



Bharathiar University

State University | "A++" Grade by NAAC | 26th Rank in MoE-NIRF
Maruthamalai Road, Coimbatore, Tamil Nadu - 641 046.

Dr K MALAR MATHI Professor Bharathiar School of Management and Entrepreneur Development(BSMED) Bharathiar University Coimbatore, 641046 Tamil Nadu E-mail: malarmathi@buc.edu.in Phone: 9486805197 Office Number: 0422-2428272	
Research Area <ul style="list-style-type: none">• Marketing Management• Agri Business Management• Entrepreneur Development	Courses Teaching <ul style="list-style-type: none">• Marketing Management• Corporate Communication• Customer Relationship Management• Brand Management
Research Experience: 21	Teaching Experience: 21
Research Credentials (as on July 2024 – Source: Google scholar) H-index: 6 Citations: 116 i10-index: 4	
Publications International Journals: 68 National Journals: 37 Conferences: 52 Books/Chapters: 18	
Career At Bharathiar University 1. Designation : Professor Period : January 2013 - Till Date 2. Designation : Associate Professor Period : January 2011 - January 2013 3. Designation : Reader Period : January 2008 - January 2011 Other Institutes 1. Designation : Assistant Professor Institution Name : Department of Management Studies,Allahabad Agricultural Institute- Deemed University Period : May 2002 - January 2008	
Education Ph. D. Subject : 52 Institution : Allahabad Agricultural Institute–Deemed University Affiliated University : Allahabad Agricultural Institute–Deemed University Year of Award : June 2006 Agriculture Subject : 55 Institution : Agra University Affiliated University : Agra University Year of Award : April 1996	



Projects National Level Ongoing - 1 completed - 1	Research Guidance Completed Ph.D. - 1
Institutional Responsibilities Warden Period :Jul 2014 to Till date Nature of Responsibility :warden of Kasturibhai Ladies Hostel Warden Period :Mar 2021 to Till date Nature of Responsibility :Warden of Periyar Ladies Hostel Dean of Research Period :May 2023 to Till date Nature of Responsibility :Research related activities and Ethical Grievances and Redressal Committee Convenor	
Visits 1. Research Paper Presentation at Thailand (2016-11-15 - 2016-11-11) 2. Research Paper Presentation at Muscat, Oman (2018-03-19 - 2018-03-20) 3. Research Paper Presentation at Sri Lanka (2019-10-17 - 2019-10-17)	
Publications International Journals - 68 68. The need for consumer literacy education among children in India International Journal of Scientific Research in Engineering and Management, 08(06), 1–5. https://doi.org/10.55041/ijrsrem36198 (June 2024) Bennet, B., & Mathi, K. M. (2024). 67. Review of Literature on Investment Behavior of Rural Investors International Journal of Science and Research (IJSR), ISSN (Online): 2319-7064 Impact Factor: 3.358 (January 2024) Mathi.K.M., Kugumapriya .(2014) 66. Drivers of repurchase intention for organic and natural cosmetics in India Asian Journal of Management and Commerce, Vol.05, Issue 1, Part I, pg no 709-715, DOI- https://doi.org/10.22271/27084515.2024.v5.i1i.320 E-ISSN:2708-4523.66. (January 2024) . Krishnan, M., Radhakrishnan, K. (2024). 65. Exploring e-waste recycling behaviour intention among the households Evidence from India. Cleaner Materials, 100174. Scopus Indexed. (January 2023) Vijayan, R. V., Krishnan, M. M., Parayitam, S., Duraisami, S. P. A., & Rathnaraj, N. (2023). 64. Examining the households e-waste recycling intention: Application of theory of planned behavior International journal of creative research thoughts(IJCRT), Vol.10, Issue 12, Dec-2022,ISSN : 2320-2882. (December 2022) Ravi Varma V & K. Malar Mathi (2022) 63. Predictors of E-waste recycling intention among household's residents: The role of environmental awareness, environmental knowledge, and personal norms International journal of business, management and allied sciences (IJBMAS), Vol.9, Issue 04, Oct-Dec, ISSN 2349-4638. (October 2022) Ravi Varma V & K. Malar Mathi (2022) 62. A study on consumer behaviour towards private label brands: SA special approach on apparel purchase Journal of Oriental Institute, Vol.71, Issue 02, No.2, April- June, ISSN 0030-5324 , UGC Care Journal. (April 2022) B.Selvakumar & K. Malar Mathi (2022)	



