



Bharathiar University

State University | "A++" Grade by NAAC | 46th Rank in MoE-NIRF
Maruthamalai Road, Coimbatore, Tamil Nadu - 641 046.

<p>Dr K MALAR MATHI Professor & Director in-charge 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</p>	
<p>Research Area</p> <ul style="list-style-type: none"> • Marketing Management • Agri Business Management • Entrepreneur Development 	<p>Courses Teaching</p> <ul style="list-style-type: none"> • Marketing Management • Corporate Communication • Customer Relationship Management • Brand Management • Operations Management
<p>Research Experience: 21</p>	<p>Teaching Experience: 21</p>
<p>Research Credentials (as on July 2025 – Source: Google scholar) H-index: 6 Citations: 184 i10-index: 5</p>	
<p>Publications International Journals: 70 National Journals: 38 Conferences: 52 Books/Chapters: 18</p>	
<p>Career</p> <p>At Bharathiar University</p> <ol style="list-style-type: none"> 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 <p>Other Institutes</p> <ol style="list-style-type: none"> 1. Designation : Assistant Professor Institution Name : Department of Management Studies,Allahabad Agricultural Institute- Deemed University Period : May 2002 - January 2008 	
<p>Education</p> <p>Ph. D. Subject : Management Institution : Allahabad Agriculture Institute Affiliated University : Allahabad Agriculture Institute- Deemed University Year of Award : July 2006</p> <p>Ph. D. Subject : 52 Institution : Allahabad Agricultural Institute–Deemed University Affiliated University : Allahabad Agricultural Institute–Deemed University Year of Award : June 2006</p>	



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Dr K MALAR MATHI , Professor & Director in-charge , Bharathiar School of Management and Entrepreneur Development(BSMED)

Business Management

Subject : Management
Institution : Adhi Parasakthi Engineering College
Affiliated University : University of Madras
Year of Award : May 2000

Agriculture

Subject : Botany
Institution : Allahabad Agriculture Institute
Affiliated University : Allahabad University
Year of Award : July 1998

Agriculture

Subject : Botany
Institution : RBS College
Affiliated University : Agra University
Year of Award : July 1996

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. - 15

On Going

Ph.D. - 2

Institutional Responsibilities

Warden

Period :Jul 2014 - Dec 2014
Nature of Responsibility :Warden of Kasturibhai Ladies Hostel

Warden

Period :May 2020 - Jan 2025
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

Course Co-ordinator for PG Diploma in Logistics and supply chain management

Period :Mar 2016 to Till date
Nature of Responsibility :

Course Co-ordinator for PG.Diplomna in ligistics and supply chain management

Period :Jan 2017 to Till date
Nature of Responsibility :

Course Co-ordinatore for PG Diploma in fire and safety managment

Period :Apr 2018 to Till date
Nature of Responsibility :

Course Co-ordinator for PG Diploma in Logistics and Supply chain Management

Period :Mar 2019 to Till date
Nature of Responsibility :



Dr K MALAR MATHI , Professor & Director in-charge , Bharathiar School of Management and Entrepreneur Development(BSMED)

Course Co-ordinator for MBA distance Education

Period :Apr 2021 to Till date

Nature of Responsibility :

Course Co-Ordinator for MBA distance Educationes - Research

Period :Mar 2022 to Till date

Nature of Responsibility :

Chairman Board of Studies - Research

Period :Jan 2025 to Till date

Nature of Responsibility :

Course Co-ordinator for PG Diploma in Logistics and supply chain management

Period :May 2015 to Till date

Nature of Responsibility :

Course Co-ordinator for PG Diploma in Logistics and supply chain management

Period :May 2015 to Till date

Nature of Responsibility :

MBA-ODL Programmes SDE

Period :Oct 2024 - Jul 2024

Nature of Responsibility :

Chairman Board of Studies - Research

Period :Jan 2024 - Dec 2024

Nature of Responsibility :

Chairman Board of Studies - Interdisciplinary Research

Period :Jan 2025 to Till date

Nature of Responsibility :Chairperson of the BoS in Inter-disciplinary Research

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)

Selected Publications

1. 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).

2. 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)

3. 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).

4. 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).



