

R. Venkatesakumar

Professor

Department of Management Studies,
School of Management, Pondicherry University

Father's Name - T. Ramakrishnan

Date of Birth - 13 March 1972

Total Experience - 23 years

SUBJECTS HANDLED

Statistics

Research Methodology

Operations Research

Marketing Research

Marketing Analytics

ACADEMIC QUALIFICATION

Ph.D - Consumer Purchase Decision Process in Rural Tamil Nadu, India 2009

VIT University, Vellore, Tamilnadu

NET/JR/SLET/Lectureship 2003

MBA - Marketing - 63%, First Class 1996

Annamalai University

M.Sc. Mathematics - 79.5%, First Class 1994

Annamalai University

B.Sc. Mathematics - 91.73%, First Class 1992

University of Madras

Intermediate / PUC - 72% 1989

State Board of Tamil Nadu

High School / Matriculation / Hr. Sec - 80.5% 1987

State Board of Tamil Nadu

SOFTWARE PROFICIENCY

SPSS

AMOS

PLS

SAS

LISREL

R Programming

R-Text Analytics

Gephi

Tropes

SUMMARY OF ACTIVITIES

S.No.	Activity	Career	2013-16	2016 onwards
1	Publications in Journal	55	19	12
2	Publications in Edited Volume	19	5	3
3	Publications in Conference Proceedings	21	2	2
4	Paper Presented in Conferences	55	14	18
5	Invited lectures	45	18	12
6	Workshops organized	4	-	4
7	Number of candidates awarded [Ph.D.]	3	1	2

Professor

AWARDS / PRIZES

2007	Received Best Paper Award for the paper, Product Bundling – CHANGING PARADIGMS IN MANAGEMENT , Department of Business Administration, ANNAMALAI UNIVERSITY (2007 – along with Dr. Ramkumar)
2009	Received Best Paper Award for the paper, Customer Complaining and Firms' Servicing Strategies – A Study on Rural Consumers, “Marketing to Rural Consumers – Tapping the Evolving Rural Markets, conducted on 6–8 April, 2009 at Indian Institute of Management Kozhikode” (2009– along with Dr. P. Ganesan)
2010	Received 'Respected Management Teacher' Award 2010 given by Department of Business Administration, Annamalai University on the International Conference on Management Practices for Sustainable Growth held on July 28 to July 30, 2010.
2011	Received Best Paper Award for the paper authored by Segmenting the shoppers, in-store shopping experience and the role of personal interactions in evaluating store attributes – A Study on Indian retail industry, in “Athenaeum 2011 Towards Managerial Excellence: Challenges and Choices, conducted on February 12–13, 2011 by Bharathidasan Institute of Management, Tiruchirappalli”. (2011 – along with Dr. A.S. Sathish).
2012	Received the 'Certificate of Merit' Award 2012 given by Pondicherry University for the academic year 2011–12.
2013	Received 'Best Paper Award' along with Dr. Sundar, S., in the 5th IIMA Conference on Marketing in Emerging Economies held at IIM-Ahmadabad on January 09–11, 2013, for the research 'Effects of Involvement and Mood on Credibility of Sports Celebrity Endorsers'
2015	Received 'Best Paper Award' along with Dr. Sundar, S & Ms Anuratha Venkataraman., in the 7th International Conference on Excellence in Research and Education held at IIM-Indore on May 5–8, 2016, for the research 'Impact of Consumer Knowledge and Involvement on Perception towards Private Label Brands Versus National Brands: An Experimental Approach
2017	Received “Distinguished Alumni Award” in the Academic and Research category from VIT University, Vellore on 15th August 2017

CURRENTLY WORKING ON

- Preparing a methodology for Meta-Analysis of Review of Literature using Graph Theory [Mathematical Concept] Approach [FB Network Analysis]
- An International Conference during December 2019 [Inderscience / Emerald / Sage Journals as Publication Partners]
- MOOC Course on Research Methodology [Proposal to be submitted with Dr. S. Riasudeen & Dr. B. Rajeswari]
- Coordinator for the new self-finance mode MBA Business Analytics Programme
- Exploring MOUs with corporates
- Creating an “Analytics Hub” in the Department

