

Faculty Profile of Dr. M. Sumathy



Dr. M. Sumathy
Professor & Head
Department of Commerce

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Phone No:0422-2428321

Mobile No:9443362947

Research Area

- Accounting
- Finance & Banking
- Rural Development

Education & Career

Education

Ph.D.

Subject : Commerce

Institution : Jamal Mohamed College,Tiruchirapalli

Affiliated University : Bharathidasan University,Tiruchirapalli

Year of Award : 2003

M.Phil.,

Subject : Commerce

Institution : H.H. The Rajah's College,Pudukkottai

Affiliated University : Bharathidasan University,Tiruchirapalli

Year of Award : 1995

M.Com.,

Subject: Commerce

Institution : Seethalakshmi Ramasamy College, Tiruchirapalli

Affiliated University : Bharathidasan University,Tiruchirapalli

Year of Award : 1991

M.B.A.,

Subject: Marketing

Institution : Vinayaka Missions University,Salem

Affiliated University : Vinayaka Missions University,Salem

Year of Award : 2008

M.B.A.,

Subject: Finance

Institution : Tamilnadu Open University,Chennai

Affiliated University : Tamilnadu Open University,Chennai

Year of Award : 2010

PGDCA

Subject : Computer Applications

Institution : Alagappa University, Karaikudi

Affiliated University : Alagappa University, Karaikudi

Year of Award : 2008

M.A.,

Subject: Women's Studies

Institution : Mother Teresa Women's University,Kodaikanal

Affiliated University : Mother Teresa Women's University,Kodaikanal

Year of Award : 2013

Career

At Bharathiar University (Reverse Order)

Professor & Head: July 2016 to Till Date *

Professor : February 2015 to June 2016 *

Associate Professor : February 2012 to February 2015 *

Reader : February 2009 to February 2012 *

Lecturer (Contract Basis) : September 2001 to June 2002 *

Past Experience

Lecturer : July 1991 to June 1998 at Sri Sarada Niketan College Of Science For Women, Karur *

HOD - BBA : February 1999 to February 2001 at Sri Sarada Niketan College Of Science For Women, Karur

Principal : June 1998 to October 2000 at Sri Sarada Niketan College Of Science For Women, Karur

HOD Commerce & Corporate Secretaryship : February 2001 to September 2001 at Vivekananda College of Arts and Sciences for Women, Tiruchengode

HOD Commerce & Corporate Secretaryship : July 2002 to April 2004 at Vivekananda College of Arts and Sciences for Women, Tiruchengode

HOD Commerce : June 2004 to November 2004 at PGP College of Arts and Sciences, Namakkal

Lecturer : 2004 to 2009 at Periyar University, Salem

Awards

New accordion content

2022

7. Certificate of Appreciation Arignar Anna Government Arts College, Namakkal ,India

Best paper award in the one day online national Seminar Titled “ Impact on Export, Import in India Respect to Russia- UkraineWar”

12.05.2022

2021

6. Certificate of Appreciation for the copyrights registered entitled "Assessment model- Perceptions of Employees toward E-governance Practices"

Bharathiar university , National Science day India for the copyrights registered 25.11.2021

5. Certificate of Appreciation for the copyrights registered entitled " A hand of E-Governance in India"

Bharathiar university , National Science day India for the copyrights registered 12.04.2021

4. Certificate of Appreciation for the copyrights registered entitled " Swot analysis model on E-Governance Practice

Bharathiar university National Science day , India , for the copyrights registered-5.11.2021

3. TANSA Award 2019 - Tamilnadu State Council for Science and Technology ,Chennai , India

Tamilnadu Scientist Award (TANSA) Social Sciences Category -2021

2. Certificate of Appreciation-Bharathiar University National Science Day, India

For Receiving Research Project during 2019-20-1.3.2021

1. Certificate of Appreciation -Bharathiar University National Science Day,India

For Receiving Innovative Awards & Notable Recognition during 2019-2020,1.3.2021

2016

1. Best Social Scientist Award-2016-Indian academic Researchers Association, Tiruchirapalli- India-

Academic Performance-21.05.2016

Membership

Professional Bodies

Member

Member: All India Commerce Association (ICA)

Period: Life Member

Member

Member: Association of Economist of Tamil Nadu (AET)

Period: Life Member

Member

Member: All India Accounting Association

Period: Life Member

Member

Member: Indian Institute of Public Administration, New Delhi (IIPA)

Member

Member: Regional Association for women Studies (RAWS)

Member

Member: Indian Academic Researchers Association (IARA)

Visits

Country Visited : Hanoi, Vietnam

Duration of Visit : 3 days

Month and Year : December 2019

Purpose of Visit : Session Chair & Paper presentation

Country Visited : Bangkok, Thailand
Duration of Visit : 3 days
Month and Year : May, June 2018
Purpose of Visit : International Conference

