

Faculty Profile



Dr. V.Ramar, M.B.A., Ph.D
Associate Professor

HIGHLIGHTS:

- Number of Journal Publications: 35
- H-Index: 6
- Project Funding Received: NIL
- Patents Published: 24
- Patents Granted: NIL

PROFESSIONAL LINKS:

- Scopus ID: [57148088100](https://www.scopus.com/authid/detail.uri?authorId=57148088100)
- Scopus Link: <https://www.scopus.com/authid/detail.uri?authorId=57148088100>
- Google Scholar ID: <https://scholar.google.co.in/citations?user=LN847sAAAAJ&hl=en>
- Anna University Faculty ID: 284463
- AICTE Faculty ID: 1-43381608961
- Anna University Supervisor ID: NA
- LinkedIn: <https://www.linkedin.com/in/dramarveluchamy>

PROFESSIONAL BACKGROUND:

- Teaching Experience till date: 13 years
- Industrial Experience: 3.5 years

INTERNATIONAL EXPOSURE:

- Presented his thesis ‘Examining Relationship among Career Related Competencies’ in University of Malaya in September 2019.
- Presented his research paper ‘Unveiling Talents of Student CEOs in Creating Student Superstars’ in September 2016 in Bangkok, Thailand.

AREA OF SPECIALIZATION:

- Human Resource Management

PATENTS PUBLISHED/GRANTED:

- Integrated ESG (Environmental, Social and Governance) Scoring Model for Sustainable Investment Portfolios in 2024.
- AI Based Workforce Attrition Predictor
- AI Powered Employee Lifecycle
- Cognitive Diversity Mapping System
- AI based workforce attrition predictor with prescriptive retention strategy generator.
- Powered Employee Lifecycle Manager for Predicting Resignations and Enhancing Retention
- Cognitive Diversity Mapping system using Federative AI for Inclusive Recruitment.
- Digital Shadow Profiling System
- Sustainability index HRM.
- Dynamic Human capital risk sharing

ACHIEVEMENTS AND AWARDS:

- Published 2 books ‘The Secret Psychology to become a Student Superstar’ and ‘Kanavu Meippada’ (Tamil) in 2020.
- Received Gold Medal in SRM Research Day 2016 for the research paper Effectiveness of using WhatsApp to Manage Talents in Creating Student Superstars.
- Received Gold Medal in SRM Research Day 2019 for the research paper Influencing Self Regulation Strengths on Career Competencies.

CONFERENCES/SEMINARS/WORKSHOPS ATTENDED:

1. Future Proofing Higher Education: Career Competencies of Generation Z Students, Indian Institute of Management - Indore, NASMEI Summer Marketing Information Systems Conference, July 26-28, 2019, Emerald Publishing, 335. International Multi-Disciplinary Conference in Arts, Social Science, Management and Technology, University of Malaya, Malaysia, 363-386.
2. Dr Ramar Veluchamy, Avinav Kumar, Badal Dey, (2021), Feasibility Study on Implementing HR Practices for Migrant Workers during Pandemics: Future-Proofing Human Resource Management, Journal of Critical Reviews.
3. Dr Ramar Veluchamy, Archana Srikumar, Arya MK, (2021), Green Human Resource Management Practices for Environment-Friendly Organizations: Future-Proofing Human Resource Management, Journal of Chengdu University of Technology.

4. Talent Management Pattern for HR Professionals Using Fuzzy Relational Maps, *International Journal of Applied Engineering Research*, 11(1), 564-572. (2016) (Scopus Indexed)
5. Unveiling Talents of Student CEOs in Creating Student Superstars, *Indian Journal of Science and Technology*, 9(39), International Conference on Computer Science, Engineering and Technologies, Bangkok. (2016) (Scopus Indexed)
6. Presented his research paper 'Unveiling Talents of Student CEOs in Creating Student Superstars', *International Conference on Computer Science, Engineering and Technologies*, Bangkok, September 2016.
7. Attended 1st IIM Bodh Gaya Management Conference 2021 on Post COVID Management Strategies: Recovery, Resilience & Adaptation in 23-24 April 2021.
8. International Conference on Business Research and Innovation 2021 at Management Development Institute, Murshidabad in 26, 27 February 2021.
9. International Conference on Rigor, Resilience, and Relevance in Business and Management Research at Symbiosis Institute of Business Management, Hyderabad in 12-14 February 2021.
10. Dr Ramar Veluchamy, (2020), *The Secret Psychology to become a Student Superstar*, Notion Press / Kindle.
11. Dr Ramar Veluchamy, Surbhi Sanvi, Shreya Mitra, (2021), *Analysis of HR Professionals' Readiness towards Shifting Agile Workforce and Technology*, *Journal of Chengdu University of Technology*.
12. Dr Ramar Veluchamy, Abinaya RA, Aditi Maitra, (2021), *Harnessing Analytics for Future Proofing Human Resource Management*, *Journal of Chengdu University of Technology*.
13. Dr Ramar Veluchamy, Sanchari Chattaraj, Surbhi Kumari Gupta, (2021), *Artificial Intelligence within Recruitment: Eliminating Biases in Human Resource Management*, *Journal of Critical Reviews*, Volume 8, Issue 3.
14. Dr Ramar Veluchamy, Komal Sinha, Karishma Sanghai, (2021), *Comparative Study on HR Practices in Automotive Companies during COVID-19*, *Journal of Critical Reviews*, Volume 8, Issue 3.
15. Reema K Sans, Parvathy Rajagopal, Dr. Ramar Veluchamy, (2021), *Impact of YouTube Tech Influencers on the Consumer Buying Behavior of Electronic Gadgets*, *Sambodhi*, 44 (1) (XIII), 173-180. (Google Scholar)
16. Rutika Gawande, Saloni Keshwani Dr. Ramar Veluchamy, (2021), *"Factors determining choice of newspapers a reader buy"*, *Sambodhi*, 44(1), (XIII), 181-186. (Google Scholar)

