

Name : Dr.T.Vasumathi
 Designation : Professor
 Department : International Business
 Qualification : M.Com (IB), MBA.,Ph.D
 Experience : Teaching: 17 Years 02 months Research: 15 Years
[linkedin.com/in/dr-t-vasumathi-kaleeswaran-3289b6b4](https://www.linkedin.com/in/dr-t-vasumathi-kaleeswaran-3289b6b4)
 International marketing
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Academic Qualifications

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

PROFESSIONAL EXPERIENCE

S.No	Designation	Name of the Institution	Period		Experience
			From	To	
1.	Associate Professor	Dr.N.G.P Arts and Science, Coimbatore.	May 2019	Till date	5 years, 10 months
2.	Asst. Professor	Sree Narayana Guru College, Coimbatore.	Dec 2008	April 2019	10.4 months
3.	Lecture	RVS College of Arts and Science, Coimbatore from June 2008 to Oct 2008	June 2008	October 2008	0.6 Months

Online Courses

- **Soft Skill Development** NPTEL Online Certificate Course Offered by Indian Institute of Technology, Kharagpur.
- Leadership and emotional intelligence Coursera.
- Digital marketing ,Future learn secured 96%

Research Publications (Indexed)

International

- Dr.Chandrakala.N , Dr.S.Mohanraj , Dr.Sandaboina Shivakumar, Dr.T.Vasumathi, Dr.M.Manjula,, **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 2730-6046 (Electronic) & ISBN: 978-3-031-67547-8 (e Book).
- Dr.T.Vasumathi, Mr.Mythili Raja K, **A Study on Operational Strategies for Enhancing Efficiency in Freight Forwarding: A focus on customs clearance process**, International Journal of Modern Developments in Engineering and Science Vol. 4, Issue 3, pp. 18-21, March 2025, ISSN (Online): 2583-3138 .(Peer Reviewed Journal).
- Dr.T.Vasumathi, Ms.D.R.Chandra Priya,**Customer Preference and Satisfaction Level Towards E-Commerce Platform with Special Reference to Coimbatore**, City International Journal of Modern Developments in Engineering and Science Vol. 4, Issue 3, pp.22-26 March 2025, ISSN (Online): 2583-3138 .(Peer Reviewed Journal).
- Dr.T.Vasumathi, Mr.A.Mohamed Hassan, **Analysis of Rising Demand for Exotic Vegetables in International Market Cultivated in Tamil Nadu**, International Journal of Modern Developments in Engineering and Science Vol. 4, Issue 3, pp. 25-29 March 2025, ISSN (Online): 2583-3138 .(Peer Reviewed Journal).
- Dr.T.Vasumathi, Mr.P. Naveen Kumar, **A Study on Consumer Switching Behavior in Electronic Brands in Coimbatore**, International Journal of Modern Developments in Engineering and Science Vol. 4, Issue3,PP,15-19, March 2025, ISSN (Online): 2583-3138 .(Peer Reviewed Journal).
- Dr.T.Vasumathi, Ms.Sangeetha, **Optimizing Domestic Logistics: A Study on Cost Effective Transportation Strategies with Special Reference to Coimbatore District**, International Journal of All Research Education and Scientific Methods (IJARESM), ISSN: 2455-6211, Vol. 13, Issue3, pp.2435 -2440 March-2025.(Peer Reviewed Journal).
- Dr.T.Vasumathi, Ms.M.Sivarithu, **A Study on the Challenges Faced by Exporting Leather Products in Tirupur City**, International Journal of Modern Developments in Engineering and Science Vol. 4, Issue3, pp.51-53, March 2025, ISSN (Online): 2583-3138. (Peer Reviewed Journal).
- Dr.T.Vasumathi, Mr.Vibhishan.M, **challenges faced by e-commerce logistics in coimbatore city an analysis of barriers and solutions**, Journal of Emerging Technologies and Innovative Research (JETIR) Vol. 12, Issue 3 pp.9787-9793, March 2025, ISSN-2349-5162 (Peer Reviewed Journal).
- Dr.T. Vasumathi, Mr.C.N.Nishanth, **A Study on Consumer Focus on Supply Chain Management with Special Reference to Castrol Lubricants**, International Journal of