Country Visited : Singapore
Duration of Visit : 4 days
Month and Year : December 2017
Purpose of Visit : International Conference

Country Visited : Thailand
Duration of Visit : 2 days
Month and Year : October 2014
Purpose of Visit : International Conference

Country Visited : Sharjah (UAE)
Duration of Visit : 2 days
Month and Year : May 2012
Purpose of Visit : International Conference

Country Visited : Sri Lanka
Duration of Visit : 1 day
Month and Year : October 2011
Purpose of Visit : International Conference

Country Visited : Malaysia
Duration of Visit : 2 days
Month and Year : June 2010
Purpose of Visit : International Conference

Collaborators

Others

Projects

Funded Projects

National Level

- [Completed - 11](#)
- [Ongoing](#)
- [Submitted](#)

1. UGC, New Delhi

Title of the project: Role of Banks in Rural Development in Karur District

Funding Agency: University Grants Commission, New Delhi

Amount: Rs.17,000/

2. UGC, New Delhi

Title of the project: Impact of New Economic Policies on Women Empowerment with reference to Self

Employment and Employment Generation in Small Business Units

Amount: Rs.5,66,100

3. Malcolm Elizabeth Adisheshiah Trust Chennai

Title of the project: Global Financial Crisis on Employment and Growth of Textile Industries in India

(with Special Reference to Textiles and Garment Units in Coimbatore and Tirupur districts, Tamilnadu)

Funding Agency: Malcolm Elizabeth Adisheshiah Trust Chennai

Amount: Rs.1,02,785

4. Indian Institute of Public Administration, Ministry of Consumer Affairs New Delhi

Title of the project: Comparative Study of the Working of District Consumer Disputes Redressal forum

(DCDRF) in Tamilnadu and Karnataka

Funding Agency: Indian Institute of Public Administration, Ministry of Consumer Affairs New Delhi

Amount: Rs.4,00,000

5. Indian Council of Social Sciences Research, New Delhi

Title of the project: An Evaluation Study on the Performance of the Mahatma Gandhi National Rural

Employment Guarantee Act Scheme in Tamilnadu With a Special Focus on Dindigul, Karur,

Tiruchirapalli and Ramanathapuram District

Funding Agency: Indian Council of Social Sciences Research, New Delhi

Amount: Rs.7,12,725,

6. NTS India

Title of the project: Evaluation of Compulsory Education Scheme with Reference to Tribal Children In

Yercard Hill, Salem District, Tamilnadu, National Testing Service India, Mysore

Funding Agency: NTS India, Centre for Testing and Evaluation Ministry of HRD Mysore

Amount: Rs.1,25,000

7. Tamilnadu State Council For Science & Technology, Chennai

Title of the project: Future of Retail Banking In India: An Analysis

Funding Agency: Tamilnadu State Council For Science & Technology, Chennai

Amount: Rs.5,000

8. Ministry of Consumer Affairs, New Delhi

Title of the project: Capacity Building for Stakeholders (Empowering Rural Consumers)

Funding Agency: Ministry of Consumer Affairs, New Delhi

Amount: Rs.12,50,000

9. Tamilnadu Rural Development

Title of the project: Third Party Impact Assessment Study on Computer Training

Funding Agency: Tamilnadu Rural Development

Amount: Rs.95000

10. Tamilnadu Rural Development

Title of the project: Third Party Impact Assessment Study on Sanitation

Funding Agency: Tamilnadu Rural Development

Amount: Rs.90000

11. National Commodity & Derivatives Exchange Limited, New Delhi

Title of the project: Third Party Impact Assessment Study on Turmeric Assaying Lab,

Gobichettipalayam Block, Erode District

Funding Agency: National Commodity & Derivatives Exchange Limited,

New Delhi

Amount: Rs.1,25,000

Department Level Projects-02

1. UGC-SAP

Title of the project: Environmental Accounting & Audit for Sustainable Development

Funding Agency: UGC-SAP

Amount: Rs. 41,00,000

Duration:

2. ICSSR

Title of the project: Two Week Capacity Building Programme for faculties of Social Science

Funding Agency: ICSSR

Amount: Rs. 7,28,000

Duration: 01.11.2019 to 14.11.2019

Consultancy Projects

Research Guidance

- [Post Doc.](#)
- [Ph.D.](#)
- [M.Phil.](#)
- [M.Com / M.B.A.](#)

Ongoing

Title

Name

Completed

Title

Name

Ongoing-06

1. **Ramya**
2. **T. S. Sujith**
3. **P. Shaneeb**
4. **K. Mohammed Nabeel**
5. Sneha Jayalakshmi
6. Jisha TP

