

FACULTY PROFILE

Name : Dr. R. Rajendran
Designation : Professor and Head
Email ID : rajendranr.mba@srit.org



Area of Specialization : MIS and Strategic Management

Total Experience : Academic : 16 Years
Industry : 14 Years

Educational Qualification:

Degree	Branch / Specialization	College	University
B.E. (Hons.)	Mechanical Engineering	Government College of Technology, Coimbatore	Madras
M.B.A.	Management	Department of Mgt Studies, Madras University , Chennai	Madras
M.Phil	Management	School of Management, Bharathiar University	Bharathiar
Ph. D.	Management	School of Management, Bharathiar University	Bharathiar

Experience Details:

S.No	Institution/Industry	Design.	Experience		Total Years & Months
			From	To	
1	Sri Ramakrishna Institute of Technology, Coimbatore	Professor	03.01.2007	Till Date	9 Years 5 Months
2	NIFT-TEA Knitwear Fashion Institute, Tirupur	Professor	01.12.2005	31.12.2006	1Year 1 month
3	CBM College, Coimbatore	Asst. Professor	12.07.2000	30.11.2005	5 Years 4 Months

4	Shakthi Elastomers, Coimbatore	Managing Partner	02.11.1993	31.07.1998	4 Years 8 Months
5	Bharat Electronics Limited, Bangalore	Senior Engineer	01.03.1984	01.11.1993	9 Years 8 Months
Total (as on Jun 2016)					30 Years 3 Months

Funded Projects:

S. No.	Funding Agency	Topic	Amount Sanctioned in Rs.	Year of Sanction
01	AICTE	Role Experiential Learning in Development of Leadership Skills among Engineering students.	5,00,000	2011-12

Publications :

Journals :

1. K. Vivekanadan and R. Rajendran, "Export marketing and the world wide web: perceptions of export barriers among Tirupur knitwear apparel exporters-an empirical analysis", Journal of Electronic Commerce Research, Vol; 7, No: 1, pp: 27-40, 2006.
2. K. Vivekanadan and R. Rajendran, "Adoption of Electronic Commerce: An Exploratory Study of Tirupur Knitwear Apparel Exporters", Organisational Management, Vol: 21, No: 3, Pp: 5-11, 2006.
3. K. Vivekanadan and R. Rajendran, "Electronic Commerce Adoption in Small Business: Adopter Categorization: A Strategy for Narrowing Digital Divide", Journal of Digital Business, Vol: 1, No: 2; 49-60, 2006.
4. R. Rajendran and K. Vivekanadan, "Exploring relationship between information systems strategic orientation and small business performance", International Journal of E-Business Research, Vol: 4, No: 2, 2008.
5. V. Kalaiarasi and Dr.R.Rajendran, "The Entrepreneurship Intention among students at Coimbatore District," Journal of Commerce and Management Research, vol: 2, No:3,pp: 20-30,2012.

6. R Rajendran and N Elangovan, "Response of small enterprises to the pressures of ERP adoption," *International Journal of Enterprise Information Systems (IJEIS)* vol: 8, No: 1, pp: 28-50, 2012.
7. R Rajendran and R Rajagopal, "Implication of Knowledge Transfer on Task Performance in ERP System Usage," *International Journal of Enterprise Information Systems*, vol: 10, No: 2, pp: 36-58, 2014.
8. R Rajendran and R Rajagopal, "Learning as a change agent in ERP enabled organisations—a case analysis," *International Journal of Information Systems and Change Management*, vol:7, No:1,pp:3-22,2014.
9. R Rajendran and R Rajagopal, "Mitigating risks of knowledge transfer in organisation networks - evidence from case studies", *International Journal of Knowledge Management Studies*, *International Journal of Knowledge Management Studies* vol:6, No:3,pp: 279-299,2015
10. R. Rajendran, "Influence of Information Systems Strategic Orientation on SME's Perception of Export Barriers", *South Asian Journal of Management*, Vol: 22, No: 2, Pp: 119-143, 2015
11. R. Rajendran and V. Kalaiarasi, "Determinants of ERP Implementation and System Success in India: A Case Study", *Journal of Cases on Information Technology*, Vol: 17, No: 2, Pp35-52, 2015

International Conferences:

1. R Rajendran and S Premchandar, "Development of Universal Curriculum for Management Education," 2nd World Summit on Accreditation (WOSA - 2014), National Board of Accreditation, New Delhi, 2014.
2. R. Rajendran, "Influence of Information Systems Strategic Orientation on Perception towards Internationalization Export Barriers amongst SMEs", IIMB-SJSU International Conference on Transnational Entrepreneurs and International SMEs in Emerging Economies: Drivers and Strategies, IIM, Bangalore, Bonfring, 2015.