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Ravi Varma V & K. Malar Mathi (2021)

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54. Customer Experience and its influence on Behaviour Intention

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

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52. Examining the effect of affective experiential state with affective loyalty with special reference to theme park Chennai city in India

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Impact Factor: RJIF 5.22, UGC Approved Journal No. 48808 (March 2018)
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40. Consumer behavior and post purchase cognitive dissonance of women with respect to their outfits in Tamil Nadu

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BEST: International Journal of Management, Information Technology and Engineering (BEST: IJMITE) ISSN (P): 2348-0513, ISSN (E): 2454-471X, Vol. 4, Issue 1, Jan 2016, 19-24, Impact Factor (JCC): 0.9458 (January 2016)
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Global Journal for Research Analysis, Vol 5 Issue 1 ISSN 2277-8160. IF: 3.1218. (January 2016)
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35. Challenges in Employee Retention Faced by Smes During Technology Adoption in Coimbatore District

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27. Role relaxed and status seeking attitude of consumers with reference to four wheeler owners in Coimbatore city, Tamil Nadu

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Journal of international academic research for multidisciplinary, Impact factor 1.393, ISSN: 2320-5083, volume 2, issue 6, July 2014 (January 2014)

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19. Employer and Employee Perception on Job Attrition in IT Industry: A Gap Analysis

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

", Asia Pacific Journal of Research, ISSN-2320-5504 Vol:1, Issue 4 Pages 53-60. (January 2013)

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14. HR Practices in IT sector- An overview

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13. A study on Non-purchasers of natural products and their product expectations for green marketing in Chennai and Trichy cities

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

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

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

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9. Role relaxed and status seeking attitude of consumers with reference to four wheeler owners in Coimbatore city, Tamil Nadu

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8. A Study on Retailer Influence on Rural Consumer of Coimbatore District

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7. A study on consumer preference of natural personal care products in Chennai Region for adopting green marketing

International Journal of Sales and Marketing Management Research and Development" Volume 2 Issue 2 pp17-33 June. (June 2012)
Mathi.K.M.,Nathan .S (2012)

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

JM International Journal of Management Research. Vol.I. Issue 6, September.pp592-607 (September 2011)
Mathi.K.M.,Malathi.G(2011)

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

International Journal of Research in Computer Applications and Management Volume 1, issue 8, pp 91-93 (July 2011)
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4. A study on the job satisfaction in bannari amman sugars ltd., Sathyamanagalam

JM International Journal of HR Review. Vol.I. Issue 3, June.pp 502-505. (June 2011)
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3. A study on factors influencing rural consumer behavior towards personal care products in Coimbatore district

International Journal of Research in Commerce and Management, Volume 2.Issue 9, September.pp 52-57 (June 2011)
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2. Assessment of decision making skills among the tribal's in the Nilgiris District of Tamil Nadu

". ,International Journal of Current Research" Vol.3, Issue 7,pp252-255,July. (January 2011)
Mathi.K.M., Raj.A.,Paul.E.R.(2011)

1. Rural Marketing

International conference on Indigenous Management Practices, Annamalai University July 16-18. (July 2009)
Saraswati.C and Mathi.K.M.(2009)

Conferences - 52

52. The Role of Family as a Socialisation Agent in Enhancing Consumer Literacy Knowledge Among Children

Management Education and Research Colloquium (MERC) Conference 2024, Indian Institute of Management Kashipur, 31st May - 2nd June, 2024. (May 2024)
Benison, B., & Malar Mathi, K. (2024).

