

**Name : Dr. T. Vasumathi**

**Designation : Professor**

**Department : International Business**

**Qualification: M.Com. (IB), MBA, Ph.D.**

**Experience : Teaching -14 Years | Research - 12 Years**

**Area of Specialization: Supply chain Management**

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### Academic Qualifications

Degree	Branch	Institution / University Name	Year
Ph.D.	Commerce	Dr. N.G.P. Arts and Science College	2019
M.Com. (IB)	International Business	Dr. N.G.P. Arts and Science College	2008
MBA	HR	Alagappa University	2008
BCS	Corporate Secretaryship	Dr. N.G.P. Arts and Science College	2006

### Research Publications (Indexed)

#### International

- Dr. T. Vasumathi and Ms.D.Subasri, “**A Study On Demand Hike Of Exotic Vegetables Cultivaed in Tamil Nadu in International Market;** International Research Journal of Management Science & Technology, volume 13 issue 7, 2022,ISSN No 2250 – 1959 (Online) 2348 – 9367 (Print), page No 87 – 91.
- Dr. T. Vasumathi and Mr.Siva Ranjan.R., “**A Study on Challenges Faced by Garment Exporters while Dealing with Logistics Service Providers with Special reference to Tiruppur District;** International Research Journal of Management Science & Technology, Vol 13 Issue 7 [Year 2022], ISSN 2277 – 9809, (Online) 2348–9359 (Print),Page No 131 – 135.
- Dr. T. Vasumathi and Mr.Sujith.S., “**A Study on Problems Faced by Exporters of Agricultural Products;** International Research Journal of Management Science & Technology, Volume 13 Issue 7 [Year - 2022], ISSN 2319 – 9202, page No 78 – 84.

- Dr. T. Vasumathi and Ms Kavya “**A Study on Challenges Faced by Reverse Logistics Companies with Special Reference to Coimbatore;** District, AUT AUT Research Journal, Volume XII issue X, October -2021, ISSN NO 0005 – 0601, PAGE No 60 -65.
- Dr. T. Vasumathi and Dr. P.B.Banudevi **A Cram pressure of the kids on parent purchase power**, International Journal of Advanced Science and Technology, volume – 128 issue – 1 July-2019, e-ISSN: 2207-6360, Cite score 0.42.
- Dr. T. Vasumathi **A Study on Advertisement Collision and Buying Behavior of Children’s Product in Coimbatore City**, Research –chronicler international journal multi-disciplinary 41311 volume -7 issue -4 April 2019, e-ISSN-2347-503x, ISSN-2347-5021.
- Dr. P.B.Banudevi & T. Vasumathi,**Influence of Television Advertisement on the Buying Behavior of Children’s Products in Coimbatore District**, Research Review International Journal of multidisciplinary volume -3 Issue -6 June 2018 e-ISSN 2455-3085.
- T. Vasumathi & Dr. P.B.Banudevi **Impact Of Television Advertisement On The Buying Behavior Of FMCG Customers In Coimbatore District**, International journal of applied and management ,Science and technology volume -3 Issue -2 June 2018, ISSN -2455-7331.
- T. Vasumathi & Dr. P.B.Banudevi **The Major Factor Influencing Parents Buying Behavior Of Children’s** , Researcher world – Journal of arts , science and commerce volume -9 Issue -2 April 2018 e-ISSN 2229-4686 , ISSN -2231-4172 .
- T. Vasumathi, **Consumer Attitude towards Green Products Advertisement: A Pragmatic Approach**,International journal of advance research and innovative ideas in education volume – I, Issue -3, 2016 paper ID: C-1241 ISSN (O):2395-4396.

## **Books Edited**

- Dr.T.Vasumathi, “Problem faced by silk exporters with special reference to Coimbatore city”, Lambert Academic publishing, Germany.
- Radhapriya.C, Surekha.M , Manoj Kumar Mishra , Vasumathi.T, 2021,” International Finance”, 1<sup>st</sup> Edition, Scientific International Publishing House, Tamil Nadu.

## **Presentations in Conference**

- Stepping the future of payment system: UPI 2.0 take the stage, International Conference on Fintech: Digital Transformation of Financial Services (ICF 2023).” Bharathiar University, Coimbatore, 14.09.2023 to 16.09.2023.
- The Impact of AI on the future of Insurance, Sri Ramakrishna College of Arts and Science in association with Coimbatore Insurance Institute on 05.07.2023.
- Rural Women Empowerment through Skill development, Nallamuthu Gounder Mahalingam College, Pollachi on 02.08.2023.
- FINTECH – Progression in various sector, PSGR Krishnammal College for Women, Coimbatore on 3<sup>rd</sup> April 2023.
- Digital Transformation in Business & Commerce Trends, Challenges & Opportunities, Kristu Jayanti College, Bengaluru on 1<sup>st</sup> and 2<sup>nd</sup> March 2023.
- A study on media influence of the parent attitude and buying behavior of children’s products, International conference on management in uncertain environment, Yuvakshethra Institute of Management Studies, Palakkad on 27 to 28.08.2020.
- Impact of FDI in Indian Economy, International Seminar on Global Management Challenges, Nandha Engineering College, Erode on 17-Oct-2018.
- CRM in insurance industry, Changing Facets of Indian Insurance Sector – Global Era, Rathinam College of Arts and Science, Coimbatore, 29-Aug-2018.
- Analysis of Factors Affecting Investors perception of mutual fund investment, emerging trends in personal financial management, Sree Saraswathi Thyagaraja College, Coimbatore on 26<sup>th</sup> and 27-Feb-2016.

- Impact of FDI in Indian Economy, R.V.S College of Arts and Science, Coimbatore on 17-Oct-2008.

