

## Faculty Profile

**Name:** Mr. R Muthukumar

**Designation:** Assistant Professor

**Teaching Areas:** Marketing  
Services Marketing  
Marketing Research

**Research Interests:** Services Marketing  
Online Banking

**Education:** PhD (Pursuing.)  
Master of Business Administration (MBA) in HR and  
Marketing (Periyar University, Salem, India, 2013)  
Bachelor of Engineering (REC, Trichy, India, 1996)



### Research/Selected Publication:

1. R Muthukumar and Lalitha Ramakrishnan (2017). Mobile Wallets and Cashbacks, Proceedings of International Conference on Management Perspectives (e-book), ICBM Business School of Excellence, ISBN:978-81-924315-2-9.
2. R Muthukumar and Lalitha Ramakrishnan (2017). Turnaround of BalckBerry. International Journal of Management Cases, Volume 19, Issue 4.
3. R Muthukumar and Lalitha Ramakrishnan (2017). Turnaround of BalckBerry. International Journal of Management Cases, Volume 19, Issue 4.
4. Nagendra V. Chowdary, Vandana Jayakumar, R. Muthukumar, (2016). Cost of employee loyalty@Anand Finance", Emerald Emerging Markets Case Studies, <https://doi.org/10.1108/EEMCS-05-2014-0138>.
5. Ritu Gupta and R Muthukumar, (April 2011). HR Restructuring at Nissan, Case Folio - The IUP Journal of Management Case Studies.