

Name : Dr.S.Mohanraj
 Designation : Associate Professor and Head
 Department : Commerce with International Business
 Qualification : MIB., M.Phil., MBA., PGDEM.,Ph.D
 Experience : Teaching: 18 Years Industry:6 Months Research: 18 Years
 Specialization : Logistics, International Marketing, Foreign Trade Procedures
 Email (Official) : mohanraj@drngpasc.ac.in



Academic Qualifications

Degree	Branch	Institution / University Name	Year
Ph.D	Commerce	Dr. N.G.P. Arts and Science College, Coimbatore	2016
M.Phil IB	International Business	Alagappa University,	2009
M.I.B	International Business	Dr. N.G.P. Arts and Science College, Coimbatore	2006
MBA		Bharathiar University	2009
B.Com (CA)	Commerce	Dr. N.G.P. Arts and Science College, Coimbatore	2004

Additional Qualifications

Dip. / Cert.	Area of Specialization	Institution / Agency Name	Year
PGDEM	Export Management	Alagappa University,	2005

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	1	-
M. Phil.	5	-

Other Publications: International / National Journals

- Dr. S. Mohanraj, , B. Tarunika, **A Study on Employees retention strategy adapted by garment exporters with special reference to Tirupur city.**, International journal of science and research, volume 14 issue 3 March 2025, ISSN: 2319-7064.
- Dr. S. Mohanraj, , **M. Janani** ,**A study on challenges and opportunities in adoption of AI in garment industry. International jour,nal of science and research**, volume 14 issue 3 March 2025, ISSN: 2319-7064.
- Dr. S. Mohanraj, Arun Athithyaar **A study on issues faced by freight forwarders**,Journal of emerging technologies and innovative research, volume (Vol. 12) 12 issue 3 March 2025, ISSN: 2349-5162.
- Dr. S. Mohanraj, Gowthami M, **Navigating challenges: A study on garment exporters in Tirupur**, International journal of science and research, volume 14 issue 3 March 2025, ISSN: 2319-7064.
- Dr. S. Mohanraj, L. Ranjith Kumar, **A study on challenges faced by warehouse in Coimbatore**, International journal of science and research, volume 14 issue 3 March 2025, ISSN: 2319-7064.
- Dhanasekar. P, Dr. S. Mohanraj, **The effect of macroeconomic factors on stock index in bricks countries: an empirical analysis**, International Journal of Research and Analytical Reviews, Volume 12 Issue 1 March 2025, (E-ISSN 2348-1269, P- ISSN 2349-5138)
- Dr. S. Mohanraj, Joy Sandriya Vaiz, S, **A Supply chain challenges of marine food exporters in Tuticorin**, Journal of Emerging Technologies and Innovative Research, Volume 12, Issue 3, March 2025, ISSN-2349-5162.
- N. Chandrakala, S. Mohanraj, Sandaboina Shivakumar, T. Vasumathi, M. Manjula, and E. Dhanasekar, **A Study on Relationship between Awareness, Attitude and Satisfaction of Sustainable Farmers in Sustainable Farming through Structural Equation Modelling**, Finance and Law in the Metaverse world (Book Chapter), Springer Nature ,ISSN 2730-6038 ISSN 2730-6046 (electronic) - pp 307–318

