

Faculty Profile of Dr. K. Malar Mathi



Dr. K. Malar Mathi

Professor

**Bharathiar School of Management and Entrepreneur
Development(BSMED)**

Email:malarmathi@buc.edu.in

Phone No:0422-2428272

Mobile No:9486805197

Research Area

- Marketing Management
- Agri Business Management
- Entrepreneur Development

Education & Career

Education

Ph. D.

Subject : Business Administration

Institution : Allahabad Agricultural Institute-Deemed University

Affiliated University : Allahabad Agricultural Institute-Deemed University

Year of Award : 2006

M.B.A.

Subject : Marketing

Institution : University of Madras

Affiliated University : University of Madras

Year of Award : 2000

M. Sc., (Agri)

Subject: Agronomy

Institution : Allahabad University

Affiliated University : Allahabad University

Year of Award : 1998

B. Sc.,(Agri)

Subject: Agriculture

Institution: Agra University

Affiliated University: Agra University

Year of Award: 1996

Career**At Bharathiar University (Reverse Order)**

Professor : 29-Jan-2013 to Till Date

Associate Professor : 29-Jan-2011 to 28-Jan-2013

Reader : 29-Jan-2008 to 28-Jan-2011

Past Experience

Assistant Professor(Department of Management Studies) : May 2002 to Jan 2008 at Allahabad Agricultural Institute- Deemed University

Awards

Academic awards

Awarding agency: NFED

Country: India

Purpose of award: Senior Women Educator and Scholar Award

Year of Award: 2016

Membership

Visits

Sl.No. : 1

Country Visited : Thailand

Duration of Visit : 5 days

Month and Year : 11th – 15th November 2016.

Purpose of Visit : Research Paper Presentation

Sl.No. : 2

Country Visited : Muscat

Duration of Visit : 2 days

Month and Year : 19th and 20th March 2018.

Purpose of Visit : Research Paper Presentation

Sl.No. : 3

Country Visited : Srilanka

Duration of Visit : 2 days

Month and Year : 17th -18th Oct. 2019

Purpose of Visit : Research Paper Presentation

Collaborators

Others

Projects

Funded Projects

- [Ongoing](#)
- [Completed](#)

1. UGC

Title of the project : Capacity Building And Skill Development Of Tribals In The Nilgiris District Of Tamil Nadu

Funding Agency : UGC sponsored Major Research Project

Amount : Rs. **6,11,200/-**

Duration : **Duration: 1.2.2010 to 1.2 2012.**

Consultancy project

Research Guidance

- [Post-Doc](#)
- [Ph.D.](#)
- [M.Phil.](#)
- [M.Sc.,](#)

ONGOING

S.Bhuvenshwari

Title of Thesis :Customer Experience in Theme Parks

Year of Award:

Status: Ongoing

Ravi Varma

Title of Thesis:E-Waste Management

Year of Award:

Status: Ongoing

Karthick.K

Title of Thesis:Customer Experience in Beverage Industry

Year of Award:

Status: Ongoing

Karthikeyan.R

Title of Thesis :Total Quality Management

Year of Award:

