

Summary Profile of Dr.R.Magesh

Dr.R.Magesh, B.E.,M.B.A.,Ph.D.
Professor & Head
Department of Management Studies
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Present Position:

Professor & Head, Department of Management Studies, College of Engineering, Guindy, Anna University, Chennai from June-2015.

Academic Positions:

- Professor, (From 25-06-2015) Department of Management Studies, Anna University, College of Engineering Guindy, Anna University, Chennai
- Associate Professor, (25-06-2012 to 24-06-2015, 3 years) Department of Management Studies, Anna University, College of Engineering Guindy, Anna University, Chennai during December-2003 and June-2012.
- Sr. Lecturer, (13-12-2005 to 24-06-2012, 6 years 6 months and 13 days) Department of Management Studies, Anna University, College of Engineering Guindy, Anna University, Chennai during December-2003 and June-2012.
- Lecturer, (12-12-2003 to 12-12-2005, 2 years and 2 days) Department of Management Studies, Anna University, College of Engineering Guindy, Anna University, Chennai during December-2003 and June-2012.
- Lecturer, (20-08-1999 to 11-12-2003, 4 years 3 Months and 23 days) Alagappa Institute of Management, Alagappa University, Karaikudi .
- Lecturer, (20-06-1996 to 19-08-1999, 3 years 1 Months and 24 days) Department of Management Studies, Thangavalu College of Science and Management, Chennai.

Additional Responsibilities:

- Deputy Director, Centre for Distance Education, Anna University, Chennai since September-2013.
- Co-coordinator, Centre for Distance Education, Anna University, Chennai from April-2014.
- Co-coordinator, CEG Study Centre, Anna University, Chennai from April-2014 to September 2013.
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Other Employment

Served with Electronics Corporation of India Limited, Hyderabad from 1989 to 1994 and rose to the level of Senior Engineer.

Degree

M.B.A. in Marketing and Human resource Management, Department of Management Studies, Madurai Kamaraj University (1994 - 1996).

Research Degree

- ❖ Ph.D. in Marketing from Faculty of Management, Alagappa Institute of Management, Alagappa University (1999 - 2009).
Title: A study on Partnership Marketing In Distribution Channel with Reference To Chennai City.

Areas of Specialisation

- Companies Act, Marketing and Human Resource Management

Membership in Professional Organizations

- MMA, LPA

Ph.D. Research Guidance:

Ph.D. degree awarded on Joint-Supervisors	: 3
Ph.D. degree awarded on Supervisors	: 15

Papers Published in Journals:

Research Papers Published in International Journals: 99

1. Magesh.R, A Study on Quality of Service as a Tool for Enhancement of Customer Satisfaction in Banks, Global Journal of Finance and Management, Vol. 2, Issue 1, (2002).
2. Magesh.R, Problems and Prospectus of Joint Ventures of Indian Companies with Foreign Companies- in Global Business, Management Researcher, Vol. 9, Issue 1, (2002).
3. K.S.Chandrasekar, M.Senthil, R.Magesh and JubiCorporate Social Responsibility - ethical conundrums with respect to MNCs in India, Asia - Pacific Social Science Review, ISSN No: 09755942, Vol. 6, Issue 1, pp. 21 (2006); UGC - Journal Listed- Number: 1340
4. Magesh.R, Rajendraprasath, Practices of Corporate HRD responsibilities towards the outplacement with the perspective to Indian economic development, Third International conference on impact of economic prices in Global business scenario, published by International Journal of Sriram Institute of Management.; ISSN No:09753915, Vol. I, Issue-2, March-2010, Page: 36-44.
5. K.S.Chandrasekar, M.Senthil, R.Magesh, Issues on Outsourcing Knowledge - Management Dynamics, Management Dynamics - Journal of Management, Vol-II, issue-2, July-2010, page 1-2.
6. Magesh.R, A Study on Quality of Services as a Tool for Enhancement of Customer Satisfaction in Banks, Global Journal of Finance and Management, ISSN No: 0975 6477, Vol-II, Issue-1, April, 2010, page No: 123-133.
7. Rajeswari, Magesh.R, Energy Requirements: Role of Nuclear Power, SCMS Journal of Indian Management, ISSN No: 09733167, Vol. 7, issue 3, July (2010), page: 16-26.
8. Magesh.R, Preferences Towards Online Shopping Among Urban Population, Advances in Management, Vol. 4, pp. 30-37 (2011); ISSN: 0974 2611
9. A. Murugan, P.N.Prasad, R.Magesh, Factors Affecting Loyalty Programmes And Their Influence on Satisfaction of Shoppers of Organised Retail stores, International of Economic Research (IJER),ISSN : 0972-9380,Vol.9, No.2, July- December, 2012, pp. 503-514. Scopus Indexed Journal, UGC- Journal

