

Name : Dr. M. Kowsalya

Designation : Assistant Professor

Department : International Business

Qualification: MIB, Ph.D., SET

Experience : Teaching – 3 Years 9 Months

**Area of Specialization: International Marketing, Supply Chain Management,
Business Research Methods**

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Academic Qualifications

Degree	Branch	Institution/ University Name	Year
Ph.D.	Commerce	Chikkanna Government Arts College	2020
MIB	International Business	Chikkanna Government Arts College	2016
BBA	Management	St.Joseph College for Women	2014

Additional Qualification

Dip. / Cert.	Area of Specialization	Institution / Agency Name	Year
SET	Commerce	Mother Teresa Women's University	2017
Certificate	Introduction to virtual, augmented and mixed reality	Future Learn	2023
Certificate	Dart Programming	Infosys	2023
Certificate	Digital Skills: Social media	Accenture	2022
Certificate	Digital Skills: Digital Marketing	Accenture	2022
Certificate	NPTEL E - Awareness	IIT Madras	2022
Certificate	Research Methodologies and data analysis for Social Science	Vellore Institute of Technology	2021
Certificate	How to write a research paper	Vellore Institute of	2021
Certificate	Python 3.4.3 and R	IIT Bombay	2020
Certificate	Digital Teaching Techniques	ICT Academy	2020

Certificate	Personnel and Stress Management	Erode Arts and Science College	2020
Certificate	Excel – Beginners	Sri Krishna College of Technology	2020
Certificate	Quantitative Aptitude	Jamal Mohamed College	2020
Certificate	Arithmetic Ability	Rajapalayam Rajus' College	2020
Certificate	Microsoft Excel for professionals and Students	Data Skills	2020
Certificate	SPSS and Statistical Data	Eduoxia Research centre	2020
Certificate	Statistical Analysis for Business Research	Pondicherry University	2018
Certificate	Big Data and Data Analytics	Bharathiar University	2018
Certificate	Statistical Analysis for Business Research	Pondicherry University	2017

Research Publications

- Dr.M.Kowsaya, **Supply Chain Management and Organizational Performance: An Emprical Investigation**, **South India Journal of Social Sciences**, Vol XXI, Issue 5, ISSN NO: 0972 - 8945, Aug 2023. (UGC Care Group 1)
- Dr.E.Dhanasekar, Mr.M.ThomasJeyanth Herbert, Dr.V.Saranya, Dr.M.Kowsaya and Mrs.S.Priyanka, **The Effects Of Virtual Marketing Implementation On Online Consumer In Coimbatore City During Covid 19 Pandemics**, **IJRAR**, Vol 10, Issue 2, pp 4674 - 4683, ISSN NO: 2348 - 1269, May 2023.
- Dr.S.Renugadevi and Dr.M.Kowsalya, **A Study on Tiny Workshops with Special Reference to Coimbatore City**, **Specialusis Ugdymas**, Vol 1, Issue 43, pp 4674 - 4683, ISSN NO: 1392 - 5369, July 2022. (Scopus)
- Dr.M.Kowsalya and Ms.M.S.Yalmozhi Ashika, **A Study on Problem Faced by Turmeric Exporters in Erode District**, **International Research Journal of Management Science and Technology**, Vol 13, Issue 7, pp58 – 63,ISSN NO: 2250 – 1959, July 2022. (UGC Care)