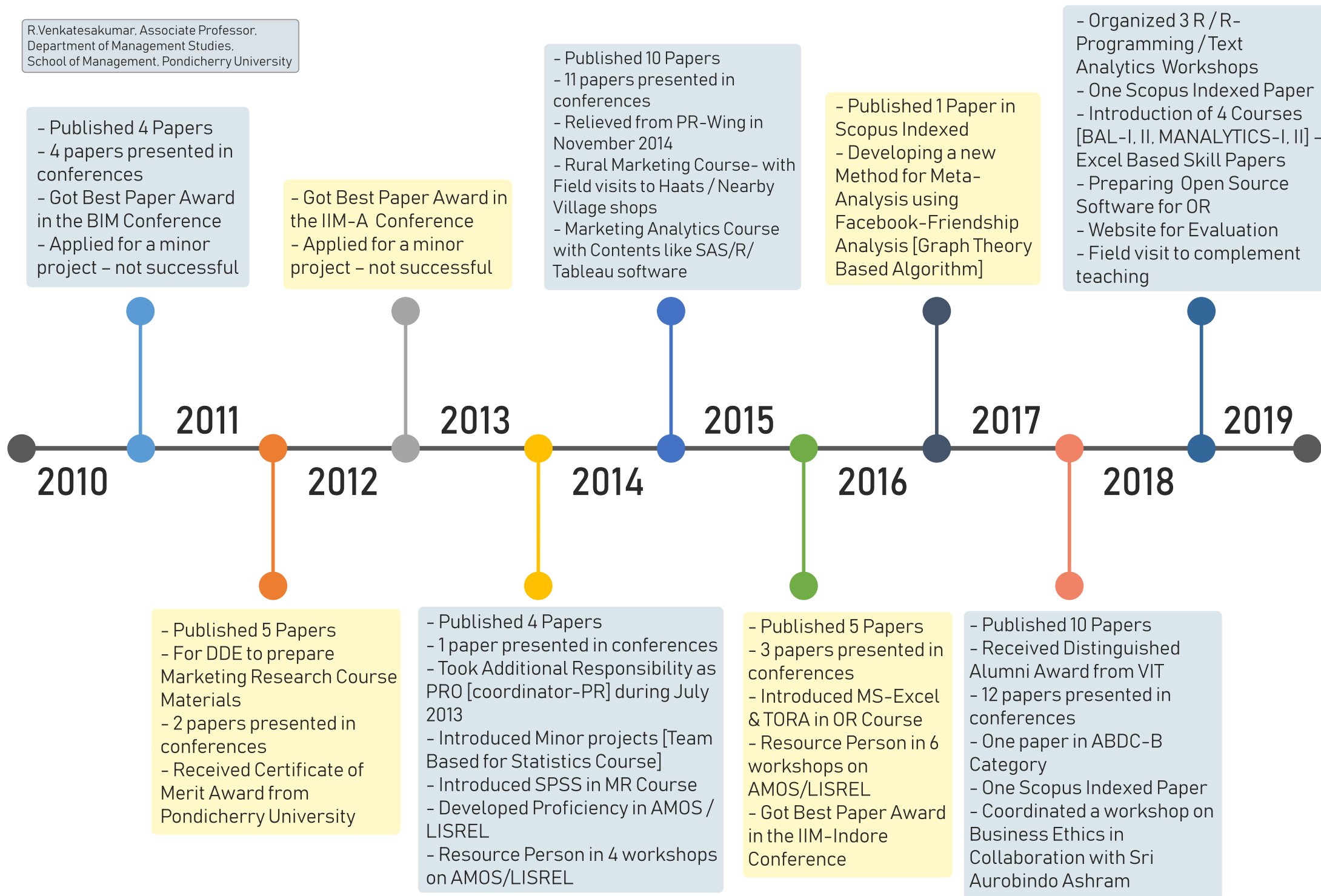
ADMINISTRATIVE RESPONSIBILITIES CARRIED OUT