5. 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)

6. 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)

7. A study on consumer behaviour towards private lable 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)

8. Consumer Preference on Private Label Brands: A Special Approach on Apparel Purchase in Coimbatore

District

Journal of the Asiatic Society of Mumbai Vol.: XCVI, No:3, 2022 ISSN: 0972-0766. UGC Care Journal (March 2022)
B.Selvakumar & K. Malar Mathi(2022)

9. E-waste recycling behaviour in india: A literature review

Journal of Interdisciplinary Cycle Research, Vol XIII, Issue III, March/2021, ISSN NO: 0022-1945. (March 2021)
Ravi Varma V & K. Malar Mathi (2021)

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

Journal of XIAN UNIVERSITY OF ARCHITECTURE &TECHNOLOGY XII, 808-827 (2020) (June 2020)
Mathi. K.M., and Bhuvaneshwari.S

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

Journal Of Xian University Of Architecture &Technology , Impact factor .3.7 ISSN 1006-7930 Scopus Index Journal, Volume XII Issue II pp-808-827, DOI:20.19001.JAT.2020.XII.I2.20.1942 (February 2020)
Mathi.K.M., Bhuvaneshwari.S (2020)

12. Customer engagement on store loyalty

International Journal of Research , Vol VIII, Issue V , pp 3277-3291 (May 2019)
Mathi.K.M.,Vincent .S(2019),

13. Customer engagement and its influences on customer satisfaction

International Journal of Management, IT and Engineering, Vol 9 Issue 4(1) pp 38-41 (April 2019)
Mathi.K.M.,Vincent .S (2019),

14. Customer Experience and its influence on Behaviour Intention

International Journal of Advance and innovative Research, Vol 6 Issue 2 (xxxxi) pp 164-171 (February 2019)
Mathi.K.M.,Vincent .S (2019),

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

International Journal of Scientific Research and Review, 7,Issues(7)pp282 – 289. (July 2018)
Mathi.K.M., A.Latha (2018),

16. Examining the effect of affective experiential state with affective loyalty with special reference to theme park

Chennai city in India

International Journal of Academic Research and Development., Issue 2, Vol 3, pp 199-205, Mar-Apr 2018, ISSN No. 2455-4197, Impact Facotr: RJIF 5.22, UGC Approved Journal No. 48808 (March 2018)
Mathi.K.M., Bhuvaneshwari.S.(2018)



Dr K MALAR MATHI , Professor & Director in-charge , Bharathiar School of Management and Entrepreneur Development(BSMED)

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

International Journal of Innovative Research Explorer. Issue 1, Vol 5. Jan, ISSN No. 2347-6060. (January 2018)
Mathi.K.M., Kungumapriya. A., (2018)

18. Understanding Customer Loyalty of Mobile Phone Users in Indian Telecommunication Industry: A review of Empirical Evidences

International Journal of Research In Management and Social Science., Vol 6, Issue 1 (I), January-March 2018, ISSN 2322-0899, UGC Journal No. 48996,I.F 3.42 (January 2018)
Mathi.K.M., Kungumapriya. A., (2018),

19. Effect Of Service Quality And Customer Satisfaction On Customer Loyalty Of Cellular Network Service Providers In Indian Market

International Journal of Advance and Innovative Research., Vol 5, Issue3 (!): January- March 2018., UGC Journal No. 63571 ,IF 3.25 (January 2018)
Mathi.K.M., Kungumapriya. A., (2018),

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

International Journal of Innovative Research Explorer, Vol 5, Issue 1, January 2018. ISSN No. 2347-6060. IF (January 2018)
Mathi.K.M., Kungumapriya. A.,(2018),

21. The Effect Of Perceived Usefulness On The Calculative Commitment And The Comprehensive Model Of Loyalty In Indian Telecommunication Industry

International Journal Of Creative Research Thoughts I.F 5.97 Vol 6 Issue 1 February 2018. ISSN 2320-2882.UGC Listed Journal: 1802414 (January 2018)
. Mathi.K.M., Kungumapriya. A.,(2018),

22. Drivers Of Trust and its Effect on Behavioural Loyalty in Indian Telecommunication Industry

International Journal Of Scientific Progress and Research , Issue 126, Vol 43, Number 01, February 2018., ISSN: 2349-4689., IF 4.427, UGC Approved Journal. (January 2018)
Mathi.K.M., Kungumapriya.A.,(2018)

23. The Role Of Service Quality, Perceived Value And Trust On Calculative Commitment And Loyalty Intention

Chinese Business Review., Vol 17, No.6 June., ISSN 1537-1506. (January 2018)
Mathi.K.M., Kungumapriya.A.,(2018),

**24. The Impact Of Service Quality, Perceived Value, Customer Satisfaction In Calculative Commitment And Customer Loyalty Chain In Indian Mobile Telephone Sector
The Impact Of Service Quality, Perceived Value, Customer Satisfaction In Calculative Commitment**

IOS-JBM., Vol.20, Issue 5, Ver 6, May -2018 (January 2018)
Mathi.K.M., Kungumapriya.A.,(2018),

25. Attitude of working women professional towards online shopping

International Journal of Research in Management and Social Science, Vol 5, Issue 2(II): April – June, 2017 pp 56-65. (April 2017)
Mathi.K.M., Bhuvaneshwari.S.(2017)

