

Short Profile

Dr. G. Sivanesan, Professor & Director at Jamal Institute of Management, Jamal Mohamed College (Autonomous), Tiruchirappalli, Tamil Nadu, India. He has a diverse background in industry, academia, and research spanning over 18 years, during which he has gained expertise in several areas such as human resource management, strategic management, and data analytics. He has held positions of high responsibility in various reputed organizations prior to his current role, and he brings a wealth of practical experience to his teaching and research.

He is known for his excellent training and hands-on workshops on advanced statistical tools and techniques, which he has conducted for students, researchers, academicians, and practitioners. His consultancy services for five reputed organizations are a testament to his industry connections and practical knowledge. His corporate communication training assignments and Outbound Learning programs for managers and executives are particularly noteworthy.

Dr. Sivanesan's contributions to academic research are also impressive, with several of his research papers published in leading academic and practitioner journals. His expertise in NLP is widely recognized, and he is a sought-after consultant in these areas. He is an approved research supervisor at Bharathidasan University, where he has successfully produced doctorate students and guiding doctoral students in their research endeavors.

Educational Qualification

- **Ph.D in Management** from Bharathidasan University, Tiruchirapalli, Tamil Nadu, India.
- **M.Phil;** in Management with Distinction from Bharathidasan University, Tiruchirapalli, Tamil Nadu, India
- **MBA;** with Specialization in Human Resource Management (An UGC Sponsored Post Graduation course) from Bharathidasan University, Tiruchirapalli, Tamil Nadu, India.
- **PGDMM;** Post Graduate Diploma in Marketing Management (One Year Diploma Course) from Pondicherry University, Pondicherry, India.
- **B.Sc;** Statistics (An UGC Sponsored 3 Years Graduation Course), from St.Jospeh's College (Autonomous), Tiruchirappalli, Tamil Nadu, India.

Professional Work Experience

- 2024 onwards** **Professor & Director**
Jamal Institute of Management,
Jamal Mohamed College (Autonomous),
Tiruchirappalli, Tamil Nadu, India.
- 2020 - 2023 Associate Professor,
Jamal Institute of Management,
Jamal Mohamed College (Autonomous),
Tiruchirappalli, Tamil Nadu, India.
- 2009 – 2019 Assistant Professor,
Jamal Institute of Management,
Jamal Mohamed College (Autonomous),
Tiruchirappalli, Tamil Nadu, India.
- 2007 – 2009 Assistant Professor,
Department of Management Studies,
J.J. Engineering College & Technology, Tiruchirappalli,
Tamil Nadu, India.
- 2005 – 2007 Assistant Professor,
Department of Business Administration,
Urumu Dhanalakshmi College, Tiruchirappalli, Tamil Nadu, India.

Publications

- Published a Paper Titled “Memorable Tourism Experience, Destination Image, Satisfaction and Behavioral Intention: A Study of Tourist in Pondicherry, India” International Journal of Hospitality & Tourism Systems, Scopus Indexed, ISSN Number: 0974-6250, Volume 15 Issue 2, Page 26-36, December 2022.
- Published a Paper titled “The relation between job characteristics, perceived organizational support and employee engagement”, Scopus Indexed, Turkish Online Journal of Qualitative Inquiry, e-ISSN 1309-6591, Volume 12, Issue 3, Page - 4767-4777, May 2021.
- Published a Paper Titled “Examining Memorable Tourism Experience On Memorable Trip Experience, Subjective Well-Being and Revisit Intention” Journal of Contemporary Issues in Business and Government, Scopus Indexed, Volume 27, Issue 3, 2021. P-ISSN: 2204-1990; E-ISSN: 1323-6903, Page No – 250 – 257.

- Published a Paper titled “Impact of Perceived Supervisor Support and Perceived Organizational Support on Organizational Citizenship Behaviour”, International Journal of Management, Volume 11, Issue 11, PP – 501 – 508, November 2020.
- Published a Paper title “A Comparative Study of Factors Influencing the Choice Decision of Mobile Network Operators between Large and, Small and Medium Enterprise (SME) Customers” Seventeenth AIMS International Conference on Management, ISBN: 978-1-943295-14-2, Page 1116 – 1126, 2020.
- Published a Paper titled “Factors Influencing Intention to Use Mobile Wallet: An Empirical Analysis of Indian Consumers” International Journal of Management (IJM), Volume 11, Issue 12, Scopus Indexed, December 2020.
- Published a Paper titled “An Encapsulation of the Organizational Culture in the UAE” International Journal of Management (IJM), Volume 11, Issue 11, Scopus Indexed, November, 2020.
- Published a Paper titled “High Performance Work System Impact on Organizational and Employee Outcomes–A Theoretical” International Journal of Management (IJM), Volume 11, Issue 11, Scopus Indexed, November, 2020.
- Published a Paper titled “Organizational Justice Effect On Front Line Employees Engagement in Selected Private Banks” International Journal of Management (IJM), Volume 11, Issue 11, Scopus Indexed, November, 2020.
- Published a Paper titled “An analysis of age group effect on consumer level perception factors which influence store brand attitude”, International Journal of Research & Analytical Reviews, (IJRAR), E-ISSN 2348-1269, P- ISSN 2349-5138, Vol 6, Issue 2, May 2019.
- Published a Paper titled “Determining the Critical Selection Factors of Mobile Network Operator using Importance-Performance Analysis and Gap Analysis from Manufacturing Enterprise Customers’ Perspective”, International Journal of Research & Analytical Reviews (IJRAR), E-ISSN 2348-1269, P- ISSN 2349-5138, UGC Journal ID: 43602, March 2019.
- Published a Paper Titled “Impact of consumer level perceptual factors on store brand attitude and purchase intention” in JAC: A Journal of Composition theory Volume XII, Issue X, October 2019.
- Published a Paper Titled "An analysis of age group effect on consumer level perception factors which influence store brand attitude" in International Journal of Research and Analytical Reviews (IJRAR), Volume 6, Issue 1 February 2019.

