




# Bharathiar University

State University | "A++" Grade by NAAC | 46<sup>th</sup> Rank in MoE-NIRF  
Maruthamalai Road, Coimbatore, Tamil Nadu - 641 046.

<b>Dr V RAMANUJAM</b> Associate Professor Bharathiar School of Management and Entrepreneur Development(BSMED)  Bharathiar University Coimbatore, 641046 Tamil Nadu <b>E-mail:</b> ramanujam@buc.edu.in <b>Phone:</b> 9500786791 <b>Office Number:</b> 0422-2428273	
<b>Research Area</b> <ul style="list-style-type: none"><li>• Accounting &amp; Finance, Investment Management</li><li>• Entrepreneurship and Innovation Management</li><li>• Small Business Management</li></ul>	<b>Courses Teaching</b> <ul style="list-style-type: none"><li>• Financial Statement Analysis</li><li>• Entrepreneurship and Innovation Management</li><li>• Small Business Management</li><li>• Event Management</li><li>• Personal Finance</li></ul>
<b>Research Experience:</b> 18	<b>Teaching Experience:</b> 19
<b>Research Credentials</b> (as on September 2025 – Source: Google scholar) H-index: 175                      Citations: 6                      i10-index: 4	
<b>Publications</b> International Journals: 75                      Books/Chapters: 15                      National Journals: 13 Conferences: 12	
<b>Career</b> <b>At Bharathiar University</b> <ol style="list-style-type: none"><li><b>1. Designation : Assistant Professor</b> Period : January 2008 - February 2018</li><li><b>2. Designation : Associate Professor</b> Period : February 2018 - February 2021</li></ol> <b>Other Institutes</b> <ol style="list-style-type: none"><li><b>1. Designation : Lecturer</b> Institution Name : Department of Management Studies, Directorate of Distance Education, Madurai Kamaraj University, Madurai Period : February 2006 - January 2008</li></ol>	
<b>Education</b> <b>Ph. D.</b> Subject : Commerce Institution : Madurai Kamaraj University Affiliated University : Madurai Kamaraj University Year of Award : October 2007 <b>M. Phil.</b> Subject : Management Institution : Madurai Kamaraj University Affiliated University : Madurai Kamaraj University Year of Award : August 2007	



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**Dr V RAMANUJAM , Associate Professor , Bharathiar School of Management and Entrepreneur Development(BSMED)**

### **Business Management**

Subject : Management  
Institution : M.B.A - Madurai Kamaraj University  
Affiliated University : Madurai Kamaraj University  
Year of Award : April 2007

### **M. Phil.**

Subject : Commerce  
Institution : University of Madras  
Affiliated University : University of Madras  
Year of Award : August 2001

### **MFC**

Subject : Management  
Institution : Madurai Kamaraj University  
Affiliated University : Madurai Kamaraj University  
Year of Award : May 1999

### **BBA.**

Subject : Management  
Institution : NMS SVN College, Madurai  
Affiliated University : Madurai Kamaraj University  
Year of Award : April 1997

### **Projects**

#### **National Level**

Ongoing - completed - 2

### **Research Guidance**

#### **Completed**

Ph.D. - 24

#### **On Going**

Ph.D. - 6

### **Institutional Responsibilities**

#### **The President, Insitutional Innovation Council, Bharathiar University, Coimbatore**

Period :Nov 2024 - Jun 2025

Nature of Responsibility :The president of an Institutional Innovation Council (IIC) leads the council, manages the IIC portal, and ensures effective implementation of activities. They also act as the primary point of contact with the Ministry of Education (MoE) Innovation Cell and are responsible for coordinating all IIC activities within the institution. Furthermore, the president oversees the council's performance and ensures participation in IIC calendar activities.

