



Dr.J.SIVAKUMAR, B.E., M.B.A., Ph.D  
Assistant Professor  
PG & Research Department of Business Administration  
Government Arts College, Paramakudi  
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### **Teaching Experience: 16 Years**

14 Years worked as Assistant Professor in the Department of Business Administration, Annamalai University. (27/07/2005 to 22/02/2019)

Presently working as Assistant Professor in PG & Research Department of Business Administration, Government Arts College, Paramakudi. (23/02/2019 onwards)

### **Guidance:**

1. Two Ph.D. Scholars Pursuing under my guidance.

### **Publications in International & National Journals**

1. J.Sivakumar & Dr.M.Kamaraj (2014)“Decision making behaviour towards electronic goods: A Study of male and female consumers in Chennai city” International Journal of Management and social science research Review Volume: 1, Issue: 5: Nov 2014, Page Number: 46-50. ISSN: 2349-6738.
2. J.Sivakumar & Dr.M.Kamaraj (2013) “Consumer Decision Making style and Buying Behaviour in mobile phone” International Journal of applied Management TiSSL International Publications, Volume5, Special Issue, January 2015, Page Number : 439-443, ISSN 0974 – 8709.

### **Personal Information**

Name: Dr.J.Sivakumar

Designation: Assistant Professor

Educational Qualification: B.E., M.B.A., Ph.D.

Date of Birth: 08/07/1977

Date of Joining in Service: 27/07/2005 (Annamalai University)

Date of Joining in Government Arts College, Paramakudi: 23/02/2019(Deputation)

Aadhaar Number: 5609 7647 8574

**Place: Paramakudi**

**Date: 25/06/2021**

**Signature**