National Conferences:

1. R. Rajendran and Ranga Rajagopal, "Knowledge creation and its implication in information systems usage to enhance task performance", *The 13th Consortium of Students in Management Research. IISc., Bangalore: India, 2013.*
2. N. Elangovan and R. Rajendran, "Structural equation modeling-A second-generation multivariate analysis", *National Conference on Indian Business Management " Emerging Management Paradigm in Indian Business"*, At Sri Ramakrishna Institute of Technology, Coimbatore, Volume: ISBN : 9-38423-409-X, 2015.
3. N. Elangovan and R. Rajendran, "Conceptual Model: A Framework for Institutionalizing the Vigor in Business Research", *National Conference on Indian Business Management "*

Emerging Management Paradigm in Indian Business”, At Sri Ramakrishna Institute of Technology, Coimbatore, Volume: ISBN : 9-38423-409-X, 2015.

Books Published:

Sl.No	TITLE	ISBN	NAME OF THE PUBLISHER	YEAR OF PUBLICATION
1	Electronic Business: Concepts, Methodologies, Tools and Applications (Chapter 6.4.)	978-1-60566-056-1	Information Science Reference, IGI Global, USA.	2008
2	Strategic Information Systems: Concepts, Methodologies, Tools and Applications. (Chapter 6.8)	978-1-60566-677-8	IGI Global, USA	2009
3	Transforming E-Business Practices and Applications: Emerging Technologies and Concepts. (Chapter 17)	978-1-60566-910-6	IGI Global, USA	2009
4	Electronic Commerce Adoption among Indian Small Businesses	978-3-84336-534-5	Lap Lambert, Germany	2010
5	Indian Business Management – 2014 “Emerging Management Paradigm in Indian Business” IBM - 2014 (Chief Editor Dr. R. Rajendran)	978-93-84234-03-4	Laser Park Publishing House, Coimbatore, India	2014

Seminar, Conference, Workshop Organized:

S.No.	Title	Duration	Level (Intern./ National)
1	National Conference on Indian Business Management “ Emerging Management Paradigm in Indian Business”	One Day (Three times – IBM 2013, IBM 2014 and IBM 2015)	National

Seminar, Conference, Workshop Attended:

1. The 13th Consortium of Students in Management Research. IISc., Bangalore: India, 2013
2. 2nd World Summit on Accreditation (WOSA - 2014), National Board of Accreditation, New Delhi, 2014.
3. IIMB-SJSU International Conference on Transnational Entrepreneurs and International SMEs in Emerging Economies: Drivers and Strategies, IIM, Bangalore, 2015.

Ph.D., Guidance / Supervisor ship:

Name of Scholar	Course	Area of Research	Status
N. Elangovan	Ph. D.	Enterprise Resource Planning	Ph. D. awarded
Ranga Rajagopal	Ph. D	Knowledge Management	Ph. D. awarded
V. Kalaiarasi	Ph. D	Culture and ERP	Final Stage of Data Analysis

Guest Lectures Delivered:

Topic	Institution	Date(s)
Accreditation of Management Education.	Coimbatore Management Association	July 21, 2014
Innovate India!	Coimbatore Management Association	July 06, 2015

Membership in Professional Bodies:

1. Coimbatore Management Association
2. Indian Society for Technical Education
3. Analytics Society of India

Contributions to the Institution, Department and Society:

1. Appointed a number of times as Chief Superintendent of Anna University Chennai examinations at SRIT, Coimbatore.

2. Appointed as chairman of MBA board for central valuation of July 2013 university examination answer scripts for Zone IX at Anna University Regional Centre, Coimbatore.
3. Conducted mock accreditation (NBA) at Bannari Amman Institute of Technology, Sathyamangam for Biotechnology Department and two times for Sri Ramakrishna College of Engineering, Coimbatore.
4. Conducted academic auditing once at VLB Janakiammal College of Engineering and Technology, as external academic auditor appointed by Anna University of Technology, Coimbatore.
5. Nominated as Member of Education and Industry Institute Interaction Panel of Confederation of Indian Industries (CII), Coimbatore Zone.

Awards and Recognitions:

1. Appointed as the member of the board of studies in the faculty of Management Studies of Anna University of Technology, Coimbatore for three years, for two terms.
2. Functioning as one of the members of International Editorial Review Board of International journal of E Business, IGI Publishing, USA