#### **The Additional Controller of Examination in-charge, Bharathiar University, Coimbatore**

Period :Dec 2024 to Till date

Nature of Responsibility :The Additional Controller of Examinations at Bharathiar University assists the Controller of Examinations in managing all aspects of university examinations. This includes tasks related to examination schedules, hall tickets, results, revaluation, and more, particularly for Distance Education programs.

#### **The Member of Internal Committee, Bharathiar University, Coimbatore**

Period :Jan 2025 to Till date

Nature of Responsibility :The Internal Complaints Committee (ICC) at Bharathiar University is responsible for receiving, investigating, and addressing complaints of sexual harassment within the university campus. They ensure a safe environment for students and staff by implementing policies, conducting awareness programs, and taking appropriate action against offenders.



## Visits

1. International conference participation At Malaysia ( 2016-05-03 - 2016-05-01 )
2. International conference participation At Thailand ( 2016-12-03 - 2016-12-01 )
3. International conference participation At Sri Lanka ( 2017-05-01 - 2017-05-03 )
4. International conference participation At Muscat, Oman ( 2018-07-01 - 2018-07-03 )
5. International conference participation At Malaysia ( 2019-05-01 - 2019-05-03 )
6. International conference participation At Sri Lanka ( 2019-11-01 - 2019-11-03 )
7. International conference participation At Indonesia ( 2022-11-01 - 2022-07-03 )
8. International conference participation At Duabi ( 2025-01-02 - 2024-01-04 )

## Selected Publications

### 1. Entrepreneurship and Innovation Management

First Edition, IIP Iterative International Publishers, Bangalore, Karnataka, 2024 (July 2024)  
Dr V RAMANUJAM, Dr.R.BHUVANESWARI

### 2. AI BASED ENTREPRENEURSHIP MANAGEMENT SYSTEM

Beheaviour and information technology, Volume 43, Issue-9, Taylor and Francis online book ISBN: 1362-300(UK) (May 2024)  
A. Ajitha,Dr. V. Ramanujam

### 3. DIGITAL ENTREPRENEURSHIP OBSERVATION SYSTEM

Beheaviour and information technology, Volume 43, Issue-9, Taylor and Francis online book ISBN: 1362-300(UK) (May 2024)  
Rithika. G,Dr. V. Ramanujam

### 4. BLOCK CHAIN-BASED ENTREPRENEURSHIP TECHNOLOGY STUDY

Beheaviour and information technology, Volume 43, Issue-9, Taylor and Francis online book ISBN: 1362-300(UK) (May 2024)  
Salai Kumaran.S,Dr. V. Ramanujam

### 5. INTERNATIONAL LAW OF ENTREPRENEURSHIP MANAGEMENT SYSTEM

Beheaviour and information technology, Volume 43, Issue-9, Taylor and Francis online book ISBN: 1362-300(UK) (May 2024)  
Vijayraj Poduval,Dr.V.Ramanujam

### 6. DIFFERENCE BETWEEN STARTUP AND ENTREPRENEURSHIP TECHNOLOGY

Beheaviour and information technology, Volume 43, Issue-9, Taylor and Francis online book ISBN: 1362-300(UK) (May 2024)  
Sivagurunathan Muralitharan,Dr.V.Ramanujam

### 7. QUALITY DETECTION TOOLS OF ENTREPRENEURSHIP PERSON

Beheaviour and information technology, Volume 43, Issue-9, Taylor and Francis online book ISBN: 1362-300(UK) (May 2024)  
Dr.V.Ramanujam,Dr. Solomon K. Peter

### 8. Ethics and Beyond Ethics : Change Landscape of World of Business

Eliva Press SRL, str. Petru Rares 36, of.144, Chi?in?u 2005, Republic of Moldova, Europe, May 2024 (May 2024)  
NVV Satyanarayana Puchakayala, Ramanujam Veluchamy

### 9. Role of Big Data Analytics in the Financial Service Sector

Big Data Applications in Industry 4.0,Imprint Auerbach Publications Pages25 eBook ISBN9781003175889 (April 2022)  
V. Ramanujam, D. Napoleon