Status: Ongoing

AWARDED

LAVANYA

Title of Thesis :Organisation Commitment

Year of Award:2010

Status: Completed

Senthil Nathan

Title of Thesis :Green Marketing

Year of Award:2015

Status: Completed

Suyam Prabha

Title of Thesis :Investment Pattern

Year of Award:2015

Status: Completed

G.Malathi

Title of Thesis :Job Attrition

Year of Award:2015

Status: Completed

S.Sarawathi

Title of Thesis :Rural Marketing

Year of Award:2015

Status: Completed

S.Chidambaranathan

Title of Thesis :Small and medium scale Industries

Year of Award:2015

Status: Completed

Arthi

Title of Thesis :Consumption Pattern

Year of Award:2017

Status: Completed

Latha

Title of Thesis :Effectiveness of MOOC

Year of Award:2019

Status: Completed

Kungumapriya

Title of Thesis :Relationship Marketing

Year of Award:2019

Status: Completed

Stanley Vincent

Title of Thesis :Customer Experience

Year of Award: 2019

Status: Completed

B.Krishnamurthy

Title of Thesis :Social Entrepreneurship

Year of Award:2019

Status: Completed

Ongoing

Completed

S.Pandeeshwari

Title of Thesis :Perception of consumer

Year of Award:2009

Status: Completed

Jancy

Title of Thesis : Consumer Behaviour

Year of Award:2009

Status: Completed

Antony Kerlin Vinoliya

Title of Thesis :Wind Mill in Pollachi

Year of Award:2010

Status: Completed

S.Dhandapani

Title of Thesis :Customer Relationship Management

Year of Award:2012

Status: Completed

S. Subbulakshmi

Title of Thesis :Investment Pattern among Teaching Faculty

Year of Award:2014

Status: Completed

S.Bhuvenshwari

Title of Thesis :Online consumer Behaviour

Year of Award:2015

Status: Completed

Reginold John

Title of Thesis :Work Environment Commitment

Year of Award:2017

Status: Completed

Research Publication

- [International](#)

- [National](#)
- [Patents](#)
- [Conferences](#)
- [Books/Chapters](#)
- [Databases](#)

2021

2020

56. Determinants of customer Experience and its impact on customer Loyalty towards Theme parks

Mathi. K.M., and Bhuvaneswari.S

Journal of XIAN UNIVERSITY OF ARCHITECTURE & TECHNOLOGY XII, 808-827 (2020)

2019 - 2004

55. Customer engagement and its influences on customer satisfaction

Mathi.K.M. and Vincent.S

International Journal of Management, IT and Engineering 9, 38-41 (2019)

54. Customer engagement on store loyalty

Mathi. K. M. and Vincent .S

International Journal of Research VIII, 3277-3291 (2019)

53. Customer Experience and its influence on Behaviour Intention

Mathi.K.M. and Vincent .S

International Journal of Advance and innovative Research 6, 164-171 (2019)

52. Construction and Validation of Course design Instrument with reference to Massive open online courses

Mathi.K.M. and A.Latha

International Journal of Scientific Research and Review, 7, 282 – 289 (2018)

51. What are the Motives of Consumers enrolling and Providers offering Massive Open Online Courses?

Synthesis of Literature review

Mathi.K.M. and A.Latha

International Journal of Scientific Research and Review 7, 277 – 281

(2018)

50. The Impact Of Service Quality, Perceived Value, Customer Satisfaction in Calculative Commitment

and Customer Loyalty Chain in Indian Mobile Telephone Sector

Mathi.K.M. and Kungumapriya.A.

IOS-JBM., Vol.20, Issue 5, Ver 6, May -2018

49. The Role of Service Quality, Perceived Value and Trust on Calculative Commitment and Loyalty

Intention

Mathi.K.M. and Kungumapriya.A.

Chinese Business Review., Vol 17, No.6 June., ISSN 1537-1506 (2018)

48. Examining the effect of affective experiential state with affective loyalty with special reference to

theme park Chennai city in India

Mathi.K.M. and Bhuvaneshwari.S.

International Journal of Academic Research and Development 3, 199-205

(2018)

47. Drivers Of Trust and Its Effect On Behavioural Loyalty in Indian Telecommunication Industry

Mathi.K.M. and Kungumapriya.A.

International Journal Of Scientific Progress and Research , Issue 126, Vol

43, Number 01,

ISSN: 2349-4689. (2018)

46. The Effect of Perceived Usefulness on The Calculative Commitment and The Comprehensive Model of

Loyalty in Indian Telecommunication Industry

Mathi.K.M. and Kungumapriya. A.

International Journal Of Creative Research Thoughts, Vol 6 Issue 1 ISSN

2320-2882 (2018)

45. Achieving Customer Loyalty through Service Value in Indian Mobile Telephone Sector

Mathi.K.M. and Kungumapriya. A.

International Journal of Innovative Research Explorer, Vol 5, Issue 1, ISSN No. 2347-6060 (2018)

44. Effect Of Service Quality And Customer Satisfaction On Customer Loyalty Of Cellular Network Service

Providers In Indian Market

Mathi.K.M. and Kungumapriya. A.

