

**Name** : Dr. T. Vasumathi  
**Designation** : Associate Professor  
**Department** : International Business  
**Qualification** : M.Com (IB)., MBA., Ph.D.  
**Experience** : Teaching: 14 Years      Research: 12 Years  
**Area of Specialization(s)** : **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 Secretaryship	Dr. N.G.P. Arts and Science College, Coimbatore	2006

### Research Publications (Indexed)

#### International

- 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.

#### **Presentations in Conference.**

- 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 26<sup>th</sup> 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

- **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 15<sup>th</sup> And 16<sup>th</sup> Nov-2017.
- Webinar on emerging India with Resilience and Perseverance Alagappa University 16.09.2020
- **Entrepreneurial Fest**, Sankara Institute Of, Management Science on 12<sup>th</sup>&13<sup>th</sup> 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 5<sup>th</sup>&6<sup>th</sup> Feb-2009.

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

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

#### Participation in Faculty Development Programme

- **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.
- **FDP 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 15<sup>th</sup>&16<sup>th</sup> 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

- **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 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.

### 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

### Awards / Honors

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