## 10. Education 4.0: Curriculum Development for the Educational Framework

Industry 4.0 Technologies for Education, Imprint Auerbach Publications, Pages 17, eBook ISBN 9781003318378 (April 2022)  
D. Napoleon, V. Ramanujam

## 11. Borrower's Behavior and Repayment Performance of MSMEs - The Case of Tamil Nadu

Lambert Academic Publishing, OmniScriptum Publishing group, Marutius, 2017 (January 2017)  
Samuthirajan Muruges, Veluchamy Ramanujam

## 12. Developing the global mindset of entrepreneurs in manufacturing industry with reference to coimbatore

### district

Intelligence Innovation and Inclusion: Best practices for Global excellence (January 2016)  
Dr.V.Ramanujam, K.Arun vidhya

## 13. Impact of Commercial banks in entrepreneurship development

Research in Management, A Contemporary Approach, ISBN: 978-81-9104-720-2, 97-98 (January 2013)  
Dr.V.Ramanujam, Mr.J.Mohanraj

## 14. A Comprehensive review on mergers and acquisitions of industries in India

Impact of Mergers and Acquisitions on Indian Industries, ISBN: 978-93-80657-75-2 (January 2012)  
Dr.V.Ramanujam, K.Chitra Devi

## 15. Issues and Challenging in Rural Financing

Service sector strategies to win global competition, ISBN: 978-93-81361-17-7 (January 2011)  
V.Ramanujam, G.Arivazhagan

## 1. Optimal bankruptcy regime: a literature review

Future Business Journal (August 2023)  
N.V.V. Satyanarayana Puchakayala\* and Ramanujam Veluchamy1

## 2. Impact of Resolving Insolvency on Entrepreneurial Activity in India

SEDME (Small Enterprises Development, Management & Extension Journal) Volume 50, Issue 2, 169-181, MAY, 2023 (May 2023)  
Puchakayala NVV Satyanarayana, Veluchamy Ramanujam

## 3. Post-mortem analysis of dirty dozen companies referred by Reserve Bank of India to insolvency and bankruptcy code

Springer Nature Business & Economics, Volume 3, article number 89, March 2023 (May 2023)  
Satyanarayana Puchakayala., Ramanujam Veluchamy.

## 4. Spiritual Response to COVID-19 Crises-Indian Vedic Perspectives

Purushartha, 2022, 15(1), pp. 51-67 (November 2022)  
Satyanarayana, P.N.V.V. , Ramanujam, V.

## 5. A STUDY ON THE IMPACT OF EMOTIONAL INTELLIGENCE AND NETWORKING ON PERFORMANCE OF THE MSME ENTREPRENEURS

Management and Technology Research Journal, Vol. 1 No. 1, October 2022 (October 2022)  
V. Ramanujan, K. Arun Vidya, Rama B. Rao, R. Rekha



## 6. A STUDY ON MUSICPRENEURS PERCEPTION TOWARDS THEIR MUSIC CAREER

International Journal of Marketing and Human Resource Management (IJMHRM) Volume 13, Issue 2, May-August 2022, pp. 1–7 (August 2022)

Rangadhithya R V1 and Dr. V. Ramanujam2

## 7. A Study on Musicpreneurs Perception towards Self-Monitoring

International Journal of Innovative Science and Research Technology, Volume 7, Issue 4, April – 2022 (April 2022)

Rangadhithya R V1 , Dr. V. Ramanujam2

## 8. MUSICPRENEUR – AN REVISITED THE INDIE MUSIC

International Journal of Mechanical Engineering, Vol. 7 No. 1 January, 2022 (January 2022)

Veluchamy Ramanujam and Venkatapathy Rangathidya

## 9. Impact of Customers' Opinion About Social Media Advertisement on Buying Behaviour: Model Based

### Approach

Forthcoming, Academy of Marketing Studies Journal, 26, S(1), 1-10, 2021 (November 2021)