Listed- Number: 2912

10. S.Joyce, Magesh.R, A Conceptual Analysis on Emotional Intelligence (EI) on Employee's Performance, Proceedings of second National Conference on emerging New Trends in Managerial Excellence, SathyabamaUniveristy,Chennai October 2012, Pages 167-169.
11. S. Catherine, M. Vijayalakshmi, R. Magesh, In-Store Decisions of Shoppers in a Leading Apparel Showroom, Tactfull Management Research Journal, ISSN No: 2319 7935, Vol. 1, No. 5.page:1-8, (February-2013), UGC-Journal-Listed: 48960
12. S.Joyce, Magesh.R, An Empirical Study on Work Place Stress Faced By Employees in the Oil Refinery Industry, International Journal of Global Research Analysis , ISSN No: 2277 8160, Vol. 2, Issue 3, page no: 104-106, (Mar-2013).
13. Ms.Kiruthiga.V and Dr.R.Magesh, Identification of Key Determinants to Job Satisfaction Through Factor Analysis, IRACST- International Journal of Research in Management & Technology (IJRMT), published by ISSN: 2249-9563, vol-6, issue-4, pp. 152 to 156 (Dec-2014).
14. Mohanakumari, Magesh.R, Role of Behavioural Competency Evaluation of Teaching Faculty in Engineering College-Chennai, PARIPEX- Indian Journal of Research, Published in Paripex Indian Journal Of Research.ISSN No: 2250 1991, vol-3, issue-2,Pp.189-190, (Feb-2014).
15. S. Catherine, R. Magesh,Brand Identification and Consumer Preferences towards Branded Salon Services in Chennai,Journal of Exclusive Management Science – August 2014 -Vol 3 Issue 8 - ISSN 2277 – 5684.
16. S. Catherine, R. Magesh, Shopping Behaviour and Consumer Choice in Branded Vegetarian Food Restaurants, International Journal of Economic Research, Issn: 0972-9380, Volume 12, Issue No: 2, 2015, Page Number 431-437.
17. M.AnitaShanmugaPriya and R.Magesh, Study of Existing Core Competencies, Competency Map and Identification Training Needs for Employees in IT Industry on Chennai, India, International Journal of Recent Research in Commerce Economics and Management (URRCCEM), published by ISSN 2349-7807. vol.2, issue.2, pp. 69-74 (April-2015).

18. Ms.Kiruthiga.V and R.Magesh, Influence Of Demographic Variables On Job Based Determinants Among The Star Category Hotel Employees, International Journal of Innovative Research & Studies, published by ISSN 2319-9725.vol.4, issue.2, pp. page 221 to 227 (Feb-2015); UGC-Journal-Listed: 48273.
19. Ms.Kiruthiga.V and R.Magesh, Fidelity amid the Employees of Star Hotels, International Journal of Engineering Research and Management (IJERM), published by ISSN: 2349-2058. vol.2, issue 2, page 22 to 23 (Feb-2015).
20. Ms.Kiruthiga.V and R.Magesh, Brunt of Employee Retention Strategies on Job Satisfaction, International Journal of Management and Commerce Innovation, published by ISSN : 2348-7585 (Online), Vol-2, issue-2, pp. 394 to 398 (Oct-2014), UGC-Journal-Listed: 47920.
21. Ms.Kiruthiga.V and R.Magesh, Boosting job satisfaction among star category hotel employees, International Journal of Multidisciplinary Research and Development 2015, published by E-ISSN: 2349-4182, P-ISSN: 2349-5979. Vol. 2, Issue 2, pp. 628 to 631 (Feb-2015); UGC-Journal-Listed: 46566.
22. Ms.Kiruthiga.V and R.Magesh, Exertion Hindering the Escalation of Hotel Industry in India", International Journal of Inter-disciplinary Research and Innovation, published by ISSN 2348-1218 (print) ISSN 2348-1226 (online). pp. 90 to 94 (2015).
23. Ms.Kiruthiga.V and R.Magesh, Role Of Demographic Factors On Job Satisfaction Among The Star Category Hotel Employees, International Journal of Technology Enhancements and Emerging Engineering Research, Feb-2015 , published by ISSN 2347-4289, vol-2, issue 3, pp. 22 to 24.
24. Ms.Kiruthiga.V and R.Magesh, Does job based determinants impel job satisfaction among the employees of star category hotel? International Journal of Advanced Multi-disciplinary Research (IJAMR), published by ISSN: 2393-8870. vol-2, issue 1, pp. Page 62 - 65 (Feb-2015).
25. Ms.Kiruthiga.V and R.Magesh, Gears of Job Satisfaction among Star Hotel Employees, International Journal of Innovative Research in Science, Engineering and Technology (An ISO 3297: 2007 Certified Organization), published by ISSN (Inline) : 2319-8753, ISSN (Print): 2347-6710. vol.4, issue 1, pp. Page no18563 to 18567 (Jan-2015); UGC-Journal-Listed number: 4735.
26. Ms.Kiruthiga.V and R.Magesh, Conjectualswot up of low employee retention factors in star category hotels", International Journal of Recent Research in

Commerce and Management (IJRRCEM), Jan-2015, published by ISSN 2349-7807, vol.2, issue 1, pp. Page 9 - 12 .

27. Ms.Kiruthiga.V and R.Magesh, Enticement of Employee Loyalty, IJSR - International Journal of Scientific Research, published by ISSN No2277-8179.vol-4, issue-1, pp. 223 to 225 (2015); UGC-Journal-Listed number: 49323.
28. Thomas Christopher De Almeida and R.Magesh, Conceptual Relevancy of Deming Wheel with Respect to the Authorized Economic Operator Programme of Indian Customs, International Journal of Recent Research in Commerce Economics and Management (IJRRCEM), published by ISSN 2349-7807., vol.2, issue.2, pp. 66-68 (April-2015).
29. Kiruthiga.Vand R.Magesh, (Feb-2015), Gravity of job based determinants among different levels of star category hotel employees, Australian journal of basic and applied sciences, ISSN No:1991 8178, vol.9, issue10, page : 266-272; UGC-Journal-Listed number: 1608.
30. Kiruthiga.V andR.Magesh, (Feb-2015), Rouse employee loyalty through job satisfaction, Australian journal of basic and applied sciences, ISSN No: 1991 8178vol.9, issue (10), page:273-280; UGC-Journal-Listed number: 1608.
31. Kiruthiga.Vand R. Magesh, (2015), Upshot Of Demographic Variables On Employee Loyalty Across The Star Hotels In India, International Journal of Research in Management & Social Science, ISSN No: 2322 0869, Volume 3, Issue 1 (II), page: 35-37.
32. Kiruthiga.V and R.Magesh, (Mar-2015), Heighten retention levels all the way through employee retention strategies, International Journal of Research in Engineering Technology and Management, ISSN No: 2347 7539,vol.3, issue (2), page 1-3.
33. Kiruthiga.V andR.Magesh, (Mar-2015), Uplifting employees through job based determinants, Global journal of commerce and management perspective, ISSN no: 2319 7285,vol4, issue (2), page: 1-4.
34. Kiruthiga.Vand R.Magesh, (2015), Hurtle of Tele-Serials, International Journal of Research in Management & Social Science, ISSN No: 2322 0899 Volume 3, Issue 2 (I), page: 83-85, UGC-Journal-Listed number: 48996.
35. Kiruthiga.Vand R.Magesh, (Apr-2015), Snag of Recruitment, International journal of advance and innovative research, ISSN No:2394 7780,vol.2, issue