51. Do consumer literacy knowledge matters among children? A need to cultivate sustainable consumption habit

17th North American Society for Marketing Education in India (NASMEI) Conference 2023 - An International Marketing Conference in India, Chennai, 18?? - 19?? December, 2023. (December 2023)
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50. Attributes of Influencers in a social media context – A Conceptual framework

International Conference on Digital Transformation: Navigating the New Frontier, School of Management, Mount Carmel College(Autonomous), Bangalore 13th October 2023. (October 2023)
Malar Mathi Krishnan and Kanipriya R

49. Attributes of influencers in a social media context- A conceptual framework

International conference on "Digital Transformation: Navigating the New Frontier" held at Mount Carmel College, Bengaluru on 13th October, 2023. (January 2023)
8. Malar Mathi K, Kanipriya R.,(2023))

48. Green consumer segmentation for sustainable consumption-the young consumer perspective

25th Annual Convention of the Strategic Management Forum, held at Indian Institute of Management Tiruchirappalli, December 18-20,2023. (January 2023)
9. Malar Mathi K, Kanipriya R., (2023))



47. Green consumer segmentation for sustainable consumption pattern

BOTHU UNIVERSITY International Research Conference – CONFERENCE THEME: BEYOND THE HORIZON: REIMAGINING A SUSTAINABLE FUTURE on November 25,2022, Bothu University, Bostwana, South Africa.(Online) (November 2022)

Malar Mathi Krishnan, Manimekalan. A, Kanipriya R

46. Customer Satisfaction of SMEs

Majan International Conference 2018 Held at Majan College University College, Muscat, Oman. 19th -20th March 2018. (March 2018)

Mathi.K

45. Examining the Effect of Cognitive Experiential State with Cognitive Loyalty with Special Reference to

Theme Park In Chennai

5S- Strategy, System and Service for Sustainability and Scalability of Business on 23rd and 24th March 2018 held in School of Management, Pondicherry University, Pondicherry. (March 2018)

Malar Mathi.K

44. Effect of Service Quality and Customer Satisfaction on Customer Loyalty of Cellular Network Service

Providers In Indian Market

International Conference on Recent Trends and Developments In Management, Technology and Social Sciences, Guwahati 30th January 2018. (January 2018)

Malar Mathi.K

43. Role of consumer background and motivation on academic learning : An exploratory study on MOOC

Fifth International conference on contemporary issues in Agriculture, Engineering, Management, Information Technology and life sciences, held at Sri Lanka. 11 – 15th May 2017. (May 2017)

7. Malar Mathi.K, Latha.A., (2017))

42. Role of consumer background and motivation on academic learning : An exploratory study on MOOC

Fifth International conference on contemporary issues in Agriculture, Engineering, Management, Information Technology and life sciences, held at Sri Lanka. 11 – 15th May 2017. (May 2017)

Malar Mathi.K, Latha.A.,

41. Exploring Customer Centric Issues in MOOC

Case Conference 2017- A Symposium on Business Case Studies. 7th April, 2017 Loyola Institute of Business Administration, Chennai. (April 2017)

Malar Mathi.K., Latha.A

40. Confirmatory factor analysis for consumption perspectives and post purchase dissonance

ICSSR Sponsored National Conference on Marketing in an interconnected world: Trends, opportunities and challenges., March 17,2017. GRG School of Management Studies, Peelamedu, Coimbatore. (March 2017)

Mathi.K.M., (2017)

39. Exploring Customer Centric Issues in MOOC

Case Conference 2017- A symposium on Business Case Studies. By KCT Business School 7th April 2017. (January 2017)

6. Mathi.K.M (2017)

38. Consumer Behavior and post purchase cognitive Dissonance of women with respect to their outfits in

Tamil Nadu

2nd International Conference on CSR Commitment for Sustainable Development, January 19-20, 2017., VIT Business School, VIT University, Vellore, Tamil Nadu. (January 2017)

Arthi.D., Malar Mathi.K

37. Post Purchase Dissonance of different age group categories due to consumption perspectives with respect to apparels of working women

3rd International Conference on International Marketing in Asia Pacific Issues and Challenges 18th & 19th September. (September 2015)

Mathi.K.M.,(2015)

36. Post Purchase Dissonance of Smart Phone Users in Coimbatore city

International Conference on Innovations in Research in the field of Social Science pp 31-36, ISSN: 2279-0845. (January 2015)

4. Mathi.K.M.,Arthi.D., (2015)



35. Post Purchase Dissonance of different age group categories due to consumption perspective with respect to apparels of working women

3rd International Marketing in Asia Pacific Issues and Challenges 18th & 19th September 2015. (January 2015)
5. Mathi.K.M.,Arthi.D., (2015)