Rajendran ArunPrasath, Veluchamy Ramanujam, Lingaraja Kasilingam, Ammani Ammal, Solomon K Peter, Parthiban Pichai

## 10. Co - Movements and Dynamic Linkages between Gold Price and CNX Nifty

International Journal of Mechanical and Production Engineering Research and Development, Vol. 10, Issue 1, 959–980, 2021 (June 2021)

Kalungan Perumal, Ramanujam Veluchamy, Kasilingam Lingaraja

## 11. Stock market movements and linkages between emerging markets in Asia and developed market indices:

### Short run and long run analysis

Journal of Critical Reviews, 2020, 7(7), pp. 616–629 (October 2020)

Lingaraja, K. , Selvam, M. , Ramanujam, V. , Oli, S.M. , Kathiravan, C.

## 12. Dimensions of E-Waste Management and its Business Opportunities

Alochana Chakra Journal, Volume IX, Issue X, October, 2020 (October 2020)

Rajendran Arun Prasath, Ramanujam Veluchamy, Lingaraja Kasilingam, Sigo Marxia Oli

## 13. Association between the profile of respondents and their view on relationship lending among the micro, small and medium enterprise borrowers

International Journal of Management, 2020, 11(3), pp. 475–487 (August 2020)

Ramanujam, V. , Devi, N.U. , Lingaraja, K. , Dhayanand, C.

## 14. Effectiveness of online marketing and its determinants: Marketers' perspective

International Journal of Management, 2020, 11(3), pp. 439–448 (August 2020)

Ramanujam, V. , Parthiban, P. , Lingaraja, K.

## 15. Impact of demonetization on stock price volatility of public sector banks in India: Special reference to BSE

International Journal of Management, 2020, 11(3), pp. 408–418 (August 2020)

Lingaraja, K. , Ramanujam, V. , Eswaran, L. , Viswanathan, T. , Dhayanand, C.

## 16. Personality Traits and Its Impact on Financial Inclusion: A Study Among the Scheduled Tribes

International Journal of Psychosocial Rehabilitation, Vol. 24, Issue 08, Jun 2020 pp-6890-6910 (June 2020)

Ramanujam Veluchamy, Kasilingam Lingaraja



## 17. Stock Market Movements and Linkages between Emerging Markets in Asia and Developed Market Indices:

### Short Run and Long Run Analysis

Journal of Critical Reviews, 7 (7), 619-629, 22 Jun 2020, DOI:10.31838/jcr.07.07.111 (June 2020)  
Kasilingam Lingaraja, Murgesan Selvam, Ramanujam Veluchamy, Chinnadurai Kathiravan

## 18. IoT Based Green Computing: An Attempt to Delineate E-Waste Management

International Journal of Advanced Science and Technology Vol. 29, No. 5, (2020), pp. 5972 - 5981 (May 2020)  
Dr. V. Ramanujam , Dr. D. Napoleon

## 19. PERSONALITY TRAITS AND DETERMINANTS OF INVESTMENT BEHAVIOUR AMONG THE WOMEN INVESTOR

### IN STOCK MARKET

Alochana Chakra Journal, Volume IX, Issue IV, April/2020, Page No:4822 (April 2020)  
Dr.V.RAMANUJAM, E.AISWARRYA

## 20. E-WASTE ISSUES AND CHALLENGES IN INDIA: A STUDY ON MANAGEMENT PERCEPTIVE

Mukt Shabd Journal, Volume IX, Issue IV, APRIL/2020, ISSN NO : 2347-3150, Page No : 3143 (April 2020)  
Dr.V.Ramanujam, Dr.D.Nepoleon

## 21. CO - MOVEMENTS AND DYNAMIC LINKAGES BETWEEN GOLD PRICE AND CNX NIFTY

International Journal of Mechanical and Production Engineering Research and Development ( (February 2020)  
KALUNGAN PERUMAL1, VELUCHAMY RAMANUJAM2 & KASILINGAM LINGARAJA3

