

Dr. Ayyappan Palanissamy

Academic Position	Lecturer
Administrative Position	Program Coordinator
Department / Unit	Commercial Law
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PhD, LL.M., M.HRM., LL.B., B.A. (Psy.)

Dr. Ayyappan Palanissamy has obtained PhD in Commercial Law from VIT University, India, two post-graduate degrees (LL.M & MHRM), and two undergraduate degrees (LL. B & Psychology) from Pondicherry University, India. Currently, he is a Coordinator for the Commercial Law programs and a faculty teaching commercial law at the Modern College of Business and Science, Oman. He has taught previously in international universities in Malaysia and has 21 years of teaching and research experience in the field of law. His research interests include intellectual property law, artificial intelligence and law, and cyber laws. He is a professional member of the Bar Council of Tamilnadu, India, as well as a member of the International Association of Computer Science and Information Technology (IACSIT), and the International Economics Development and Research Centre (IEDRC). He is a reviewer for the International Journal of Knowledge and Learning published by Inderscience Publishers.

Professional Experience

Modern College of Business and Science, Muscat, Sultanate of Oman

Lecturer & Academic Programs Coordinator (Commercial Law)

(February 2014 – Present)

- Responsible for teaching commercial law courses to UG & PG students.
- Coordinating academic programs and curriculum development.
- Engaging in research and publication in the field of law.
- Organizing and participating in academic conferences and seminars.

Swinburne University of Technology (Sarawak Campus), Malaysia

Lecturer

(September 2006 – January 2014)

- Taught Business Law units to international undergraduate students.
- Developed innovative teaching and learning strategies.
- Engaged in inclusive and evidence-based teaching practices.
- Conducted scholarly research on legal topics, published in international journals, and presented papers at international conferences and seminars

INTI International College Sarawak, Malaysia

Lecturer

(September 2003 – August 2006)

- Taught Business Law subjects, including commercial, taxation, and contract law, to diploma and bachelor's degree students in programs affiliated with universities in the UK, Australia, and New Zealand.
- Lectured for ACCA (UK) tuition provider at INTI College Sarawak, specializing in Corporate and Business Law subjects.
- Lectured for 'A' Level Cambridge University (UK) tuition provider at INTI College Sarawak, specializing in law subjects.

Teaching / Training Interests

Labour law, Intellectual property law, Company law, Corporate Governance and cyber laws.

Research Areas

Intellectual property law, Corporate Governance, Artificial intelligence and law, and cyber laws.

Research Publications:

Palanissamy, A., Magd, H., & Kesavamoorthy, R. (2024). Redressal of disputes using online dispute resolution – The way forward. In A. Salman & A. Tharwat (Eds.), *Digital governance & security* (pp. 71-76). Springer Nature. **(Scopus Indexed)**.

Anfal Issa Mohamed Al Raisi, Palanissamy, A., & Magd, H. (2023). Media law challenges and effects on quality of information – A review. In ICIITB 2022, ACSR 104, pp. 36–46, 2023 Springer Proceedings.

Magd, H., & Palanissamy, A. (2021). E-commerce disputes and digital justice platforms – A developmental perspective - The way forward. *Global Business and Management Research: An International Journal (GBMR)*, 13(3). Universal Publishers, Florida, USA.

Palanissamy, A., & Kesavamoorthy, R. (2020). Web contracting and standardization of standard form contracts in the electronic age. *International Journal of Scientific and Technology Research (IJSTR)*, 9(3). **(Scopus Indexed)**.

Palanissamy, A., & Kesavamoorthy, R. (2019). Automated dispute resolution system (ADRS) – A proposed initial framework for digital justice in online consumer transactions in India. 2nd International Conference on Recent Trends in Advanced Computing “DISRUP-TIV INNOVATION”, November 11 -12, 2019 at VIT University, Chennai. Elsevier Procedia Computer Science, 165C, 495-502. **(Scopus Indexed)**.

Palanissamy, A., & Kesavamoorthy, R. (2019). Digitalization of transactions and consumer protection in wrap contracting. *International Journal of Engineering and Advanced Technology (IJEAT)*, 8(6). **(Scopus Indexed)**.

Palanissamy, A., & Kesavamoorthy, R. (2019). Legal effect of electronic standard forms and protection of purchasers in e-commerce – A review. 8th International Conference on Law & Society (ICLAS 2019) under

theme of “Law in the Digitalization Era”, April 6-7, 2019, at Fatih Sultan Mehmet Vakif University, Istanbul, Turkey.

Palanissamy, A., & Kesavamoorthy, R. (2019). Consumer dispute resolution in cyberspace – Trends & developments. *International Conference on Advances in Business Management and Law (ICABML)*, Vol 2., ISSN: 2523-6547. Available online at: <http://publications.ud.ac.ae/index.php/ICABML>

Palanissamy, A., & Kesavamoorthy, R. (2018). Recent developments in legal recognition and validity of electronic contracts – A critical analysis. *Research Journal of Social Science and Management (RJSSM)*, 7(10), 105-112.