- S. Mohanraj, T. Aiswarya Lakshmi, T. Nathiya, L. Yasodha Devi, D. Sujaritha, and R. Gowrishankar, Harnessing AI machine learning and IOT for intelligent business, Harnessing AI, Machine Learning, and IoT for Intelligent Business(Book Chapter), Springer Nature, Volume 1, ISSN 2198-4182, ISSN 2198-4190 (electronic)-pp 1121–1129
- Dr. S. Mohanraj, A. Blessita, **A Study On The Perception Of Engineering Goods Exporters On Green Supply Chain Practices With Special Reference to Coimbatore**, District, International Journal for Research in Engineering Application & Management (IJREAM) Vol. 9, Issue 12, pp- 93-97, 15 March: 2024, ISSN: 2454-9150.
- Dr. S. Mohanraj, Chandru. D, Meshach Ronald.H, **A Study on Challenges and Impact on Performance of Pump and Motor Industries with Special Reference with Coimbatore**, International Journal of Scientific Research & Engineering Trends ,Volume 10, Issue 2,pp- 190-193, Mar-Apr-2024, ISSN (Online): 2395-566X
- Dr. S. Mohanraj, Evangeline J Bosco, Rukala Naseer, **Exploring Employee Retention Strategies in it Companies: insights from Employee's Perspectives**, Indian Journal Of Applied Research ,Vol. 14, Issue 04, pp-1-3, April – 2024, Print ISSN No 2249 - 555X.
- Dr. S. Mohanraj, Ms. S. Sangamithra, **A study on Risk Management Strategies Adopted by Third-party Logistics Service Providers with Special Reference to Coimbatore City**, International Journal of Advance Research and Innovative Ideas in Education, Vol.10, Issue 02, pp-2340-2345April 2024, e-ISSN: 2395-4396.
- Dr. S. Mohanraj ,Ms. S. Sneha, **A study of the visual merchandising practices of the retail industry at Coimbatore with specific reference to the international Clothing Brand**, Humanities and Social Science Studies journal, Vol. 12, Issue 02, No. 15,pp-38-42 July - December: 2023.,ISSN 2319-829X
- Dr.S.Mohanraj, Mrs.M. Jeshi , **Factors influencing the policy holders to take up health insurance policy: a study in Coimbatore city**, Shodha Prabha, Volume 48, Issue 2,pp-6-12, 2023 ,ISSN 0974-8946.
- Dr.S.Mohanraj ,Mrs.M. Jeshi , **Policy holders loyalty towards health insurance policy in Coimbatore city**, International journal of innovative research in technology, - Volume 9, Issue 8,pp-425-429 [Year 2023] ISSN 2349.
- Dr.S.Mohanraj, Ms.A.Blessita, **A Study On Apparel Purchasing Behaviour Of Arts And Science College Students With Special Reference To Coimbatore City**, International Research Journal Of Science Engineering And Technology, Volume 12 Issue 3.pp-27-31 [Year 2022] ISSN 2454-3195 (online).
- Dr.S.Mohanraj ,Ms.S.Blessy, **A study on female consumer perception and brand awareness towards international cosmetic brands in Coimbatore city**, International

Research Journal of Management Sociology & Humanities, Vol 13 Issue 7, pp-93-99 [Year 2022] ISSN 2277 – 9809 (Online) 2348–9359 (Print).

- Dr.S.Mohanraj, Mr.R.Anandha Krishnan, **Supply Chain Problems Faced By Perishable Goods Exporters With Special Reference Coimbatore District**, International Research Journal Of Commerce, Volume 13 Issue 7, pp-63-70 [Year - 2022] ISSN 2319 – 9202.
- Dr.S.Mohanraj, Ms.B.Pavithra, **A Study On Problems Faced By Women Workers Of Sewing Department In Tirupur Export Garment Units**, International Research Journal of Management Science & Technology, Vol 13 Issue 7, pp-63-70 [Year 2022] ISSN 2250 – 1959 (Online) 2348 – 9367 (Print).
- Dr.S.Mohanraj, Ms.S.Ishwarya **A study about selected value added agro products exporters problems in their supply chain process** Vol. 40- Issue 70 , pp-1221-1228, March 2020 , ISSN 2394-3114 ,Studies in Indian place names.
- Dr.S.Mohanraj, Dr.K.Bagyalakshmi, R.Venkatesan, **A Study On The Merchandiser's Challenges In Maintaining Supply chain Efficiency During Production Process**, Global Journal For research analysis, vol-7, Issue-9, pp-429-431, September 2018, -ISSN No 2277 – 8160.
- Dr.S.Mohanraj, R.Venkatesan, R.Karthika, **A study on operational performance and service quality at Tuticorin port**, International journal of management, IT and Engineering, Vol-7, Issue- 5, pp- 117 -128, May 2017, ISSN 2249-0558.
- S.Mohanraj, R.Venkatesan, R.Varune Sri, **A study on manufacturing lead time in apparel industry with Special Reference to apparel exporters in Tirupur city**, Indian Journal of Research , Vol -5, Issue -04, pp-173- 175, April 2016, ISSN 2250-1991.
- Linda Mary Simon, Venkatesh, S.Mohanraj, **A Study On the effective advertising programs at Malabar jewelry showroom**, International journal of multidisciplinary research and development, Vol-3, Issue -02, pp. 113-114, February 2016, ISSN-2349-5979.
- Dr.S.Saravanan, S.Mohanraj. K.Bagyalakshmi, **A study on factors affecting supply chain management in garment industry with special reference to Tirupur**, International Journal of Multidisciplinary Research and Development, pp.- 304-307, January 2015, ISSN 2349-4182.
- S.Mohanraj, Shanmuga Priya. K, **A Study on the Opportunity and Challenges for apparel exporters in Tirupur**, International journal of scientific research, Vol-3, Issue- 12 ,pp. 56, December 2014, ISSN 2249-555x.
- S.Mohanraj. R.Sheeba, **A Study on the Future Market Potential towards Coir Products Export with Special Reference to Pollachi**, Indian Journal of Research, Vol-3, Issue-11 pp-