Completed-19

20 . **Dr. G.Anitha Rathna**

Predicting Consumer intention and Behaviour Towards organic Food Products- A consumer Style Inventory (CSI)Approach

Year of award :2021

19. Dr. K. P. Vipin

Title of the thesis: Effect of Social Media Advertisements on Consumer Behaviour With Special Reference to Information Technology Professionals in Kerala

Year of award: 2018

18. Dr. P. Dhanasekaran

Title of the thesis: Impact of Foreign Direct Investment on Economic Growth of BRICS Countries

Year of award: 2018

17. Dr. R. Narmadha

Title of the thesis: A Study on Investor Behaviour in Equity Derivatives market with Special Reference to Coimbatore District

Year of award: 2018

16. Dr. P. Jayakumar

Title of the thesis: Analysis of Financial Structure of Select companies listed in BSE sensx and NSE Nifty Indices

Year of award: 2018

15. Dr. L. S. Sridhar

Title of the thesis: A Study on Return, Volatitlity and Price discovery of Equity index futures and spot market in India

Year of award: 2017

14. Dr. Preema Rose Nichlavose

Title of the thesis: Investors and Clients Perception on Quality Dimensions of Indian Credit Rating Agencies

Year of award: 2016

13. Dr. D. Amirthavalli

Title of the thesis: A study on priority sector lending of public sector banks in Chennai city

Year of award: 2014

11. Dr. A. Vijeyalakshmi

Title of the thesis: A study on job satisfaction of self financing teachers in arts and science colleges in Kanyakumari District

Year of award: 2014

12. Dr. E. Nixon Amirtharaj

Title of the thesis: A study on the value creation of select manufacturing companies listed in BSE 100 Index

Year of award: 2014

10. Dr. N. Vijayalakshmi

Title of the thesis: Marketing of packaged drinking water in Coimbatore city

Year of award: 2014

9. Dr. C. Shoba

Title of the thesis: Perception of the Policy holders towards service quality of the Life Insurance Corporation of India In Bangalore City

Year of award: 2013

8. Dr. T. Arockia Sagayaraj

Title of the thesis: Quality of Work life of Employees in Salem Steel Plant, Salem

Year of award: 2013

7. Dr. M. Tamilselvan

Title of the thesis: Risk Return Relationship using Capital Asset Pricing Model (CAPM) with Special reference to National

Stock Exchange (NSE) of India

Year of award: 2012

6. Dr. G. Jayalakshmi

Title of the thesis: Operational and Financial performance of State Bank of India and its Associates Bank

Year of award: 2011

5. Dr. M. K. Durgamani

Title of the thesis: A study on employees' attitude towards human resource management practices in Indian railways
(with special reference to Southern Railway, Tiruchirapalli Division)

Year of award: 2011

4. Dr. K. N. Kalaivani

Title of the thesis: A study on the performance analysis of factoring services in India

Year of award: 2011

3. Dr. M. Chandrasekaran

Title of the thesis: A Study on marketing of Insurance i

Research Publication

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

- [Database](#)

Reverse Chronological Order

2022

146. Intellectual capital Practices in Higher Education System: A Theoretical Frame work

Shaneeb P , Dr. M.Sumathy-International Journal of scientific Research and Engineering Development-Volume 5 Issue 4-377-385 -July-Aug 2022

145. Issues and Risks of Cryptocurrencies- A case of Bitcoin

Mohammed Nabeel, Dr. M. Sumathy-International Jouranal of Advanced research in Science, communication and Technology -2(2)-234-237 -March 2022

145. Crypto Currency- awareness in India

- Aayushi International Interdisciplinary Research Journal -88-286-291 -2022

144. Predicting Consumer Intention And Behaviour Towards Organic Food Products-A Consumer Style Inventory (CSI) Approach

G.Anitha Rathna and Dr. M. Sumathy--International Journal of Biology, Pharamcy and Allied Sciences-11(1) -January2022

143. Sustainability Of Over The Top (Ott) Video Platforms In India: Examining The Tam Model On The Adoption Of Ott Video Streaming Platform Among Millennial Consumers

Sujith.T.S, Dr. M.Sumathy, Shaneeb & Mohammed Nabee- International Journal of Biology, Pharamcy and Allied Sciences-11(1)-628-640 -January2022

2021

142. Anticidence of Buying Behaviour of Parents towards Educational Mobile applications

Sujith.T.S, Dr. M.Sumathy- SJCC Management research Review-11(3)-1-12-December 2021 -ISSN: 2249-4359 (online)

141. Impact of Stock Price on GDP in India During Outbreak of Covid 19 Special Reference to BSE

- International Journal for Research in Engineering Application & Management (IJREAM)-7(9)-57-60 -DEC 2021