- Dr.T. Vasumathi, Mr.Rohit Kumar, **A Study on Awareness About Automobile Spare Parts Exports of Selected Districts in Western Zone**, International Journal of Scientific Research & Engineering Trends ISSN (0): 2395- 566x Vol.: 10, Issue :2, April 2024, pp. 304 -306.
- Dr.T. Vasumathi ,Adhieshwaran.G, & Jaisurya.L.M, **To Study the Financial Performance of Selected Five Ports in India**, International Journal of Advance Research and Innovation Ideas in Education ISSN (0): 2395-4396 Vol.: 10, Issue :2, April 2024, Page No. 2797 – 2804.
- Dr.T. Vasumathi and Ms.M.P.Aparna **A Study on Parents Perception and Buying Behaviour of International Baby Care Brands, With Special Reference to Coimbatore City**, Rabindra Bharati University Journal of Economics ISSN: 0975-802x Vol.: Xxvii, Issue :7, PP. 53 -56. April 2023,ISSN: 0975-802x.
- 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, Vol. 13 issue 7, pp. 87 – 91, April 2022,ISSN No 2250 – 1959 (Online) 2348 – 9367.
- 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,pp.131 – 135, April 2022,ISSN 2277 – 9809, (Online) 2348–9359 .
- 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,pp- 78 – 84,April 2022, ISSN 2319 – 9202,
- 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 Vol7 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, Vo l3, 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, Vol-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 Vol 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 Vol – I, Issue -3, 2016 paper ID: C-1241 ISSN (O):2395-4396.

• **Book /books chapter**

- **Human Resources Management** - An Over view, published at Recent Trends in Research Volume I, ISBN 978-93-96634-96-0, December 2024.
- **Dr.T.Vasumathi** “The Financial Performance Of Selected Five Ports In India” 2024, Lambert Academic publishing, Germany.
- **Dr.T.Vasumathi** “Problem faced by silk exporters with special reference to Coimbatore city” 2023 Lambert Academic publishing, Germany.
- Radhapriya.C , Surekha.M , Manoj Kumar Mishra , **Vasumathi.T,2021,**” International Finance”, 1st Edition, Scientific International Publishing House , Tamil Nadu.

Presentations in Conference.

- **Hybrid work models a catalyst for innovation and inclusion**, International conference “Exploring the future of work adapting to technological, social,and Economic Transformations.” Organized by, Department of Commerce (PG),Kristu Jayanti College (Autonomous),Bengaluru -77 on 26/09/2024 & 27/09/2024
- **Ethical Commerce inspired by dynamic values**, National seminar on Integration of Traditional Indian knowledge system into modern higher education nep perspective (ICSSRIKS2024).” Organized by, IQAC Dr.N.G.P. Arts and Science College on 04/07/2024 & 05/07/2024.
- **Stepping the future of payment system :UPI 2.0** take the stage into “International Conference on Fintech: Digital Transformation of Financial Services (ICF 2023).” Organized by the Department of Commerce, BHARATHIAR UNIVERSITY, Coimbatore, on (14.09.2023 to 16.09.2023).
- **The Impact of AI on the future of Insurance** Organized by the Department International Business, Sri Ramakrishna college of Atrs and Science (Coimbatore)Coimbatore, in association with Coimbatore Insurance Institute on 05.07.2023.

- **Rural Women Empowerment through Skill development**, ICSSR sponsor National Conference Organized by the Department of Commerce CA, Nallamuthu gounder Magahlingam college, Pollachi, on 02.08.2023.
- **FINTech – Progression in various sector**, Organized by the Department of Commerce, Commerce(CA) & Commerce with e-Commerce, PSGR Krishnammal College for Women, Coimbatore, on 3rd April 2023.
- **Digital Transformation in Business & Commerce Trends, Challenges & Opportunities**, Organized by the Department of Commerce (PG), Kristu Jayanti College (Autonomous), Bengaluru -77 on 1st and 2nd March 2023.
- International conference on management in uncertain environment on presented article on “**A study on media influence of the parent attitude and buying behavior of children’s products**” yuvakshethra institute of management studies palakkad kerala. on 27/08/2020 to 28 /08/2020.
- National conference on **E-Banking Opportunities and challenges**, Sree Nehru Maha Vidyalaya college of Arts and science college, Coimbatore on 09-Sep-2019.
- **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 26th and 27-Feb-2016.
- **National Seminar on Recent Trends in Capital Market**, Nehru College Of Arts and Science 18-Sep-2009.
- **Impact of FDI in Indian Economy**, R.V.S College of Arts and Science, Coimbatore on 17–Oct- 2008.