International Journal of Advance and Innovative Research., Vol 5, Issue3 (!): (2018)

43. Understanding Customer Loyalty of Mobile Phone Users in Indian Telecommunication Industry:

A review of Empirical Evidences

Mathi.K.M. and Kungumapriya. A.

International Journal of Research In Management and Social Science., Vol 6, Issue 1 (I),
ISSN 2322-0899, (2018)

42. Factors for sustainable growth

Mathi.K.M.and Ammani Ammal.

International Journal of Consumers and Management Research 4, 36-39 (2018)

41. Achieving Customer Loyalty through Service Value in Indian Mobile Telephone Sector

Mathi.K.M. and Kungumapriya. A.

International Journal of Innovative Research Explorer. Issue 1, Vol 5. Jan, ISSN No. 2347-6060 (2018)

40. Consumer behavior and post purchase cognitive dissonance of women with respect to their outfits in

Tamil Nadu

Mathi. K. M. and Arthi.D.

International Journal of Business Management, Vol 4 No.4 Jan-Mar ISSN No. 2358-2743 (2017)

39. Attitude of working women professional towards online shopping
Mathi. K. M. and Bhuvaneshwari.S.
International Journal of Research in Management and Social Science 5,
56-65 (2017)
38. Assessing the factors influencing cognitive engagement with referecnce
to massive open online
courses
Mathi. K. M. and A.Latha
International Journal of Contemporary Management: Theory and
Practices. ISSN 2395-4728 (2016)
37. Influence of consumption perspective on post purchase dissonance
Mathi. K. M. and Arthi.D.
International Journal of Applied Research, 2, 113-119 (2016)
36. Employee satisfaction in small and medium enterprises in Coimbatore
district
Mathi. K. M., Chidambaranathan.S
Global Journal For Research and Analysis, An International Journal, 30-31
(2016)
35. Challenges in Employee Retention Faced by Smes During Technology
Adoption in Coimbatore District
Mathi.K.M. and Chidambaranathan.S
An International Journal Paripex-Indian Journal of Research, 55-57 (2016)
34. Factors Influencing Successful Completion of Massive Open Online
Courses: A Synthesis of
Literature
Mathi. K. M. and A.Latha
Global Journal for Research Analysis, Vol 5 Issue 1 ISSN 2277-8160.
(2016)
33. Interaction effect of age and type of family on apparel's post purchase
dissonance of working women
Mathi. K. M. and Arthi.D.
BEST: International Journal of Management, Information Technology and
Engineering (BEST: IJMITE)
4, 19-24 (2016)

32. Impact of financial situation on the households investment decisions- A study on investment decision making behavior
Mathi. K. M. and Suyam Prabha.
AIJBSR, Vol 7, Issue1, ISSN: 0975-749X (2015)
31. Utilitarian, conspicuous and hedonic factors affecting mobile consumer behavior in Coimbatore city
Mathi. K. M. and Arthi.D.
GE-International Journal of Management Research Vol-3, Issue-1 (2015)
30. An empirical study to determine the most preferred investment avenue and factors influencing the investment preference among retail investors
Mathi.K.M. and Suyam Prabha
International Journal of Research in Management and Social Science Vol. 2, Issue 2 (III)
ISSN 2322-0899 (2014)
29. Behavioral Finance-A study on association between internal factors of individuals and their investment decision making process
Mathi. K. M. and Suyam Prabha
SDIMT- Management Review: Vol 2, Issue 1 Aug 2014. ISSN 2320-5814 (2014)
28. Status seeking female professional and their post purchase dissonance regarding outfits with reference to Coimbatore city
Mathi. K. M. and Arthi.D.
Indian Journal of Applied Research. ISSN no. 2249-555X. (2014)
27. Review of Literature on Investment Behavior of Rural Investors
Mathi.K.M., Kugumapriya
International Journal of Science and Research (IJSR), ISSN (Online): 2319-7064 (2014)
26. Attitudes of undergraduate students towards entrepreneurship as a career choice in Oman
Mathi. K. M. and Ammani Ammal.

Journal of international academic research for multidisciplinary, ISSN:
2320-5083, Vol. 2,
issue 6 (2014)

25. Role relaxed and status seeking attitude of consumers with reference to
four wheeler owners in

Coimbatore city, Tamil Nadu

Mathi. K. M. and Arthi.D.