## 22. A Prototype Software Solution Using Android Application for E-Waste Management

ADALYA JOURNAL, olume 9, Issue 2, February 2020, p-489, ISSN NO: 1301-2746 (February 2020)  
Dr. V. Ramanujam, Dr. D. Napoleon

## 23. Employee Satisfaction on Welfare Measure and Relationship Management in Pump Manufacturing Companies

### in Tamil Nadu

International Journal of Management Studies, Vol.–VII, Issue 1, January 2020 [139] (January 2020)  
Ms. R.V. Deeba Sanjana, Dr. V. Ramanujam,

## 24. IMPACT OF FINANCIAL INTELLIGENCE ON FINANCIAL STRESS AMONG THE FINANCIAL AND NON

### FINANCIAL EXECUTIVES

International Journal of Business and General Management, 2275 Vol. 9, Issue 1, Dec–Jan 2020; 7–14 (January 2020)  
V. Ramanujam & Aiswarya Elangovan

## 25. ANALYSIS OF RELATIONSHIP BETWEEN PROFILE OF EXECUTIVES AND THEIR VIEW ON FINANCIAL

### INTELLIGENCE ANTECEDENTS

IMPACT: International Journal of Research in Business Management, Volume 7, Issue 12, Pages 9-16 DECEMBER 2019 (December 2019)  
Ramanujam, Aiswarya Elangovan

## 26. A STUDY ON EXPECTED SERVICE QUALITY FACTORS BY THE MARKETER IN E-MARKETING IN INDIA

International Journal of Engineering Technologies and Management Research, Vol.6 (Iss.11): November 2019 (November 2019)  
Dr. V. Ramanujam 1 , Mr. P. Parthiban



## 27. Entrepreneurial Competencies Impact on Business Success: The Moderating Role of Business Environment

### Factors

International Journal of Engineering, Applied and Management Sciences Paradigms, Volume 54 Issue 3 June 2019 (June 2019)  
V Ramanujam , T Viswanathan , K Ammani Ammal

## 28. PERSONALITY TRAITS IMPACT ON FINANCIAL INCLUSION AMONG SCHEDULED TRIBES IN KERALA

PARIPEX - INDIAN JOURNAL OF RESEARCH Volume-8 | Issue-5 | May-2019 (May 2019)  
V. Ramanujam, Dhanyamol. V. R

## 29. DOES INDIVIDUAL AND ORGANISATIONAL LEARNING INFLUENCE THE ENTREPRENEURIAL SUCCESS?

International Journal of Human Resource Management and Research, Vol. 9, Issue 2, Apr 2019, 113-128 (April 2019)  
V. RAMANUJAM<sup>1</sup> & T. VISWANATHAN<sup>2</sup>

## 30. Ethics, Moral and Values in the context of Military Leadership for Gen-Y: An Indian Armed Forces Perspective

International Journal of Management Studies, Vol.-VI, Issue -2(1), April 2019 [39] (April 2019)  
Jk Sahu., V Ramanujam,

## 31. TRIGUNA PHILOSOPHY: AN ARMED FORCES PERSPECTIVE

IMPACT: International Journal of Research in Humanities, Arts and Literature, Vol. 7, Issue 3, Mar 2019, 15-28 (March 2019)  
Jk. Sahu<sup>1</sup> & V. Ramanujam<sup>2</sup>

## 32. ASPECTS OF EMOTIONAL INTELLIGENCE ON EFFECTIVE LEADERSHIP: AN EMPIRICAL STUDY ON THE INDIAN ARMED FORCES

IMPACT: International Journal of Research in Humanities, Arts and Literature, Vol. 7, Issue 2, Feb 2019, 261-274 (February 2019)  
Jk. Sahu<sup>1</sup> & V. Ramanujam<sup>2</sup>

