

Name : Dr. M. JAYANTHI

Designation : Associate Professor

Department : Commerce with Information Technology

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

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

Specialization: Commerce – Accounting, Marketing

Email (Official) : jayanthi.m@drngpasc.ac.in



Academic Qualifications

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

Additional Qualifications

Dip. / Cert.	Area of Specialization	Institution / Agency Name	Year
PGDCA	Computer Application	Institute of Distance Education / Bharathiar University	2010

Projects – NIL

Project Title	Agency	Amount	Period	Status

Grants Received – NIL

Event Title	Agency	Amount	Date

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 - NIL

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

Research Guidance - NIL

Programme	No. of Scholars	
	Awarded	Pursuing
Ph. D.		
M. Phil.		

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 (CiiT), 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

Presentations in Conference/ Seminar

From Hiring to Retiring: AI's new role in Human Resource Management, Two Days International Research Conference on "Digital Innovation and Transformation with Emerging Trends for Sustainable Development", Dr. N.G.P. Arts and Science College & Vidylankar School of Information Technology, Mumbai, 23-01-2026 to 24.01.2026

Green Finance: A Pathway for Sustainable Economic Development, “Two Day National Conference on "Climate Action & Green Growth: India's path to Sustainable Development", Conference Proceedings, SNR College of Arts and Science, Stanzaleaf Publication, March 11th and 12th

Trade and Investment Opportunities Between India and Malaysia, One day International Conference on “India-Malaysia Bilateral Relations: Strengthening Economic, Strategic and Cultural Ties in the 21st century”, PG & Research Department of International Business, Sri Ramakrishna College of Arts and Science, 20-08-2025

Impact of AI in Banking sector in Coimbatore City, 4th International Conference on “AI – Driven Innovation in Sustainable Commerce: Redefining Business Dynamics, Managerial Practices and Financial Synergies”, Department of Commerce, Periyar Maniammai Institute of Science & Technology, 04-04-2025 to 05-04-2025

Cutting Costs with Green Building, One day International Conference on “Innovation in Entrepreneurship & Startups”, School of Commerce, VET Institute of Arts and Science (Co-education) College, 27-Feb-25

Role of Women in Buddhism, One day Periodical Lecture on “Women in Indian Philosophy:

Historical and Contemporary perspectives”, PG and Research Department of International Business, Sri Ramakrishna College of Arts & Science on 07-Feb-25

Growth potential of cyber insurance market, One day National Seminar on "Cyber threats - New challenges for Insurance, Department of Commerce and BPS and Insurance Institute of India, Sri Ramakrishna College of Arts and Science, 18-Jul-24

A study on Personal care products and Material aids, One day International Conference on Retail Cogitate 2024, Department of Commerce with Retail Marketing, PSG College of Arts and Science, 11-Mar-24

Colourful & Vibrant Tribal Communities in India and their Culture, ICSSR sponsored two days National seminar on “Actions @75 – Ek Bharat Shrestha Bharat: Culture, Skills, Beliefs and Rituals of Janajatis of India with special reference to the Schedule Tribes of the Nilgiris District”, PG and Research Department of International Business, Sri Ramakrishna College of Arts & Science on 12-Oct-23 to 13-10-23

Digital Adoption in Insurance Industry – A new approach, International Conference on Fintech: Digital transformation of Financial Services, Department of Commerce, Bharathiar University, 14-09-23 to 16-09-23

Revolution of Digital Technology in the face of Indian Marketing, National Conference on Revolution of Digital Technology in the face of Indian Marketing, Department of Commerce with Information Technology, Sri Ramakrishna College of Arts and Science, 13-Sep-23

Health Insurance and Insurtech, National level seminar on Insurtech as tool for increasing insurance penetration, Insurance Institute of India, Mumbai and Department of Commerce with Computer Applications, Sri Ramakrishna College of Arts & Science, 26-Aug-23

Impact of New Education Policy among Future generation in India, National seminar on Impact of New Education Policy among Future Generation, Post Graduate Department of Commerce with Computer Applications, Nallamuthu Gounder Mahalingam College, Pollachi on 10-Aug-23

Insurtech and Digital Transformation, National seminar on Insurance and Innovation, PG & Research Department of International Business, Sri Ramakrishna College of Arts and Science on