Palanissamy, A. (2017). Board evaluation – A critical analysis. *International Journal of Science, Engineering and Management (IJSEM)*, 2(11), 24-29. ISSN: 2456-1304.

Palanissamy, A. (2016). Corporate disclosures leading to transparency – A theoretical review. In *Proceedings of the 5th Global Academic Meeting (GAM 2016)*, 1-2 November 2016, Dubai, United Arab Emirates.

Palanissamy, A. (2015). CEO duality – An exploratory study. *European Scientific Journal*, December 2015 (Special Edition), Vol. 1, 1857–7881 (Print), e-ISSN 1857-7431.

Natarajan, S., & Palanissamy, A. (2015). Employee motivation & encouraging retention in the workplace: A critical study. *International Journal of Management Sciences*, Vol. 5(10), 709-715.

Palanissamy, A. (2014). Investor relations – Integrating social media into the board – Oman perspective. *European Journal of Business and Management*, Vol. 6(23), 2222-1905 (Print), 2222-2839 (Online).

Palanissamy, A. (2014). The role of ADRS in resolving labour disputes in India – A study on current trends and challenges. *Research Journal of Social Science and Management*, Vol. 4(4), 102-110.

Palanissamy, A. (2013). Haze free air in Singapore and Malaysia - The spirit of the law in South-East Asia. *International Journal of Education and Research (IJER)*, Contemporary Research Centre Australia, ISSN: 2201-6740.

Palanissamy, A. (2013). Consumer rights protection on misleading advertisements: Recent trends in Australia and Malaysia compared. *Research Journal of Social Science and Management*, Vol. 3(4), 172-181.

Palanissamy, A. (2013). Legal issues in e-commerce and e-contracting – An overview of initiatives in Malaysia. *International Journal of e-Education, e-Business, e-Management and e-Learning (IJEEEE)*, Vol. 3(2), 173-177.

Palanissamy, A. (2012). Examining patent enforcement and litigation in India from a development perspective – A study. In *Proceedings of the International Conference on Management Technology and Science (ICMTS 2012)* (pp. 5-9). Dubai, U.A.E. ISBN: 978-981-07-3009-3.

Palanissamy, A., Raman, V., & Then, P. (2012). Web-based implementation of interactive CALLS system: Analysis, design, prototype development, and validation of CALLS system. In *Proceedings of the 2012*

International Conference on Management and Artificial Intelligence (ICMTA 2012) (pp. 24-29). Bangkok, Thailand. ISBN: 978-981-07-1871-8.

Palanissamy, A. (2011). The future of copyright in India: A special reference to software piracy, its challenges, and proposal for reform. In Proceedings of the 2011 International Conference on Computer and Business Management (ICCBM 2011) (pp. 102-107). Kathmandu, Nepal. ISBN: 978-981-08-8722-3.

Raman, V., & Palanissamy, A. (2009). Computer-aided legal support system: Methodology to automatically convert legal text into cases for building case-based reasoning. In Proceedings of the International Conference on Computer Engineering and Applications (ICCEA 2009) (pp. 283-287). Manila, Philippines. ISBN: 9781846260179.

Palanissamy, A., & Raman, V. (2008). Computer-aided legal support system: An initial framework for retrieving legal cases by case-based reasoning approach. In Proceedings of the 5th International Conference on Innovations in Information Technology (Innovations'08) (pp. 317-321). Dubai, UAE. IEEE Publication. E-ISBN: 978-1-4244-3397-1. (Scopus Indexed).

International Conferences:

Examining the Interplay of CSR, Governance, Ethics, and Sustainability: A Comprehensive Analysis Across Industries - Paper Presentation @ Second International Conference on Innovation in Information Technology and Business (**ICIITB 2024**) 29th and 30th April 2024.

Analyzing Implications and Challenges of Artificial Intelligence in Copyright Law – A Study - Paper Presentation @ Sixth IP & Innovation Researchers of Asia Conference @ **Foreign Trade University, Vietnam. In-Person ~ 18 - 19 January 2024** organized by World Intellectual Property Organization & World Trade Organization and Law Universities across jurisdictions.

Digital Copyright Protection and Enforcement Measures – A Review - Paper Presentation @ Fifth IP & Innovation Researchers of Asia Conference @ **Nanyang Technological University, Singapore**. Hybrid ~ **1 - 3 March 2023** organized by World Intellectual Property Organization & World Trade Organization.

The Role of Artificial Intelligence in the Dispute Resolution Process - International Conference on "Paradigm shift in the new world order post-Covid" ~ Organized by MCBS & OXERT UK (Oxford Educational Research and Training) ~ **18 & 19 July 2022**. (Paper Presented)

Digital Technologies and the Dispute resolution – The Future of Digital Justice - 4th AUE International Research Conference 2022, Future of Digital Transformation: Technology, Innovation & Creativity, organized by **American University in the Emirates, UAE April 2022**, Dubai, UAE (Paper Presented)

E-commerce Disputes and Digital Justice Platforms– A Developmental Perspective – 1st Business & Entrepreneurship International Conference, organized by Modern College of Business and Science “MCBS” and College of International Transport and Logistics -Arab Academy for Science, Technology and Maritime Transport, Egypt - **31st March – 1st April 2021** (Paper Presented).