15-17,November 2014, ISSN 2250- 1991.

- Dr.S.Saravanan, S.Mohanraj, K.Bagyalakshmi, **A Study on the Strategies to be adopted by Garment exporters to manage business crises in Tirupur**, Indian Journal of applied Research, Vol-4,Issue 08, pp. 397-400, August 2014, ISSN 2249-555x.
- Dr.S.Saravanan, S.Mohanraj, **A Study on challenges faced by Tirupur garment exporters**, International Journal Of Research In Commerce, It & Management, Vol-3,Issue 10, pp 5-7, October 2013, ISSN 2231-5856.
- S.Mohanraj ,K.Bagyalakshmi, **A Study on Cargo Handling and Service Marketing at Major Ports with Special Reference to Chennai and Tuticorin**, International Journal of Research & Business Innovation, Vol-1,Issue 02,pp 50- 55, July 2013, ISSN no 2321-5615.
- K.Bagyalakshmi &S.Mohanraj, **A study on exporters and importers perception towards credit facilities extended by Commercial Banks**, Sankhya International Journal of Management of Technology, Vol. 3, Issue. 2, pp. 50-54, September 2012, ISSN NO: 0975-3915

Presentations in Conference

- **Indias's foreign policy on 21st century and upcoming years**, International Conference on the Indian's foreign policy in21st century: Navigating global challenges and opportunities, Kongu Engineering College, Erode, January 30&31, 2025.
- **“Harmonizing Policy objectives with Economic Development and Industrialization Strategies”**, Kristu Jayanti College, Autonomous, Bengaluru, March 15&16-2024
- **Aspects and overall view of blockchain development**, ICSSR Sponsored International Conference on Fintech Digital Transformation of Financial Services, Bharathiar University, September 14,15,15 , 2023
- **Women Entrepreneurship**, ICSSR Sponsored National Seminar on Rural Women Empowerment through skill development, Nallamuthu Gounder Mahalingam College, Pollachi,02.8.2023.
- **Role of marketing in managing perishable products**, National conference on emerging trends in management practices” challenges and opportunities” Sankara institute of management science, Coimbatore, 24-feb-2017.
- **Guerrilla Marketing**, National conference on marketing unplugged: The game-changing innovations, Sri Ramakrishna college of arts and science for women, Coimbatore, 09-mar- 2017

