



DR. OYYAPPAN

S/O K. Duraipandi

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PM/IPTS/2024/05/0249

OBJECTIVES

To leverage cutting-edge technologies and apply my expertise in the best possible way to achieve the University's goals, while enhancing my professional skills in a dynamic and stable workplace.

SUMMARY

An accomplished Associate Professor and Head of Postgraduate Studies in the Business Faculty, distinguished by a strong research and teaching aptitude. Possesses a crystal-clear understanding of business principles and their relevance to other domains. Offers in-depth knowledge of diverse research techniques and methodologies, combined with a solid grasp of academic responsibilities. Highly familiar with the administrative environment of educational institutions and adept at navigating their practices. Renowned for innovative approaches to teaching, effectively utilizing both traditional methods and modern educational tools to deliver engaging and impactful learning experiences.

ACADEMIC QUALIFICATION

Degree	Institution	Percentage/ Year
Ph.D.	Bharathiar School of Management and Entrepreneur Development, Bharathiar University, Coimbatore.	Highly Commented (2012-2019)
M. Phil	Bharathiar School of Management and Entrepreneur Development, Bharathiar University, Coimbatore.	Commented (2010-2011)
MBA	Gandhigram University, Gandhigram, Dindigul.	70.6% (2008-2010)

DLM	Gandhigram University, Gandhigram, Dindigul.	74.2% (2008-2010)
B. Com (CA)	Mannar Thirumalai Naicker College, Madurai Kamaraj University, Madurai.	57.8% (2004-2007)

PROFESSIONAL EXPERIENCE

Institution	Designation	Duties	Period From-To	Duration (Years)
Lincoln University College, Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia.	Associate Professor / Postgraduate Programs Coordinator Faculty of Business	Lead and manage the department to ensure that all academic activities are being implemented.	5 th May 2014 to Till Date	10 Years + 3 Months
Ranganthan Engineering College, Coimbatore. India.	Assistant Professor (Department of Master of Business Administration)	Teaching, Research, Consultancy, Administration.	2 nd January 2011 to 30 th August 2013	2 year + 8 months
SMS College of Arts and Science, Coimbatore. India	Assistant Professor (Department of Bachelor of Business Management)	Teaching, Research,	2 nd May 2010 to 29 th October 2010	6 months
Shakti Hatcheries Pvt limited. Madurai, India.	Marketing Executive, Marketing Department	Getting new Customers/ Taking orders/ Cash collection.	2 nd May 2007 to 30 th April 2008	1 Year
Total Experience				14 Years + 7 Months

LINCOLN UNIVERSITY COLLEGE (LUC) MALAYSIA

2018 – 2024.

Associate Professor/ Postgraduate Programs Coordinator

Job Summary / Purpose:

As a coordinator of Postgraduate programs, responsible for overseeing and managing all academic activities to ensure alignment with the approved curriculum and adherence to Lincoln University College (LUC) policies. Spearhead the development and implementation of student support initiatives aimed at fostering students' potential,

emphasizing ethical values, social cohesion, integrity, and holistic growth. Hold overall accountability for monitoring the performance of faculty, support staff, and students within the department. Additionally, play an active role in planning and participating in LUC's research and marketing endeavors.

DUTIES AND RESPONSIBILITIES:

- **Manage and Coordinate Postgraduate Programs:** Oversee the daily operations of the MBA programs, ensuring all academic activities align with the approved curriculum and institutional policies.
- **Postgraduate Research Center Membership:** Actively contribute as a member of the Postgraduates Research Center, participating in research activities and initiatives that advance the academic and scholarly reputation of the institution.
- **Staff Recruitment and Induction:** Lead the recruitment, induction, and management of academic staff, ensuring the highest standards in teaching, learning, and assessment are maintained.
- **Student Performance Monitoring:** Monitor student attendance and academic performance, gathering feedback to continuously improve and enhance the program.
- **Quality Assurance and Enhancement:** Develop, implement, and monitor evaluation and quality assurance mechanisms to ensure the ongoing enhancement of academic programs.
- **Program Design and Development:** Design and develop new undergraduate and postgraduate programs that modernize and strengthen the university's offerings, aligning them with international market expectations.
- **External Reviews and Validations:** Lead the preparation and execution of program reviews and validations by external bodies, including the Ministry of Education.
- **Malaysian Qualifications Agency Accreditation:** Demonstrate expertise in the accreditation processes of the Malaysian Qualifications Agency, including the preparation of necessary documentation and adherence to procedural requirements.
- **Supervision Quality Assurance:** Allocate supervisors based on specialized areas, ensuring the quality of supervision and dissertation outcomes, with a focus on increasing the publication of student research in indexed journals.
- **Leadership in Final Year Projects:** Lead final year student projects by organizing research seminars, allocating supervisors, monitoring supervision and student performance, and ensuring fair and transparent assessment through the research committee.
- **Research Workshops and Training:** Conduct a series of research workshops for both supervisors and students, enhancing their understanding of research concepts and procedures, and contributing as a speaker.
- **Innovative Assessment Design:** Design and implement a new research project assessment form that accurately reflects the business project concepts, ensuring consistency and fairness in evaluations by external examiners.

