

Name : Dr. T. SUMATHI
Designation : Assistant Professor
Department : Commerce CA
Qualification : M.Com., M.Phil., PGDCA., Ph.D.
Experience : Teaching : 8 Years Industry:7 Years Research:06
Area of Specialization(s) : Accounting, Marketing and Research
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Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Commerce	Dr.SNS. Rajalashmi College of Arts & Science, Bharathiar University, Coimbatore-46	2018
M.Phil.	Commerce	Bharathiar University, Coimbatore-49	2013
M. Com.	Commerce	CBM College, Bharathiar University Coimbatore	2007
B. Com.	Commerce	CBM College, Bharathiar University Coimbatore	2005

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Type Writing	English	Women's polytechnic, Coimbatore.	2001
PGDCA	Post Graduate Diploma in Computer Application	Asian Computer Academy approved by NAAC, Coimbatore.	2011

Research Publications (Indexed)

International

- Dr. T. Sumathi, Mr. K. Kumaragurubaran, **A Comparative Study on the Financial Performance of SBI And HDFC Bank Using Camel Model**. International Research Journal of Modernization in Engineering Technology and Science, Volume:07/Issue:03/March-2025 Impact Factor- 8.187, e-ISSN: 2582-5208, PP: 8112-8115. (indexed in Peer reviewed)
- Dr.T.Sumathi, Dr.M.Prakash, K. Kowselya and S. Sridevi **“An Analysis of Employee Motivation and Its Impact on Job Performance at Health Care Service**, International Journal of Scientific Research in Engineering and Management, Volume: 09 Issue: 03 | March - 2025 SJIF Rating: 8.586 ISSN: 2582-3930, PP:1-10
- Dr. T. Sumathi, Dr. M. Prakash, Prasanth K, Sri Sharan A, **A Study on Newspaper Reading Habits Among Government Higher Secondary School Students in Coimbatore City”** International Research Journal of Modernization in Engineering Technology and Science, Volume:07/Issue:03/March-2025 PP: 8973-8978, Impact Factor- 8.187 e-ISSN: 2582-5208, DOI : <https://www.doi.org/10.56726/IRJMETs70613> (indexed in Peer reviewed)

- Dr. M. Prakash, Dr. T. Sumathi, Ms. Sivashankari S, Ms. Shaleni A, **The Role of Flexible Work Arrangements in Enhancing Both Job Satisfaction and Work Life Balance of Employee in Coimbatore**, International Research Journal of Modernization in Engineering Technology and Science, Volume:07/Issue:03/March-2025 Impact Factor- 8.187, e-ISSN: 2582-5208, PP:9773-9776 (indexed in Peer reviewed)
- Dr. M. Prakash, Dr. T. Sumathi, Ms. Varsanaa. S, Mr. Sanjay **“M.A Comparative Analysis of Traditional Media to Digital media Advertising,** International Journal of Progressive, Vol. 05, Issue 03, March 2025, pp : 2065-2068, Impact Factor : 7.001, e-ISSN :2583-1062, DOI: <https://www.doi.org/10.58257/IJPREMS39327>
- Dr. M. Prakash, Dr. T. Sumathi, Nishanth.V. S, And Abhinav. **“Capital Management and Price Indicators in Insurance Sector (A Study on Star Health & Allied Insurance)** International Journal of Scientific Research in Engineering and Management (IJSREM) Volume: 09 Issue: 03 | March - 2025 SJIF Rating: 8.586e-ISSN : 2582-3930,
- Dr. V.M. Tharaka Rani, Dr. T. Sumathi, Ms. Srinithi A, Ms. Priyadharshini R, **A Study on Impact of HR Practices on Employee Engagement in It Sector with Special Reference to Coimbatore City**, International Research Journal of Modernization in Engineering Technology and Science, Volume:07/Issue:03/March-2025 Impact Factor- 8.187, e-ISSN: 2582-5208, PP:9618-9623
- Dr. T.Sumathi, Ms. Vijaya Priya **“A Study on problems and satisfaction of Women Employee in Hand loom Sector with Special Reference to Coimbatore”** IJSDR - International Journal of Scientific Development and Research , Volume 9, Issue :4 April 2024, PP: 735-740, ISSN: 2455-2631 (indexed in Peer reviewed)
- Dr. T.Sumathi, Ms. G.Pavithra **“A Study on Student’s Utilization of Government Portals Among School and College Students”** IJCSPUB -International Journal of Current Science , ISSN: 2250-1770, Volume 14, Issue :1 March 2024, PP: 118-124. (Indexed in Peer reviewed)
- Dr. T.Sumathi, Mr.Nirmal & Anandhakumar **“A Study on work life Balancing and Job satisfaction Level of Swiggy Delivery Staffs with Special Reference to Coimbatore City”** IJCRT - International Journal of Creative Research Thoughts , ISSN: 2320-2882, Volume 12, Issue :4 April 2024, PP: a484-486. (Indexed in Peer reviewed)
- Dr. T.Sumathi, Mr.Nishanth R **“A Study on the Environment consciousness Evaluation of the Customer towards solar energy Products in Household Living, Coimbatore”** IJRAR - International Journal of Research and Analytical Reviews, ISSN: 2349-5138, Volume 11, Issue :2 April 2024, PP: 97-99. (Indexed in Peer reviewed)
- Durgadevi R, Dr. T.Sumathi, **“A Study on Pradhan Mantri Kisan Samman Nidhi Scheme in Role Transforming Agricultural Dynamics and Farmer Well Being in Coimbatore Rural Area”** IJHSSM - International Journal of Humanities Social Science and Management, Peer Reviewed, Volume 4, Issue :2 March-April 2024, PP: 1093-1098. (Indexed in Peer reviewed)
- Dr. T.Sumathi, **“A Study on Domestic solar Water Heater Services towards Various Brands in Coimbatore City”** IJARESM -International Journal of All Research Education and Scientific Methods. ISSN: 2455-6211, Volume 11, Issue :9 Sep 2023, PP: 1641-1645. (Indexed in Peer reviewed)