- Dr.M.Kowsalya and Ms.M.Rohini, **A Study on Problem Faced by Garment Exporters in Tiruppur City**, International Research Journal of Management Sociology and Humanities, Vol 13, Issue 7, pp 121 – 126, ISSN NO: 2348 – 9359, July 2022. (UGC Care)
- Dr.M.Kowsalya and Ms.S.Mowshika, **A Study on Problems Faced by Silk Exporters with Special reference to Bangalore City**, International Research Journal of Commerce, Arts and Science, Vol 13, Issue 7, pp 71 – 77, ISSN NO: 2319 – 9202, July 2022. (UGC Care)
- Ms.S.Priyanka and Dr.M.Kowsalya, **Exporter's Satisfaction Towards Service Rendered By Export Credit Guarantee Corporation**, Aut Aut Research journal, VolXII, Issue V, pp14 – 121, ISSN NO: 0005-0601, May 2021.(UGC Care)
- Dr.M.Kowsalya and Ms.S.Priyanka, **A Study on Supply Chain Management Competency and its Effect on Supply Chain Performance with special Reference to Tiruppur District**, AutAut Research journal, Vol XII, Issue V, pp106 – 113, ISSN NO: 0005-0601, May 2021.(UGC Care)
- Dr.M.Kowsalya and Dr.M.Vanishree, **A study on supply chain management practices and supply chain performance effectiveness of knitted garments units in Tiruppur district**, Aut Aut Research journal, Vol XI, Issue VIII, pp429 – 437, ISSN NO: 0005-0601, Aug 2020.
- M.Kowsalya and Dr.M.Vanishree, **Supply Chain Strategy adopted by Knitted Garment Units in Tiruppur District**, Int. J. for Research in Engineering Application & Management, Vol7, Issue 4, pp371 – 379, ISSN NO: 24549150, Oct 2018.
- M.Kowsalya and Dr.M.Vanishree, **Measuring the supply chain competence in knitted garment units in Tiruppur district** Journal of Emerging Technologies and Innovative Research, Vol6, Issue 3, pp185 – 189, ISSN NO: 2349 – 5162, Mar 2019.
- M.Kowsalya and Dr.M.Vanishree, **Problems faced by Working Women in Colleges, Tiruppur City**, Int. J. of Management and Commerce Innovation, July 2017.

Book Chapters

- **Dr.M.Kowsalya Chapter in “Claim Settlement Procedure Using AI”** Insurance Institute of India, Mumbai, ISBN: 978-81-964453-0-0, July 2023.

Presentations in Conference

- **Fintech the Next Frontier of Financial Services**, Int. Conf. on fintech: Digital Transformation in Financial Services – ICF2023, Bharathiar University, 14th – 16th September 2023.
- **Fintech the Next Frontier of Financial Services**, Int. Conf. on data driven sustainable business practices during turbulent times, Mount Carmel College, 4th August 2023.
- **Women Entrepreneurship**, One day National Seminar on “Rural Women Empowerment through Skill Development, Nallamuthu Gounder Mahalingam College, 2nd August 2023.
- **Emerging Opportunities from social media in Recent World**, Int. Conf. on capacity building and youth empowerment: The design thinking approach for sustainable governance, PSG College of Arts and Science, 18th & 19th April 2023.
- **Innovative strategies of Aviation logistics and supply chain**, Int. Conf. on Innovative strategies for Aviation, Logistics and supply chain Technologies, Business models and Risk Management, Rathinam College of Arts and Science, 14th September 2022.
- **Supply chain management practices and supply chain performance effectiveness**, Nat. Conf. on Application of modern management thoughts, Hindustan College of Arts and Science, 13th March 2020.
- CSIR sponsored two-day Nat. Conf. on **Willingness to pay for branded medicines – A study with the cancer patients in Trichy City**, National Conference on Cancer Cure, Vivekananda Institute of Information and Management Studies, Namakkal, August 2017.

Participation in FDP

- **Empowering Education for Innovation – A NEP Perspective**, Dr.N.G.P. Arts and Science College, 30th June – 04th July 2023.
- **Unleashing the Potential: Transforming Research Using Modern Tech- Tools**, Internal Quality Assurance Cell (IQAC) of ST PAULS COLLEGE, Bengaluru, 19th June – 23th June 2023.
- **Development of Entrepreneurship and Innovation**, AMET University, 29th May – 9th June 2023.
- **AI Application and its Impact on Business Practices**, Sri Ramakrishna College of Arts and Science, 18th – 22nd April 2023.
- **Collaborative Research Practice in Modern Era**, AMET University, 13th – 21st Feb 2023.
- ICSSR Sponsored Two Weeks **Capacity Building Programme**, Indian Council of Social Science Research, 15th- 29th Dec 2021.
- **Introduction to Mutual Fund**, Dr.N.G.P. Arts and Science College, 27th Dec 2021.
- **Virtual Innovative teaching Techniques& Research Methodology**, Sri Ramakrishna College of Arts and Science, 15th – 20th Nov 2021.
- **International Research Excellence and Academic development**, Sri Ramakrishna College of Arts and Science, 01st– 09th Sep 2021.
- **Online Outcome Based Education**, Karpagam Academy of Higher Education, 26st July – 01st Aug 2021.
- **Seven day online Research Methodology and Pedagogy for Tertiary Education**, Dr.N.G.P Arts and Science College, 15th– 21st June 2021.
- **Eight days national level How to make Teaching learning process Effective and outcomes based**, Christian Eminent College, 14th– 21st June 2021.
- **Three days national Covid 19 Creating a paradigm Shift in Rural Teaching & Learning Practices**, Caussanel College of Arts and Science, 12th – 14th June 2021.