(2), page:39-41

36. Kiruthiga.V and R.Magesh, (Aug- 2015), Hassle Management amid the PhD students, International Journal of scientific, engineering and applied science, ISSN No: 2395 3470, vol.1, issue 5, page 282-288.
37. Kiruthiga.V and R.Magesh, (Aug-2015), Employee loyalty-A Literature Review, International journal of engineering and management research, ISSN No: 2394 - 6962, vol.5, issue 4, page: 96-100, UGC-Journal-Listed number: 49201.
38. Kiruthiga.V and R.Magesh, (Aug-2015), Swot up of literature to discover the determinants of employee retention, International Journal of Research, ISSN No: 2348 6848, vol 2, issue 8, page number: 200-209, UGC-Journal-Listed no: 44396.
39. John Brito, Magesh.R, Impact Of Corporate Wellness Programmes On The Performance Of Employees In Information Technology Industry,International Journal of Applied Engineering Research,ISSN 0973-4562 Volume 10, Number 2 (2015) pp. 4457-4462.
40. Kiruthiga.V and R.Magesh, (Sep-2015), Appraise of the literature of Job satisfaction, International Research Journal of Engineering and Technology, ISSN No: 2395 0072, vol2, issue 6, pages 952-959; UGC-Journal - Listed number: 45170.
41. Kiruthiga.V and R.Magesh, (Mar-2015), Creating a loch of satisfied employees through demographic variables in star category hotels, Scholars journal of economics, business and management,ISSN No: 2348 5302,vol.2, issue (3), page 276-279; UGC-Journal-Listed number: 46518.
42. SangeethaPadmanabhanand R.Magesh,(July-2016), Green Packaging - Reflection on Consumer Product Buying Towards the Path of Environmental Sustainability,Asian Journal of Research In Social Sciences and Humanities, ISSN:2249-7315(Online), vol-6, issue-7, page: 1718-1731; Scopus Indexed, UGC-Journal -Listed number: 1262.
43. S. Catherine and R. Magesh, Consumer Store Loyalty in Organized Grocery Stores ,MIM International Journal of Management Research, July 2016 Vol. – 2 Issue – 2 ISSN 2394 – 6997.
44. S. Catherine and R. Magesh, Progenitor of Consumer Retail Store Loyalty In

Organized Chain Supermarkets, Anveshana's International Journal of Research In Regional Studies, Law, Social Sciences, Journalism And Management Practices,AIJRRLSJM, Volume 1, Issue 8 (2016, Sept) (ISSN-2455-6602), Page Number: 251-255.

45. M.Rajeswariand R.Magesh, (July-2016), A Study on Consumer Preference Towards Buying of Organic Fruits and Vegetables,Asian Journal of Research In Social Sciences and Humanities, ISSN:2249-7315(Online), vol-6, issue-6, page: 1118-1125, Scopus Indexed, UGC-Journal-Listed number: 1262
46. Kiruthiga.Vand R.Magesh, (Jun-2016), Employee Functional Roles and Working Goad Job Based Determinants Among The Star Category Hotel Employees,Asian Journal of Research In Social Sciences and Humanities, ISSN:2249-7315(Online), vol-6, issue-6, page no: 1679-1686;Scopus Indexed, UGC-Journal-Listed number: 1262
47. Anaghaand R.Magesh, (Aug-2016), Motivation to Innovate: an examination of the role of employee commitment,Asian Journal Of Research In Social Sciences and Humanities, ISSN:2249-7315(Online), vol-6, issue-8, page no: 1237-1251; Scopus Indexed, UGC-Journal-Listed number: 1262
48. Gnana Guru Lakshmi and R.Magesh, (June-2016), Impact of Technological Change Process on Individual Performance among the Information Technology (IT) employees in Tamil Nadu,Asian Journal of Research In Social Sciences and Humanities, ISSN:2249-7315(Online), vol-6, issue-6, page: 1741-1749; Scopus Indexed, UGC-Journal-Listed number: 1262
49. Lekha.Pand R.Magesh (2016), Influence of Spiritual Quotient (SQ) Dimensions on Performance of Employee in IT industry,Asian Journal Of Research In Social Sciences and Humanities, ISSN:2249-7315(Online), vol-6, issue-7, page no:1112-1119;Scopus Indexed, UGC-Journal-Listed number: 1262
50. Kurinji.Tand R.Magesh (Aug-2016),Women Entrepreneurship in Tamil Nadu –A Qualitative Study Using Tows Analysis', Asian Journal Of Research In Social Sciences and Humanities, ISSN:2249-7315(Online), vol-6, issue-9, page no: 1071-1080; Scopus Indexed, UGC-Journal-Listed number: 1262.
51. Thomas Christopher De Almeidaand R.Magesh, (Aug-2016), Effective Connectivity of Imported International Air Cargo through Customs Bonded Trucking,Asian Journal of Research In Social Sciences and Humanities, ISSN:2249-7315(Online), vol-6, issue-8, page no: 1689-1693;Scopus Indexed,

UGC-Journal-Listed number: 1262.