- Dr. T.Sumathi, Mrs. R.Durkadevi and R.Kavya “**A Research On The Strategies Of Social Media For Online Shopping**” TIJER - International Research Journal, ISSN: 2349-9249, Volume 10, Issue :4 April 2023, Paper ID - TIJER2304386. (Indexed in Peer reviewed)
- Dr. T. Sumathi, and Ms. T.M. Rithika “**A Study On Food Safety Policies And Practices Towards Street Food Vendors In Coimbatore City**” EPRA International Journal of Multidisciplinary Research (IJMR) - UGC CARE listed Journal Peer Reviewed Journal, Volume: 9| Issue: 5| May 2023|| Journal DOI: 10.36713/epra2013 || SJIF Impact Factor 2023: 8.224 || ISI Value: 1.188 ; pp 347-354. (Indexed in UGC CARE)
- Dr.C. Eahambaram, Dr. T.Sumathi, “**A Study on Higher Study Student Awareness towards Social Media Usage with special reference to Coimbatore**” EPRA International Journal of Research and Development, UGC CARE listed Journal, ISSN: 2455-7838 (Online), Impact factor: (SJIF)8.574(ISI)1.241, Volume 8 Issue :4 April 2023, pp 171-178. (Indexed in UGC CARE)
- Dr. T.Sumathi, Dr.C. Eahambaram, “**An Empirical Study on Solar Water Heater Usage in House Holds with Special Reference to Coimbatore**” NIU International Journal of Human Right, UGC CARE Group-1 listed Journal, ISSN: 2394-0298, Volume 9, September 2022, pp 59-65. (Indexed in UGC CARE)
- T. Sumathi and Dr. K.Brindha “**Problems Faced by the Customers – A Study with Special Reference to Solar Water Heater in Coimbatore City**”, International Research Journal of Business and Management-IRJBM , Global Wisdom Research Publication, ISSN - 2322-083X , Impact Factor : 5.172, UGC Journal No. : 46906, Source: UNIV, Volume: 10, Issue: 14, December – 2017, pp: 72-8. (Indexed in UGC)
- Dr. A. Mahendran and T. Sumathi, “**Problems and Factors of the Single HP LPG Customers in Coimbatore District**”, Golden Research Thoughts, Volume 4, Issue 7 ISSN No-2231-5063, Impact Factor : 3.4,Jan 2015, Online & Print. (Indexed in Peer Reviewed)
- Dr. M. Dhanabhakyaam, T. Sumathi, “**Utilisation of LIC Housing Loan in Coimbatore**” has been published in ACADEMICIA, South Asian Academics Research Journal, August, 2012, Vol.2, Issue-8, ISSN:2249-7137. (Indexed in Peer Reviewed)
- Dr. M. Dhanabhakyaam, T. Sumathi, “**Solar energy utilization in India**”, has been published in Drashta Research Journals Acharya Academy, ISSN 2277-2480 International Referred publication 2012. (Indexed in Peer Reviewed)
- Dr. M. Dhanabhakyaam, T. Sumathi, “**The Study on Awareness of Solar Energy Products in House Holds, Coimbatore**” - has been published in International Journal of Scientific Research, June 2012-Vol-1 Issue-1 ISSN No-2277-8179. (Indexed in Peer reviewed)

