

Profile of Dr. M.A.Vijaya



- (i) Designation : Assistant Professor  
(ii) Department : Business Administration  
(iii) Qualification : MBA., MPhil., NET., PhD.,  
(iv) Experience : 15 years  
(v) Specialization : Finance and Marketing  
(vi) Email id : mavijaya.mba@gmail.com  
(vii) Research Guidance :

Mob No: 9790340658

Degree	Awarded	Guiding
M.Phil	---	2
Ph.D	---	-

(viii) Publications

S.No	Category	Total	For the Period (2013-2018)
1	International Journals	4	
2	National Journals	1	
3	In house	1	
4	Full length articles in proceeding	2	
5	National Conference	2	
6	Books / Chapters in Books / Books Edited	-	

Best 5 Publications (2013-2018):

S.No.	Title of the Article	Name of the Journal	I/N	ISBN/ISSN	Vol.	Pages	Date, Month and Year
1	Transforming Segment Description into Product Strategy in Financial Sector for Sustainability – Investment Behaviour Of Equity Investors	Asian Journal of Multidimensional Research-Double Blind refereed and reviewed international Journal	I	2278-4853	Special Issue	Pg 141-148	January 2018
2	Demographic Factors, Self -Perceived Knowledge and Attitudinal Characteristics of Equity Investors	Asian Journal of Research in Business Economics and Management - Peer Reviewed and refereed	I	2249-7307	Volume – 8 Issue – 1	Pg.30-43	January 2018
3	The Relationship Between Big Five Personality Factors, Self-Perceived Knowledge and Investor Attitudinal Characteristics of Equity Investors	Asian Journal of Research in Humanities and Social Science	I	2249-7315	Vol.6 No:10	1427-1440	October 2016
4	Economic Development in the Digital Age: The role of Digital Marketing	Intercontinental Journal of Marketing Research Review	I	2347-1670	Vol. 5, No-5	Pg.140-146	February 2017
5	Building Brand Loyalty through Smart Marketing Strategies Customer Brand Loyalty towards Patanjali	Journal KVIM Institute of Management and Information Studies	N	2347-1670	Volume-3, Issue-1	Pg 149-155	May 2017

(ix) Sponsored Projects

Major Projects handled so far		Major Projects handled during (2013-2018)	
Nos	Financial Outlay	Nos.	Financial Outlay
-	-	-	-

(x) Details of the Projects (2013-2018):

S.No	Title of the Project	Funding Agency	Duration	Total Amount in Lakhs
1	“Relationship Between Personality and Employability of Higher Education Students”	UGC sponsored Inhouse Project	April 2017	35,000

- (xi) Seminars / Conferences / Workshops organized (2013-2018) : 5
- (xii) Seminars / Conferences / Workshops attended (2013-2018) : 10
- (xiii) Awards / Achievements / Recognitions (2013-2018) : Nil
- (xiv) Invited Talks (2013-2018) : 6
- (xv) Visits Abroad (2013-2018) : Tanzania
- (xvi) Additional Responsibilities (2013-2018) :

- Co convener – Good Governance Day celebration during December 2015 and coordinated Intra- University Quiz contest.
- Organising member in the Research Convention titled Post Research Methods.
- Organising committee member in the UGC sponsored 5<sup>th</sup> International Conference on Development Policy held during 21<sup>st</sup> and 22<sup>nd</sup> August 2014.
- Coordinated for panel discussion of staff and students regarding union budget held during February 2015.
- Participated as Organising committee member in the Programme “Revisiting Existing Post graduate Curriculum under CBCS”
- Organizing committee member in the Programme “National Higher Education Qualification Framework”
- Member in Lighting Ceremony Committee Work, Convocation Committee.
- Drafted the syllabus for the Co-Curricular course - Anti corruption.
- Admission staff committee member for MBA admissions 2014-2015 & 2015-2016.

- Staff Coordinator-Student Association-‘Avalon’ for the academic year 2014-2015 and 2017-2018.
- Staff coordinator for Avant Garde Inter college student meet held during 11<sup>th</sup> February 2015 and 19<sup>th</sup> February 2018.
- Finance Committee member for the convocation held during 25<sup>th</sup> February 2017 and 19<sup>th</sup> January 2018.
- Member in the University Magazine committee for the academic year 2017-2018 & 2018-2019

Signature of the staff