

## Faculty Profile



**Name** : Dr.C.MALLESHWARAN  
**Designation** : Associate Professor and Head  
**Address** : 60, Jeeva Nagar,  
Perundurai-638052  
Erode  
**Contact Number** : 8754808822  
**Email ID** : malleshwaranc@gmail.com  
**Date of Joining in Collegiate Education** : 28-02-2011  
**Date of Joining in the Present College** : 26-06-2013  
**Academic Profile** :

Degree	Institute/College	University	Period
MFT	SNR College, Coimbatore	Bharathiar University, Coimbatore	1996-1999
M.Phil	SNR College, Coimbatore	Bharathiar University, Coimbatore	1999-2001
Ph.D	Sri Vasavi College, Erode	Bharathiar University, Coimbatore	2001-2003

**Teaching Experience** :  
i) **Total** : **18 Years 3 Months**  
ii) **UG** : 18 Years 3 Months  
iii) **PG** : 18 Years 3 Months

Name of the college	Position held	Period
Providence College for Women	Lecturer	2006-2011
Govt. Arts College, Ooty	Assistant Professor	2012-2013
Govt. Arts College, Trichy	Assistant Professor	2013-Till Date

**Honors and Research Awards** : -

**Field of Interest** :  
i) **Teaching** : Teaching  
ii) **Research** : Research  
iii) **Proficiency in instrumentation** : -

**Research Guidance****Guidance Number**

: M.Phil – 2, Ph.D – 12

( If have more than one university, given them against university name)

S. No	M.Phil/Ph.D	Name of the Student	Thesis Title	Completed/ongoing
1	Ph.D	KANNAN.T	Future Potential of Indian Tourism	Completed
2	Ph.D	GUNASEKARAN.K	Monetary and Non-Monetary Problems f Small Scale Industry	Completed
3	Ph.D	PONNAIYAN.S	Adoption Benefits and Effects of Social Media Marketing Strategies Micro, Small and Medium Garment Units in Tirupur	Completed
4	Ph.D	ARUL JOTHI.R	Consumer Awareness and Buying Behaviour towards Organic Food Products	Completed
5	Ph.D	KOWSALYA.C	Consumer Expectation and Satisfaction towards Modern Day Retail Formats	Completed
6	Ph.D	ANNAMUTHU.P	Strength, Weakness, Opportunities and Challenges Faced by the Technical Textile Units	Completed
7	Ph.D	RAJASEKARAN	Supply chain Management Practices and Impact on Organisational Performance	Completed
8	Ph.D	R.INDRA	Global Journal of Engineering Science and Researches Growth and Performance of Indian low cost Airline in Domestic and International Destinations	Completed
9	Ph.D	SANGEETHA	A Study on Impact Created by the Time, Quality and Cost Dimensions in Organisational Performance	Completed
10	Ph.D	K.Mahendran	Potentials, challenge and issue of marine product export from Kerala	Ongoing
11	Ph.D	C.Kohila	Issues and impact of migrant labour in export garments with special reference of Tirupur city	Ongoing
12	Ph.D	B.Subash	Influence of advanced technology in logistic industry	Ongoing

**Funded Projects**

: -

**Membership in Professional Bodies**

: -

S. No	Name of the Professional Body	Membership Detail with Number
		NIL

**Research Publications**

:

- i) **Research Papers** : Attach paper list - with doi and http link of the Paper (Annexure – I)
- ii) **Book/Book Chapters** : Details with ISBN number
- iii) **Patent** :

**National and International Conferences**

: Attach separate list (Annexure – II)

- i) **Participated** : -
- ii) **Paper Presented** : -
- iii) **Poster Presented** : -

**Conference/Seminars Organized** :  
**Workshop attended** : 6  
**Resource Person/Invited Lectures** : -  
**Faculty Development Programs Attended** :

Course	University/Institute	Subject	Period
Orientation Course	University of Madras	Commerce	04-05-2011 to 02-06-2011
Refresher Course	Bharathiar University, Coimbatore	Commerce	19-08-2015 to 08-09-2015
Refresher Course	Kannur University, Kannur	Commerce	17-01-2018 to 06-02-2018
Short Term Course	Bharathiar University, Coimbatore	Commerce	24-09-2018 to 28-09-2018
Short Term Course	Banaras Hindu University, Varanasi	Commerce	25-03-2019 to 30-03-2019
Short Term Course	Bharathiar University, Coimbatore	Commerce	06-12-2023 to 12-12-2023
Naan Mudhalvan	Bharathiar University, Coimbatore	Digital Marketing	One week
Naan Mudhalvan	Bharathiar University, Coimbatore	Microsoft	One week

#### Academic Activities

- i) Subject Handled** : Banking and Foreign Exchange,  
International Economics,  
International Business,
- ii) Class Advisor** : M.Com (IB)
- iii) Special Coaching** : -
- iv) Student Community Beneficial Activities** : -
- v) Co-curricular and extra curricular activities:** -

#### Professional Activities :

- i) Reviewer** : -
- ii) Board of Studies/UR** : Bharathiar University UR
- iii) Examiner/Scrutiny** : Bharathiar University (PG)
- iv) Senate/Syndicate** :

**National/ International Collaborations** : -

**ANNEXURE – I**

**Papers in Journals / Edited Books / Reports Published/Citations, etc.**

<b>Sl No.</b>	<b>Title of the Article</b>	<b>Name of the Journal, Place of Publication and Frequency</b>	<b>Month, Year and Volume of Publication with Page Nos.</b>	<b>Is the Journal Scopus Indexed /UGC CARE listed? (Yes/No)</b>
1	Future Potential of Indian Tourism	Shanlax International Journal of Commerce	2014, Vol.2, Pg. No.3	NO
2	Monetary and Non Monetary Problems of Small Scale Industry in India	Journal of Exclusive Management Science	2015, Vol.4, Pg. No.7	NO
3	Adoption Benefits and Effects of Social Media Marketing Strategies for Micro Small and Medium Garment Units in Tirupur	Shanlax International Journal of Commerce	2014, Vol.2, Pg. No.4	NO
4	Consumer Awareness and Buying Behaviour Towards Organic Food Products	Shanlax International Journal of Commerce	2015, Vol.3, Pg. No.3	NO
5	Organic Certification and Inspection	Shanlax International Journal of Commerce	2015, Vol.3, Pg. No.4	NO
6	Trends of Organic Food Products in Coimbatore City	International Journal of Business and Administration Research	2017, Vol.1, Pg. No.100	YES
7	Consumers Expectation and Satisfaction towards modern day retail formats	International Journal of Business and Administration Research	2017, Vol.1, Pg. No.90	YES
8	A study on impact created by the time, quality and cost dimensions in organisation performance	International Journal of Research and Analytical Review	2018, Vol.5, Pg. No.3	YES
9	Challenges faced by the Exporter in management supply chain	EPRA International Journal of Economic and Business Review	2018, Vol.6, Pg. No.3	YES
10	Export and Import Performance of Hometech Products in India	EPRA International Journal of Economic and Business Review	2017, Vol.5, Pg. No.16	YES
11	Assessing the Association Between the Business factors and Challenge Factors of Indutech units	Journal of Emerging Technologies and Innovative Research	2019, Vol.6, Pg. No.180	YES
12	Growth and Performance of Indian low cost Airlines in Domestic and International Destinations	Global Journal of Engineering and Researchers	2020, Vol.7, Pg. No.72	YES
13	Migrant Labour Crisis in India	International Journal of Creative Research Thoughts (IJCRT)	2023, Vol.11, Pg. No.a83	YES