52. Karpagham.Cand R.Magesh, (Aug-2016), Work Life Balance of Employees Working in Organized Manufacturing Sector: A Study with specific reference to Chennai, Tamil Nadu, India. Asian Journal of Research In Social Sciences and Humanities, ISSN:2249-7315(Online), vol-7, issue-2, page no: 919-935; Scopus Indexed, UGC-Journal-Listed number: 1262
53. SundaraBalamurugan.Pand R.Magesh, (Aug-2016), Risk Assessment on Indian General Insurance Companies Solvency Using Expense and Loss Ratio Method, Asian Journal of Research In Social Sciences and Humanities, ISSN:2249-7315(Online),vol-6, issue-8, page number: 1750-1761;Scopus Indexed, UGC-Journal-Listed number: 1262
54. Joyce.Sand R.Magesh, Emotional Intelligence and Teacher Effectiveness of Arts And Science College – An Empirical Study In Chennai, International Journal of Economic Research, IJER © Serials Publications, ISSN: 0972-9380.vol. 13, issue (3), page no: 2016: 723-728, Scopus Indexed, UGC-Journal-Listed number:2912.
55. Catherine.Sand R.Magesh, A Study on Consumer Perception on Store Choice of Branded Grocery Supermarket,International Journal Applied Business Economic Research, I J A B E R© Serials Publications, Vol. 14,No. 4, (2016): page number: 2359-2367;Scopus Indexed, UGC-Journal-Listed number:2551.
56. Kiruthiga.Vand R. Magesh, (July-2016), A Cavernous Scrutiny Of Job Satisfaction Among The Star Category Hotel Employees, International Journal of Management and Social Science (Impact Factor- 5.276), IJMSS, ISSN: 2321-1784 , Vol.04 Issue-07, page no: 218-226, UGC-Journal-Listed number: 44292.
57. Ms.Anithaand R.Magesh, A Study on Comparison of Security Features in Public and Private Sector Banks on Prevention of Cyber Crime, Asian Journal of Research In Social Sciences and Humanities, ISSN:2249-7315(Online), vol-7, issue-2, page no:806-820, Feb-2017,Scopus Indexed, UGC-Journal-Listed number: 1262
58. Kiruthiga,V and R.Magesh, (2016), New Doorway of E-Commerce- Online Shopping, Imperial Journal of Interdisciplinary Research, ISSN No: 2454 1362, vol. 2, issue (12), page number: 954-957.
59. Magesh.R, Problems and Prospects of E-Commerce in Business Application,

Journal of International of Conference, ISSN No: 2250 0367, 2005, page: 7-10.

60. Kiruthiga,V and R.Magesh, (2016), A Supple way to induce Loyalty among the employees, Indian Journal of Economics and Development, ISSN No: 232 0 9828, vol4, issue (8), page number: 1-4; UGC-Journal-Listed number: 46747.
61. Kiruthiga,Vand R.Magesh, (Nov-2016), Upshot of Demonetization in India, International Journal ofEmerging trend in Science and Technology,ISSNNo: 2348 9480,vol-3, issue(11), page number:4788-4790; UGC-Journal-Listed number: 48981.
62. Anaghaand R.Magesh, (Dec-2016),Collaborative IP Creation And Perspective Taking, International Journal of Intellectual Property Rights (IJIPR) Volume 7, Issue 1, January-December 2016, pp. 06–10, Article ID: IJIPR 07_01_002, ISSN Print: 0976-6529 and ISSN Online: 0976-6537,© IAEME Publication, vol-7, issue-1; UGC-Journal-Listed number: 43230.
63. AnaghaandMagesh.R, (Dec-2016), Innovativeness of IT Employees and IP Creation Collaborative, International Journal of Management (IJM),Volume 7,Issue7, November–December 2016, pp.61–69, Article ID: IJM_07_07_006, ISSN Print: 0976-6502 and ISSN Online: 0976-6510, © IAEME Publication.
64. PonmythiliMuppidathi& Dr. R. Magesh, Impact of Followers’ Self- Expansion on Relationship Between Transformational Leadership And Follower’s Identity, International Journal of Business and Administration Research Review, E- ISSN -2347-856X, ISSN -2348-0653, Vol. 2, Issue.1, Jan-March, 2016. Page 221-226; UGC-Journal-Listed number:48227.
65. PonmythiliMuppidathi& Dr. R. Magesh, The Effect of Factors of Transformational Leadership on Followers’ Duty orientation In a Research and Development Organization, International Journal of Management and Social Science Research Review, E- ISSN - 2349-6746, ISSN -2349-6738, Vol.1, Issue.3. March- 2016 Page 257-267, UGC-Journal-Listed number: 48468.
66. Martina.J and Magesh.R (Dec,2016), Influence of National Culture on OCB, International Journal of Recent Research in Social Sciences and Humanities (IJRRSSH), ISSN No: 2349 7831, Vol. 3, Issue 4, October - December 2016, pp: (172-174)
67. John Britto.M, Magesh.R. (2017), Significance of Corporate Wellness in Information Technology Industry and its Implications in Work Culture of

Employees, International Journal of Business Intelligence & Innovations, ISSN No: 2348 4705, Special Volume Issue, 4th February 2017.