National

- Dr.T.Sumathi, Dr.J Anitha and Dr.S.Balaji, “**A Study on Customer Awareness on Household Solar Water Heater Usage in Coimbatore**” Journal of Education: Rabindra Bharati University, UGC CARE Approved, Peer Reviewed and Referred Journal ISSN: 0972-7175, Vol.: XXIII, No. : 12(V), Dec -2021, pp 170-175. (Indexed in UGC CARE and Peer Reviewed)
- Dr. K.Brindha and T. Sumathi, “**A Study on Customer Awareness and Attitude Towards Solar Water Heater in Households, Coimbatore**”, Paripex - Indian Journal of Research, ISSN - 2250-1991 , Impact Factor : 5.215, IC Value : 79.96, Volume : 6, Issue : 1,January – 2017, pp : 225-228. (Indexed in Peer Reviewed)
- Dr. M. Dhanabhakyaam, T. Sumathi, “**A Study on Job stress with special reference to textile industries in Tirupur**”, has been published in Indian Journal of Applied Research, 8th May 2012-Vol-1 Issue-8 ISSN No-2249-555XIC, Impact Factor : 4.894. (Indexed in Peer Reviewed)

- Dr. M. Dhanabhakym, T. Sumathi, **“Solar water heaters in India”**, has been published in South Asian Journal of Socio-Political Studies (SAJOSPS), Jan-June 2012-Vol-XII No.2, 13th year of publication. (Indexed in Peer Reviewed)

Book Publications

- **“An Analytical study on Economic and Social Science Trends in Coimbatore”**
Dr.T.Sumathi, Coimbatore Institute of Information Technology, Coimbatore, 2024. ISBN 978-93-6126-442-9

Consultancy

Nature of Consultancy	Client	Amount	Completion Status
Webpage Design	TM Enterprises., Coimbatore	Rs. 5000	Completed

Presentations in Conference

- **“Impact of Social Media on Indian Economy”** International Virtual Conference on “ India’s Challenges towards Global Economic Changes” Suguna College of Arts and Science, Coimbatore, September 27, 2022.
- **“Impact of Cashless Economy in India”** International Conference’ Dept. of Commerce CA & PA, Sri Ramakrishna Mission Vidhyalaya College of Arts and Science, Coimbatore, 13th February 2018.
- **“Challenges and Issues Related to GST”** International Conference on Impact of GST, Bharathiyar University Arts and Science College, Valparai. 28thSeptember 2017.
- **“Importance of Rural Marketing”** International Conference on Emerging Trends and Innovation in Social Marketing’ Dept. of Commerce CA & PA, Sankara College of Science and Commerce, Coimbatore 11thOctober 2017.
- **“Entrepreneurship Challenges and Prospectus”** International Conference on Contemporary Issues and Challenges of Indian Business in Global Scenario, SNR SNS College, Coimbatore, 20th February 2015.