ZENITH International Journal of Multidisciplinary Research, Vol.4 (1) ISSN
2231-5780 (2014)

24. Investment pattern and the factors influencing the investment
preference among different age groups

Mathi. K. M. and Suyam Prabha

International Journal of Research in Management & Social Science., Vol 2,
Issue 2 (III),
ISSN (Online): 2319-7064 (2014)

23. Role relaxed and status seeking attitude of consumers with reference to
four wheeler owners in

Coimbatore city, Tamil Nadu

Mathi. K. M. and Arthi.D.

ZENITH International Journal of Multidisciplinary Research Vol.4 (1), ISSN
2231-5780 (2014)

22. A review and a conceptual framework of role relaxed and status seeking
behaviour consumer
behaviour

Mathi. K. M. and Arthi.D.

Asia Pacific Journal of marketing and management review Vol.3 (1), ISSN
2319-2836 (2013)

21. Status seeking consumers with reference to four wheeler owners in
Coimbatore city

Mathi. K. M. and Arthi.D.

IMPACT: International Journal of Research in Business Management 1, 23-
30 (2013)

20. A study on purchasers of natural products for possibility of green
marketing in Trichy and Chennai city

Mathi. K. M. and Nathan .S

International Journal of Marketing and Technology 3, Issue 10, ISSN:
2249-1058 (2013)

19. A study on Non-purchasers of natural products and their product
expectations for green marketing in

Chennai and Trichy cities

Mathi. K. M. and Nathan .S

International Journal of sales and marketing management 2, 1-10 (2013)

18. HR Practices in IT sector- An overview

Mathi. K. M. and Malathi

International Journal of Advanced Research in management and social
sciences 2, 139-146 (2013)

17. A study on factors influencing rural consumer buying behavior towards
durable goods in Erode district

Mathi. K. M. and Sarawathi. C

Asia Pacific Journal of Research 1, 53-60 (2013)

16. Employer and employee perception on job attrition in IT industry: A gap
analysis

Mathi. K.M. and Malathi

International Journal of Exclusive Management Research vol-3, Issue 1,
ISSN 2249-8672 (2013)

15. Changing lifestyle and its impact on the purchase behavior among the
rural customers

Mathi. K.M. and Sarawathi. C

International Journal of Exclusive Management Research, vol-3 Issue 1 ,
ISSN 2249-8672 (2013)

14. A study on the factors influencing rate of attrition in BPO industry across
the demographic profile in

Coimbatore district of Tamil Nadu

Mathi. K.M. and Pandeeshwari. G

International Journal of emerging Business Issues, 1 Issue 3 ISSN 0975-
8925 (2013)

13. Employer and Employee Perception on Job Attrition in IT Industry: A Gap Analysis
Mathi. K.M. and Malathi. G
IJEMR, 3 Issue 3 - Online - ISSN 2249-2585 - Print - ISSN 2249-8672
(2013)
12. Rural consumer buying behavior towards consumer durable goods in Erode district
Mathi. K.M. and Sarawathi. C
International Journal of Functional Management (ISSN 2319 - 1406) Vol 3 Issue 2 (2013)
11. A study on evaluate the changing lifestyle and its impact on the purchase behavior among the rural customers
Mathi. K.M. and Sarawathi. C
IJEMR 3, 1-21 (2013)
10. A study on consumer buying behavior towards Hero moto corp in Erode
Mathi. K.M. and Sarawathi. C
Global J. of Arts & Mgmt.: Rising Research Journal Publication 3, 23-28
(2013)
9. Analysis of employee attrition in Coimbatore region it Companies
Mathi. K.M. and Malathi. G
Global J. of Arts & Mgmt.: Rising Research Journal Publication 3, 18-22
(2013)
8. An Insight into the windmill industry with special reference to Coimbatore and Tirupur district
Kerlin and Mathi. K.M
Asian Journal of Multidimensional Research 2, 33-45 (2013)
7. A Study on Retailer Influence on Rural Consumer of Coimbatore District
Mathi. K.M. and Prialatha.
South Asian Journal of Marketing and Management Research 2, 37-48
(2012)
6. A study on consumer preference of natural personal care products in Chennai Region for adopting

green marketing

Mathi. K.M. and Nathan. S

International Journal of Sales and Marketing Management Research and Development 2, 17-33 (2012)

5. A study on the management action profile of tribals in the Nilgiris District of Tamil Nadu

Mathi. K.M., Raj.A., and Paul. E.R.

