

Name : Dr. M. Jayanthi

Designation : Associate Professor

Department : Commerce with Business Analytics

Qualification : BCS, M.Com., M.Phil., PGDCA., Ph.D.

Experience : Teaching – 13 Years | Research – Years | Industry – 6 Years

Specialization : Commerce – Accounting, Marketing

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Academic Qualifications

Degree	Branch	Institution / University Name	Year
Ph.D.	Commerce	Dr. G.R. Damodaran College of Science	2014
M.Phil.	Commerce	PSG College of Arts and Science	2011
M.Com	Commerce	Institute of Distance Education	2007
BCS	Corporate Secretaryship	PSG College of Arts and Science	2002

Additional Qualifications

Dip. / Cert.	Specialization	Institution / Agency Name	Year
PGDCA	Computer Applications	Bharathiar University	2010

Patent

Title	Status	Year
Performance Capability Assessment of Maritime Logistics Companies using Big data from the IOT supply chain	Awaiting Request for Examination	2023

Consultancy

Title of Consultancy	Client	Amount	Status
Advanced Tally Training	SPP Silks	Rs. 5,000	Completed

Research Publications

- Dr. M. Jayanthi, **A study on ethical issues faced by consumers towards Online shopping in Coimbatore**, EPRA International Journal of Research and Development, Volume 11, Issue 03, ISSN 2455-7838 (Online), March 2026.

- Dr. M. Jayanthi, **A study on students' opinion towards the application of Robotics in Education in Coimbatore city**, Journal of Advance and Future Research, Volume 4, Issue 03, ISSN No: 2984-889X, March 2026.
- Dr. M. Jayanthi, **IT Professionals perception about usage of Video conferencing platform in Coimbatore city**, International Journal of Engineering Development and Research, Volume 14, Issue 01, ISSN No: 2321-9939, March 2026.
- Dr. M. Jayanthi, **A study on Tourist awareness and influence about online travel reviews in Coimbatore city**, EPRA International Journal of Research and Development, Volume 11, Issue 03, ISSN 2455-7838 (Online)s, March 2026.
- Dr. M. Jayanthi, **Customer satisfaction towards services provided by Amazon in Coimbatore city**, EPRA International Journal of Research and Development, Volume 11, Issue 03, ISSN 2455-7838 (Online), March 2026.
- Dr. M. Jayanthi, **A study on consumer behaviour towards Online food purchase in Coimbatore city**, EPRA International Journal of Research and Development, Volume 11, Issue 03, ISSN 2455-7838 (Online), March 2026.
- Dr. M. Jayanthi, **A study on factors influencing college teaching professional's turnover in Coimbatore city**, International Research Journal of Modernization in Engineering Technology and Science, Volume 8, Issue 03, e-ISSN: 2582-5208, March 2026.
- Dr. M. Jayanthi, **Brand Adoption and Brand Positioning of Smart watches: A Multidimensional Approach**, The IUP Journal of Brand Management, Vol. 22, Issue 3, ISSN: 0972 – 9097, pp. 38 – 58, July – Sept 2025.
- Dr. M. Jayanthi, **The Role of Digital Marketing in Flourishing International Business**, Tuijin Jishu / Journal of Propulsion Technology, Vol. 44, Issue 4 and pp. 3573 – 3581, 2023, ISSN: 1001-4055, (Indexed in SCOPUS).
- Dr. M. Jayanthi, **A study on Tax planning measures adopted by Doctor's in Coimbatore city**, Journal of the Oriental Institute, Vol. 72, Issue 03 and pp. 50 – 61, 2023, ISSN No. 0030 – 5324, (Indexed in UGC Care).
- Dr. M. Jayanthi, **Digital Adoption in Insurance Industry – A new approach**, Emperor International Journal of Finance and Management Research, Vol. 9, Issue 9 and pp. 143 – 150, September 2023, ISSN No. 2395 – 5929 (Indexed in Google Scholar).
- Dr. M. Jayanthi, **A study on Taxpayer's attitude towards Tax evasion in Coimbatore city**, International Journal of Management and Social Science Research Review (IJMSSRR), Vol.7, Issue 04 and pp. 52 – 60, April 2020, Online ISSN: 2349 – 6746 (Indexed in Google Scholar).

- Dr. M. Jayanthi, **Consumers Awareness towards Organic Food Products in Coimbatore District**, Indian Journal of Marketing, Vol. 45, Issue 12 and pp. 7 – 23, Dec 2015, ISSN: 0973 – 8703 (Indexed in SCOPUS).
- Dr. M. Jayanthi, **A study on Promotional strategies to enhance the market potential of Organic Food Products in Coimbatore District**, International Journal of Management and Social Science – Research Review, Vol.1, Issue. 14, August 2015, ISSN 2349 – 6738, E – ISSN: 2349 – 6746 (Indexed in Google Scholar).
- Dr. M. Jayanthi, **Electricity – Consume Less, Save more to Economy” – With special reference to Urban Households, Coimbatore**, International Journal of Social Sciences and Interdisciplinary Research, Vol.1, Issue 3, July – September 2012, ISSN: 2277 677X (Indexed in Google Scholar).

Books/ Book Chapters Publication

- **Enterprise Resource Planning**, Dr. M. Jayanthi, IOT Academy Publishers, 2026, 978-93-48990-82-2.
- **Trade and Investment Opportunities between India and Malaysia**, Dr. M. Jayanthi, Ciit Publication, 978-93-6126-546-4.
- **Auditing**, Dr. M. Jayanthi, IOT Academy Publishers, 2025, 978-93-48990-13-6.
- **Impact of Blockchain in Business**, Dr. M. Jayanthi, SJ Publication, 2025, 978-81-986573-5-0.
- **Woman in Indian Philosophy: Historical and Contemporary Perspectives - Role of Women in Buddhism**, Dr. M. Jayanthi, Coimbatore Institute of Information Technology, 2025, 978-93-6126-680-5.
- **Culture and Rituals of Janajatis (Tribes) of India with special reference to Nilgiris District**, Dr. M. Jayanthi, Coimbatore Institute of Information Technology, Coimbatore, 2023, 978-93-89105-87-2.
- **Exploring the Technological Advancements in Business – The Future Perspective**, Dr. M. Jayanthi, 2023, 978-93-5980-073-8.
- **Insurance and Innovation**, Dr. M. Jayanthi, Insurance Institute of India, 2023, 978-81-964453-0-0.
- **Challenges, Opportunities and Emerging Trends for Marketing**, Dr. M. Jayanthi, 978-93-81583-14-2.

Participation in Faculty Development Programme

- **SMART GURUZ – Intellectual Rejuvenation Faculty Development Program**, Dr.G.R. Damodaran College of Science, Coimbatore, 28-Mar-15.

Participation in Workshop

- **Foundation of Stock Market for beginners**, Star International Foundation for Research and Education, 23-Sep-24 to 27-Sep-24.
- **Train the Trainer Workshop**, Association of Chartered Certified Accountants, Westin, Chennai, 10-Sep-19.
- **Train the Trainer Workshop**, Association of Chartered Certified Accountants, Chennai, 18-Sep-18 to 19-Sep-18.
- **Social Sciences Research Methodology and Use of SPSS Software for Data analysis**, Bharathiar University, Coimbatore, 22-Jun-11 to 25-Jun-11.
- **Identification of research problem and application of statistical tools in Social Sciences Research**, NGM College, Pollachi, 27-Jan-10.

Invited Speaker / Session Chair/ Reviewer

- Resource person, Guest Lecture on Departmental Accounting, PSGR Krishnammal College for Women, 23-Aug-24.