## 33. Does Investment Awareness Have Effect On Decision Making Among The Information Technology

### Professionals?

International Journal of Business and Management Invention, Volume 7 Issue 8 Ver. II || August. 2018 || PP—01-08 (August 2018)  
Dr.V.RAMANUJAM

## 34. Study on identify the variable measurement of investor behaviour analysis

Shanlax International Journal of Commerce, Volume 6, Issue 2, Pages1-19, May 2018 (May 2018)  
Ramanujam,V, & EmilRuban,J

## 35. Analysis of relationship between socio-economic variables Towards the selection of investment avenues among the Information technology managerial executives

shanlax International Journal of Commerce, Volume 5, Issue 4, Pages 8-18, April 2018 (April 2018)  
Ramanujam,V, & EmilRuban,J

## 36. Analysis of Relationship between Work Stress and Employee Performance among Managerial Executives in Service Sector

International Journal of Creative Research Thoughts, Volume 6, Issue 1, Pages1813-1819, March 2018 (March 2018)  
Ramanujam,V, & Rani,M

## 37. FACTORS INFLUENCING THE WORK STRESS AMONG THE MANAGERIAL EXECUTIVES IN SERVICE SECTOR

INTERNATIONAL JOURNAL OF BUSINESS, MANAGEMENT AND ALLIED SCIENCES, Volume 5, Issue 1, Pages 356-368, January 2018 (January 2018)  
V RAMANUJAM, M RANI



**38. A study on the credit repayment behavior of borrowers**

International Research Journal of Business and Management, Volume No – X August - Issue – 8, 2017 (August 2017)  
V Ramanujam & ArunVidya,K

**39. Impact of lending relationship on the credit repayment performance among Micro, Small and Medium**

**Enterprise in Tamil Nadu**

IOSR Journal of Business and Management, Volume 19, Issue 7, Pages 07-15, August 2017 (August 2017)  
V Ramanujam, Arunvidya,K

**40. A study on investment literacy towards investment decision making behavior of working women**

International Journal in Management & Social Science Year : 2016, Volume : 4, Issue : 5, (January 2016)  
Dr. Ramanujam V., Leela L

**41. Growth and Performance of Micro, Small and Medium Enterprises in India**

Shanlax International Journal Of Management, ISSN: 2321 - 4643 (January 2016)  
V Ramanujam, Murgesh,S

**42. Entrepreneurial performance and its linkage with its antecedents in Erode district, Tamil Nadu**

International journal of management and social science research review Volume:1, Issue: 15 (October 2015)  
V Ramanujam, Mohanraj,J

**43. ANTECEDENTS OF ENTREPRENEURIAL PERFORMANCE IN ERODE DISTRICT**

Shanlax International Journal Of Management, Volume:3, Issue:2, ISSN: 2321 – 46433 (October 2015)  
V Ramanujam, Mohanraj,J

**44. A study on behavioral attitude towards investment decisions with reference to women investors in**

**Coimbatore city**

European Journal of Commerce and Management Research Issue:1,Pages:18 – 22 (October 2015)  
Ramanujam,V & Ramkumar,G

**45. Performance Of Lead Bank And Its Credit Plan To Micro, Small And Medium Enterprises(MSMES's) In**

**Tirunelveli District**

Shanlax International Journal Of Management, Volume:3, Issue:1, (July 2015)  
Ramanujam,V & Chelladurai,T

**46. A Study on Gender's Role in Individual Networking Behavior of Entrepreneur**

International Journal Of Core Engineering & Management (IJCEM) Volume 2, Issue 4, (July 2015)  
V Ramanujam, & Arunvidya,K

**47. Exploring the attitude and strategies adopted towards managing diversity among the information**

**technologies employees in Coimbatore**

JournalLEADER- International Journal of business management, Volume:3, Issue: 1 (June 2015)  
V Ramanujam