- **Impact of E-Commerce on International trade**, International conference on Repositioning India -Emerging dimensions, S.N.R. Son's college, Coimbatore, 16- Feb- 2016.
- **Challenges in innovative marketing**, International conference on innovative marketing strategies for sustainable growth issues and challenges, Sankara college of science and commerce, Coimbatore, 16-sep-2015
- **Micro Insurance Reflections, National conference on management in New era** -Issues and challenges, Dr.G.R. Damodaran College of Science, Coimbatore, 14-feb-2013.
- **A comparative study of service performance of various ports -Chennai and Tuticorin**, International conference on navigating the perspectives of global business opportunities-imperative and initiative, SNR son's college, Coimbatore, 08-apr-2013.
- **A study on cargo handling and service marketing at major ports**, International conference on Recent Trends in commerce and business management , AVS College of Arts and Science, Salem, 26-jul-2013.
- **Globalization, International Conference on Globalization in Irreversible: Need for branding India Inc. & making MSMEs Competitive**, Sree Saraswathi Thyaraja College, Pollachi, 02-Mar-2012 to 03-Mar-2012.
- **A Strategy of Green Banking**, International conference on India towards green economy, P.K.R. arts and college for women, Gobichettipalayam, 17-Sep-2012.
- **A study on exporters and importers perception towards credit facilities extended by commercial banks**. International conference on business innovations in the globalization era, A.V.V.M Sri Puspham college, Thanjavur, 22-Sep-2012.
- **Credit facilities extended by commercial banks to entrepreneurs**, National conference on financial inclusions. Sri Krishna arts and science college, Coimbatore, 04-feb-2011 to 05-feb-2011.
- **Global financial crisis**, National seminar on current trends in financial sector, Hindustan college of arts and science, 31-Jan-2009.
- **Impact of global financial crisis in India**, National seminar on the global financial crisis and its impact on India, Navarasam arts and science college for women, erode, 07-Feb-2009.
- **Equilibrium model of international capital market**, State level seminar on changing scenario in capital market, Rathinam college of arts and science, Coimbatore, 06-mar-2009.
- **Educational institutions in rural areas**, State level seminar on role of educational institutions in providing quality education in rural areas, Vidyasagar college of arts and

science, Udumalpet 13-mar-2009 to 14-mar-2009.

- **Brand management**, National seminar on issues, challenges and prospects of modern management in changing scenario, Sree Saraswathi Thyaraja College, Pollachi, 20-mar-2009.

Participation in Seminars

- Workshop on “Digitalization of Logistics” Organized by Confederation of Indian Industry, September 29-04, 2025.
- Best Practices, Spread the Spark '23- Celebrating Teachers ,Organized by Confederation of Indian Industry, September 7-8, 2023.
- Attended National Higher Education Conclave on 11-04-2022.
- Digital Transformation - How Can I Be A Part of It, Department of Business Administration, Jayaraj Annapackiam College for Women,Theni District, Tamilnadu, India., 14-Aug-2021
- Design Thinking for New Generation Entrepreneurship, NGM College, 06-Aug-2021.
- Intellectual property rights, ST. Joseph’s College for Women, Tirupur, 07-mar-2020.
- New approaches to learning outcomes and assessment under choice-based credit system, ST. Joseph’s College of commerce, Bengaluru,10-Feb-2017.
- Blue seaways’13, CMC group of institutions, 28- September 2013.
- Unleashing India’s Export Potential, SNR Sons College, Coimbatore, 21-Feb-2011.
- India’s foreign trade-challenges and opportunities in the era of post liberalization, GRD college of ~~sine~~, Coimbatore, 01-apr-2010.
- Global perspectives in logistics, Sree Narayana guru college, Coimbatore, 22-feb-2009.

Participation in Orientation Programme / Short Term Courses

- Train the Trainer Program “Project Genesis” Infosys BPO Ltd at Mysore on 3 Jan 2013 to 12 Jan2013.

Participation in Faculty Development Programme

- Sustainable energy solutions for achieving the SDGS at Sri Ramakrishna College of arts and

Science College from 18.11.2024 to 23.11.2024

- Term Insurance Checklist, Dr.N.G.P Arts and Science College,coimbatore30-Jul-2021.
- Investor Awareness on Stock Market, Rajapalayam Rajus College , Rajapalayam, 02-Aug-2021 to 07-Aug-2021(6 Days).
- Advanced Methodologies for Contemporary Research, Department of Management & R.C. Research Centre,Government Ramnarayan Chellaram College of Commerce and Management,Bengaluru, Karnataka. 16-Aug-2021 - 23-Aug-2021(7Days).
- Research Perspectives on New Age Technologies, Department of Computer Science, Nallamuthu Gownder Mahalingam College, 03-Aug-2021 - 10-Aug-2021(7Days).
- Outcome Based Education, Department of Mangement, Karpagam College of Higher education, 26-Jul-2021 to 1-Jul-2021(7Days).
- Enterprise resource planning using SAP B1, Dr.N.G.P. Institute of technology, coimbatore,31-Jul-2010.
- Excellence in research and publication, Kathir college of Engineering, Coimbatore,23-MAR-2013.
- NAAC revised accreditation frame work and OBE assessment methodology, Dr.N.G.P. arts andscience college, Coimbatore, 27-May to 02-Jun-2019.