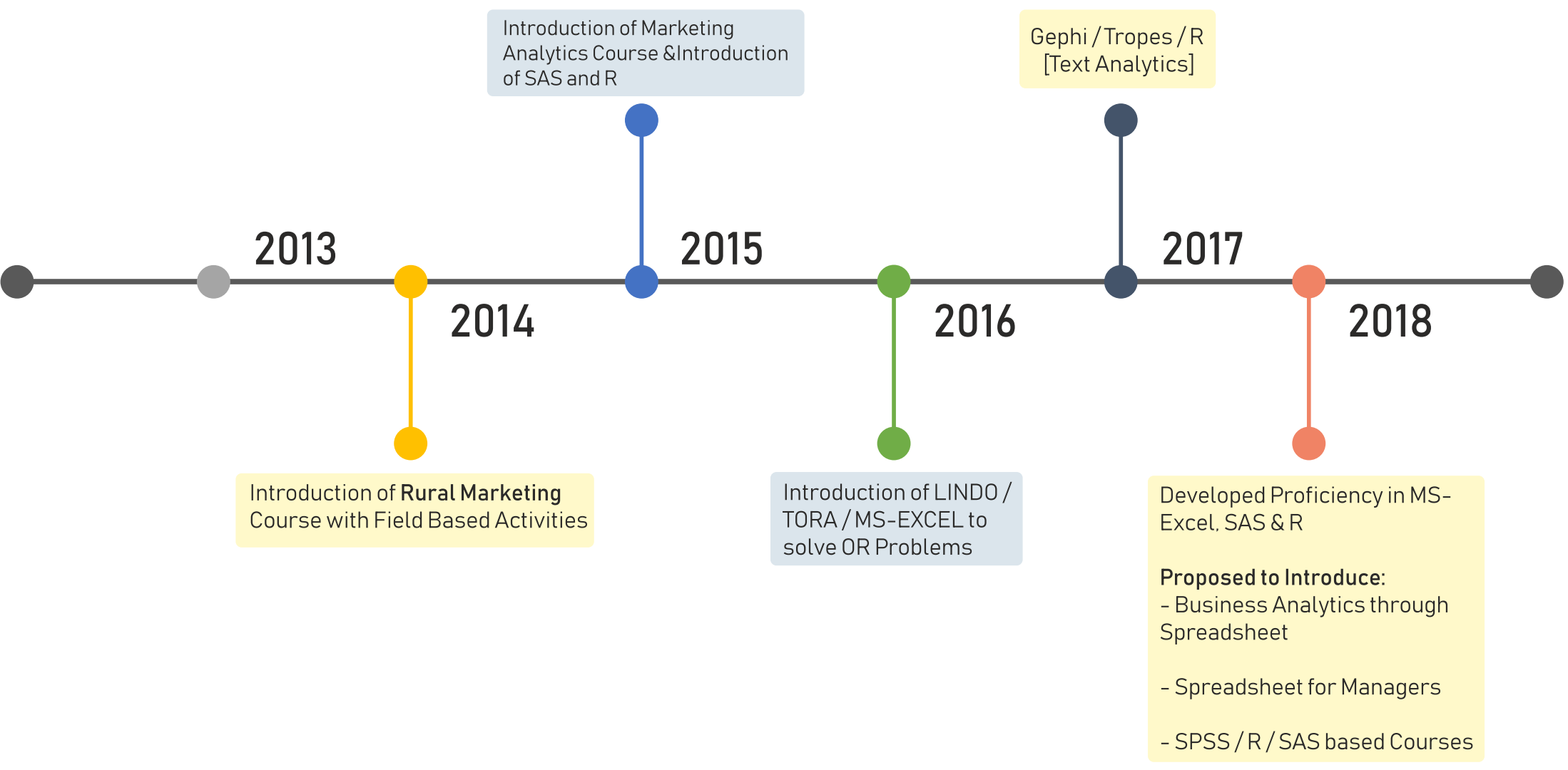
S.No	Task	Year
1	Coordinator -Public Relations [05/07/2013 -30/11/2014]	July 2013 -November 2014
2	Protocol Officer during the President of India Visit	September 2013
3	Member of the Committee for Printing of Invitation Card for Convocation	September 2013 [23 rd] October 2016 [24 th] July 2017 [25 th] February 2019 [26 th]