International Journal of Research in Computer Applications and Management 1, 91-93 (2011)

4. A study on factors influencing rural consumer behavior towards personal care products in Coimbatore district

Mathi. K.M and Priyalatha

International Journal of Research in Commerce and Management 2, 52-57 (2011)

3. A study on the job satisfaction in bannari amman sugars ltd., Sathyamanagalam

Mathi. K.M and Sarawathi .C

JM International Journal of HR Review I, 502-505 (2011)

2. A study on women attitude towards self help group with special references to Coimbatore district

Mathi. K.M. and Malathi. G

JM International Journal of Management Research I, 592-607 (2011)

1. Assessment of decision making skills among the tribal's in the Nilgiris District of Tamil Nadu

Mathi. K.M., Raj.A., and Paul. E.R.

International Journal of Current Research 3, 252-255 (2011)

Title : Effect of different methods and doses of phosphorus on the performance of green gram

Name of the Authors : Mathi,K.M; Abraham.T (2003).

Journal Name : Agriculture Science Digest 23(4): 239-242.

Title : Scope of Agribusiness in India

Name of the Authors : Mathi,KM (2004)

Journal Name : *Indian Farmers Digest*, 24(5):42-44.

Title : Rural bound- what lies in untrapped market

Name of the Authors : Mathi,K.M (2004)

Journal Name : *Agriculture Today*,VII(9):11-13.

Title : Book Review Article on Total Career Management

Name of the Authors : Mathi,K.M (2006).

Journal Name : *SCOUR*. Vol I: 90.

Title : A study on the distribution system of Guava in Allahabad District of Uttar Pradesh

Name of the Authors : Mathi,K.M ;Pandey.A.P. (2007).

Journal Name : *The Allahabad Farmer* LXII (2): 28-33.

Title : Mathi,K.M; Rajan.E.P.(2007).

Name of the Authors : Tourism in India – A versatile sector

Journal Name : *Agriculture Today*.Vol X No.07 pg.57-59.

Title : An economic evaluation of Guava processing units in Allahabad district of Uttar Pradesh

Name of the Authors : Mathi,K.M.,Pandey,A.P. (2007)

Journal Name : Mathi,K.M.,Pandey,A.P. (2007)

Title : An economic evaluation of Guava processing units in Allahabad district of Uttar Pradesh

Name of the Authors : Mathi,K.M.,Pandey,A.P. (2007)

Journal Name : *Agriculture Marketing* Vol. No.2:21-25.

Title : A study on the marketing of processed guava in Allahabad district of Uttar Pradesh

Name of the Authors : Mathi,K..M; Pandey.A.P.(2008).

Journal Name : *ICFAI Journal of Agriculture Economics*, Vol, No. 1, pp. 7-23, January 2008.

Title : A study on the marketing management of guava in Allahabad district of Uttat Pradesh

Name of the Authors : Mathi.K.M; Pandey .A.P.(2008)

Journal Name : *Rai Management, Journal*, Vol 5, pg 4-10.

Title : A study on the perception and attitude of entrepreneurs in Coimbatore district of Tamil nadu

Name of the Authors : Mathi.K.M;Sumathi.K.(2009)

Journal Name : Journal of contemporary management. RVS Journal of Management. Vol 1. No..1 . pp 42-47.

Title : Strategic value addition in knowledge management

Name of the Authors : *Mathi.K.M.,Rajan.E.P(2010)*

Journal Name : Synergy. Vol 8.No.1. January pp. 42-54.

Title : Branding for an international market

Name of the Authors : Mathi.K.M.,Prialatha.P (2011)

Journal Name : *Synergy, Vol.9, No.1, January , 2011.pp 75-87*

Title : A study on consumer preference for two wheelers among rural consumers of Coimbatore district

Name of the Authors : Mathi.K.M., Prialatha.p (2011)

Journal Name : *GIM Journal.* Jan- June. Vol. 7, No.1.pp55-63.