17. Dr. Ramar Veluchamy, et al., (2021). A Study on Work Life Integration of GIG Workers, An Anthology of Multi-functional perspectives in Business and Management Research, 1, 23-32. June 2021. (Google Scholar)
18. Dr. Ramar Veluchamy, et al., (2021). Impact of Emotional Intelligence and Work-Life Integration on Job Stress”, An Anthology of Multi-functional perspectives in Business and Management Research, 1, 225-234. June 2021. (Google Scholar)
19. Prachi Agarwal, Dr. Ramar Veluchamy, (2021), Awareness of Salaried Employees towards Investment Portfolios, Business Research and Innovation, Excel Publications, 1, 451-460, June 2021. (Google Scholar)
20. Purbayan Paul, Dr. Ramar Veluchamy, (2021), Factors of Consumer’s Choice on Online Cab Booking, Anthology of Multi-functional perspectives in Business and Management Research, 2, Eureka Publications, 229-239, June 2021. (Google Scholar)
21. Aishwarya Gokhale, Abinash Mishra, Dr. Ramar Veluchamy, (2021), Factors Influencing Purchase Decision and Consumer Behavior in Luxury Cars, Dogo Rangsang Research Journal, UGC Care Group I Journal, 11(7), 2, July 2021. (Google Scholar/UGC Care)
22. Dr. Ramar Veluchamy, Priyanka Chowdhury, Palka Marchanda, Saumya Chauhan, (2021), Influence of Positive and Negative Emotions on Impulsive Buying Behaviour, Volume 15, Issue 2.
23. Dr Ramar Veluchamy, Rhea R Menon, Sanket Sahu, Sarmistha Roy, (2021), Effect of Cashless Transactions on Consumer Behaviour, International Management Research Review, Volume 18, Issue 2.
24. Ramar Veluchamy, Pooja Agarwal, Priyanshu Mishra, Riya Agarwal, (2021), Factors that Influence Change in Consumers' Behavior towards Online Shopping, Journal of Management and Entrepreneurship, 15 (1), 27-36. (UGC Care)
25. Rajat Gupta, Raj Sagar, Ravisankar Chowdhury, Dr Ramar Veluchamy, (2021), Impact of Social Issues in Marketing, Impact of current events on the future of business, ISBN: 978-81-950136-4-7, Journal Press India, Volume 1.
26. Future Proofing Higher Education: Career Competencies of Generation Z Students, Indian Institute of Management - Indore, NASMEI Summer Marketing Information Systems Conference, July 26-28, 2019, Emerald Publishing, 335. International Multi-Disciplinary Conference in Arts, Social Science, Management and Technology, University of Malaya, Malaysia, 363-386.
27. The Role of Academic Council in Talent Management, International Journal of Engineering Technology and Computer Research, 5(4), 11-17. (2017) (UGC Care)

28. Perception on Managing Mental Health of Generation Z Students in Creating Student Superstars, *International Journal of Pharmaceutical Sciences Review and Research*, 39(2), 09, 45-52. (2016) (Scopus Indexed)
29. Effectiveness of Using WhatsApp to Manage Talents in Creating Student Superstars, *Indian Journal of Science and Technology*, Volume, 9(36), and Presented in International Conference on Computer Science, Engineering and Technologies, Bangkok. (2016) (Scopus Indexed)
30. Perception on the Role of Teachers in Managing Talents of Generation Z Students, *Indian Journal of Science and Technology*, 9(36), and Presented in International Conference on Computer Science, Engineering and Technologies, Bangkok. (2016) (Scopus Indexed)
31. Personal and Professional Attitudes of Generation Z Students, *International Journal of Control Theory and Applications*, 9(37), 471-47. (2016) (Scopus Indexed)
32. Intercultural Talent Management for Generation Z Students, *International Journal of Control Theory and Applications*, 9(37), 319-323. (2016) (Scopus Indexed)
33. Students Perception about Teachers in Managing Talents, *International Journal of Control Theory and Applications*, 9(37), 679-684. (2016) (Scopus Indexed)
34. Managing Talents of Generation Z Students: Students' Talent Management, *International Journal of Control Theory and Applications*, 9(37), 403-409. (2016) (Scopus Indexed)
35. Students' Talent Management in Creating Student CEOs, *International Journal of Control Theory and Applications*, 9(37), 685-692. (2016) (Scopus Indexed)
36. Using WhatsApp to Manage Talents in Creating Student Superstars, *International Journal of Control Theory and Applications*, 9(37), 713-718. (2016) (Scopus Indexed)
37. Speculative Scenarios for the Future of Talent Management in Higher Education, IGI Global Publishing, 335-357. (Scopus Indexed).
38. Training Educators in AI for Future Proofing Education, IGI Global Publishing, 99-134.