68. MohanaKumari.D, Magesh.R. (2017), A Study on an Effectiveness of Competencies among the Employees, International Journal of Business Intelligence & Innovations, ISSN No: 2348 4705, Special Volume Issue, 4th February 2017.
69. Kiruthiga,V & Magesh, R. (Feb-2017), 'A cram on the shortcomings of Internet Banking', SSRG International Journal of Economics and Management Studies (SSRG-IJEMS), ISSN No: 2393 9125,vol.4, issue (2), page no: 24-25
70. Kiruthiga V, Magesh R,(Mar-2017),Ways to muddle through workaholic husbands, International Journal of Advanced Research and Development,ISSN: 2455-4030,Volume 2; Issue 2; March 2017; Page No. 19-21; UGC-Journal-Listed number: 48816.
71. Kiruthiga,V & Magesh, R. (Apr-2017), 'The Migration of North East People Towards Chennai- A Case Study', International Journal of Management Research and Business Strategy, ISSN No: 2319 345X, vol.6, issue (2), page no: 94-97.
72. BeenaJoice M & Dr. R.Magesh (2017),Predictors of Job Stress on Work Engagement ,International Educational Scientific Research Journal, E-ISSN NO : 2455-295X | Volume : 3 | Issue : 3 | March 2017, page number: 66-69.
73. GeethaSwaminathan , Dr. R. Magesh,Idea generation Techniques help to increase quantitatively more ideas to solve business problems in Information Technology (IT) organizations,International journal of Applied Business and Economic Research- ISSN : 0972-7302,Vo15 April (2017);Scopus Indexed; UGC-Journal-Listed number: 2551.
74. GeethaSwaminathan, Dr. R. Magesh,Story Telling From Cradle To Corporate,International Journal of Innovative Research and Advanced Studies, ISSN: 2394-4404,Volume 4 Issue 4, page number: 115-117, April 2017; Scopus Indexed; UGC-Journal-Listed number: 45791.
75. Mohanakumari&Dr.R.Magesh, Mapping Procedure and Employees Job Roles, National Conference on Contemporary Management Practices, ISSN: 2321-788X, Vol.4, No.3, Special Issue 3, February, 2017, Page 35-38.
76. R.Nanthakumar, Dr.R.Magesh, An Overview of Garments Produced In the

Micro Apparel Manufacturing Companies, International Journal Of Mechanical Engineering & Technology (IJMET), Scopus Indexed & UGC Approved Journal, Volume 8, Issue 7, July 2017, pp 510-515: ISSN Print: 0976-6340 and ISSN Online: 0976-6359.

77. D.Mohanakumari and R.Magesh, Competency Mapping for ITS Industries, International Journal of Pharmacy & Technology (IJPT) Sep-2016, Vol. 8 , Issue No.3, ISSN: 0975-766X
78. D. Mohanakumari and R.Magesh, Competency Development through Training and Development: An Empirical Study, Indian J.Sci.Res. Vol.14 (1): Page 69-70, Year- 2017, ISSN: 0976-2876 (Print) and ISSN: 2250-0138 (Online).
79. S.Catherine, Magesh.R, Retail Shopper's Satisfaction Using Differentiation Strategies, Indian Journal of Science Research, Vol: 14, Issue, page No: 74-76, 2017, ISSN: 0976-2876 (Print), ISSN: 2250-0138 Online).
80. D. Mohanakumari and R.Magesh, Role of Managers Competencies in Employee Engagement, International Journal of Applied Business and Economic Research, ISSN : 0972-7302, Volume 15 • Number 19 (Part-II) • 2017
81. D. Mohanakumari and R.Magesh, Competency Mapping Procedure And Employees Job Roles , Shinlax International journal of Arts, Science and Humanities, ISSN Number 2321 788X vol 4 no 3 Special Issue: 3 February 2017
82. S.Joyce, R.Magesh, Emotional Intelligence of Employed and Unemployed Women in Urban Sector, International Research Journal of Business and Management-(IRJBM) Global Wisdom Research Publications, Volume No: 10 Issue: 14 December-2017, pages 91-93.
83. S.Joyce, R.Magesh, A Study on Emotional Intelligence of Working Women, Indian Journal of Science and Research, 2017, Vol. 14, issue (1): pages 248-251, ISSN: 0976-2876 (Print), ISSN: 2250-0138 (Online).
84. S.Catherine, Magesh.R, In-Store Patronage: A Study on Grocery Shopping, International Journal of Creative Research Thoughts (IJCRT), Volume 6, Issue 2 April 2018, ISSN: 2320-2882.

85. S.Catherine, Magesh.R, Condensation of Supermarket: Shopper's Proclivity, International Journal of Pure and Applied Mathematics, Volume 119 No. 17 2018, page No; 2087-2094, ISSN: 1314-3395 (on-line).
86. S.Catherine, Magesh.R, Cherry Picking: Shopper Behaviour to Choose a Store, Journal of Advance Research in Dynamical & Control Systems, Vol. 10, 12-Special Issue, 2018, page 867-873, ISSN 1943-023X.
87. D. Mohanakumari and R.Magesh, A Study on Teaching Faculty Main Competencies Influencing in Engineering College in India, Journal of Advanced Research in Dynamical and Control Systems, 2018-2019, Volume 11 | 01-Special Issue, Pages: 1552-1555.
88. D. Mohanakumari and R.Magesh, A Study on the Effectiveness of Competencies among the Employees, International Journal of Mechanical and Production Engineering Research and Development (IJMPERD), ISSN (P): 2249-6890; ISSN (E): 2249-8001, Vol. 8, Special Issue 3, Dec 2018, 1089-1092.
89. S.Joyce, R.Magesh, Impact of Emotional Intelligence on Leadership Development Through Tacit Knowledge Management, National Conference on Sustainable Green Business (NCSGB 2018), Conducted by Alagappa University, Karaikudi Published in Shanlax International Journal of Management. 2018, Pages 251-257.
90. John Britto, Magesh. R, Wellness Programs And Engagement Of Information Technology Workforce, International Journal of Engineering & Technology, Vol: 7, Issue (3.1), (2018), Page: 75-81
91. S.Joyce, R.Magesh, The Impact on Emotional Intelligence among Lecturers Working in University, Indian Journal of Public Health Research & Development, December 2018, Vol.9, No. 12.
92. John Brito, Magesh.R, Wellness of Employees and Engagement in Corporate Scenario, Indian Journal of Public Health Research & Development, December 2018, Vol.9, No. 12, page 34-39.