Job Summary:

- **Teaching and Learning Coordination:** Plan, implement, and deliver teaching and learning activities, including the preparation of lesson plans and lecture notes aligned with the approved Learning Outcomes and curriculum. Conduct scheduled classes, monitor students' academic performance, and maintain accurate records of student attendance.
- **Student Support and Assessment:** Provide comprehensive student support through tutorials, mentorship, educational counseling sessions, and involvement in co-curricular activities. Conduct continuous and summative assessments, participate in the development and administration of examinations, and analyze and document students' academic progress.
- **Curriculum and Departmental Management:** Contribute to the effective planning and management of the curriculum and departmental operations. Engage in curriculum review processes and enhance student assessment methods and tools. Participate in educational quality initiatives and faculty development activities.
- **Research and Industrial Engagement:** Actively engage in applied research within relevant fields. Foster strong relationships with industrial partners to facilitate student internships, training, and placements, and monitor student performance in these areas.
- **General Faculty Management:** Contribute to the overall development of the faculty by participating in curriculum reviews, quality enhancement activities, and continuous professional development (CPD) training. Play a key role in faculty and institutional activities, including research, academic events, and inter-faculty collaborations.
- **Committee Leadership and Contributions:**
 - **Chairman, Faculty Vetting Committee:** Oversaw the vetting of final examination questions since May 2014.
 - **Member, Faculty Curriculum Review Committee (CRC):** Contributed to curriculum reviews since January 2015.
 - **Member, Faculty Academic Review Committee (ARC):** Participated in academic reviews since January 2015.
 - **Member, Faculty Research Committee:** Contributed to research initiatives for undergraduate and postgraduate programs since May 2016.
- **Academic Mentorship and Guidance:** Provided guidance and mentorship to undergraduate and postgraduate students, including supervision of their academic projects and final year research. Offered counseling on academic performance and ensured the availability of updated teaching materials.

- **Internal Auditor (ISO 9001:2008):** Appointed as an Internal Auditor, ensuring compliance with quality management standards.
- **Course Coordination and Administration:** Managed course coordination tasks, including maintaining records, managing student attendance, decision-making on extensions, handling reconsideration requests, invigilation, and providing timely feedback to students.
- **Development and Delivery of Educational Content:** Designed and delivered lectures, tutorials, workshops, and seminars, and developed supporting materials to enhance student learning. Led the marking of assessments, including quizzes, tests, midterms, and final examinations.
- **Institutional Contributions:** Actively participated in Lincoln University College (LUC) activities, including research, academic initiatives, and the organization of conferences and seminars. Collaborated with the Student Affairs department on course structure and assessment development.
- **Team Collaboration:** Worked effectively as a team member, contributing to committees and working groups, and provided supervision and mentoring to other staff members as appropriate.
- **Additional Responsibilities:** Undertook various tasks as assigned by LUC management, contributing to the overall success of the institution.

RANGANATHAN ENGINEERING (REC) INDIA

Assistant Professor

January 2011 to August 2013

- **Lecture Preparation and Delivery:** Developed and delivered comprehensive lectures across various subjects, ensuring alignment with academic standards and curriculum requirements.
- **Class Tutorials and Seminars:** Conducted class tutorials, workshops, and seminars, fostering an interactive and engaging learning environment for students.
- **Assessment and Evaluation:** Managed the marking and evaluation of student assessments, including quizzes, tests, midterm examinations, and final examinations, ensuring fair and accurate grading.
- **Student Placement Tutoring:** Handled placement tutoring classes, guiding students through the placement process and preparing them for industry opportunities.
- **Guest Lectures and Seminars:** Organized and delivered guest lectures and seminars, bringing in industry experts and enhancing the learning experience for students.
- **Class Advisor:** Served as the Class Advisor for second-year MBA students, providing academic guidance and support throughout their studies.
- **MBA Department Placement Coordination:** Acted as the Placement Coordinator for the MBA department, coordinating with companies and organizing placement activities for students.