**48. FACTORS INFLUENCING IMPACT OF BANK FINANCES OF MICRO, SMALL AND MEDIUM ENTERPRISES**

**WITH REFERENCE TO TIRUNELVELI DISTRICT**

International Journal of Business and Administration Research ReviewVolume:3, Issue:10 (June 2015)  
Ramanujam,V & Chelladurai,T



#### **49. Growth and Performance of Indian Mutual Fund Industry during Past Decades**

International Journal of Advance Research in Computer Science and Management Studies, ISSN: 232 7782 (February 2015)  
V Ramanujam, A Bhuvanewari

#### **50. Factors Affecting the Movement of Stock Market: Evidence from India**

International Journal of Management and Development Studies Volume:3, Issue:4, Pages:1-8 ISSN : 2321-1423 (September 2014)  
V Ramanujam

#### **51. A STUDY ON THE PERFORMANCE OF SELF HELP GROUPS IN MYSORE DISTRICT**

International journal of business and administration research review Volume:3, Issue:6 ISSN -2348-0653 (July 2014)  
V Ramanujam, & Homgia, U

#### **52. A Study on Impact Of Critical Characteristics On The Career Success Of Micro Small Medium Enterprises**

##### **Entrepreneurs**

International Journal of Business and Administration Research Review, Vol.3, Issue.5, Page 58 ISSN -2348-0653 (June 2014)  
V Ramanujam & Arunvidya, K

#### **53. A STUDY ON FACTORS INFLUENCING FOR INVESTMENT IN MUTUAL FUND AMONG THE INVESTORS WITH REFERENCE TO MADURAI DISTRICT**

Shanlax international Journal of Commerce Volume:2, Issue:2, Pages:81-91 ISSN: 2320-4168 (April 2014)  
V Ramanujam, B Selvaveerakumar

#### **54. A review and conceptual framework of analyst' buy recommendations**

Akshaya International journal of management Volume:1 (April 2014)  
Ramanujam, V & Leela, L

#### **55. A study on factors influencing among the mutual fund investors with reference to Madurai district**

Shanlax international journal of management Volume:1, Issue:4 ISSN: 2321 – 46433 (April 2014)  
Ramanujam, V, & Selvaveerakumar, B

#### **56. Digital marketing**

International forum of researchers students and academician Business Review Volume:3, Issue:4 (December 2013)  
Ramanujam, V, & Vijaykumar, K

#### **57. Study on Socioeconomic Profile & Consumer Behavior of Respondents from Selected Districts of Rural Kerala with Reference to Fast Moving Consumer Goods**

International Journal of Retailing & Rural Business Perspectives Volume:2, Issue:4, Page:696 (October 2013)  
K Vijayakumaran, V Ramanujam

#### **58. A study on service quality and customer satisfaction in mobile phone services**

Management today International journal of management studies Volume:3, Issue:1 ISSN : 2230-9764 (March 2013)  
Ramanujam, V, & Sreekumar, P

#### **59. AN EMPIRICAL STUDY ON THE INVESTMENT BEHAVIOR AND INVESTMENT DECISION MAKING RELATED TO THE FINANCIAL SITUATION OF WOMEN INVESTORS WITH SPECIAL REFERENCE TO SELECTED CITIES IN TAMIL NADU**

INTERNATIONAL JOURNAL OF MANAGEMENT RESEARCH AND REVIEW Volume:2, Issue:10, Pages:1711-1724 ISSN: 2249-7196 (December 2012)  
Ramanujam, V & Ramkumar, G



**60. A Study on Impact of Socio –Economic Profile on Investment Pattern of Salaried & Business People in**

**Coimbatore City**

International Journal of Management & Information Technology Volume 2, Issue 1 ISSN: 2278-5612 (November 2012)  
V Ramanujam, Chitradevi

**61. An empirical analysis on preferred investment avenues among young and experienced women investors with reference to Coimbatore**

International journal of business and general management Volume:1, Issue:2, Pages:3-12 (September 2012)  
V Ramanujam, G. Ramkumar