Conference / Seminar / Workshop Organized

- Organizing Secretary- National Conference on Digital Transformation in Business: Opportunities & Challenges, Dr. N.G.P. Arts and Science College, 5- Sep-2023.
- Convener, National Conference on Rebuilding Global Business Environment, Dr. N.G.P. Arts and Science College, Coimbatore,15-Feb-2023.
- National Youth Parliament Session on 24 August 2022.
- Organizing Secretary – National Conference Pandemic and Business Sustainability, Dr. N.G.P. Arts and Science College, Coimbatore, 21-Oct-2021&22-Oct-2021.
- Convener, National conference on impact of trade war on Indian economy, Dr. N.G.P. Arts andScience College, Coimbatore, 25-Feb-2020.

Invited Speaker / Session Chair- Conference / Seminar / Workshop

- Invited Speaker, “Investment Planning” AVP College of arts and Science College . 9.7.2024

- Invited Speaker, “Patterns for Investment “, Government Arts College, Coimbatore ,10.7.2024
- Session chairman, National Seminar on Integration of Traditional Indian Knowledge System Into Modern Higher Education : NP Perspective (ICSSRIK2024, by Internal Quality Assurance Cell (IQAC), 04.07.2024 & 05.07.2024
- Invited Speaker, Export Policy and Procedures in India ,Avinashilingam Institute for Home Science and Higher Education for Women, 16.9.2023.
- Invited speaker, Faulty Development programme organized by Sri Ramakrishna Mission Vidyalaya College of Education Coimbatore. Sponsored by All India Council for technical education Training and learning (ATAL) Academy.2021
- Invited Speaker- Webinar on “Worms eye view on Marketing” Sri Ramakrishna College of Arts and Science ,13.05.2020.
- Invited Speaker, Webinar on “Atomic Goals, Government Arts and Science College, Avinashi,19.04.2020
- Invited Speaker, Webinar , Knowing and Building your own Identity, PPG College of arts and Science,23.3.2021
- Invited Speaker, Motivational speech on traits and attitudes for multinational executives, NGMCollege, Pollachi, 17.10.2019.
- Invited Speaker, Motivational speech on Winners, PSG College of Arts and Science College,Coimbatore,12.9.2019.
- Invited Speaker, Motivational lecture on Attitude Building, Hindustan college of Arts and science, Coimbatore, 06.9.219.
- Invited Speaker, Motivational talk at the event of 150th birthday celebrations of Mahatma Gandhiat Dr.N.G.P. College of Education, Coimbatore, 03-Oct- 2018.
- Invited Speaker, Motivational talk on goal setting, Hindustan College of Arts and Science, Coimbatore, 12.9.2018.

Subject Expert in Board of Studies

- Board of Commerce Information Technology, KSR College of Arts and Science College , Since 2025
- Board of Commerce International Business, Hindusthan College of Arts and Science College , Since 2004
- Board of Commerce International Business, Government Arts College, Coimbatore
- Academic Auditor, Board of studies in department of International Business, NGM

College, Pollachi,

- Board of Commerce International Business, Kongunadu arts and Science College, Coimbatore, since 2015-18
- Board of Commerce International business of Sri Ramakrishna College of arts and science, Coimbatore , 2020-23

Additional Responsibilities

- Manager, Criterion -VI, in the NAAC ,3rd Cycle.
- Coordinator -IIC-Startup, 2021-23
- Coordinator IIC- Internship Activity, 2021-22
- Coordinator -College Functions, 2013-14
- Member- Industry Institute Partnership Cell, 2018-22