- **Industrial Visit Coordination:** Managed and led student industrial visits, offering practical exposure to industry operations and processes.
- **Student Admission Committee:** Contributed as a member of the Student Admission Committee, assisting in the selection and admission process for prospective students.
- **Examination Unit In-Charge:** Oversaw the examination unit, ensuring the smooth administration and conduct of all examinations within the department.
- **Deputy Warden Responsibilities:** Additionally served as a Deputy Warden, providing oversight and support for student housing and welfare.

SMS College of Arts and Science (INDIA)

Guest Lecturer

May 2010 to October 2010

- **Undergraduate Teaching:** Delivered lectures on various modules for undergraduate students, ensuring clarity in concepts and monitoring students' academic progress.
- **Learning Material Development:** Developed educational materials to enhance student learning and support their academic growth.

SHAKTI HATCHERIES PVT LIMITED (INDIA)

Marketing & Sales Executive

May 2007 to April 2008

- **Distribution Management and Market Development:** Managed existing distribution channels while actively seeking and developing new marketing opportunities to expand the company's market reach.
- **Market Analysis and Sales Forecasting:** Conducted comprehensive market analysis, measured sales performance, and evaluated product forecast accuracy. Collaborated with the sales team to improve forecasting and recommended corrective actions where necessary.
- **Accounts Receivable Management:** Oversaw the collection of overdue payments from distributors, ensuring timely and efficient recovery of funds.

SUPERVISION (THESIS/DISSERTATION)

EDUCATION LEVEL	YEAR	NUMBER OF STUDENT
Ph.D.	2019 to till date	2 Graduated 8+ Scholars Supervising
Masters	2014 to till date	300 + Students
Degree	2014 to till date	142 Students

ACADEMIC ACHIEVEMENT

MQA Full Accreditation: Coordinated and secured full accreditation for the Bachelor of Business Administration (Hons) in May 2015.

Development and Accreditation of MBA Programs: Led the development and accreditation of MBA programs in Global Business, Human Resource Management, Healthcare Management, Hospitality Management, and Tourism Management & Project Management.

Provisional Accreditation for Specialized Postgraduate Programs: Achieved Provisional Accreditation for MBA programs in Logistics and Supply Chain Management, Insurance, Master of Business Information System & Master of Railway Infrastructure Management.

Surveillance Audit: Successfully renewed full accreditation for the Master of Business Administration (General).

Chief Executive Editor: Appointed as Chief Executive Editor of the International Journal of Management and Human Sciences (IJMHS).

SEMINAR / WORKSHOP ATTENDED

- **Workshop on Outcome-Based Education**
September 21-22, 2019
Facilitated by Dr. Noreen from the Ministry of Education (KPT), organized by Lincoln University College.
- **Training on COPPA 2.0 and MQF (Current Version)**
February 23, 2019
Organized by Lincoln University College.
- **Seminar on Communication, Data Analysis, Information Technology, Solar/Renewable Energy Resources, and Their Implementation in Health/Lifestyle**
September 20, 2018
Organized by Lincoln University College.
- **Seminar on Developing a Successful Engagement Program**
August 24, 2017
Organized by Lincoln University College.
- **SPSS Training Workshop**
February 17-18, 2016
Organized by the Nursing Department, Lincoln University College.
- **Workshop on Outcome-Based Education**
April 12-13, 2016
Organized by the Quality Assurance Department, Lincoln University College.
- **Phase 1 Student Co-Counselor (SCC) Workshop**
December 21, 2015
Organized by the Student Affairs Department, Lincoln University College.

- **Workshop on "Syndrome X: Emerging Killer Disease in the 21st Century Workplace"**
April 30, 2015
Organized by Lincoln University College.
- **Training for Internal Auditors ISO 9001:2008**
June 18-19, 2015
Conducted with ISO Consultant, organized by Lincoln University College.
- **State-Level Management Meet**
December 8, 2009
Gandhigram Rural University, Dindigul.
- **Leadership and Personality Development Programme**
December 18, 2008
Gandhigram Rural University, Dindigul.
- **National Seminar on Rural Energy Management: Strategies and Policy Options**
January 30-31, 2009
Gandhigram Rural University, Dindigul.