Participation in Conference

National

- Teachers' Conference on "Empowering Educators" organised by ICSI Coimbatore Chapter Conducted on 29 November, 2024 at Coimbatore.
- 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 for women, Tiruppur 07-Mar-2020.

- International Seminar On Global Management Challenges, Nandha Engineering College Erode On 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, Gujarat on 13-04-2020 - 16-04-2020.
- Intellectual Property Rights, Sri Ramakrishna College of Arts and Science on 15th And 16th Nov-2017.
- Webinar on emerging India with Resilience and Perseverance Alagappa University 16.09.2020
- Entrepreneurial Fest, Sankara Institute Of, Management Science on 12th & 13th 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 on 5th & 6th Feb-2009.

Participation in Orientation Programme / Short Term Courses

- Training on counseling, IQAC, Sree Narayana Guru College Coimbatore on 29th & 30th Jun-2015.

Participation in Faculty Development Programme

- AICTE Training And Learning (ATAL) Academy Faculty Development Program On Sustainable Energy Solutions For Achieving The Sdgs: A Policy and Management Perspective At Sri Ramakrishna College Of Arts And Science From 18/11/2024 To 23/11/2024.
- One Week FDP Programme On “Empowering Education for Innovation -NEP A Perspective ” Organized by center for professional development Dr.N.G.P. Arts and Science College June 30th -4th July 2023.
- “Outcome Based Education” from 17th June – 21st June 2023 Organized by Center for Faculty Development- Dr.N.G.P.ASC
- Collaborative Research Practices in Modern Era, AMET University, Chennai, 13-02-2023 -21-02-2023(9 Days).
- “Development of Entrepreneurship and Innovation” from 29th May – 9th June 2023 in online mode Organized by Academy of Maritime Education and Training Deemed to be University, Chennai.
- Innovation” from 29th May – 9th June 2023 in online mode Organized by Academy of Maritime Education and Training Deemed to be University, Chennai.

- Association of Indian University & AMET University conduct Online FDP on “Collaborative Research Practices in modern Era” Feb 13th -21st 2023.
- Dr D Y Patil Institute of Management Studies (DYPIMS) in Association with National Research Development corporation (NRDC) Govt of India Online FDP on IPR for innovation and competitiveness in Academia. On 22-10-2021.
- NAAC & Rathinam college of Arts and science organized FDP on “Best practices and their success stories in Higher Education Institutions. 25-06-2021 to 26-06-2021
- Learning Programme on 7’R (Research) S.A College of Arts and Science on 20-07-2020 to 26 - 07- 2020
- Digital Teaching Techniques, ICT Acedemy Dr.N.G.P Arts and Science College, 03-08-2020 to 08 - 08- 2020
- Shipping & Logistics - A Refurbished Edge Organized by Government arts college Coimbatore 20-May-2020 to 22-May-2020.
- One Week Fdp Programme On “Quality Initiatives In Higher Education” jointly Organized by Dr.N.G.P. Arts and Science College with Sri Ramakrishna College of Arts and Science , Gobi Arts & Science College, Vellalar College For Women ,04-May-2020 to 10-May-2020.
- NAAC Revised Accreditation Framework and OBE Assessment Methodology, Dr.N.G.P. Arts and Science College on 27-May to 02–Jun-2019.
- F7DP On “Art of teaching”, Faculty development programme, IQAC, Sree Narayana Guru College Coimbatore from 4-Dec-2017 to 8-Dec-2017.
- Communicative English and Recent methodologies in Teaching Research proposal writing technique, Faculty development programme, IQAC Sree Narayana Guru College Coimbatore in association with Orenda social enterprise Bangalore,on 2-Jun-2017.
- Health is Wealth, Faculty development programme, IQAC, Sree Narayana Guru College Coimbatore On 15th&16th Jul-2015.
- Research proposal writing technique, Faculty development programme, IQAC, Sree Narayana Guru College Coimbatore On 14-Jul-2015.
- Faculty development programme, IQAC, Sree Narayana Guru College, Coimbatore On 31-Jan-2015.
- Faculty development programme,IQAC, Sree Narayana Guru College, Coimbatore On 16-Aug-2014.
- Faculty development programme, IQAC, Sree Narayana Guru College, Coimbatore On 22-Feb-2014.
- Faculty development programme, IQAC, Sree Narayana Guru College, Coimbatore on 30-Jul-2011.