S.No	Task	Year
1	Member of the Admission Committee of the department	2013 -14
2	Member of the Admission Committee of the School	2014 -15 to 2018 -19
3	Students Election - Returning officer for the Department	2013 -14 2014 -15
4	Students Election Observer for School of Physical Education	2015 -16
5	Students Election Observer for School of Social Sciences	2016 -17

S.No	Task	Year
1	Coordinator of Exams for the Department	2012 -13 to 2018 -19
2	Coordinator of Ph.D Admissions Committee	2012 -13 to 2015 -16
3	Doctoral Committee Member for various departments	More than 30 Students
4	Coordinator for the New Self Finance mode programme [MBA Business Analytics]	January 2019
5	Member of Board of Studies of the Department	June 2018
6	Regular Guest Lecturing on RM/Statistics/SPSS [Department of Commerce, Media, Social Science, Drama]	

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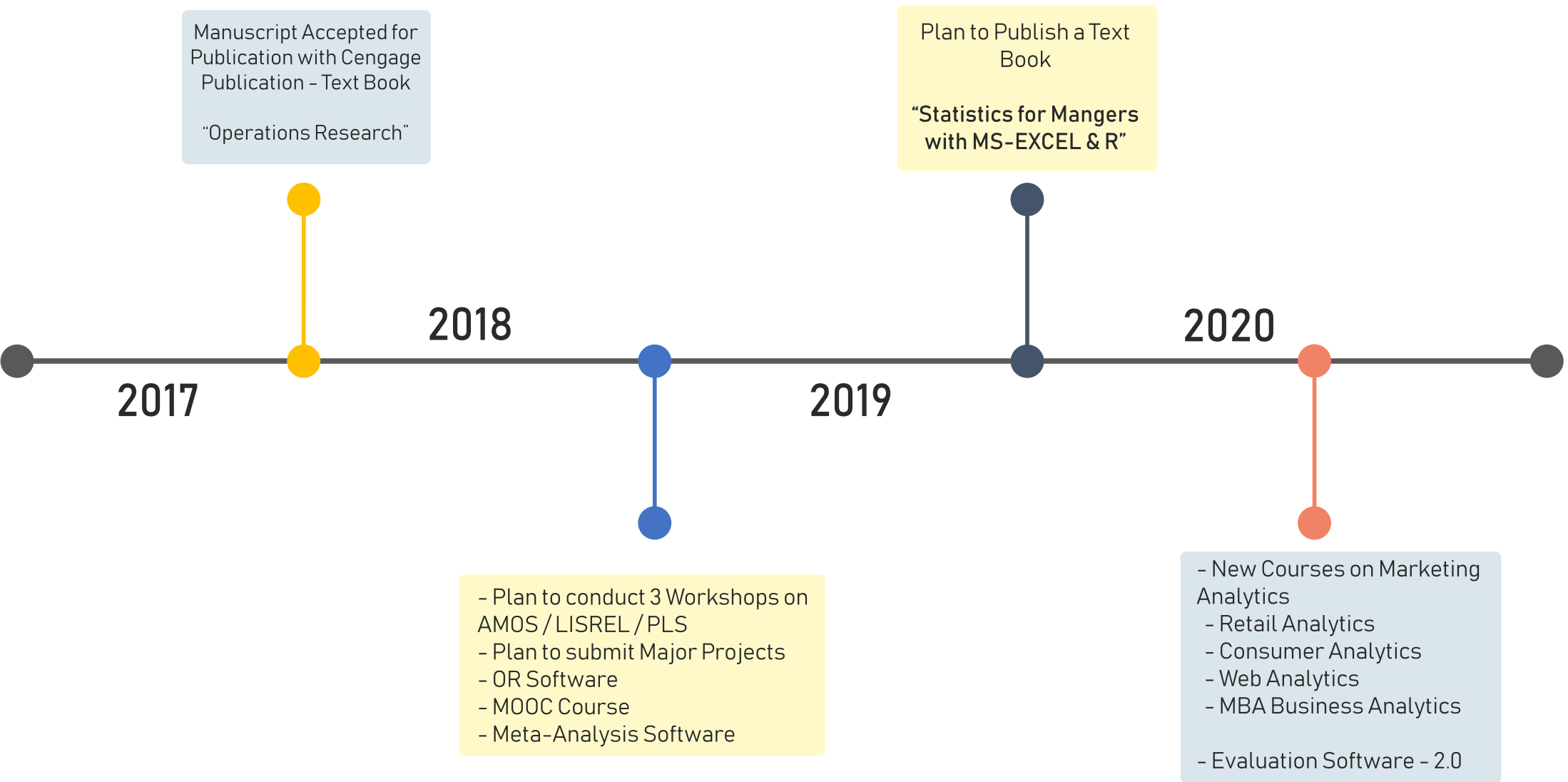