MEMBER OF CONFERENCE ORGANIZING COMMITTEE

- **SETARA Internal Audit Committee**
Contributed to the successful coordination resulting in a 5-star rating from the Ministry of Education Malaysia in 2017.
- **Convocation Organizing Committee**
Active member from 2014 to 2019.
- **Student Co-Counselor**
Serving since 2015.
- **Organizing Committee Member**, First International Conference on Technology Innovation and Data Sciences (ICTIDS-2019)
October 11-12, 2019
Held at Hotel Armada Petaling Jaya, organized by the Faculty of Computer Science and Multimedia, Lincoln University College, Malaysia.
- **Organizing Committee Member**, Second International Conference on Recent Trends in Business and Entrepreneurial Ventures
April 25-26, 2018
Held at Grand Blue Wave Hotel Shah Alam, Kuala Lumpur, Malaysia, organized by the Faculty of Business & Accountancy, Lincoln University College, Malaysia.
- **Organizing Committee Member**, First International Conference on Management and Human Sciences
July 15-17, 2017
Held at the Palace of the Golden Horses, organized by the Faculty of Business & Accountancy, Lincoln University College, Malaysia.

- **Organizing Committee Member**, First International Seminar for Business and Marketing
October 18, 2016
Organized by the Faculty of Business and Accountancy, Lincoln University College, Malaysia.

RESPONSIBILITIES AS CO-COUNSELLOR IN LUC

- **Recognition and Training:** Acted as a trained Student Co-Counsellor, recognized by students across the Faculty, Department, and Institution.
- **Issue Resolution:** Addressed and resolved any issues or problems raised by students.
- **Matter Identification:** Identified and assessed student concerns, taking appropriate action as needed.
- **Guidance and Support:** Assisted in guiding sessions and providing support to students.
- **Case Presentation:** Presented and discussed cases on a biweekly basis at the Faculty Department level.
- **Referral:** Referred cases requiring further counselling to the Registered Counsellor of the Institution.
- **Documentation:** Maintained documentation and filing for all cases addressed.
- **Updates:** Provided regular updates to the Counselling Unit on all handled cases.

PUBLICATIONS

Selective Scopus indexed journals

Dorris Yadewani, Oyyappan Duraipandi, Amiya Bhaumik, Sandeep Poddar

"The Mediating Effect of Government Policy on the Relationship Between Knowledge and SMEs' Performance"

Quality Assurance Journal, Vol. 3, No. 4, 2024. DOI: 10.48161/qaj.v3n4a146

Elmira Siska, Oyyappan Duraipandi

"Economic Risk and Stock Market Development: Evidence from Indonesia Stock Exchange"

Proceedings of the 1st International Conference on Economics and Business, Vol. 2, No. 1, January-June 2023, pp. 69-81.

e-ISSN: 2963-3370; p-ISSN: 2963-3656

Elmira Siska, Oyyappan Duraipandi

"Effect of Systematic Risk on Stock Market Development in Indonesia: Moderating Role of Political Stability"

International Conference on Economics and Business, Vol. 2, No. 1, January-June 2023, pp. 57-68.

e-ISSN: 2963-3370; p-ISSN: 2963-3656

Elmira Siska, Oyyappan Duraipandi, Awadh Ahmed Mohammed Gamal, Purwanto Widodo

"Macroeconomic Forces, Political Stability, and Stock Market Capitalization in Indonesia: An Implementation of ARDL Bound Testing Approach"

Asian Journal of Business and Accounting (AJBA), submitted December 2022.

D. Oyyappan, Dr. Ajoy Mathew

"A Study on Job Performance in the Context of Rich Use of KMS: A Systematic Literature Review"

International Journal of Advance Research in Computer Science and Management Studies, Vol. 6, No. 12, December 2018, pp. 34-40.

D. Oyyappan, Dr. Ajoy Mathew

"A Study on Relationship Between Cognitive Absorption, Deep Structure Use, and Job Performance Among Bank Employees"

International Journal of Scientific Research, Vol. 8, No. 3, March 2019, pp. 55-57.

D. Oyyappan, Dr. Ajoy Mathew

"Analyzing the Impact of Employee Empowerment as a Task Consolidation for Effective Organization Development"

Srusti Management Review, Vol. IV, Issue IV, April 2011, pp. 63-76. ISSN 0974-4274.

D. Oyyappan

"Education and Social Development"

Presented at the National Conference on Social Development in India: New Vistas and Challenges, organized by the Department of Social Work, Bharathidasan University, Tiruchirappalli, January 10-11, 2011. Published by Authors Press, 2011. ISBN 10: 817273509X; ISBN 13: 9788172735098, pp. 143.