- Five days online **Innovation, Incubation, Startups and Research Challenges in India**, St.Mary's Centenary Degree College, 29th– 03rd June 2021.
- **Virtual Teaching Pedagogies for Virtual Classroom**, Vivekanandha College of Arts and Science for Women, 25th – 31stMay 2021.
- Six Days Virtual National Level **Education Policy: 2020 and Higher Education in India**, Dr.N.S.A.M First Grade College, 24th – 29thMay 2021.
- National level virtual **NAAC process on Quality Advancement**, Sree Narayana Guru College, 11th – 18th Dec 2020.
- Seven days **Learning Programme on 7' R (Research)**, SA Centre for Advanced Studies, 20th – 26th July 2020.
- One-week online FDP on **Enhancing Research and Consultancy Skills**, Rajarambapu Institute of Technology, Rajaramnagar, 22nd – 26th June 2020.
- Seven days International **New Paradigms of Teaching**, NGM College, 22nd – 29th May 2020.
- International **Reference Manager for Scholarly writing**, Nehru institute of Management Studies, 30th May 2020.
- Ten Days **Innovative Knowledge Tuning for Academicians**, St.Peter's Institute of Higher Education and Research, Avadi, Chennai, 18th – 27th May 2020.
- **Creation of Google site and OER**, RBVRR Women's College, 26th May2020.
- Sixdays FDP on **Challenges in Higher Education during Covid 19**, Kovai Kalaimagal College of Arts and Science, 18th – 23th May 2020.
- Three Days **Shipping and Logistics – A Refurbished Edge**, Government Arts College, Coimbatore, 20th – 22nd May 2020.
- One week FDP on **Quality initiatives in Higher Education**, Dr.N.G.P, Ramakrishana, Gobi Arts and Science and Vellalar College, 13th – 20th May 2020.
- **Moodle Learning Management System**, V.P institute of Management Studies & Research, 12th – 17th May 2020.

- International FDP on **Economic Meltdown poses Threat to Financial Stability**, Rathinam College of Arts and Science, 16th May 2020.
- **GST using Tally Release 6.6**, Brahmayya Siddhartha College of Arts and Science, 15th May 2020.
- One week online **Structural Equation Modelling in Management & Social Science using AMOS & R**, IMS, 11th – 15th May 2020.
- **Emerging Business Issues**, TEZPUR University, 11th – 15th May 2020.
- **R and Geo Gebra**, Jamal Mohamed College, 11th – 14th May 2020.
- **How to become a powerful webinar presenter**, Loyola College, 13th May 2020.
- **Open-Source Content Management System**, Shri Nehru Maha Vidyalaya, 11th – 15th May 2020.
- Online **International Business & Economic Analysis**, SRM Valliammai Engineering College, 11th – 15th May 2020.
- One day **Youth and Nation Building**, Annai Women's college, 11th May 2020.
- **Tally with GST**, Rathinam College of Arts and Science, 11th May 2020.
- One week **Moodle Learning Management System**, Spoken Tutorial and D.N.G.P Arts and Science College, 04th – 10th May 2020.
- **Examination in wake of Covid – 19**, Patrician College of Arts and Science, 08th May 2020.
- Two Weeks **Managing online Classes and Co – Creating MOOCS**, Government of India Ministry of Human Resource Development, 20th April – 06th May 2020.
- **Model Tools & Techniques for Teachers & Researchers**, Imperial institute of Advanced Management, 03rd May 2020.
- **How to write Effective Case study**, ATMIYA University, 02nd May 2020.
- **Engendering the next generation educators**, Nehru Arts and Science College, 23 – 28th April 2020.
- **Recent trends on artificial intelligence and impact on teaching professionals**, Rathinavel Subramaniam College of Arts and Science, 22 – 24th April 2020.