Participation in Conference

National

- **“Business and Emerging Applications of Technology”** One day National Conference, AVC College, Mayiladuthurai, 28th March, 2025
- **“Artificial Intelligence in Shifting Global Business”** National Level Conference, Kongunadu Arts and Science college, Coimbatore, 03rd January, 2025
- **“Identification of Data Fabrication in Large Scale Data Set Using Deep Learning Technique”** National Level Conference on Technical Innovation and Advancement in Computational Science” Karpagam Academy of Higher Education, Coimbatore, 06th Feb, 2023.
- **“Solar Energy Systems for Homes”** National Level Conference on Trade, Economics and finance Research, Dept. of Commerce, KG College of Arts and Science, Coimbatore,15th February 2014.
- **“Problems and Prospects of Indian Power sector”** National Level Conference on Indian Business Sector –Problems and Prospects, Karpagam University, Coimbatore, September 26th 2014.

Participation in Seminars

- **“Integrating Dharmic Values into Ethical Commerce: A Framework of Sustainable and Compassionate Business Practices”** ICSSR Sponsored National Seminar on Integration of Traditional Indian Knowledge System into Modern Higher Education: NEP Perspective (ICSSRIKS2024)” Dr.NG.P Arts and Science College, Coimbatore, 04th and 5th July 2024.
- **“NEP-2020 Aspects Of Implementation In Higher Educational Institutions”** ICSSR Sponsored Two Days National Seminar, PG and Research Department of IB, Sri Ramakrishna College of Arts and Science, Coimbatore from 10th to 11th February, 2022.
- **“Impact of Rural Credit on Agriculture Sector”** One day National Level Seminar on Emerging trends & Issues in Commerce, Dept. of Commerce Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore,27th February 2015.
- **“Employee Grievance Redressal Procedure in Indian Organizations”** National Level Seminar on New Vistas in Employment Relations in Public and Private sector Undertakings, PG and Research Dept. of Commerce, Jamal Mohamed College, Trichy, 5th Feb 2015.
- **Impact of Industrialization vs Environment**, ICSSR Sponsored One day National Seminar, PSG College of Arts and Science, Coimbatore, 4.08.2023.
- **“Challenges and Problems Faced by Women Entrepreneur in Indian Society after COVID-19 Pandemic”** ICSSR Sponsored One Days National Level Seminar, Sankara College of Science & Commerce, Coimbatore on 14th September, 2022.
- **“VAT: Impact and Implications”** National level seminar, Dept. of Commerce, Sri Ramakrishna College of Arts and Science for Women, Coimbatore on 24th February 2006.

Participation in Workshop

- **International Webinar on,” Emerging trends in Shaping the Future of Business and Technology”** organized by Jayaraj Annapackiam College for Women, Theni on 4.12.2024.
- **“5 days National Level Virtual workshop on Data Analysis - SPSS”** organized by **Department of Commerce, Directorate of Distance Education, SRM Institute of Science and Technology, Kattankulathur, Chengalpattu** during 14-18 February 2022.
- International Webinar on **“Financial Empowerment and Career Options in Securities Market”** organized by **Seva Mandal Education Society’s Smt. Maniben M.P. Shah Women’s College of Arts and Commerce** in collaboration with Association of Mutual Funds in India (AMFI) on 16th February, 2022.
- **“Event of Marketing-Product Launch Workshop”** ICFAI National College, Coimbatore, On26th February, 2005.
- **“FIBAT-2005”** C.M.S College of Science and Commerce, Coimbatore, On19th February, 2005.