Conference / Seminar / Workshop Organized

- Co-Ordinator in sectoral analysis on 26/02/2025 & 27/02/2025 Organized by department of Commerce with international Business at Dr.N.G.P.Arts and Science college, Coimbatore .
- Organizing Committee Member, Organizer in the National seminar on Integration of Traditional Indian knowledge system into modern higher education nep perspective (ICSSRIKS2024).” Organized by, IQAC (Dr.N.G.P. Arts and Science College on 04/07/2024 & 05/07/2024
- Co-Ordinator in sectoral analysis on 03/01/2024 Organized by department of Commerce with international Business at Dr.N.G.P.Arts and Science college, Coimbatore – 641048
- Organizing Committee Member, Organizer in the National Conference on Digital Transformation in Business : Opportunities & Challenges (DTBOC – 23) on 5thSeptember ,2023 Organized Faculty Commerce at By Dr.N.G.P.Arts and Science college, Coimbatore – 641048.
- Coordinator in IP Awareness Training program under National Intellectual Property Awareness Mission on February10,2023.
- Organizing Committee Member, Organizer in the National Conference on Rebuilding Global Business Environment (RGBE – 23) on 15th February,2023 Organized Faculty Commerce at By Dr.N.G.P.Arts and Science college, Coimbatore – 641048.
- Organizing Committee Member, Best Teachers Award Organized By IQAC, Sree Narayana Guru College On 27-Aug-2016.
- Organizing Committee Member, FDP Organized By IQAC, Sree Narayana Guru College

Member in BoS

- Member in Board of Studies – Department of Logistics, Sri G.V.G.Visalakshi College for Women , Udumalpet-642128

Expertise extended

- Act as a External Auditor Rathinam college of Arts and science coimbatore. on ” Academic audit 2025” on 07/02/2025 & 19.05.2025
- Act as a Chairperson & judge for Fiesta Competition, which will be held on 29-07-2024 GRD-CPF MHSS Coimbatore
- Act as a Expert member for Academic Lecture Audit at Rathinam College of Arts & Science, Coimbatore 20 / 03/2024.
- Act as a expert to scrutinize and certify the Question Banks prepared for the School of Commerce RVS COLLEGE OF ARTS & SCIENCE on 31 / 01/2024.

- Act as a Resource person KG College of Arts & Science. on "Awareness on Intellectual Property Rights" on 21/07/2023.
- Act as a Chairperson in International conference Organized by the Department of Commerce (PG), Kristu Jayanti College (Autonomous), Bengaluru -77 on 1st and 2nd March 2023.
- Act as a Resource person in Dr.N.G.P. Institute of technology Coimbatore 641048. on "cost sheet preparation" on 06.12.2022 .
- Act as a Resource person in Sri G.V.G.Visalakshi College for Women , Udumalpet-642128.on "Recent trends in Logistics" on 11.06.2021 .
- Act as a Resource person in DR.N.G.P.Arts and Science college Coimbatore . on "Positive thinking " on 11.11.2020.
- Editorial board member and Reviewer – International Journal of Business Marketing Finance analytics and management.
- Editorial board member and Reviewer – International Journal of Business Marketing Finance analytics and management.

Other Responsibilities

Name of the committee and cell	Nature of membership	Duration
IQAC - Sree Narayana Guru College	IQAC Member	2015-2018
IQAC - Dr.N.G.P.ASC	IQAC Member	Since – 2019
IPR - Dr.N.G.P.ASC	IPR Member	Since – 2019
The Center for Women Development	Member	Since – 2022

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
Indian Accounting Association - Membership	Yearly	2025-2026
International Peer reviewed Research journal & book publication	Life Member	Life Member
Global Professor Welfare Association Forums	Life Member	Life Member

Awards / Honors

Honors	Agency / Institute	Year of Award
Contribution towards preparation of self study Report (SSR) second cycle	Sree Narayana Guru College	2017

Research

☐ The proposal for fund under seed money from the institution (Dr. N.G.P. Arts and Science College) were allotted for the project titled Peoples & Perception on Smart City Development in Coimbatore City and it is ongoing

☐ TNCST project proposal submitted in the title, “Road Blocks in Adopting Sustainable Farming in Western Zone of Tamil Nadu- Farmers’ Perspective”).

Declaration

I hereby declare that the information furnished herein above is correct and true to the best of my knowledge.

Date:

Place: Coimbatore

Dr.T.VASUMATHI