Title : Analysis of the organizational commitment among nurses in Coimbatore district, India

Name of the Authors : Mathi.K.M., Lavanya.M, (2011)

Journal Name : *Nehru Journal of Management and Research*, Issue 3, Vol 1June pp76-77

Title : Impact of organizational climate on job stress for faculties working in the Engineering colleges of Coimbatore district of Tamil Nadu..

Name of the Authors : *Mathi.K.M.,Rajan.E.P(2011)*

Journal Name : *Journal of Commerce and Management*, September .pp 32-40 Vol.1.Issue 2

Title : A Study on the retailer influence on rural consumers of Coimbatore district

Name of the Authors : Mathi.K.M, Prialatha.I (2012)

Journal Name : *SAJMMR* Vol. 2, Issue 6 June,pp 37-48

Title : Word of mouth: The key to unlock hinterland

Name of the Authors : Mathi.K.M, Prialatha.I (2012)

Journal Name : Volume 2, pp 81-95. April- June.pp 81-95

Title : Personal and Home care Products for green marketing

Name of the Authors : Mathi.K.M., Senthil.N.C., (2013)

Journal Name : *Extension and Development*, Vol-1, January, pp28-31

Title : Personal and Home care Products for green marketing

Name of the Authors : Mathi.K.M., Senthil.N.C., (2013)

Journal Name : *Journal of Research, Extension and Development*, Vol-1, January, pp28-31

Title : A study of bottlenecks pertaining to rural marketing

Name of the Authors : Mathi.K.M., Prialatha.P.(2013)

Journal Name : *The Journal of Indian Management and strategy*", Volume 18, Issue 3 July-Sept., 2013. ISSN No. 0973-9335.

Title : Path Analysis to demonstrate the relationship between different dimensions of Regular Investment and Investment satisfaction using Visual PLS

Name of the Authors : Mathi.K.M., Suyam Prabha,(2014)

Journal Name : *RVIM Journal of Management Research*,2014Vol.6 Issue1 ISSN 0974-6722

Title : Determinants of households decisions influence of cultural and demographic factors on investment decision making-n An empirical study among salaried investors

Name of the Authors : Mathi.K.M., Suyam Prabha.,(2014)

Journal Name : *SUGYAAN.*, Jan-June-2014. Vol VI, Issue II, ISSN -0975-4032.

Title : Rise with Green" " Sacred Heart Journal of Science and Humanities

Name of the Authors : MathiK.M., Stanley Vincent.,(2014)

Journal Name : Vol.6. pp 111-115. ISSN 2277-6613

Title : Decision making behavior study on factors encouraging individual investor for investment

Name of the Authors : Mathi.K.M., Suyam Prabha., (2015)

Journal Name : Vo. 4, Issue1, January 2015. ISSN 2277-08098

Title : *Impact of family and financial position on the households investment decisions*

Name of the Authors : Mathi.K.M., Suyam Prabha.,(2015)

Journal Name : *PRERANA- Journal of Management Thought and Practice* . Vol.7Issue 1 ISSN 0974-908X.

Title : A study on Investment Behavior and the factors encouraging the Investment Decisions of Individual Investors

Name of the Authors : Mathi.K.M., Suyam Prabha.,(2015)

Journal Name : The IASMS Journal of Business Spectrum. January Vol.VII
Number 1. ISSN 0974-8016.

Title : Recent Trends in Green Marketing“ *Sacred Heart Journal of Science and Humanities*

Name of the Authors : Mathi.K.M. Stanley Vincent., (2014)

Journal Name : Vol.7. pp 24-30. ISSN 2277-6613.

Title : Examining the influence of course learning resources on learner engagement with special reference to massive open online courses.,

Name of the Authors : Mathi. K.M., Latha.A (2016)

Journal Name : *Intercontinental Journal of Marketing Research Review.*, Vol. 4. Issue 3, ISSN: 2321-0346., IF 1.590,

Tab 3 Content

Tab 4 Content

Tab 5 Content

Tab 6 Content

Alumini Reflections: