Humanity | 2019 |
| 3. | Simple Seasonal Time series Analysis Forecasting Model – Indian MSME in 2020 | ZENITH International Journal of Multidisciplinary Research | 2019 |
| 4. | Role of Industrial Promotional Agencies In India For The Entrepreneurship Development | ZENITH International Journal of Multidisciplinary Research | 2019 |
| 5. | Cultivation and Marketing Constraints of Jasmine in Tamilnadu | International Journal of Current Agricultural Sciences | 2019 |
| 6. | Impact of Demonetization on Stock Price of BSE Automobile Sector | ZENITH International Journal of Multidisciplinary Research | 2019 |
| 7. | Needs of Effective Water Conservation | International Journal of Recent Technology and Engineering (IJRTE) | 2019 |
| 8. | Differently abled Entrepreneurs in India – Evolving issues and challenges | TEST Engineering and Management | 2019 |
| 9. | An Appraisal of the NHFDC's Schemes for differently abled people in India | ZENITH International Journal of Multidisciplinary Research | 2019 |

| | | | |
|-----|--|--|------|
| 10. | Effect of Global Economic Crisis on the Price Behaviour of Realty Sector Index Stocks of NSE | International Journal of Recent Technology and Engineering (IJRTE) | 2019 |
| 11. | Problems Faced by the Tourism Industry in Andaman and Nicobar Islands – Factor Analysis | International Journal of Recent Technology and Engineering (IJRTE) | 2019 |
| 12. | Entrepreneurial Strategies of MSME for the Sustainable Development in India | Science, Technology and Development | 2019 |
| 13. | Entrepreneurial Opportunities for the Sustainable Development of Madurai Tourism | International Journal of Recent Technology and Engineering (IJRTE) | 2020 |
| 14. | Grass root role and responsibilities of Grama Sabha in Futuristic governance in India | Chartered Secretary | 2020 |
| 15. | Constraints Faced by the Farmers to Perform Agriculture in Tamilnadu | International Journal of Current Agricultural Sciences | 2020 |
| 16. | Effective Management on Conservation of Irrigation for Sustainable Development | International Journal of Scientific & Technology Research | 2020 |
| 17. | Barriers of Differently abled Entrepreneurs in Sivaganga Districts: A Factor Analysis | International Journal of Scientific & Technology Research | 2020 |
| 18. | Investigating the relationship between self-efficacy, The locus of control and male and female students academic achievement in high school students | African Journal of Business and Economic Research | 2020 |
| 19. | A Impact of Re-Engineering on Entrepreneurship and Employment in Indian MSMEs | International Journal of Advanced Science and Technology | 2020 |
| 20. | Self employment free training courses for Differently abled people in Tamilnadu: A Study | Journal of Xi'an University of Architecture & Technology | 2020 |

| | | | |
|-----|---|--|------|
| 21. | Building Entrepreneurial Eco system in India: An Agriprenurship Perspective | International Journal of Advance Research in Computer Science and Management Studies | 2020 |
| 22. | Role of B-Schools in Promoting Entrepreneurship Education in India | Mukt Shabd Journal | 2020 |
| 23. | Impact of COVID - 19 on stock price of NSE in automobile sector | International Journal of Advanced Multidisciplinary Research | 2020 |
| 24. | Entrepreneurship Mindset Curriculum: A Transformation from Job Seeker to Job Creator | Kerala: KICMA Reach Journal of Management | 2020 |
| 25. | Effect of COVID-19 lockdown on Kerala's Job market | Pre Prints AIJR publication | 2020 |
| 26. | Personal Efficacy and Its Effect on Socio-Economic-Demographic Variables Among the Employees of Retail Industry In Bangalore City | Journal of Engineering Sciences | 2020 |
| 27. | Impact of Personal Efficacy, Commitment and Perceived Support on Foresight towards Job Ramification | Science, Technology and Development | 2020 |
| 28. | Linkages and Volatility Effect of Finance Companies Stock Price on BSE Finance Index | High Technology Letters | 2020 |
| 29. | Contemporary Human Capital issues and Challenges at modern workplace- Conceptual Framework – A study | International Journal of Humanities, Management and Social Sciences- | 2020 |
| 30. | Performance Management Practices in IT sectors- A study | International Journal of Advanced Research in Management and Social Sciences | 2020 |
| 31. | Supporting Technologies for Differently Able People In Farming Activities | Journal of Xi'an University of Architecture and Technology | 2020 |
| 32. | Entrepreneurial Education For Differently Abled People In India | International Journal of Psychosocial Rehabilitation | 2020 |
| 33. | Governance at the grassroots level and its effectiveness on DRDA – A Case study with reference to Tamilnadu | Chartered Secretary | 2020 |
| 34. | Financial and legal influence of entrepreneurial growth and development across the industrial estates of Chennai region, Tamilnadu, India | Strad Research | 2020 |