Participation in Workshop

- Eight-day national level workshop on **Research in Higher Education Institutions**, Sree Narayana Guru College, 17th – 19th June 2021.
- Online workshop on **Artificial Intelligence**, PVKK Institute of Technology, 22nd – 26th May 2020.
- Online workshop on **Examination guidance to crack NTA – NET/SET**, BS management Studies, 20 – 22nd May 2020.
- Online workshop on **How to make Research better & Matter too**, Maharaja Agrasen institute of Management Studies, 18th May 2020.
- Three days national workshop on **Tally for Beginners**, Nallamuthu Goundar Mahalingam College, 07th – 09th May 2020.
- Online national workshop on **Research Methodology in Social Science**, Hindustan institute of Technology and Science, 4th – 09th May 2020.
- Online workshop on **How to balance our Economy in Covid – 19**, Indhaya College for Women, 05th May 2020.
- Online workshop on **Strategies for smartly qualifying NET/SET Examination**, Yashwantrao Chavan College, 2nd May 2020.
- Online national workshop on **Fine tuning research planning using Elsevier tools: Science direct, Scopus and Mendeley**, K.J.Somaiya College of Science and Commerce, 25th April 2020.
- Two days' workshop on **Data Analytics with R**, Bharathiar University, February 2018.

Participation in Seminars

- National level seminar on **Insurance in the face of global change – The future proof**, Sri Ramakrishna College of arts and science, 12th Oct 2022.
- Virtual seminar on **Emotional Intelligence**, PPG College of Arts and Science, 02nd June 2021.

- National level virtual seminar on **Technology & Innovation: a Composition of entrepreneurial skills**, Seshadripuram Educational Trust, 27th May 2021.
- Online seminar on **Research & Innovation Driven, IPR, Patent Filing**, Dr.T.Thimmaiah Institute of Technology, 18th Nov 2020.
- International seminar on **Aviation and Human capital 2K19**, NGM College, Pollachi, February 2019.
- **State level symposium 2017 on overseas trade**, N.G.M College, Pollachi, February 2017.

Participation in Conference

- Two days International conference on **Pandemic and Business Sustainability**, Dr.N.G.P. Arts and Science College, 21st- 22nd May 2021.
- Nat. Conf. on **Crisis Management**, Women's Christian College, 23rd May 2020.
- National conference on **Intellectual Property rights (IBR): Nature, Meaning, Scope and Its importance**, Shri Pancham Khemraj Maha Vidyalaya, 6th May 2020.
- International conference on **Learning from the present and building strategies for future in perspectives of commerce and management**, department of commerce and IQAC of Shri Pancham Khemraj Maha Vidyalaya, Sawantwandi and University of Mumbai, 29th April 2020.
- International conference on **e – Economy and its impact in India**, Tiruppur Kumaran College for Women, July 2018.

Participation in Webinar

- N. Webinar on **The Big Question... How to get published in impact factor journals**, Pachaiyappa's College, 21st August 2021.
- N. Webinar on **Ecosystem Restoration**, Acharya Bangalore B School, 3rd June 2021.