**62. Analysis of resource mobilization with reference to Indian Mutual Fund industry during the period from 2000-01 to 2010-11**

Journal of Commerce and Management Research Volume:2, Issue:3 (June 2012)  
Ramanujam,V, & Bhuvanewari,A

**63. Factors determining bank literacy among the members of self help group- bank linkage model in Coimbatore district.**

International journal of management research and review 1 (3), 23-31 (October 2011)  
Ramanujam,V, & Arivazhagan,G

**64. Customer experience and perception on the CRM practices of some public sector banks with reference to Coimbatore district, Tamilnadu**

Drishtikon: A Management journal 2 (1), 265-277 (March 2011)  
Ramanujam,V

**65. Omani Women Entrepreneurship and SMEs in Oman – Challenges and Opportunities**

International Journal "The Great Management Guru" 1 (December 2010)  
Ramanujam,V, & Blossom christina roque

**66. Analysis of ethical attitudes of managers in selected information technology companies at Chennai**

RVIM Journal of Management Research 2 (2) (December 2010)  
V Ramanujam

**67. Strength, Weakness, Opportunity and Threat (SWOT) Analysis of Women Entrepreneurship With Reference to Coimbatore, Tamil Nadu**

Prabandhan: Indian Journal of Management 3 (10), 26-31 (October 2010)  
Ramanujam,V

**68. Image analysis of Multi specialty private hospital services in Coimbatore**

RVS Journal of Management 3 (2), 74-82 (September 2010)  
Ramanujam,V

**69. A study on power and politics exercised among private sector insurance employees in Coimbatore city**

ACRM Journal of Business and Management Research 5 (2), 32-38 (September 2010)  
Ramanujam,V, & Mahendran,T



**70. Strength, weakness, opportunity and threat (SWOT) analysis of women entrepreneurship with reference to Coimbatore, Tamil Nadu**

Prabandhan: Indian Journal of Management,2010, 3(10), pp. 26–31 (July 2010)  
Ramanujam, V.

**71. Impact of knowledge management on development of IT organization in Bangalore city**

JK journal of Management and Research 2 (1), 1-8 (June 2010)  
Ramanujam,V

**72. Trends in the Growth of ICICI Mutual Funds**

Adarsh Journal of Management Research 3 (1), 35-43 (March 2010)  
Rupagunaseelan,& Ramanujam,V

**73. Food Security in India:The Real Story**

Kisan World 36 (12), 27-28 (December 2009)  
V Ramanujam,& Arivzghan,G

**74. Growth of Entrepreneurship in Theni District**

Domain: The Journal of Management Research 2 (1), 40-47 (December 2009)  
Ramanujam,V

**75. Analysis of organizational climate of professional and non-professional colleges in Bangalore city**

ACRM Journal of Business and Management Research 4 (2), 32-38 (September 2009)  
V.Ramanujam, Mahendran T

**1. Optimal Bankruptcy Regime: A literature Review**

At the Crossroads of Paradigms Considering Heterodoxy in the Social Sciences National and Kapodistrian University of Athens, Athens, Greece, 21-23 July 2022 (July 2022)  
Dr V.RAMANUJAM

**2. Consciousness based leadership and management: A pathway to build a blissful world**

International Conference on Consciousness based leadership and management, May 21-23,2021 at Maharishi International University, USA (Online) (May 2021)  
Dr V.RAMANUJAM

**3. Revisiting Altman Z-Score: A case of select companies referred to insolvency and Bankruptcy**

6th International Conference on Contemporary Management - 2021, University of Jaffna, Sri Lanka, 29-30 April 2021 (April 2021)  
Dr V.RAMANUJAM

**4. The impact of Financial Inclusion on removal of Social and Financial exclusion among scheduled tribes in**

**Kerala, India**

International Conference on Business and Information,University of Kelanya Sri Lanka,17th October2019 (October 2019)  
Dr V.RAMANUJAM

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