- Published a Paper titled “A Study on Sales Employee High Performance Work System in Selected Private Banks”, International, Journal of Management and Science, Vol:3, Special Issue No:3, ISSN 2250-1819, E-ISSN 2249-1260, P:78-81, Feb 2018.
- Published a Paper titled “Empowering Excellence – Based On Psychological Empowerment, Job Satisfaction and Job Performance”, International, Journal of Management and Science, Vol:3, Special Issue No:3, ISSN 2250-1819, E-ISSN 2249-1260, P:102-105, Feb 2018.
- Published a Paper titled “A Study on Antecedents of Brand Loyalty in the Toilet Soap Market”, in International Journal of Management (IJM), ISSN 0976 – 6502(Print), ISSN 097, ISSN 0976-6502 (Print), ISSN 0976-6510 (Online), Volume 5, Issue 10, October (2014), pp. 51-57.
- Published a Paper titled “Study of Brand Loyalty on Toilet Soaps Buying Behavior of Female Consumers In Tiruchirappalli, in International Journal of Marketing and Human Resource Management (IJMHRM) ISSN 0976 – 6421 (Print) ISSN 0976 – 643X (Online) Volume 5, Issue 5, September – October (2014), pp. 11-21.
- Published a Paper titled “Effects of organizational commitment and perceived organizational support in predicting turnover intentions in Information technology sector, Chennai., in International Journal of Human Resource Management and Research (IJHRMR) ISSN(P): 2249-6874; ISSN(E): 2249-7986 Vol. 4, Issue 5, Oct 2014, 45-52.
- Published a Paper titled “A Study of Talent Management Strategies in Information Technology Industry at Bangalore City” in International Journal of Business Management & Research (IJBMR), ISSN(P): 2249-6920; ISSN(E): 2249-8036, Vol. 4, Issue 5, Oct 2014, 21-30.
- Published a Paper titled “A Study On Employee Brand Related Attitudes and Behaviors in Banking Industry, Tiruchirappalli, in International Journal of Business Management & Research (IJBMR), ISSN 2249-6920, Vol. 3, Issue 1, Mar 2013, 139-146,
- Published a Paper titled “A Study on Employee Brand Related Attitudes and Behaviours in Banking Industry, Tiruchirappalli, in International Journal of Business Management & Research (IJBMR), ISSN 2249-6920, Vol. 3, Issue 1, Mar 2013, 139-146.

- Published a paper titled “A Study on Employee Loyalty and Satisfaction in Information Technology Sectors in Chennai, Tamilnadu” in International Journal of Business, Management and Social Science, Vol.II, Issue 1 (III), September 2012.
- Published a paper titled “Impact of Mobile Advertising in Consumers Purchase Decision-An Empirical Investigation” (Vol.3 No.2 Jan 2012) Pages: 331-338
- Published a paper titled “Five competitive forces of effective leadership and innovation” in the proceedings of 4th National Conference on Management in the age of Innovation, Jamal Institute of Management, Jamal Mohamed College(Autonomous), Trichy, ISBN-978-81-909104-0-8, January 2011.
- Published a paper titled “Perspective of Healthcare Quality towards Patient’s Satisfaction in Hospitals” in International Journal of applied management research, on 16th and 17th December, 2010. ISSN: 0974-8709
- Published a paper titled “RFID in the Healthcare Supply Chain” In International Journal of applied management research, on 16th and 17th December, 2010. ISSN: 0974-8709.
- Published a paper titled “A study on Stress Management in the ECC Division of Larson & Turbo Limited, Chennai.” in International Journal of Business Management, Economic and Information Technology, Vol. 2 No.1, January – June 2010; 317-44.
- Published a paper titled “Impact of sub-Prime crisis in the Indian Scene” in International Journal of Management Research and Technology, Vol. 4, No. 1, June 2010: 35-40.

Training and Consultancy (Last Five Years)

- Consultancy service offered to High Energy Battery India Limited, located at Mathur, Pudukottai District. During the consultancy service identified existing problems within the organization and offer suggestions and a training program by identifying and rectifying the root cause of the issues. Additionally, providing various potential research and feasibility studies periodically for the products and services offered. Period of Consultancy Service – October 2022 to March 2023.
- Web of Science Certification – February 17th 2022, Certificate ID: 270977
- Resource Person, Three days’ workshop on Advanced Data Analysis for Management and Social Science Research, SEM- AMOS, Jamal Institute of Management Jamal Mohamed College, Trichy, 2019.

- Resource Person, Application of Structural Equation Modeling Analysis(SEM) in Social Science Research, National Level Faculty Development Programme on Recent Trends in Research: An Inter Disciplinary Approach organized by Research & Development Cell in Collaboration with United Board, Asia at Bishop Heber College(Autonomous), Trichy, 2018.
- Consultancy Service offered to Global TVS Bus Body Builders Ltd, Viralimalai, Trichy, 2018.
- Ten Days, Sales Skill Development programme for FSM Employees, FSM Hyper Mall, Trichy, 2017.

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