93. S.Joyce, R.Magesh, The Relationship Between Emotional Intelligence and Faculty Knowledge Sharing, Journal of Advanced Research in Dynamical and Control Systems, Issue: 01-Special Issue//2019, ISSN: 1943 - 023X, Page No. 1577-1580.
94. S.Catherine, Magesh.R, Cultivate the Grocery Consumers: Store Layout Repurchase Intentions, International Journal of Scientific Research in Computer Science Applications and Management Studies, Volume 8, Issue 2 (March 2019), ISSN 2319 – 1953.
95. John Brito, Magesh.R, Psychological Capital and Engagement in Information Technology Services, International Journal of Pure and Applied Mathematics, Volume 119 No. 16, 2018, page 383-398, ISSN: 1314-3395 (on-line version)
96. S.Joyce, R.Magesh, Emotional intelligence and Performance of Faculty in Management Education, International. Journal of Management Business. Research, 9 (2), 54-60, June 2019.
97. S.Catherine, Magesh.R, Shoppers' Propensity on Supermarket Chain Store Attributes in Grocery Retailing, International Journal of Management Business Research., Vol:9, Issue (2), page:61-67, June 2019
98. John Brito, Magesh.R, Workplace Wellness and Employee Engagement in Information Technology Services, International. Journal. Manager. Business. Research. 9 (2), 110-119, June 2019.
99. John Brito, Magesh.R, A Study on Corporate Wellness Program – with special reference to Accenture, Chennai, International Journal of Business Intelligence & Innovations, Special Volume, Issue 4, Feb 2017, pp 536-542.

Research Papers Published in National Journals : 12

1. Education and Training Needs of the Rural Population, published in Small Scale Industries, Management. Vol. 2, pp. 128-133
2. Infrastructure Development and India's Power Policies, pp. 35-45
3. Prospects of Containerisation in India, Third Concept, (1999).
4. Complete Packaging Solutions through Tetra Pak, Management Research, (1999).
5. Issues in Indian Rural Entrepreneurship- Revisited, HRD Times, Vol. 2, Issue 12, (2000).

6. The Genesis of e-Entrepreneur, HRD Times, Vol. 2, Issue 11, (2000).
7. Problems and Prospects of Joint Ventures by Indian Companies with Foreign Companies-In Global Business, Management Research, (1999),Vol.IX, No.1&2, July-December 2002.
8. Cyber Laws and Protection of IPR's in e-Commerce, Tamil Nadu Prosecutors Journal, Vol. 4, Issue 11, (2002).
9. Prisoners Right in India- A need to Overview, Tamil Nadu Prosecutors Journal, Vol. 4, Issue 11, (2002).
10. Nailing the Myths and Reality about CRM - HRD Times, Vol. 5, pp. 6 (2003).
11. Channel Management - A Value Addition Role of Wholesalers and Distributors - HRD Times, (2004).
12. Challenges for small and medium enterprises (SME) in automobile industries in Tamil Nadu, SRM Journal of Management Research, published by SRM University. Issue 6, pp. 31-43 (2012).

Papers Presented in Programmes:

Research Papers Presented in National and International Programmes : 35

1. Infrastructural Development- and India's Power Policies organised by Alagappa Institute of Management Studies on 28-Apr-2000.
2. Entrepreneurs and Entrepreneurship Development Strategies in India, organised by Department of Commerce, Nehru Memorial College from 08-Sep-2000 to 09-Sep-2000.
3. e- Entrepreneurs - A new Generation, organised by Department of Commerce, Nehru Memorial College from 08-Sep-2000 to 09-Sep-2000.
4. Liberalisation and Export Performance of SSI Sector in India- an Analysis, organised by Gandhigram University on 11-Jan-2001.
5. Conquer the market through pricingstrategies in Post LiberalisationEra, organised by Alagappa Institute of Management Studies on 02-Feb-2001.

6. Interactive Home Shopping-A Prospect in Electronics Market Place –National Conference on Impact of IT in Industry and Education, IMK, University of Kerala, 8th November, 2001.
7. e-Commerce- A Fleet or fancy, organised by VLB Janakiammal College of Engineering on 21-Feb-2003.
8. Manufacturing and Project Management on Integrative Approach organised by Karpagam College of Engineering on 21-Feb-2003.
9. A Scope and Risks of Mobile Agents in Electronic Market, organised by Annamalai University on 22-Mar-2003.
10. An integrative Approach of Channel Management With internet in Global Business, organised by PR Institute of Management from 06-Feb-2004 to 07-Feb-2004.
11. Gaining Competitive Advantage through Competent CRM, organised by Annamalai University on 20-Feb-2004.
12. An Opportunity of e-Channel Distribution Marketing Business as SSI in the Trend of Global Business organised by Kongu Engineering College on 20-Mar-2004.
13. Channel members to be partners- A Need to Check by the Marketer, organised by Adaikalamatha Institute of Management from 27-Feb-2004 to 28-Feb-2004; ISSN No: 22500367.
14. Contemporary Report to Know How Knowledge Management Adds Critical Value to Distribution Channel Management members, organised by Adaikalamatha Institute of Management from 27-Feb-2004 to 28-Feb-2004.
15. Problems and Prospects of E-Commerce in Business Applications, presented in a International level conference on Business Economics and finance Management, organised by Adaikalamatha Institute of Management, Adaikalamatha College, India from 29-Sep-2005 to 30-Sep-2005.
16. Medical Tourism: An Opportunity on a platter for India. Presented in a National level conference on Managing Economic Recession: Functional Strategies Revisited organised by SIMS Campus, Pandeshwar, Mangalore, India on 03-Apr-2009.
17. Magesh.R., A Revisit on the Application of Hackmann and Oldham Model in

Organisation, international conference on Impact of Economic Crises in Global Business Scenario, conducted by Sri Sai Ram Institute of Management, Chennai on 24-09-2009.