34. Post Purchase Dissonance of Smart Phone Users in Coimbatore city

International Conference on Innovations in Research in the field of Social Science, 21st . Erode. (January 2015)
Mathi.K.M., (2015)

33. Motives, a key driving factor for investment – study on behavioral aspects of retail investors

International conference on technology management on August 22nd and 23rd, 2014, Nehru School of Management, Thrissur. (August 2014)
Mathi.K.M.,(2014)

32. Customer relationship banking service towards rural areas of Dharmapuri district in Tamil Nadu

National conference on Xtreme Engineering Technological Advancements and Management., April 4th and 5th, Dharmapuri, Tamil Nadu. (April 2014)
Mathi.K.M., (2014)

31. A study on the socio - economic profile and the problems based by women entrepreneurs in Cbe

National Seminar on Innovative Management Strategies for Future Markets, Coimbatore, 29th January. (January 2014)
Mathi.K.M., (2014)

30. Customer Relationship Management Practices of Selected Banks in rural areas of Dharmapuri dist. In

Tamil Nadu

National Seminar on Innovative Management Strategies for Future Markets, Coimbatore, 29th January. (January 2014)
Mathi.K.M., (2014),.

29. Rural consumer buying behavior towards consumer durable goods in Erode district

2nd International conference on Competency Building Strategies in Business and Technology for sustainable Development. Feb 22nd , Salem. (February 2013)
Mathi.K.M.,(2013)

28. A study on consumer of natural personal care and home care products for possibility of adopting green marketing in Trichy city

International Conference on "Business Strategies for Sustainable Growth- A Global Perspective., "January 9th and 10th.Bharathiar School of Management and Entrepreneur Development, Bharathiar University, Coimbatore, Tamil Nadu. (January 2013)
Mathi.K.M., Senthil Nathan (2013)

27. Corporate Social Responsibility

International Conference on "Business Strategies for Sustainable Growth- A Global Perspective., "January 9 and 10 . Bharathiar School of Management and Entrepreneur Development, Bharathiar University, Coimbatore, Tamil Nadu. (January 2013)
Mathi.K.M., Kugumapriya (2013)

26. A study on factors influencing attrition across demographic profile in BPO Industry

International Conference on "Business Strategies for Sustainable Growth- A Global Perspective., "January 9th and 10th , Bharathiar School of Management and Entrepreneur Development, Bharathiar University, Coimbatore, Tamil Nadu (January 2013)
Mathi.K.M., Pandeeshwari (2013)

25. A study on the gap analysis of government and private nurses in Coimbatore district , Tamil Nadu, India

National conference on " Innovative strategies for global competitiveness, Feb 11,2012. (February 2012)
Mathi.K.M.,Lavanya (2012)

24. Dimensions of Organizational climate as influencing factors among hospital nurses

National conference on Emerging trends in Global Business , 10th September at RVS Institute of Management Studies , Coimbatore. (January 2012)
Mathi.K.M.,Lavanya (2012)

23. Organizational Safety Climate among staff nurses in Coimbatore district, Tamil Nadu

National conference on Management Research using descriptive and Inferential Statistical Methods, August 2011. (August 2011)
Mathi.K.M.,Lavanya (2011)



22. Leadership competencies of nurses

International Conference on Intelligent Systems and Management 14-16 July., Coimbatore, Tamil Nadu. (July 2011)
Mathi.K.M., Lavanya.M. (2011),

21. E- Rural Marketing, A new Growth Path

International conference on Innovative Practices In Management, 23rd April, Coimbatore, Tamil Nadu. (April 2011)
Mathi.K.M., Prialatha.P(2011),

20. Analysis of the organizational commitment among nurses in Coimbatore district, India

International conference on Innovative Practices In Management., 23rd April. Coimbatore, Tamil Nadu. (April 2011)
Mathi.K.M., Lavanya (2011)

19. Assessment of leadership skills among the Tribal's in the Nilgiris district of Tamil Nadu

National seminar on Innovation Management Practice., Chidambaram ,presented on 11th March 2011. (March 2011)
Mathi.K.M., Raj.A., Prialatha.,(2011)

18. Job satisfaction and Physical stress among Nurses in Coimbatore District, India.

Challenges and Issues in Services marketing. pp 68-74. (January 2011)
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