5-Jul-23

Impact of Demonetization and GST on Indian Economy, ICSSR sponsored National Level Seminar titled “Impact of Demonetization and GST on Indian Economy, VLB Janakiammal College of Arts and Science, Coimbatore, 20-Feb-18

Prospects and Challenges of Online Banking in India, 2nd International Conference on “Finance and Banking (FIBA – 2018)”, Sengunthar Arts and Science College, 01-02-18

“Cashless Economy – A Boon or Bane?” National Level Seminar on Demonetization to Digitization – Time for a Digital Economy, PSGR Krishnammal College for Women, Coimbatore, 22-Feb-17

Role of Service Sector in Economy, International Conference on Emerging Trends in Management Science, Loyala College, Vettavalam, 17-Feb-16

Issues faced by the workers in Unorganized sector, National Level Seminar on Professionalizing Unorganized Sector – A Corporate View, Dr. N.G.P. Arts and Science College, Coimbatore, 24-08-16

Green Supply Chain Management, National Seminar on Strategic Innovations in Logistics and Supply Chain Management, GRD School of Commerce & International Business, Dr.G.R. Damodaran College of Science, 6-Feb-15

“A study on General Public awareness and perception towards Green Building in Coimbatore city”, International Conference on International Marketing in Asia Pacific and Challenges (ICIM) -2013, GRD Institute of Management, GRD School of Commerce and International Business, Dr.G.R.D College Of Science, India, in association with the universities from US & UK, 7-Mar-13 to 08-Mar-13

Organic Agriculture, International Conference on India towards Green Economy, P.K.R. Arts College for Women, Gobichettipalayam, 17-Sep-12

Green energy as an emerging source in India, UGC sponsored International Conference on Corporate and Business Response to Climate change – from awareness to adoption (transcending the boundaries), Department of Commerce, Periyar University, Salem, 7-Dec-11 to 9-Dec-11

A study on Doctor’s awareness towards Consumer Protection Act in selected hospitals in

Coimbatore city, National Level Seminar, School of Commerce, Bharathiar University, Coimbatore sponsored by Department of Consumer Affairs, Food and Public Distribution, Government of India, 22-Jul-11 to 23-Jul-11

Stability of Indian financial markets and its response to global crisis, National Level Seminar, V.L.B., Janakiammal College of Arts and Science, Coimbatore, 6-Feb-10

Participation in Conference/Seminar

2nd International Virtual Conference on “AI for Sustainable Development Challenges and Opportunities”, School of Commerce, VET Institute of Arts and Science, Erode, 25-Nov-22

National Webinar on “GST – Practical Workshop”, Department of Commerce, Nehru Arts, Science, Commerce, BBA, BCA College & PG Centre, 26-Jun-21

National Webinar on “Swachh India & Swasth India” Nehru Arts, Science and Commerce College, Hubballi, 15-Jun-21

National Webinar on “Career Guidance & Counselling in Sports” Nehru Arts, Science and Commerce College, Hubballi, 14-Jun-21

National Webinar on “Intellectual Property Rights (IPRs)” Nehru Arts, Science and Commerce College, Hubballi, 08-Jun-21

National Webinar on “Angel Investment /VC funding opportunities for early stage entrepreneurs” Nadar Mahajana Sangam Sermathai Vasan College for Women, Madurai, 31-May-21

Online Webinar on “How to be successful as a Professor” AVC College of Engineering, Mayiladuthurai, 02-Jan-20

One Day International Seminar on “Business strategies for sustainable growth – A global perspective”, Sri G.V. Visalakshi College for Women, Udumalpet, 9-Mar-20

One Day International Seminar on “Winning the Business War – A passport to Success”, Sri G.V. Visalakshi College for Women, Udumalpet, 14-Dec-18

International Seminar on Management Education and Entrepreneurship in the Globalized Business Environment, Sengunthar Arts & Science College, 11-Jan-17

International Conference titled, “Microfinance in women empowerment through self help groups, with special reference to Coimbatore District – An analytical approach”, VIT Business School, Vellore, 16-Mar-12

UGC sponsored National Level Seminar titled, “Problems of Indian Women Entrepreneurs in IT sector, Providence College for Women”, Coonor, Nilgiris, 28-Mar-12

