

Name : Dr. S. Mohanraj

Designation : Associate Professor and Head

Department : Commerce with International Business

Qualification: MIB, M.Phil., MBA, PGDEM, Ph.D.

Experience : Teaching -16.8 Years | Industry - 6 Months | Research - 16 Years

Area of Specialization : Logistics, International Marketing

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Academic Qualifications

Degree	Branch	Institution / University Name	Year
Ph.D.	Commerce	Dr. N.G.P. Arts and Science College	2016
M.Phil.	International Business	Alagappa University	2009
MIB	International Business	Dr. N.G.P. Arts and Science College	2006
MBA		Bharathiar University	2009
PGDEM	Export Management	Alagappa University	2005
B.Com. (CA)	Commerce	Dr. N.G.P. Arts and Science College	2004

Research Guidance

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

Research Publications: International / National Journals

- 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, July - December: 2023.

- 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- ISSN 0974-8946[2023].
- 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 [Year 2022] ISSN 2250 – 1959 (Online) 2348 – 9367 (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 [Year - 2022] ISSN 2319 – 9202.
- 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 [Year 2022] ISSN 2277 – 9809 (Online) 2348–9359 (Print).
- 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 [Year 2022] ISSN 2454-3195 (online).
- 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- [Year 2023] ISSN 2349.
- 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 ,March 2020 , ISSN 2394-3114 ,Studies in Indian place names.
- 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.

- 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,pp 50- 55, July 2013, ISSN no 2321-5615.
- 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,pp-173- 175, April 2016, ISSN 2250-1991.
- 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.
- 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 pp. 397-400, August 2014, ISSN 2249-555x.
- 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, **A Study on challenges faced by Tirupur garment exporters**, Vol-3 pp 5-7, October 2013, ISSN 2231-5856.
- 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, pp. 113-114, February 2016, ISSN-2349-5979.

- 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,September 2018, -ISSN No 2277 – 8160.

Presentation in Conference

- **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 crisisand 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, Udumalaipettai, 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.
- **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.
- **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.
- **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.
- **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.
- **Impact of E-Commerce on International trade,** International conference on Repositioning India -Emerging dimensions, S.N.R. Son's College, Coimbatore, 16-Feb-2016.
- **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-2021.
- **National Higher Education Conclave,** 11-04-2022.
- **Rural Women Empowerment through skill development (ICSSR Sponsored),** Nallamuthu Gounder Mahalingam College, Pollachi, 02.8.2023.
- International Conference on **Fintech Digital Transformation of Financial Services –** (ICSSR Sponsored), Bharathiar University, 14.9.2023 to 16.9.2023.

Participation in Conference

National

- New approaches to learning outcomes and assessment under choice-based credit system, ST.Joseph's College of commerce, Bengaluru,10-Feb-2017.

Participation in Seminars

- Digital Transformation - How Can I Be a Part of It, Jayaraj Annapackiam College for Women, Periyakulam, 14-Aug-2021.
- Design Thinking for New Generation Entrepreneurship, NGM College, 06-Aug-2021.
- Global perspectives in logistics, Sree Narayana Guru College, Coimbatore, 22-Feb-2009.
- India's foreign trade-challenges and opportunities in the era of post liberalization, GRD College of Science, Coimbatore, 01-Apr-2010.
- Unleashing India's Export Potential, SNR Sons College, Coimbatore, 21-Feb-2011.
- Blue seaways, CMC Group of Institutions, 28- Apr-2013.
- Intellectual property rights, ST. Joseph's College for Women, Tirupur, 07-Mar-2020.

Participation in Orientation Programme / Short-term Courses

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

Participation in Faculty Development Programme

- Spread the spark 23-Celebrating teachers, Confederation of Indian Industry, 7.9.2023 & 8.9.2023.
- Term Insurance Checklist, Dr.N.G.P. Arts and Science College, Coimbatore, 30-Jul-21.
- Investor Awareness on Stock Market, Rajapalayam Rajus College, Rajapalayam, 02-Aug-2021 to 07-Aug-2021(6 Days).

- Advanced Methodologies for Contemporary Research, Government Ramnarayan Chellaram College of Commerce and Management, Bengaluru, 16 to 23-Aug-21.
- Research Perspectives on New Age Technologies, Nallamuthu Gownder Mahalingam College, 03 to 10-Aug-2021.
- Outcome Based Education, Department of Management, Karpagam Academy of Higher Education, 26-Jun-2021 to 1-Jul-2021.
- 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-13.
- NAAC revised accreditation frame work and OBE assessment methodology, Dr.N.G.P. Arts and Science 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.
- 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 and Science College, Coimbatore, 25-Feb-2020.

Invited Speaker / Session Chair- Conference / Seminar / Workshop

- Invited Speaker, Export Policy and Procedures in India, Avinashilingam Institute for Home Science and Higher Education for Women, 16.9.2023.
- Webinar on Worms eye view on Marketing, Sri Ramakrishna College of Arts and Science, 13.05.2020.

- Webinar on Atomic Goals, Government Arts and Science College, Avinashi.
- Online Lecture, PPG College of Arts and Science, 2020.
- Online Lecture, Sri Ramakrishna College of Arts and Science, 2020.
- Online Lecture, Government Arts College, Avinashi, 2020.
- Invited Speaker, Motivational speech on traits and attitudes for multinational executives, NGM College, Pollachi, 17th-Oct- 2019.
- Invited Speaker, Motivational speech on Winners, PSG College of Arts and Science College, Coimbatore, 12-Sep-2019.
- Invited Speaker, Motivational lecture on Attitude Building, Hindustan college of Arts and Science, Coimbatore, 06-Sep-2019.
- Invited Speaker, Motivational talk, 150th birthday celebrations of Mahatma Gandhi, 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-Sep-2018.
- Invited speaker, Faulty Development Programme (Sponsored by ATAL Academy), Sri Ramakrishna Mission Vidyalaya College of Education, Coimbatore.

Subject Expert in Board of Studies

- Board International Business, Government Arts College, Coimbatore.
- Academic Auditor, Board of studies in department of International Business, NGM College, Pollachi,
- Board of International Business, Kongunadu Arts and Science College, Coimbatore, Since 2015.
- Board of International Business, Sri Ramakrishna College of Arts and Science, Coimbatore.