- National Webinar on **Intellectual property Rights and its Applications**, St.Anthony's College, 11th – 12th Dec 2020.
- Webinar on **Innovation and Agility**, Sree Narayana Guru College, 27th Nov 2020.
- Webinar on **Idea to Innovation and Filing of Patent**, Lakireddy Bali Reddy College of Engineering, 27th Nov 2020.
- Webinar on **Global Supply Chain Management through S – 3 Activity**, Rathinam College of Arts and Science College, 06th Nov 2020.
- Webinar on **Contemporary Issues in Commerce and Management**, St.Philomena's College, 07th – 10th Oct 2020.
- Webinar on **Emerging India with Resilience and Perseverance**, Alagappa University, 16th Sep 2020.
- National Webinar on **Environment and Development**, Rathinam College of Arts and Science, 09th Sep 2020.
- Webinar on **3C'S of Life**, Rathinam College of Arts and Science, 18th June 2020.
- Webinar on **E – Teaching Tools**, Park's College, 30th May 2020.
- Webinar on **Disruptive Technologies in International Trade – Post Covid**, PSG Institute of Advanced Studies, 29th May 2020.
- International Webinar on **Writing proposals for funding Agencies**, Rathinam College of Arts and Science, 29th May 2020.
- Webinar on **Disruptive Technologies in International Trade- Post COVID**, PSG Institute of Advanced Studies, 29th May 2020.
- National webinar on **World Economy on Tenterhooks and Indian Economy Road Ahead**, Mahatma Night Degree College of Arts and Commerce in Collaboration with Bombay Stock Exchange Brokers' Forum, 28th-29th May 2020.
- Webinar on **Personal Branding 1.0**, Vidhyasagar Women's College, 29th May 2020.
- Webinar on **Perspectives of Learning**, G.T.N Arts College, 28th May 2020.
- Webinar on **Excellence in Qualitative Research in Social Science**, Tamil Nadu Open University, 28th May 2020.

- International Webinar on **Data Science Methods and Innovation for Business – Examples based**, Dr.MGR Janaki College of Arts and Science for Women, 27th May 2020.
- National webinar on **E – Resources in Teaching and Learning**, St. Ignatius College of Education, 26th May 2020.
- Webinar on **Mind mapping as a tool for Quality Enhancement, A teaching & Learning perspectives**, Vidhyasagar Women's College, 23rd May 2020.
- International webinar on **Impact of post Covid – 19 on Indian Economy**, Rathinam College of Arts and Science, 23rd May 2020
- National webinar on **How to bring lasting changes in Students**, St.Joseph's College for women, 21st May 2020.
- Webinar on **Thought Leadership on MSME Reforms**, Stella Maris College, 20th May 2020.
- National webinar on **Entrepreneurial Challenges and opportunities**, Rathinam College of Arts and Science, 20th May 2020.
- Webinar on **Impact of Covid 19 in Tourism Industry**, Sree Narayana Guru College, 20th May 2020.
- Webinar on **Global Economic Scenario: A boon or Bane for FDI and Supply Chain Management**, Alagappa University, 20th May 2020.
- Webinar on **Robotics and Process Automation in Accounting and Finance**, B.KBirla College of Arts and Science and Commerce, 20th May 2020.
- Webinar on **Entrepreneurship in India: Opportunities and Challenges**, National College, 20th May 2020.
- National webinar on **Taking research forward during the pandemic**, Loyola Institute of Frontier Energy, 20th May 2020.
- Webinar on **Artificial Intelligence**, the kaizen Corp, 19th May 2020.
- National webinar on **Re – evaluating COVID 19 for New Business Opportunities**, Thakur College of Science & Commerce, 19th May 2020.

- Webinar on **Virtual Reality and Augmented Reality in Aviation Industry**, Karunya Institute of Technology and Sciences, 18th May 2020.
- Webinar on **GST – Return and Compliance**, Alagappa University, 18th May 2020.
- Webinar on **CSR and sustainability**, Alagappa University, 18th May 2020.
- Webinar on **E – Learning and MOOCs in Higher Education and New roles of Teachers**, SRI GVG Visalakshi College for Women, 18th May 2020.
- Webinar on **Modern Teaching Techniques**, Dr.Zakir Husain College, 17-May-20.
- Webinar on **Teaching Learning Tools for the Digital Era**, Sri Ramakrishna College of Arts and Science College, 11th – 16th May 2020.
- Webinar on **Role of Insurance Sector in Covid pandemic situation**, Rathinam College of Arts and Science, 16th May 2020.
- Webinar on **Library and Scholarly Communication Services**, Alagappa University, 14th May 2020.
- International Webinar on **Sustainable Development**, Nallamuthu Gounder Mahalingam College, 14th May 2020.
- Webinar on **Career Guidance Awareness – 2020**, Rathinam College of Arts and Science, 12th – 15th May 2020.
- Webinar on **Digital Marketing**, Kovai Kalaimagal College of Arts and Science, 15th May 2020.
- Webinar on **Immersive Learning and Its Way Ahead in the Digital Era**, Pearson, 15th May 2020.
- Webinar on **Economic Impact & Scenarios - ‘U’ Curve, ‘V’ Curve & ‘W’ Curve**, VLB Janakiammal College of Arts and Science, 15th May 2020.
- Webinar on **Impact of consumer behaviour in covid – 19**, Bharathidasan College of Arts and Science, 14th May 2020.
- Webinar on **Impact of COVID-19 on the Global Economy: Supply Chains and Business Continuity**, Central University of Jharkhand, Ranchi, 14th May 2020.

