

Name : Dr. M. Jayanthi
Designation : Assistant Professor
Department : Commerce with Information Technology
Qualification : BCS, M.Com., M.Phil., PGDCA, Ph.D.
Experience : Teaching – 11 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	University of Madras	2007
BCS	Corporate Secretaryship	PSG College of Arts and Science	2002

Additional Qualifications

Dip. / Cert.	Area of Specialization	Institution / Agency Name	Year
PGDCA	Computer Application	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

Research Publications

- 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

- **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

- **A study on Personal care products and Material aids**, One day International Conference on Retail Cogitate 2024, PSG College of Arts and Science, 11-Mar-24.
- **Colouful & 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”, Sri Ramakrishna College of Arts & Science, 12-Oct-23 to 13-10-23.
- **Revolution of Digital Technology in the face of Indian Marketing**, National Conference on Revolution of Digital Technology in the face of Indian Marketing, 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 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, Nallamuthu Gounder Mahalingam College, Pollachi on 10-Aug-23.
- **Insurtech and Digital Transformation**, National seminar on Insurance and Innovation, 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.
- **“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, 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”, Nehru Arts, Science and Commerce College, Hubballi, 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, Udumalpettai, 9-Mar-20.
- One Day International Seminar on “Winning the Business War – A passport to Success”, Sri G.V. Visalakshi College for Women, Udumalpettai, 14-Dec-18.
- International Seminar on Management Education and Entrepreneurship in the Globalized Business Environment, Sengunthar Arts & Science College, Erode, 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, 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

- **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, 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.

Conference / Seminar / Workshop Organized

- **Coordinator**, Awareness Programme on Professional Ethics, 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”, Sri Ramakrishna College of Arts & Science, 12-Oct-23 to 13-Oct-23.

- **Committee member**, National Seminar on “Insurance and Innovation”, Sri Ramakrishna College of Arts & Science, 5-Jul-23.
- **Coordinator**, Inter – collegiate Event on “World Maritime Day 2K23”, 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.