18. A Revisit on the Application of Hackmann and Oldham Model in Organisation, presented in an International level conference on Impact of Economic Crisis in Global Business Scenario, organised by Sri Sai Ram Institute of Management Studies, India on 24-Sep-2009.
19. Supply Chain Management Approach for Small Scale Industries, presented in a National level conference on Emerging Social Perspective and Parallel Issues of Business Management, organised by SRM University, India on 17-Feb-2012.
20. Predicting the strength of marketing in Social Media, presented in a National level conference on Future Trends in Marketing, organised by Acharya Institute of Technology, India on 30-Mar-2012.
21. S.Joyce, Magesh.R, A Conceptual Analysis on Emotional Intelligence (EI) on Employee's Performance, Proceedings of second National Conference on emerging New Trends in Managerial Excellence, Sathyabama University, Chennai October 2012, Pages 167-169
22. Driving factors of Aavin milk consumption among Chennai customers presented in a National level conference on Impact of Globalization on Rural Entrepreneurship Development in India; Issues and Challenges, organised by Gandhigram Rural Institute – Deemed University Gandhigram Tamilnadu, India from 28-Jan-2013 to 29-Jan-2013.
23. Innovative Packaging Practices Through Bio-plastics in Flexible Packaging- Efficacy in Food Industry and Green Economy, presented in an International level conference on Innovative & Competent Business Strategies: Opportunities & Challenges, organised by Asian Management Science Association, Chennai, India, Kuala Lumpur, Malaysia from 27-Jul-2013.
24. S.Catherine and R.Magesh, Influencing Factors of Customers in Online Shopping Behaviour presented in a National level conference on Marketing Strategies of the 21st Century, organised by Department of Management Studies, Periyar Maniammai University, India on 08-Aug-2013.
25. Bhagirathi and R.Magesh, Impact of Employer Branding in Recruitment and

Organizational Effectiveness, presented in an International level conference on Strategies for Social and Sustainable Competitive Advantage in Globalized Era, organised by Karnataka State Open University, Bijapur, sponsored by Indian Council of Social Science research (ICSSR) New Delhi, India from 20-Jun-2014 to 21-Jun-2014.

26. John Britto, Magesh. R, Paper presented on the title of Enhanced Productivity Using Corporate Wellness Program In It Industry, International Conference conducted by AMET University, Chennai. 22 Feb 2014, pp 455-456
27. John Britto, Magesh. R, Paper presented on the title of strategies for social and sustainable competitive advantage in Globalised Era, Vol 3, June 2014, oages 455-4565, ISBN No: 978819260.
28. M.Rajeswari and R.Magesh, Innovative Technology Tool and Its Impact on Services Quality in Banking Sector, presented in an International level conference on International Conference on Quality Through Innovation, Organised by AU TVS, Anna University, India from 19-Feb-2015 to 20-Feb-2015.
29. The Role of Behavioural Skills and Faculty Competency Mapping in Engineering Colleges, organised by Dr.M.G.R. Educational and Research Institute University, Chennai; dated 20th and 21st August, 2015
30. Kiruthiga.V and R.Magesh, Hurtle of Tele Serials, presented in an International level conference on Current Researches in Management, Technology & social sciences, organised by Indian Academicians and Researchers Association, India on 26-Apr-2015.
31. Kiruthiga.V and R.Magesh, (2016), Upshot of Demographic Variables on Employee Loyalty across the Star Hotels in India, presented in an International Conference on Innovative Strategies Being Adopted in Management, Technology & Social Sciences, organised by International Journal of Research in Management & Social Science, ISSN 2322-0899.
32. S. Catherine, Magesh.R, A Study on Consumer Perception on Store Choice of Branded Grocery Supermarket, organized by Jeppiar Engineering College, Chennai; dated 30 & 31 -March-2016.
33. National Conference on Contemporary Management Practices, organized by Department of Business Administration, Loyola College, Vettavalam,

ThiruvannamalaiDist, 28th February, 2017.

34. S.Joyce, R.Magesh, Impact of Emotional Intelligence on Leadership Development through Tacit Knowledge Management, National Conference on Sustainable Green Business (NCSGB 2018), Conducted by Alagappa University, Karaikudi.
35. S.Joyce, R.Magesh, Paper presented on the Title of A Study on Emotional Intelligence And Leadership Effectiveness Among It Employees, in the International Conference of Role of Management education in Promoting Entrepreneurship in the Globalised Business Environment (RMEPGBE-2019), 2 days ICSSR Sponsored International Conference, Conducted by PRIMS, Periyar University, Salem, on 28-29 January 2019.

Books Published:

1. "LEGAL ASPECTS OF BUSINESS" authored by Dr.R.MAGESH and published by ANNA UNIVERSITY.
2. "Strategic Management" authored by Dr.R.MAGESH and published by ANNA UNIVERSITY, CHENNAI.
3. "HUMAN RESOURCE AUDIT AND ACCOUNTING" authored by Dr.R.MAGESH and published by ANNA UNIVERSITY, CHENNAI.

Programme Chaired:

1. Chairman, International level conference titled "Economics, Business, Finance, Human Resource & Technology for Sustainable Development" conducted by Sri Sai Ram Institute of Management Studies from 20-Dec-2013 to 21-Dec-2013.

Programme Organized:

1. National level workshop on Enterprise Resource Planning- A Road Ahead on 07-Nov-2009.
2. Faculty Development Training Programme in Marketing Management from

03-Feb-2010 to 10-Feb-2010.

3. National level seminar on Research Development Programme on Multivariate Statistical Tools from 24-Aug-2012 to 25-Aug-2012
4. National level conference on Strategic trends on Innovation & Creativity in management practises from 10-Sep-2012 to 11-Sep-2012.
5. International level seminar on Entrepreneurship and Innovations in Food Sciences and Food technology, organized by the University of Netherland, Centre for Biotechnology and DOMS, Anna University, from 11-Mar-2013 to 31-Mar-2013.
6. National level seminar on Strategies for Internationalization on 13-Sep-2013.

