

# Faculty Profile



**Dr. M. Venith Vijay, MBA., Ph.D.**  
Assistant Professor

## **HIGHLIGHTS:**

- Number of Journal Publications: 13
- H-Index: 1
- Project Funding Received: Nil
- Patents Published: 7
- Patents Granted: Nil

## **PROFESSIONAL LINKS:**

- Scopus ID: 56521743500
- Scopus Link: <https://www.scopus.com/authid/detail.uri?authorId=56521743500>
- Orchid ID: <https://orcid.org/0000-0002-7128-3963>
- Google Scholar ID: <https://scholar.google.com/citations?hl=en&user=FMRFOPoAAAAJ>
- Anna University Faculty ID: 1108354
- AICTE Faculty ID: 1-3545831403
- Anna University Supervisor ID:
- LinkedIn: [https://www.linkedin.com/feed/?trk=guest\\_homepage-basic\\_google-one-tap-submit](https://www.linkedin.com/feed/?trk=guest_homepage-basic_google-one-tap-submit)

## **PROFESSIONAL BACKGROUND:**

- Teaching Experience till date: 11+ years
- Industrial Experience: 2 years

## **INTERNATIONAL EXPOSURE: Nil**

## **AREA OF SPECIALIZATION:**

- Human Resource Management
- Marketing

## **Ph.Ds AWARDED WITH DETAILS: Nil**

## **Ph.Ds GUIDING:**

- **Full Time Scholars:**
- **Part Time Scholars :**

## **SPONSORED RESEARCH / FUNDING APPLIED / CONSULTANCY: Nil**

### **PATENTS PUBLISHED/GRANTED:**

- Dr. S. Gangadharan and **Dr. M. Venith Vijay** (April, 2023), “Application of Human Resource Management System to Protect Sensitive Business Data”.
- **Dr. M. Venith Vijay** and Dr. S. Gangadharan, “Measurement of Brand awareness and brand perception of Mobile Phone Company”.
- **Dr. M. Venith Vijay** and Dr. Deepa Manokaran, “Customer Satisfaction with reference to financial services in DJS Stock and Shares”.
- **Dr. M. Venith Vijay** and Dr. K. Sathiyamurthy, “Methods and apparatus for analysis of employee engagement and contribution in an organization”.
- **Dr. M. Venith Vijay** and Dr. K. Sathiyamurthy, “Analysis the processes of Human Resource Management for Employee Retention”.

### **COURSES CERTIFIED:**

- HR Analytics by NPTEL

### **ACHIEVEMENTS AND AWARDS:**

- Received research award from VIT University for publication in reputed journals for the year 2015 - 2016.
- Received research award from VIT University for publication in reputed journals for the year 2014 - 2015.
- Received “**Certificate A**” from Directorate of School Education, Chennai, Tamil Nadu for the year 2004 - 2005.

### **SPECIAL SESSIONS DELIVERED:**

- Resource person of the event “Best Manager (Prelims)”, Tagore Engineering College.
- Resource person of the event “Brand Building Event”, Easwari Engineering College.

### **CONFERENCES/SEMINARS/WORKSHOPS ATTENDED: Nil**

### **PROFESSIONAL MEMBERSHIPS:**

- Commerce and Management Association of India (CMAOI)

### **OTHER DETAILS (If any): Nil**