National Conference titled, “Social Advertising – A sensitive tool of Social Marketing, Periyar Maniammai University, Thanjavur, 11-Nov-11 to 12-Nov-11

One Day National Level Conference on “Opportunities and Challenges in Rural Marketing”, Dr. G.R. Damodaran College of Science, School of Commerce and International Business, Coimbatore, 07-Apr-10

National Level Seminar on “Financial Re - engineering Strategies and Regulations”, Dr. N.G.P. Arts and Science College, Coimbatore, 28-Jan-10

International Conference on “Managing Education for Business and Commerce in a globalised world: Strategies for excellence”, PSGR Krishnammal College for Women and GRD School of Mgmt. Studies, 10-Dec-09 to 12-Dec-09

Participation in Orientation Programme / Short Term Courses – NIL

5 days Online Certificate course on “Strategies to address the soft skill gap” International Journal of Advance study and Research work, 27-Apr-20 to 01-May-20

3 days Online course on “Effective public speaking” AVS College of Arts and Science, Salem, 24-Apr-20 to 26-Apr-20

Online training programme “Accounting and Inventory Management with GST in TALLY. EPR9” axn infotech

Participation in Faculty Development Programme

AICTE Training and Learning (ATAL) Academy Faculty Development Programme on “The Future of Pedagogy: ChatGPT and AI tools as Teaching Assistants” at AVS Engineering College, 05-01-2026 to 10-01-2026

AICTE Training and Learning (ATAL) Academy Faculty Development Programme on “Design Thinking for HEI towards Education 5.0” at Nehru College of Management, 18-08-2025 to 23-08-2025

One day Faculty Development Programme on “IPR: Translating Research from Campus to Corporate World”, Patent Information Centre, TamilNadu State Council for Science and Technology, Chennai and Intellectual Property Rights Cell, Bharathiar University, Coimbatore.

Five Days Online Workshop on Foundation of Stock Market for beginners, Star International Foundation for Research and Education, 23-Sept-24 to 27-Sept-24

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

Participation in Workshop

Train the Trainer Workshop, Association of Chartered Certified Accountants held in Westin Velacherry Chennai, 10-Sep-19

Train the Trainer Workshop, Association of Chartered Certified Accountants held in Chennai, 18-Sep-18 to 19-Sep-18

Workshop on Social Sciences Research Methodology and Use of SPSS Software for Data analysis, Bharathiar University, Coimbatore, 22-Jun-11 to 25-Jun-11

International Workshop on “Identification of research problem and application of

statistical tools in Social sciences research”, NGM College, Pollachi, 27-Jan-10

Conference / Seminar / Workshop Organized

Coordinator, Awareness Programme on Professional Ethics, PG and Research Department of International Business, Sri Ramakrishna College of Arts & Science, Coimbatore, 14-Mar-24

Committee member, ICSSR sponsored two days National seminar on “Actions @75 – Ek Bharat Shrestha Bharat: Culture, Skills, Beliefs and Rituals of Janajatis of India with special reference to the Schedule Tribes of the Nilgiris District”, PG and Research Department of International Business, Sri Ramakrishna College of Arts & Science, 12-Oct-23 to 13-Oct-23

Committee member, National Seminar on “Insurance and Innovation”, PG and Research Department of International Business, Sri Ramakrishna College of Arts & Science, 5-Jul-23

Coordinator, Inter – collegiate Event on “World Maritime Day 2K23”, PG and Research Department of International Business, Sri Ramakrishna College of Arts & Science, 27-Sep-23

Committee Member, National Seminar on Strategic Innovations in Logistics and Supply Chain Management, GRD School of Commerce & International Business, Dr.G.R. Damodaran College of Science, 6-Feb-15

Invited Speaker / Session Chair/ Reviewer

Acted as a Resource person for Guest Lecture on “Departmental Accounting” at PSGR Krishnammal College for Women for on 23.08.2024

Editorial / Reviewer Board Member – NIL

Member in BoS – NIL

Membership in Professional Bodies - NIL

Name of the Professional Body	Nature of membership	Duration

Awards / Honors – NIL

Awards / Honors	Agency / Institute	Year

Recognitions - National / International – NIL

Nature of Recognition	Organization / Institution	Year
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