

Name : Dr.S.Mohanraj
Designation : Associate Professor
Department : Commerce with International business
Qualification : MIB., M.Phil., MBA.,PGDEM.,Ph.D
Experience : Teaching: 14.8 Years Industry:6 Years Research: 14.8 Years
Area of Specialization(s) : Logistics, International Marketing
Email (Official ID) : mohanraj@drngpasc.ac.in



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
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

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
PGDEM	Export Management	Alagappa University,	2005

Research Guidance

Programme	No. of Scholars

	Completed	Pursuing
Ph. D.	-	-
M. Phil.	5	-

Other Publications: International / National Journals

- 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**, 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**, 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**, International journal of research in commerce , IT and management, 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

Presentations 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 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
- **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
- **A study on cargo handling and service marketing at major ports,** International conference on Recent Trends in commerce and business management college of arts and science, Salem, 26-jul-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-2017

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, 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
- 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- spr-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

- 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 and science college, Coimbatore, 27-May to 02-Jun-2019

Conference / Seminar / Workshop Organized

- Research in Higher Education Institutions, Sree Narayana Guru College, Palakkad Main Road, Coimbatore, 11-Aug-2021 - 19-Aug-2021(8 Days).
- 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, Motivational speech on traits and attitudes for multinational executives, NGM College, Pollachi, 17t-Oct- 2019.
- Invited Speaker, Motivational speech on Winners, PSG College of Arts and Science College, Coimbatore,12- Sept- 2019
- Invited Speaker, Motivational lecture on Attitude Building, Hindustan college of Arts and Science, Coimbatore, 06Sept- 2019
- Invited Speaker, Motivational talk at the event of 150th birthday celebrations of Mahatma Gandhi at 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

Member in BoS

- Board International Business, Government Arts College, Coimbatore, Since 2018
- Academic Auditor ,Board of studies in department of International Business, NGM College,Pollachi,18-Feb-2017
- Board of International Business, Kongunadu arts and Science College, Coimbatore, since 2015

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
Coimbatore Management Association	Yearly	-