- Webinar on **Doctoral thesis: Key Component and Research Skills and Research Funding Opportunities**, S.M.Shetty College of Science, Commerce and Management Studies, 14th May 2020.
- Webinar on **Tax planning for salaried employees**, SHASUN Jain College for Women, 14th May 2020.
- National webinar on **Rural based start – up and Entrepreneurship, Sanitary Product Manufacturing and Entrepreneurship Development**, Unnat Bharat Abhiyan Cell, Internal Quality Assurance cell, The Maharaja Sayajirao University of Baroda, Vadodara in Collaboration with SVNIT, Surat, 13th May, 2020
- Webinar on **Selection of appropriate statistical tools: A critical way for successful Research**, St. Mary's College, 12th May 2020
- Webinar on **Personal Finance**, Nehru Institute of Engineering and Technology, 11th May 2020.
- International Webinar on **Futuristic Information and Communication Technologies held**, Computer society of India, 10th May 2020.
- Webinar on **Opportunities for the Indian Companies after Covid – 19**, Dhanraj Baid Jain College, 09th May 2020.
- National Webinar on **Impact of Covid 19 on Global and National Economy**, Central University of Jharkhand, 07th May 2020.
- Webinar on **Gamification Tools in Teaching**, Internal Quality Assurance Cell, St. Xavier's College for Women, Aluva, 07th May 2020.
- National Webinar on **Indian Economy during Covid – 19: Problems and Challenges**, T.R.R Government Degree College, 06th May 2020.
- Webinar on **Art of Achieving Teaching Excellence in Digital Era**, SIIMS, 04th May 2020.
- National Webinar on **Use of Elsevier Tools in Research Work Flow**, University of Madras, 05th May 2020.

- Webinar on **Post Covid -19, Job opportunities and Entrepreneurial possibilities - Indian and Global Scenario - An analysis**, Francis Xavier Engineering College, 05th May 2020
- Webinar on **Journey Towards Entrepreneurship**, Bhagwan Mahavir University, 02nd May 2020.
- Webinar on **Changing facts of higher education: The role of Reskilling Programme for Teachers**, Loyolo College, 18th May 2020.
- Webinar on **Autonomy and Academic Independence**, SSUN, 02nd May 2020.
- Webinar on **India First Leadership Talk**, MHRD's Innovation Cell, 02nd May 2020.
- Webinar on **Indian Education 4.0**, Government Arts and Commerce College, Netrang, 28th April 2020
- Webinar on **Impact of COVID19 on future investment pattern of investors**, Bhagwan Mahavir college of Management, 28th April 2020.
- Webinar on **The theme Leading in a VUCA World**, ICT Academy, 20 - 22th April 2020.
- Webinar on **Virtual Reality**, Bhagwan Mahavir College of Engineering and technology, 20th April 2020.
- Webinar on **Role of emotional Quotient on professional development**, Bhagwan Mahavir college of Management, 19th April 2020.
- Four days Webinar on **An effective Research paper writing Skills**, Bhagwan Mahavir college of Commerce and Management studies, 13 – 16th April 2020.

Membership in Professional Bodies

Name of the Professional Body	Nature of Membership	Duration
All India Council for Technical Skill Development	Life Time Member	July 2022 Onwards
National Institute for Technical Training and skill Development	Life Time Member	July 2022 Onwards

International Peer Reviewed Research Journal and Book Publication	Life Time Member	May 2021 Onwards
Global Professors Welfare Association Forums	Life Time Member	May 2021 Onwards

Editorial / Review Board Member

- Editorial Member of esteemed **International Journal of Multidisciplinary Research and Development** since 30th Sep 2022.
- Editorial Member of esteemed **Journal of Emerging Technologies and Innovative Research** since 22nd May 2021. (Member ID: 116406).