## Participation in Conference

### National

- **E.Banking opportunities and challenges**, SNMV College of Arts and Science & Institute of Management, Coimbatore, 09 Sep 2019.
- **Changing Facets of Indian Insurance Sector – Global Era**, Rathinam College of Arts and Science, Coimbatore, 29-Aug-2018.

## Participation in Seminars

- **One day state level seminar in Intellectual Property Rights**, St. Joseph's college forwomen, Tiruppur, 07-Mar-2020.
- **International Seminar on Global Management Challenges**, Nandha Engineering College, Erode, 17-Oct-2018.

## Participation in Workshop

- **Rural Immersion–Community Engagement**, MHRD, Hyderabad in collaboration with NSS units, Dr.N.G.P. Arts and Science College, Coimbatore on 21-Nov-2019.
- **An Effective Research Paper writing skills**, Bhagawan Mahavir College of Commerce and Management Studies, Surat, 13 to 16-04-2020.
- **Intellectual Property Rights**, Sri Ramakrishna College of Arts and Science, 15 & 16-Nov-2017.
- **Emerging India with Resilience and Perseverance**, Alagappa University, 16.09.2020
- **Entrepreneurial Fest**, Sankara Institute of Management Science, 12 & 13-Sep-2017
- **Entrepreneurship Pre-Incubation Centre Orientation Programme**, Sankara College of Science and Commerce on 28-Jul-2017.

- **Computer Fundamentals and Applications**, Sree Narayana Guru College Coimbatore, 5 & 6-Feb-2009.

### **Participation in Orientation Programme / Short Term Courses**

- Training on counseling, Sree Narayana Guru College, Coimbatore, 29 & 30-Jun-15.

### **Participation in Faculty Development Programme**

- “Empowering Education for Innovation -NEP A Perspective”, Dr.N.G.P. Arts and Science College, June 30th to 4th July 2023.
- “Collaborative Research Practices in modern Era”, Association of Indian University & AMET University, Feb 13<sup>th</sup> -21<sup>st</sup> 2023.
- DST Sponsored FDP - Development of Entrepreneurship and Innovation, AMET University, Chennai, 29<sup>th</sup> May to 9<sup>th</sup> June 2023.
- Online FDP on IPR for innovation and competitiveness in Academia, Dr D Y Patil Institute of Management Studies (DYPIMS) in Association with National Research Development corporation (NRDC) Govt of India, 22-10-2021.
- “Best practices and their success stories in Higher Education Institutions, NAAC & Rathinam College of Arts and Science, 25 to 26-06-2021.
- Learning Programme on 7’R (Research), S.A College of Arts and Science, 20 to 26-07-2020.
- Digital Teaching Techniques, ICT Academy & Dr.N.G.P. Arts and Science College, 03 to 08-08-2020.
- Shipping & Logistics - A Refurbished Edge, Government Arts College, Coimbatore, 20 to 22-May-2020.
- “Quality Initiatives in Higher Education” Dr.N.G.P. Arts and Science College jointly with Sri Ramakrishna College of Arts and Science, Gobi Arts & Science College, Vellalar College for Women, 04 to 10-May-2020.

- NAAC Revised Accreditation Framework and OBE Assessment Methodology, Dr. N.G.P. Arts and Science College, 27-May-2019 to 02-Jun-2019.
- F6DP On “Art of teaching”, Sree Narayana Guru College Coimbatore, 4-Dec-2017 to 8-Dec-2017.
- Communicative English and Recent methodologies in Teaching Research proposal writing technique, Sree Narayana Guru College Coimbatore in association with Orenda social enterprise, Bangalore, 2-Jun-2017.
- Health is Wealth, Sree Narayana Guru College Coimbatore, 15<sup>th</sup>&16<sup>th</sup> Jul-2015.
- Research proposal writing technique, Sree Narayana Guru College, 14-Jul-2015.

### **Conference / Seminar / Workshop Organized**

- Organizing Committee Member, National Conference on Digital Transformation in Business: Opportunities & Challenges (DTBOC – 23), Dr.N.G.P. Arts and Science College, Coimbatore, 5<sup>th</sup> September 2023.
- Coordinator, IP Awareness Training program under National Intellectual Property Awareness Mission, February 10, 2023.
- Organizing Committee Member, National Conference on Rebuilding Global Business Environment (RGBE – 23), Dr.N.G.P. Arts and Science College, Coimbatore, 15<sup>th</sup> February, 2023.
- Organizing Committee Member, Best Teachers Award, Sree Narayana Guru College, 27-Aug-2016.

### **Member in BoS**

- Board of Logistics, Sri G.V.G. Visalakshi College for Women, Udumalaipettai.

### **Invited Speaker / Session Chair**

- Invited Speaker, Awareness on Intellectual Property Rights, KG College of Arts & Science, Coimbatore, 21-Jul-2023.

- Invited Speaker, Cost sheet preparation, Dr.N.G.P. Institute of Technology, Coimbatore, 06.12.2022.
- Invited Speaker, Recent trends in Logistics, Sri G.V.G. Visalakshi College for Women, Udumalaipettai, 11.06.2021.
- Invited Speaker, Positive thinking, Dr.N.G.P. Arts and Science College, Coimbatore, 11.11.2020.

#### **Editorial Board Member / Reviewer**

- Editorial board member and Reviewer, International Journal of Business Marketing Finance analytics and management.

#### **Awards / Honors**

<b>Honors</b>	<b>Agency / Institute</b>	<b>Year</b>
Contribution towards preparation of self-study Report (SSR) Second cycle	Sree Narayana Guru College	2017