

NICMAR Recruitment

Position: Vice-Chancellor

Name: Sivakumar Alur
Email: alur.sivakumar@gmail.com
Mobile: 9483210107
Gender: Male
Date of Birth: 11-Jan-1968

Education

#	Board / University	Institute	Specialization	Marks	CGPA	Year
1	CBSE	Jawahar Higher Secondary School, Neyveli,TN India		84.93	0.00	1984
2	CBSE	Jawahar Higher Secondary School, Neyveli , TN India		80.83	0.00	1986
3	AC&RI TNAU Coimbatore	AC&RI TNAU Coimbatore		0.00	3.67	1990
4	AC&RI TNAU Coimbatore	AC&RI TNAU Coimbatore		0.00	3.82	1992
5	Karnatak University Dharwad	Dept of Mgt Studies Karnatak University Dharwad		0.00	0.00	2003
6	Delft University of Technology Netherlands	Faculty of Industrial Design Engineering, Dept of Product Innovation Management, Marketing and Consumer Research Division		0.00	0.00	2010

Work Experience (Total: 32Y 11M)

#	Organization	Designation	From	To	Duration
1	Central Institute for Cotton Research	Farm Superintendent	Dec 1992	Mar 1995	2Y 2M
2	TAPMI Manipal	Faculty Associate to Professor	Mar 1995	Aug 2015	20Y 5M
3	VITBS VIT Vellore	Professor	Jan 2016	Present	10Y 2M

Research Publication

#	Title	Journal	Year
1	Internet memes and social media marketing: a review of theories	Online Information Review	Dec-2025
2	Benchmarking nutrition facts panel label-a consumer ethics perspective using health belief model	Benchmarking: An International Journal	Oct-2025
3	The mediating role of parasocial relationship in customer services chatbots among millennials and Gen Z population	International Journal of Human-Computer Interaction	Jun-2025
4	Social Media Marketing: The Past, Present and Future	International Journal of Information Science and Management	Dec-2024
5	Ad generation modalities and response to in-app advertising-an experimental study	Global Knowledge, Memory and Communication	Sep-2024
6	Research trends in memes: insights from bibliometric analysis.	Information Discovery and Delivery	Jul-2024
7	Analyzing consumer behaviour towards food and nutrition labeling: A comprehensive review	Heliyon	Aug-2023
8	Hospital choice by Indian customers-empirical testing of a standardized model of service provider selection criteria	International Journal of Business and Emerging Markets	Jun-2021
9	Warehouse to Manage Collateral—Kaul’s Dilemma	Asian Case Research Journal	Jul-2016
10	Retailers and new product acceptance in India's base of pyramid (BoP) markets: Propositions for research	International Journal of Retail & Distribution Management	Mar-2013

Published Books / Chapters

#	Book Title	Publisher	Institution
1	Retail Marketing	Excel Books	Dibrugarh University, Central University of Andhra Pradesh (CUAP), Telangana University, University of Lucknow, Chhatrapati Shahu Ji Maharaj University (CSJMU), Kanpur, Lovely Professional University (LPU),Queen Mary’s College (Autonomous), Chennai, It is

Administrative Experience (Total: 22Y 7M)

#	Post	Institution	From	To	Duration
1	MBA Online program coordinator	VIT Vellore	Jun 2019	Jul 2020	1Y 1M
2	University Academic Council Member	VIT Vellore	Jun 2018	Jun 2021	3Y 0M
3	AACSB Accreditation Head	TAPMI Manipal	Jun 2012	Jul 2015	3Y 1M
4	Associate Dean Research	TAPMI Manipal	Jun 2011	Oct 2011	0Y 4M
5	Alumni Affairs Chairman	TAPMI Manipal	Jun 2004	Apr 2006	1Y 10M
6	Marketing Area Chairman	TAPMI Manipal	Jun 2001	Apr 2012	10Y 10M
7	Post Graduate Program Chairman	TAPMI Manipal	Jun 1998	May 2000	1Y 11M

Major Research

#	Project Title	Value	Agency	From	To	Duration
1	The determinants of customers’ continuance intention to use digital banking: Public and Private banks-An Analysis	2,50,000	IIBF Mumbai	Jun 2019	Dec 2019	0Y 6M

International Experience

#	Organization / Body	Experience
1	Oakland University Michigan USA	Teaching a MBA course at School of Business
2	Delft University of Technology Netherlands - Faculty of IDE, Department PIM, Division Marketing and Consumer Research	Postdoctoral Researcher for 2 years in a BoP Healthcare Retailing Project
3	Harvard Business School USA	GLOCOLL participant
4	AACSB International	Speaker, Resource person & participant in multiple countries like Malaysia, Singapore, Dubai, Hongkong, Thailand, Australia

Quality Assurance Experience

#	Area	Institution	From	To	Achievements
1	AACSB accreditation , ACBSP accreditation	TAPMI Manipal & VITBS VIT Vellore	Jun 2012	Apr 2026	involved in coordinating accreditation from submitting initial application to final accreditation and reaccreditation

PhD Student Guided

#	Guide No	Co-Guide No
1	6	-