Redressal of Disputes using Online Dispute Resolution – The way forward – The 3rd American University in the Emirates International Research Conference (AUEIRC'20) in Dubai, United Arab Emirates **August 8th, 2020** (Paper Presented).

Online Dispute Resolution in The Global Market Place – A Review – The 3rd International Conference on Advances in Business and Law in Dubai. **November 23- 24, 2019** at the University of Dubai in Dubai, UAE (Paper Presented)

Automated Dispute Resolution System (ADRS) – A Proposed Initial Framework for Digital Justice in Online Consumer Transactions in India - 2nd International Conference on Recent Trends in Advanced Computing “DISRUP-TIV INNOVATION”, **November 11 -12, 2019** at VIT University, Chennai. (Paper Presented)

Legal Effect of Electronic Standard Forms and Protection of Purchasers in E-Commerce – A Review 8th International Conference on Law & Society (ICLAS 2019) under the theme of “Law in the Digitalization Era”, **April 6-7, 2019**, at Fatih Sultan Mehmet Vakif University, Istanbul, Turkey. (Paper Presented).

Consumer Dispute Resolution in Cyberspace – Trends & Developments - 2nd International Conference on Advances in Business, Management & Law (ICABML 2018) organized by the University of Dubai, **November 24 -25, 2018**. (Paper Presented) – Received Best Paper Award.

Board Evaluation - A Critical Analysis, International Conference on Applied Sciences, Engineering, Technology and Management, **Nov. 2 & 3, 2017** organized by DRK Institute of Science and Technology, Hyderabad, India. (Paper Presented).

Dispute Resolution in Cyberspace – Recent Trends, National Conference on Alternative Dispute resolution in India – Issues and Challenges, **September 9, 2017**, organized by VIT School of Law, VIT University, Chennai, Tamilnadu, India.

Benefits of implementing Student centered learning approach – A Study; The 3rd International Conference (OQNHE) 2017, Oman Quality Management & Enhancement in Higher Education, **21 – 22 March 2017**, Muscat (Paper Presented).

Induction the way towards Professional Development, 4th International Conference of the College of Education “Academic Accreditation: The Road to Sustainable Quality Education”. Sultan Qaboos University, Muscat, **14 – 17 November 2016**, (Paper Presented).

CEO duality – An Exploratory study. In Proceedings of the 4th Global Academic Meeting (GAM 2015), **10-11 October 2015**, Dubai, UAE.

Legal issues in E-commerce and E-contracting – An Overview of initiatives in Malaysia; Paper presented at International Conference on Knowledge and Education Technology (**ICKET 2013**), Hong Kong. (IACSIT conference). (Paper presented).

Examining Patent Enforcement and Litigation in India from a Development Perspective – A Study; International Conference on Education and Management Technology (**ICEMT 2012**), Jeju Island, South Korea. (Paper presented).

Web based Implementation of Interactive CALLS system: Analysis Design Prototype development and Validation of CALLS System, Proceedings of the 2012 International conference on Management and Artificial Intelligence (**ICMTA 2012**), Bangkok, Thailand. (Paper presented).

The Future of Copyright in India: A special reference to Software piracy, its challenges and proposal for Reform; Proceedings of the 2011 International conference on Computer and Business Management (**ICCBM 2011**), Kathmandu, Nepal. (Paper presented).

Patent Regime in India: Challenges and proposal for Reform; Proceedings of the International Conference on Management Technology and Applications, Singapore. (Paper presented).

Computer aided legal support system: Methodology to Automatically Convert Legal Text into Cases for Building Case Base Reasoning, Proceedings of the International conference on Computer Engineering and Applications, Manila, Philippines (**ICCEA 2009**), ISBN: 9781846260179, pp.283-287. (Paper presented).

Computer aided legal support system: An Initial Framework for Retrieving Legal Cases by Case base reasoning approach, The 5th International Conference on Innovations in Information Technology (**Innovations'08**) **2008**, Dubai, UAE, (IEEE Publication), (Paper presented).

Prosecution for infringement of Intellectual Properties in Malaysia'. – A Special reference to Copyright infringement; Asia's emerging laws in the Digital Age, Proceedings of the 2007 ALIN International Academic Conference; Chulalongkorn University, Bangkok. (Paper presented).

Privacy issues in Mobile Marketing – A regulatory framework for Malaysia; Proceedings of the APMC International Marketing Conference **2007**, Universiti Malaysia Sarawak.

Capital Punishment in India. – Paper presented at the 4th Asian Law Institute (ASLI) Conference, “Voices from Asia for a Just and Equitable World” Faculty of Law, University of Indonesia (FHUI) **2006**. (Paper presented).

Professional Membership:

Member Advocate - Bar Council of Tamilnadu, India.

Member, International Association of Computer Science and Information Technology (IACSIT)

Member, International Economic Development and Research Center (IEDRC)

Member, The Society of Digital Information and Wireless Communications (SDIWC)