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

International Journal of Business Management, Vol 4 No.4 Jan-Mar ISSN No. 2358-2743. (January 2017)
Mathi.K.M., Arthi.D. (2017),



Dr K MALAR MATHI , Professor & Director in-charge , Bharathiar School of Management and Entrepreneur Development(BSMED)

27. Factors for sustainable growth", International Journal of Consumers and Management Research

Vol 4; Issue1;January 2018; Page no. 36-39 (January 2017)
Mathi.K.M., Ammani Ammal.,(2017),

28. A study on the relationship among trust, satisfaction and repurchase intention towards E-shopping,

International Journal of Management, IT and Engineering 6 (2), 27-36 (February 2016)
EP Rajan, A Varadaraj, Malar Mathi.K (2016)

29. Interaction effect of age and type of family on apparel's post purchase dissonance of working women

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)
Mathi.K.M., Arthi.D. (2016),

30. Factors Influencing Successful Completion of Massive Open Online Courses: A Synthesis of Literature

Global Journal for Research Analysis, Vol 5 Issue 1 ISSN 2277-8160. IF: 3.1218. (January 2016)
Mathi.K.M., A.Latha (2016)

31. Challenges in Employee Retention Faced by Smes During Technology Adoption in Coimbatore District

Global Journal For Research and Analysis., An International Journal, ISSN No. 2277-8160 ., IF 3.62, Index Copernicus IC Value: 70.36., pp30-31. (January 2016)
Mathi.K.M.,Chidambaranathan.S (2016),

32. Influence of consumption perspective on post purchase dissonance.

International Journal of Applied Research, 2(11) 113-119.IF 5.2 Peer Reviewed Journal. (January 2016)
Mathi.K.M., Arthi.D. (2016),

33. Assessing the factors influencing cognitive engagement with referecnce to massive open online courses

International Journal of Contemporary Management: Theory and Practices. ISSN 2395-4728 (January 2016)
Mathi.K.M., A.Latha (2016)

34. Utilitarian, conspicuous and hedonic factors affecting mobile consumer behavior in Coimbatore city

GE-International Journal of Management Research Vol-3, Issue-1 Jan IF 3.142 (January 2015)
Mathi.K.M., Arthi.D. (2015),

35. Impact of financial situation on the households investment decisions- A study on investment decision making behavior

AIJBSR, Vol 7,Issue1, ISSN: 0975-749X (January 2015)
Mathi.K.M., Suyam Prabha. (2015),

36. Behavioral Finance-A study on association between internal factors of individuals and their investment decision making process

SDIMT- Management Review: Vol 2, Issue 1 Aug 2014. ISSN 2320-5814 (August 2014)
Mathi.K.M., Suyam Prabha (2014),

37. An empirical study to determine the most preferred investment avenue and factors influencing the investment preference among retail investors

International Journal of Research in Management and Social Science Vol. 2, Issue 2 (III): April- June, 2014. ISSN 2322-0899 (April 2014)
Mathi.K.M., Suyam Prabha (2014),



Dr K MALAR MATHI , Professor & Director in-charge , Bharathiar School of Management and Entrepreneur Development(BSMED)

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

International Journal of Research in Management & Social Science., Volume 2, Issue 2 (III) : April – June , 2014 ,ISSN (Online): 2319-7064 , (January 2014)
Mathi.K.M., Suyam Prabha (2014).

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

city, Tamil Nadu

ZENITH International Journal of Multidisciplinary Research, Vol.4 (1), JANUARY (2014), ISSN 2231-5780. (January 2014)
Mathi.K.M., Arthi.D. (2014).

40. Attitudes of undergraduate students towards entrepreneurship as a career choice in Oman

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

41. Status seeking female professional and their post purchase dissonance regarding outfits with reference to

Coimbatore city

Indian Journal of Applied Research. ISSN no. 2249-555X., Impact Factor 2.1652 (January 2014)
Mathi.K.M., Arthi.D. (2014),

42. An Insight into the windmill industry with special reference to Coimbatore and Tirupur district

Asian Journal of Multidimensional Research, Vol.2.Issue 4 ISSN 2278- 4853. (January 2013)
Kerlin, Mathi.K.M(2013)

43. Analysis of employee attrition in Coimbatore region it Companies

Global J. of Arts & Mgmt., 2013: 3 (1),18 ISSN 2249-2658 (Online): 2249-264X (Print) - Rising Research Journal Publication:
Pp.18-22 (January 2013)
Mathi.K.M.,Malathi.G(2013)

44. A study on consumer buying behavior towards hero moto corp in Erode

Global J. of Arts & Mgmt., 2013: 3 (1)23 ISSN 2249-2658 (Online): 2249-264X (Print) - Rising Research Journal Publication: Pp.23-28
(January 2013)
Mathi.K.M.,Sarawathi.C (2013)