Papers Presented in National/International Level Seminars\ Conferences

"Impact of Globalization on Human Resource Management"

Presented at the National Seminar on Globalization and Indian Agriculture: Challenges and Opportunities, Gandhigram University, Dindigul, February 17-18, 2011. Sponsored by UGC – New Delhi and ICSSR Southern Regional Centre, Hyderabad.

"The Impact of Globalization on Industrial Relations and Labour Standards in India"

Presented at the International Conference organized by Vivekananda Institute of Information and Management Studies, Tiruchengode, Namakkal, February 14-15, 2011. Sponsored by UGC – New Delhi.

"The Impact of Lean Use of Systems on Employee Job Performance"

Presented at the Second International Conference on Recent Trends in Business and Entrepreneurial Ventures, organized by Lincoln University College, Malaysia, in conjunction with SAMAROH 2019.

"Technological Unemployment"

Presented at the International Conference on "A Paradigm Shift in Business Outlook in the Digital Era - Need for Innovations," organized in collaboration with Siva Sivani Institute of Management, India, and Lincoln University College, Malaysia.

"Digitization of Business & Analytics - A Key Driver in the Paradigm Shift (SAMAROH 2018)"

Attended the International Conference on February 11-12, 2018, organized by Siva Sivani Institute of Management in collaboration with Lincoln University College, Malaysia.

"The Factors Influencing SME Performance with Special Reference to Innovation and Technology"

Presented on April 22-23, 2022.

"The Impact of Organizational Mode on Enterprise Development: A Case Study of Yingcai Consulting Technology"

Presented on April 22-23, 2022.

Subjects Handling

S. No	Subject	Level				
		Doctorate	Master	Undergraduate	Diploma	Foundation
1	Research Methodology	✓	✓	✓	✓	
2	Global Enterprise & Leadership	✓	✓			
3	Strategic Management		✓	✓		
4	International Business Management		✓	✓		
5	Multinational Enterprises			✓	✓	
6	Marketing Management / Research		✓	✓	✓	✓
7	International Marketing			✓	✓	✓
8	Consumer Behavior			✓	✓	✓
9	Entrepreneurship		✓	✓	✓	

10	Venture Capitalism			✓	✓	
12	Business Statistics			✓	✓	
13	E commerce			✓	✓	
14	Logistic and Supply Chain Management		✓	✓		
15	Inventory & Warehouse Management		✓	✓		
16	Planning & Strategies in Logistics Management		✓			
17	Logistical Issues			✓	✓	
18	Cross Culture Management and Global Issue		✓	✓		
19	Organizational Behavior		✓	✓	✓	✓
20	Human Resource Management		✓	✓	✓	✓
21	Diversity Management		✓	✓		
22	Industrial Relations		✓			
23	Corporate social Responsibility		✓			
24	Performance Management system & Strategies		✓			

COMPUTERS

- ✓ **SPSS** (IBM)
- ✓ **Amos Smart Pls ...**
- ✓ R (R Foundation for **Statistical** Computing)
- ✓ Mendeley
- ✓ Microsoft Office
- ✓ LATEX

PERSONAL INFORMATION

PERSONAL DETAILS

Date of Birth : 02.05.1987
Nationality : Indian.
Marital Status : Married
Passport No : Z7269573
Languages : English, Tamil, (Speak/Write)

PERMANENT ADDRESS

S/O K. Duraipandi
No: 1/102 Ulaganeri,
Uthangudi,
Madurai- 625 107.
Tamil Nadu, India.

Reference

Dr. Abhijit Ghosh

Dean,

Faculty Business & Accountancy
Lincoln University College, 12-18, Jalan SS 6/12, SS6,
47301 Petaling Jaya, Selangor Daryl Ehsan, Malaysia.

Email: Abhijit@lincoln.edu.my

Mobile: +60182276104

Dr. Mohamad Ali Sekak,

Professor,

Lincoln University College, 12-18, Jalan SS 6/12, SS6,
47301 Petaling Jaya, Selangor Daryl Ehsan, Malaysia.

Email: mohdalisekak@yahoo.com

Mob: +60192707442.

Declaration

"I have very positive attitude towards life. I believe that there is no short cut to success. I try to give everything in my life the best shot. The real measure of a human being is not where he stands in times of success but where he stands in times of challenge and controversy. I would like to achieve huge success in my professional life through hard work".

Date: 22/04/2024

Place: Malaysia

Yours Sincerely