Manuscript Accepted for
Publication with Cengage
Publication - Text Book
"Operations Research"

Plan to Publish a Text
Book
"Statistics for Mangers
with MS-EXCEL & R"

- Plan to conduct 3 Workshops on AMOS / LISREL / PLS
- Plan to submit Major Projects
- OR Software
- MOOC Course
- Meta-Analysis Software

- New Courses on Marketing Analytics
- Retail Analytics
- Consumer Analytics
- Web Analytics
- MBA Business Analytics
- Evaluation Software - 2.0



Open Expectation “Behave More Responsibly” [Teacher is the highest responsible position in any society]

Expectation on – Creating Interest on the Subject / Course taught – Create Inquisitiveness among students

Professional responsibilities – Research Input for Preparing New Courses – Stay Competitive

A recognition for serving in the university – Highest 'Academic' Honor

Professional responsibilities – Research / Teaching / Service / Administration

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venkatesakumar.com/quiz/

Faculty Dashboard

Dashboard

Quiz

Participants

Publish Quiz

Report

User Profile

Change Password

Upload Materials

VENKATESH

Profile

Change Password

Logout

QUIZ

View/Add/Edit Quiz

New Quiz

Quiz details

#	Quiz name	Total questions	Difficulty Level	Date Created	Action
1	Chapter1	39	1		View Edit Delete
2	Chapter2	35	1		View Edit Delete
3	FYreal1	10	2		View Edit Delete

The screenshot shows a web browser window with the URL `venkatesakumar.com/upload_materials/`. The page title is "view/Add/Edit Material" and it features a "New Material" button. A sidebar on the left contains navigation options: Faculty Dashboard, Dashboard, Quiz, Participants, Publish Quiz, Report, User Profile, Change Password, and Upload Materials. A modal dialog box titled "Opening BAL-EVALUATION-SUMMARY.xlsx" is centered on the screen, asking the user what Firefox should do with the file. The dialog shows the file is a Microsoft Excel Worksheet (17.2 KB) from `http://venkatesakumar.com`. The "Save File" option is selected. Below the dialog, a table lists existing materials with columns for #, Material name, Description, File name, Date Created, and Action (View/Delete).

#	Material name	Description	File name	Date Created	Action
1	Excel Test1	Data File for Excel Test1	Question-EXCEL.xlsx	2018-10-16 01:48:34	View Delete
2	Excel Test2	Test on Statistics/Pivot table/IF Functions	BakeryData.xlsx	2018-10-18 22:34:02	View Delete
3	Feedback-1	Your Marks Summary [For 10 Marks]	BAL-EVALUATION-SUMMARY.xlsx	2018-10-21 21:26:47	View Delete
4	FEEBDACK-REVIEW	MARKS	BAL-EVALUATION-SUMMARY-REVIEW.xlsx	2018-11-15 13:25:17	View Delete