45. A study on evaluate the changing lifestyle and its impact on the purchase behavior among the rural

customers

(IJEMR) Vol 3 Issue 3 March 2013.(IJEMR), ISSN 2249-8672.-PP1-21. (January 2013)
Mathi.K.M.,Sarawathi.C (2013)

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

International Journal of Functional Management (ISSN 2319 - 1406) Vol no.3 Issue no2. (January 2013)
Mathi.K.M.,Sarawathi.C (2013)

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

IJEMR –March 2013-Vol 3 Issue 3 - Online - ISSN 2249–2585 - Print - ISSN 2249-8672 (January 2013)
Mathi.K.M.,Malathi.G (2013)

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

Coimbatore district of Tamil Nadu

International Journal of emerging Business Issues, Vol.1, Issue 3 Jan-June 13 ISSN 0975-8925. (January 2013)
Mathi.K.M.,Pandeeshwari.G (2013)



Dr K MALAR MATHI , Professor & Director in-charge , Bharathiar School of Management and Entrepreneur Development(BSMED)

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

International Journal of Exclusive Management Research, Feb-March 2013 vol-3 Issue 1 , ISSN 2249-8672. (January 2013)
Mathi.K.M.,Sarawathi.C (2013)

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

International Journal of Exclusive Management Research, Feb-March 2013 vol-3 Issue 1 , ISSN 2249-8672. (January 2013)
Mathi.K.M.,Malathi (2013)

51. 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)
Mathi.K.M.,Sarawathi.C (2013)

52. HR Practices in IT sector- An overview

International Journal of Advanced Research in management and social sciences. ISSN 2278-6236. VOL.2.No.7 pp 139-146. (January 2013)
Mathi.K.M.,Malathi (2013)

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

Chennai and Trichy cities

International Journal of sales and marketing management., ISSN 2319-4898, VOL.2 Issue 4, Sep 2013, 1-10ISSN 2319-4898.
(January 2013)
Mathi.K.M.,Nathan .S (2013)

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

International Journal of Marketing and Technology, October 2013, Vol.3, Issue 10, ISSN: 2249-1058. (January 2013)
Mathi.K.M.,Nathan .S (2013).

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

International Journal of Research in Business Management (Impact: IJRBM) ISSN 2321-886X, vol 1, Issue 5, Oct 2013, 23-30.
(January 2013)
Mathi.K.M., Arthi.D. (2013).

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

Asia Pacific Journal of marketing and management review. vol.3 (1), January 2014.ISSN 2319-2836. (January 2013)
Mathi.K.M., Arthi.D. (2013).

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

city, Tamil Nadu

ZENITH International Journal of Multidisciplinary Research ISSN 2231-5780, Vol.4 (1), January (2014) (January 2013)
Mathi.K.M.,Arthi.D. (2013).

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

South Asian Journal of Marketing and Management Research, Volume 2, Issue 6, June. ISSN 2240-877X (July 2012)
Mathi.K.M. Prialatha., (2012)

59. 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)



Dr K MALAR MATHI , Professor & Director in-charge , Bharathiar School of Management and Entrepreneur Development(BSMED)

60. 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)

61. 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)
Mathi.K.M., Raj.A., Paul.E.R.(2011)

62. 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)
Mathi.K.M.,Sarawathi.C (2011)

63. 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)
Mathi.K.M Prialatha., (2011)

64. 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)

65. Rural Marketing

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

1. 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).

2. 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)
Benison, B., & Malar Mathi, K. (2023).

3. 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

4. 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))

5. 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))



Dr K MALAR MATHI , Professor & Director in-charge , Bharathiar School of Management and Entrepreneur Development(BSMED)

6. Green consumer segmentation for sustainable consumption pattern

BOTHO UNIVERSITY International Research Conference – CONFERENCE THEME: BEYOND THE HORIZON: REIMAGINING A SUSTAINABLE FUTURE on November 25,2022, Botho University, Botswana, South Africa.(Online) (November 2022)
Malar Mathi Krishnan, Manimekalan. A, Kanipriya R

7. Customer Satisfaction of SMEs

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

8. 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

9. 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

10. 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))

11. 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.,

12. 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

13. 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)

14. 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)

15. 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



Dr K MALAR MATHI , Professor & Director in-charge , Bharathiar School of Management and Entrepreneur Development(BSMED)

16. 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). K.M.,(2015)

17. 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)

18. 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)

19. 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)

20. 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)

21. 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)

22. 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)

23. Customer Relationship Management Practices of Selected Banks in rural areas of Dharmapuri dist. In Tamil Nadu

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