| | | | |
|-----|---|---|------|
| 35. | Analysis of Leadership Capital Development initiatives on the performance of Employees in the IT Sector- Lucas M and Dr.S.Rajamohan | Nirma University Journal of Business and Management Studies | 2021 |
| 36. | Analysis of Knowledge Capital Development Initiatives in IT Sector- Lucas M and Dr.S.Rajamohan | Review of Professional Management A Journal of New Delhi Institute of Management | 2021 |
| 37. | National Institute for The Empowerment of Persons With Intellectual Disability (Divyangjan) In India Training Programme: A Study | Asian Journal of Management | 2021 |
| 38. | Educational Policy and Employment Opportunity of People with Disabilities in India – A study | Shanlax – International Journal of Management | 2021 |
| 39. | Analysis of Social Capital Development Initiatives in IT Sector – Lucas M and Dr.S.Rajamohan | LIBA’s Journal of Management – Management Matters | 2021 |
| 40. | Analysis of Talent Capital Development initiatives of IT sector in Bangalore- Dr.Lucas M and Dr.S.Rajamohan | RVIM Journal of Management Research | 2021 |
| 41. | Impact of Covid-19 on Fisheries Sector | Shanlax International Journal of Management | 2021 |
| 42. | Students Intention towards Entrepreneurship as a Career among Final Year Engineering Students in Puducherry | Shanlax International Journal of Management | 2021 |
| 43. | COVID-19: Impact on the Financial Services Sector Index | AJR Preprint | 2021 |
| 44. | A study on locus of control among the employees of retail industry in Bangalore city | Gazi University Journal of Science | 2021 |
| 45. | Quality of Work Life of Executive employees in Paper Industry of Tamil Nadu | Journal of the Asiatic Society of Mumbai | 2021 |

| | | | |
|-----|---|---|------|
| 46. | A study on Quality of Work Life of faculty members working In self finance engineering colleges in great Chennai | Journal of fundamental & Comparative Research | 2021 |
| 47. | A study on Quality of Work Life And Organizational commitment Of employees in IT sector in Chennai | Utkal Historical Research Journal | 2021 |
| 48. | A study on Quality of Work Life& job Performance of employees in Automobile Industry in Chennai | Stochastic Modeling & Applications | 2021 |
| 49. | Consumer behaviour and consumption pattern of fish in Karaikudi | Multispectrum publications | 2022 |
| 50. | Modelling Volatility of Agricultural Commodity future resturs on MCX | Yuvakshethra Publication | 2022 |
| 51. | National Institute for The Empowerment of Persons With Intellectual Disability (Divyangjan) In India Training Programme A Study | Asian Journal of Management | 2022 |
| 52. | Educational Policy and Employment Opportunity of People with Disabilities in India A study | Shanlax – International Journal of Management | 2022 |
| 53. | Analyzing the Aftermath of PSB A Voyage MSME in Tamilnadu | Asian Journal of Management | 2022 |
| 54. | Roles and Responsibility of the National Institute for the Empowerment of person with Intellectual Disabilities in India: A Study | Asian Journal of Management | 2022 |
| 55. | Self-Employment creating Opportunities for women in Fashion items and Handicraft Designing in India – A Study | Asian Journal of Management | 2022 |
| 56. | An analysis on the domestic fish marketing south Andaman | International Journal of Multidisciplinary Research and Growth Evaluation | 2022 |
| 57. | IPOs in Indian Stock Market: Analyzing Profit and Performance of IPO Listed in 2021 | Shanlax International Journal of Management | 2022 |
| 58. | Entrepreneurial Intention and Self efficacy students in South India: What type of support matters? | Conference Proceedings(International Conference on New Trends and Challenges in Business Management and Innovation | 2022 |

| | | | |
|-----|---|--|------|
| 59. | Impacts on implementation of innovative strategies for marketing of fisheries in And and Nicobar islands | International Conference on Contemporary Issues in sustainable management practices & Technology Innovation (ICCIMPT121) | 2022 |
| 60. | A Study on Work Life Balance (WLB) and its Impact on Employee Loyalty among selected manufacturing industries of Tiruchirapalli City. | Journal of Management and Entrepreneurship | 2022 |
| 61. | Water Resources in Sivaganga District and the Experiences Faced | Shodhasamhita: Journal of Fundamental & Comparative Research | 2022 |
| 62. | Factors affecting entrepreneurship among the disables people in Southern district of Tamilnadu- A Study | Asian Journal of Management | 2023 |
| 63. | Motivation in a push-pull factors of differently abled people entrepreneurship in Southern districts of Tamilnadu in India-A study | Manager- The British Journal of Administrative Management | 2023 |

Details of Books Published

| Sl. No | Details of Books | Authors | Publishers | Year of Publication |
|--------|--|---------------------------------|-------------------------------------|--|
| 1 | Consumer Empowerment - Rights and Responsibilities | S. Rajamohan P. Sivaprakasam | Knishka Publishers, 2001, New Delhi | First Edition: 2000, ISBN: 81-7391-378-1 |
| 2 | Introduction to Statistics | S. Rajamohan A. Thilagaraj | Learn Tech Press, Trichy - 620 102 | First Edition: 2008, ISBN: 978-81-903930-8-9 |