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- Dashboard
- Quiz
- Participants
- Publish Quiz**
- Report
- User Profile
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POST QUIZ
Publish Quiz

Quiz details

Quiz name	Chapter1
Number of Questions	
Start time	2019-03-08 📅 22:05
End time	2019-03-08 📅 22:05

Venkatesh ▾

- Profile
- Change Password
- Logout

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Publication of Text Book on O... Venkatesakumar - Welcome OES - Welcome Web Scraper

https://venkatesakumar.com/materials/ Search

Most Visited Getting Started

MATERIALS
View Material

Home

Material details

#	Material name	Description	File name	Date Created	Action
1	Excel Test1	Data File for Excel Test1	Question-EXCEL.xlsx	2018-10-16 01:48:34	Download
2	Excel Test2	Test on Statistics/Pivot table/IF Functions	BakeryData.xlsx	2018-10-18 22:34:02	Download
3	Feedback-1	Your Marks Summary [For 10 Marks]	BAL-EVALUATION-SUMMARY.xlsx	2018-10-21 21:26:47	Download
4	FEEBDACK-REVIEW	MARKS	BAL-EVALUATION-SUMMARY-REVIEW.xlsx	2018-11-15 13:25:17	Download

Type here to search

Taskbar icons: Edge, Chrome, Calendar, Mail, File Explorer, Settings, Calculator, File Explorer, Task View

System tray: ENG US, 22-21, 3/8/2019

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Browser tabs: Publication of Text Book on Op, Venkatesakumar - Welcome, ORMS v1.0

Address bar: orms.venkatesakumar.com

Search bar: Search

Navigation: Most Visited, Getting Started

ORMS



This software is a fully integrated companion to your Operations Research textbook. It is called Operations Research Management System (ORMS). It is written in Python, and therefore is platform independent. It has been designed to be your personal tutor, illustrating and illuminating key concepts in an interactive manner that can not be duplicated on a printed page. It also should save you considerable time on your homework by enabling you to focus on concepts while the computer does the number crunching. Enjoy this modern approach to learn Operations Research!

[Click Here!](#)

Authors

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Dr. D. Ramkumar
Assistant Professor
Post Graduate and Research Department of Business Administration
Government Arts College, Paramakudi

Software Developer

Sudhakar Vijayakumar
Student
Department of Management Studies
Pondicherry University, Pondicherry

Windows taskbar with search bar, icons for Edge, Chrome, Calendar, Mail, etc., and system tray showing date and time (3/8/2019, 22:15).

Publication of Text Book on Opj X Venkatesakumar - Welcome X ORMS v1.0 X +

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- Queue >
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- Markovian >
- Integer Programming >
- Sequencing >
- Network Analysis >
- Simulation >

Home

Constrains And Variables

No. of Constrains

No. of Variables

Overview

This module is for Linear Programming. It is not necessary to include the non-negativity restrictions (e.g., $x \geq 0$) when counting the number of constraints.

Windows taskbar: Type here to search | Edge | Chrome | Calendar | Mail | File Explorer | Settings | Calculator | Word | System tray: ENG US, 22:18, 3/8/2019

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- Linear Programming
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- Assignment Problem
- Project Management
- Inventory Management
- Game Theory
- Queue
- Replacement Theory
- Markov
- Integer Programming
- Sequencing
- Network Analysis
- Simulation

SOLUTION

Problem Statement

Maximize $Z = 40X_1 + 60X_2$

SUBJECT TO

$20X_1 + 40X_2 \leq 400$
 $45X_1 + 30X_2 \leq 600$
and $X_1, X_2 \geq 0$

GRAPH

20.0
17.5
15.0
12.5
10.0
7.5
5.0
2.5
0.0

0.0 2.5 5.0 7.5 10.0 12.5 15.0 17.5 20.0

X_2

X_1

— $20x_1 + 40x_2 \leq 400$
— $45x_1 + 30x_2 \leq 600$

RESULT

Problem Status: **Optimal**

Variable	Value
Z	700.0
X_1	10.0
X_2	5.0

Print Solution
Enter new problem

Solution provided by venkatesakumar.com. Any wrong solution, solution improvement, feedback then [Submit Here](#)