Programme Attended:

Total Number of Programmes attended: 22

1. Completed Orientation Programme organized by UGC Academic Staff College, University of Madras, India from 01-Mar-2001 to 28-Mar-2001.
2. Participated in a National level workshop on Research Methods for management Studies organized by Alagappa University, India from 16-May-2001 to 18-May-2001.
3. Attended a National level Short Course on Workshop on Student Guidance and counselling organized by Technical Teacher Training Institute, Chennai. India from 09-Mar-2004 to 11-Mar-2004.
4. Participated in a National level workshop on Intellectual Property Rights organized by HRD Ministry and Sri Ramachandra Medical College and Research Institute, India from 16-Mar-2004 to 17-Mar-2004.
5. Participated in a short term course on Quantitative Techniques for Research in Engineering & Technology, on 17 & 18th June 2004, conducted by Centre for Faculty Development, College of Engineering, Anna University, Chennai.
6. Attended Faculty Development Workshop on Games for Management Teaching, conducted under the Teaching and Research in Interdisciplinary and

Emerging Areas (TRIEA), conducted by Department of Management Studies, University of Madras on 23, 24 and 25 February 2005.

7. Completed UGC sponsored Refresher Course in Management, Title as Management in Globalised Era, conducted by UGC-Academic Staff College, University of Madras, Chennai-5, for the period of 09/03/2005 to 29/03/2005
8. Attended Work shop on Design of Self Learning Materials, Conducted by the School of Humanities, Tamil Nadu Open University on 30/03/2005.
9. Participated in the Workshop on Consumer Protection & Welfare, conducted by the Indian Institute of Public Administration, New Delhi from 03/10/2005 to 07/10/2005.
10. Attended a 21 days Refresher Course in management, organized by Academic Staff College, Bharathiar University, Coimbatore, from 30-Oct-2008 to 19-Nov-2008
11. Attended a National level seminar on Faculty Development Programme on Advanced Data Analysis, organized by Centre of Faculty Development, College of Engineering Anna University from 01/12/2008 to 07/12/2008.
12. Participated 2 days' workshop on Simplified Enterprise Applications Learning(SEAL) conducted by Department of Management Studies, Anna University and BIJA-Professional services Pvt. Ltd, on 12th and 13th November 2009.
13. Attended one day Faculty Development on the theme of Logistics and Supply Chain Management conducted by Department of Management Studies, University of Madras and Institute of Logistics, Confederation of Indian Industry (CII), conducted on 20th July 2010.
14. Participated in the one day introductory course on Data Analysis for Management Research using SPSS, organized by Department of Management Studies, Anna University, Chennai-25 conducted on 3rd July 2010.
15. Participated one day seminar on Lateral Thinking and Six Hats, conducted by School of Management, Tamil Nadu Open University, conducted on 23rd September 2010.

16. Attended one day conference on Rethinking Management Education with Innovation and Creativity, conducted by IIM-Ahmadabad, Chennai chapter and Anna University, conducted on 29th October 2011.
17. Participated one day seminar on Leading with a Difference: Issues in Inspirational Leadership, organized by Department of Management Studies, Anna University, Chennai-25, conducted on 26th November 2010.
18. Attended Two days Interaction Workshop on Integrated Approaches to Food, Diet and Health: Indian and European Perspectives, conducted by Centre for Food Technology, Anna University, Chennai -25, conducted on 8th& 9th February 2011.
19. Attended an International level Short Course on Entrepreneurship and Innovations in Food Sciences and Food Technology organized by Department of Management Studies and Center for Food Technology, Department of Bio-Technology, Anna University, Chennai in collaboration with Faculty, India from 13-Mar-2013 to 31-Mar-2013.
20. Completed 21 days Special Winter School on equivalence to the Refresher Course on Higher Education for College/ University Teachers with a focus on Teaching, Research and Administration, conducted by UGC and Academic Staff College-University of Madras, Chennai-25, duration of 05/11/2013 to 25/11/2013.
21. Participated and presented paper, Titled: Innovative Technology Tools and Its Impact on Services Quality in Banking Sector, in an International level conference on International Conference on Quality through Innovation organized by AU TVS, Anna University, India on 18th to 20th Feb-2015.
22. Participated in, National Cyber Defence Summit '16 is organized by the National Cyber Safety and Security Standards in association with State & Central Governments, Ministry of Defence, Government of India, AICTE& Anna University; on 30th September and 1st October, 2016.

Programme Attended in Foreign Country:

1. Mergers and Acquisition- Report on Intersection of a Success Story presented in a International level conference on The Second International Conference on Applied Business and Economics, organised by Sohar University, Sultanate of Oman from 14-Dec-2010 to 15-Dec-2010.

Special Representations:

1. Member in Board of Studies in the Faculty of Management Sciences of Anna University since, 15-Jan-2007.
2. Member in M.B.A Tourism Management-Board of Studies in the Faculty of Management Studies, Anna University, since 27-Jun-2014.
3. Member in Board of Studies in the Faculty of Management, MEPCO College from 06-Jan-2010 to Jan 2017.
4. Expert Committee Member in Tamil Nadu Physical Education and Sports University, Since 31-Oct-2014
5. Member in Board of Studies in the Alagappa Institute of Management, from 03-Jan-2000 to 21-Jan-2015.
6. Member in Board of Studies in E.G.S. Pillay
7. College of Engineering, Nagapattinam, Tamil Nadu, for 2017-18 and 2018-19.

Experience Abroad:

1. Visited Sohar University, Sultanate of Oman from 14-Dec-2010 to 15-Dec-2010. Purpose of visit: International Conference.

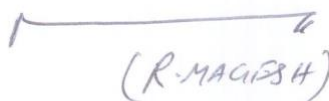
MEMBER IN ACCREDITATION/ACADEMIC COUNCIL:

1. Member in NAAC Peer Team- Visited for NAAC Assessment.

DIRECTOR IN GOVERNMENT DEPARTMENT/COMPANIES:

1. Independent Director in Texco, Government of Tamil Nadu.

SELF ATTESTED


(R. MAGISH)