Participation in Faculty Development Programme

- Five days Faculty Development Programme on “**Framework for writing a research Thesis in Social Sciences**” Shree Nagulan Research Training and Consultancy from 03-02-2025 to 07.02.2025
- Five Days Virtual Faculty Development Programme on “**Integration of Technology in Teaching-Faculty Development Perspective**” IQAC Cell, Dr.R.V.Arts and Science College, Karamadai from 29.01.2024 to 02.02.2024.
- Five days Faculty Development Programme on “**Empowering Education for Innovation-A NEP Perspective**” Dr.N.G.P Arts and Science College, Coimbatore from 30th June 2023 to 04th July 2023.
- Five days Faculty Development Programme on “**OUTCOME BASED EDUCATION**” Dr.N.G.P Arts and Science College, Coimbatore from 17th June 2023 to 21st June 2023.
- Five days National Level FDP on “**Influence of AI in Teaching & Research**” Department of Commerce CA, Hindusthan College of Arts and Science, Coimbatore from 4th Sep 2023 to 09th Sep 2023.
- Online Faculty Development Program on “**Research Methodology and Pedagogy for Tertiary Education**” IQAC and Center for Faculty development at Dr.N.G.P Arts and Science college, Coimbatore from 01st to 5th February, 2022.
- IIC Sponsored One Week Online Faculty Development Program on “**Research Methodology**” Research Club, Department of Commerce, Sona College of Science and Commerce, Salem from 01st to 5th February, 2022.
- Five Day IQAC FDP **Series-2022** Internal Quality Assurance Cell of Sankara College of Science & Commerce, Coimbatore from 24th to 29thFebruary, 2022.
- National Level Virtual FDP on “**Funded Research Project Proposal Preparation And Submission Protocol**” Centre for Research and Development, CMS College of Science and Commerce, Coimbatore on 31st March 2022
- One Week Virtual PDP on “**An Innovative Teaching & Learning Practices Of LMS**” Department of Computer Science, SRM Institute of Science and Technology, Ramapuram, Chennai from 20th June 2022 to 28th June 2022.
- Faculty Training Program (FDP) on “**Outcome Based Education**” SMS College of Arts and Science, Coimbatore, from 8th May to 10th May 2021 .
- Faculty Training Program (FDP) on “**Research Publication & Citation Promotion**” “Periyar E.V.R College, Trichy, on 15th May 2021.
- Faculty Training Program (FDP) on “**THABOVAN (Towards Excellence in Teaching and Coaching through Communication)**” Deen College of Arts and Science, Nidur, Mayiladuthurai, on 11th and 12th January 2020.

- Faculty Training Program (FDP) on **“To Enrich the Quality of An Ideal Teacher for Effective Coaching”** Deen College of Arts and Science, Nidur, Mayiladuthurai, on 29th and 30th December 2018.
- Faculty Development Program (FDP) on **Advanced MS-Excel and Tally ERP in Business** IQAC , KG College of Arts and Science, Coimbatore, from 2nd to 5th November 2017.
- AICTE Sponsored Faculty development Program (FDP) on **SPSS and Its Applications** Department of Management, Dr. G. R. D College of science, Coimbatore, from 6th to 20th February 2015.
- Faculty Development Program (FDP), **Business Research Methods and Application of statistical Package (SPSS)**, IQAC , Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore on 20th September 2014.

Conference / Seminar / Workshop Organized

- Trainee, HTML Training course offered by Spoken Tutorial Project, IIT Bombay Dr.N.G.P Arts and Science College, Coimbatore. 2nd April 2024
- Mentor, Entrepreneurship Course in NPTEL online certification course Dr.N.G.P Arts and Science College, Coimbatore. Jul 2023 to Dec 2023
- Association Co-Ordinator, CAMRADE Students Association, Dr.N.G.P Arts and Science College, Coimbatore. from June-2023 to April-2024
- Organizing committee member, One day Symposium “AI Fueled Finance Evaluation: Transformative Impact of AI in the Finance Industry”, Department of Commerce CA, Dr.N.G.P Arts and Science College, Coimbatore. 27th Feb 2024.
- Organizing committee member, International Conference in “Artificial Intelligent in Business Era” Department of Commerce CA, Commerce IT, Commerce BPS And Commerce BA, Dr.N.G.P Arts and Science College, Coimbatore. 17th February-2023
- Co-Ordinator “Commerce Day-Celebration” Faculty of Commerce, Dr.N.G.P Arts and Science College, Coimbatore. on 10th Sep 2022.
- Co-Ordinator “Student Development Program” Dept. of Commerce and Business Administration, SMS College of Arts and Science, Coimbatore. 23rd Sep 2020.
- Convenor “One-day Symposium of DCBA-FEST-2020”, Dept. of Commerce and Business Administration, Deen College of Arts and Science, Mayiladuthurai. 7th March 2020
- Co-Ordinator of “Deen Sale Day”, Dept. of Commerce and Business Administration, Deen College of Arts and Science, Mayiladuthurai. 8th Feb 2020
- Co-Ordinator of “One-day Symposium of DCBA-FEST-2019”, Dept. of Commerce and Business Administration, Deen College of Arts and Science, Mayiladuthurai. 13th Feb 2019

Editorial / Review Board Member

- Reviewer Board Member, International Journal of Research and Analytical Reviews, since 2024.