Windows Taskbar: Type here to search, e, Chrome, Calendar, Mail, R, X, Settings, Calculator, File Explorer, Word, ENG US, 22:17 3/8/2019

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Search results - venkatesh1316 | Ramakrishnan Venkatesakumar

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Google Scholar

Ramakrishnan Venkatesakumar

Associate Professor Pondicherry University

Verified email at pondiun

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Year	Citations
2006	0
2007	0
2008	3
2009	0
2010	0
2011	1
2012	2
2013	8
2014	11
2015	9
2016	11
2017	12
2018	9
2019	4

All Since 2014

Metric	All	Since 2014
Citations	69	55
h-index	4	4
i10-index	2	2

Year	Citations
2012	1
2013	5
2014	10
2015	6
2016	10
2017	12
2018	6
2019	3

- TITLE
- CUSTOMER EXPERIENCE MANAGE RETAILING-WITH SPECIAL REFERE
AS Sathish, R Venkatesakumar
Annamalai International Journal of Business Stu
- Coffee Experience and Drivers of Satis reference to" café coffee day"
AS Sathish, R Venkatesakumar
Journal of Contemporary Management Researc
- Consumers' assertive and aggressive behaviour--role of problem recognition styles, information search and demographic variables: young Chinese customers in India
P Ganesan, R Venkatesakumar, GV Sampth, AS Sathish
World Review of Business Research 1 (4), 84-96
- Brand Switching: a study of rural consumers.
P Ganesan, R Venkatesakumar
Udyog Pragati - the journal for practicing managers 27 (2), 36-40

Co-authors

EDIT

- sathish arumbi saravanan
Associate Professor
- Dr. Ganesan P
VIT Business School, Vellore, Ins

Type here to search | Taskbar icons: Edge, Chrome, Calendar, Mail, Photos, Word, Excel, PowerPoint, File Explorer, Settings, Calculator, Network, Volume, Language (ENG US), Time (22:28), Date (3/8/2019)

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Department of Management Studies,
School of Management, Pondicherry University

The image shows a web browser window displaying the Examneeds dashboard. The browser's address bar shows the URL 'examneeds.education'. The dashboard features a dark blue sidebar with a navigation menu and a main content area with four colored cards.

Navigation Menu:

- Navigation
 - Dashboard
- Pages
 - Exams
 - Groups
 - Candidates
- Repository
 - Question Bank
- Report
 - Report
- Activities
 - Assignments
 - Upload Materials
- Settings
 - User Profile
- Support
 - Documentation

Dashboard Statistics:

Category	Value
Exams Conducted	12
Students Enrolled	112
Subjects	4
Questions	500

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The screenshot shows a web browser window with the URL `examneeds.education/add_questions/`. The page features a dark sidebar on the left with the 'Examneeds' logo and a navigation menu. The main content area has a 'Go Back' button at the top left and a central section titled 'ADD QUESTIONS'. Below this title, there are six buttons for different question types: 'MCQ', 'True/False', 'Fill In', 'Matching', 'Essay', and 'Multiple Correct'. The 'Matching' button is highlighted with a yellow border. The browser's address bar shows 'Not secure' and the page title is 'Examneeds - Welcome'. The Windows taskbar at the bottom displays various application icons, a system tray with network and volume icons, and a clock showing 18:07 on 12-03-2019.

Examneeds - Welcome

Not secure | examneeds.education/add_questions/

Apps Library Genesis Exadata Analytics in India Excel Class YouTube Python Python Class Nishanth ORMS DBMS Server online quiz plots machine learning Simplex method go through R Qt Simulation

Examneeds

Navigation

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- Question Bank

Report

- Report

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Go Back

ADD QUESTIONS

- MCQ
- True/False
- Fill In
- Matching
- Essay
- Multiple Correct

88.0%

18:07 12-03-2019