140. Consumer Satisfaction towards Ration cards: A study on Tirupur District, India

Sri Lanka Journal of Marketing University of Kelaniya- Sri Lanka - March 2021

139. User Perception and satisfaction of OTT media platforms in India
International Journal of Social Sciences-7(12) -March 2021

138. Time Management at CSCS in selected Districts of Tamilnadu
-Turkish Journal of Physiotherapy and Rehabilitation-32(3) -7208-7214

137. The Moderating role of Environmental Concerns and trust towards an organic product

- Journal of Contemporary Issues in Business and Government-27(2)-4651-4658 -2021

136. Social Media Penetration and Product Information Search by College Students

Dr.M.Sumathy, Vipin KP - IAR Journal of Humanities and Social Sciences-2(6)-30-34-2708-6259-2021

135. Impact of Intellectual Capital on Firm Performance in Indian IT Companies

Shaneeb P , Dr. M.Sumathy -International Journal of Research and Analytical-Reviews-27(2)-2021

134. Impact Of Intellectual Capital on Financial Performance in Indian Textile Industries-

Shaneeb P, Dr. M.Sumathy -Academy of Accounting and Financial Studies Journal-25(3)-1528-2635-25-3-742-2021

133. Over The Top (OTT) Platforms In India: Issues And Challenges - An Empirical Study

Sujith T S-Dr. M.Sumathy-Journal of Research and Development-11(11)-pp.77-78-2230-9578-2021

132. Crpto Currency – Investor’s Awareness in India

Mohamed Nabeel K Dr.M.Sumathy- Aayushi International Interdisciplinary Research Journal-Special Issue No.88-2349-638x-2021

131. Blockchain- Awareness among small scale entrepreneurs in India

Mohamed Nabeel K Dr.M.Sumathy-Journal of Research and Development-11(13)-pp.95-98-2230-9578-May2021

130. The Relevance of Blockchain Technology in E-Government in India

Mohamed Nabeel K Dr.M.Sumathy-Utkal Historical Research Journal-XXXIV-pp.39-42-09762132-2021

129. Impact of Macro Economic Indicators on FDI inflows in Pre & Post implementation of MAKE in India

Dr.M.Sumathy , S.Shalini-EPRA International Journal of Research and Development-6(9)-pp.308-314-2455-7838-September 2021

128. Impact of Foreign Direct Investment and Macro Economic Factors in NSE based on the Influence of Make in India

Dr.M.Sumathy , V.Shalini- EPRA International Journal of Research and Development-6(10)-pp.37-41-2455-7838-October 2021

127. A Study on factors affecting concerns and Obstacles in the effective Implementation of Financial Inclusion Practices of Select Public Sector Banks (PSBS) in Coimbatore District

Dr.M.Sumathy , M.Bharathi-EPRA International Journal of Research and Development-6(9)-pp.282287-2455-7838-September-2021

126 .A Study on Level of Awareness and Satisfaction of Financial Inclusion Services among the Select Public Sector Bank Customers in Coimbatore District

Dr.M.Sumathy , M.Bharathi-EPRA International Journal of Research and Development-6(9)-pp.288298-2455-7838-September 2021

125. User perception towards OTT video streaming platforms in Kerala (with special reference to Trissur

Sujith T S, Dr. M SUMATHY--Analytical Commerce and Economics-Vol 2-Issur(4)-28-32-2582-7936- Aug 2021

124. Recovery Channels of NPA in Scheduled Commercial Banks

Dr.M.Sumathy, Akshaya S.Das -International Journal of business and Administration Research Review-8(3)-Pp. 103-108-ISSN 2348-0653-2021

2020

123. Marketing Strategies for Promoting Organic Products in Coimbatore city- An Empirical Study

Dr.M.Suamthy, G. Anitha Rathna-Sambodhi-43,4,(XIX)-142-147-ISSN: 2249-6661-Oct-Dec 2020

122. A Random Walk Theory On stock Market of Selected SAARC countries Stock market

Dr.M.Sumathy ,B. Ramya- Sambodhi-43,(4), XIX-148-152-ISSN:2249-6661-Oct-Dec 2020

121. Awareness of Citizens on E-Governance Services in Karur District
Indian Journal of Adult Education -81(4)-ISSN:0019-5006-Pp no: 52-58
-Oct-Dec 2020
120. Perception Of Local Authorities Towards E-Governance Practices In Coimbatore District-
International Journal of Grid and Distributed Computing-13,01-pp. 451-457-ISSN: 2005-4262 IJGDC-2020
119. Users Satisfaction Towards E-Governance Services in Coimbatore District
Dr.M.Sumathy-GIS Business-15,5-ISSN no. 1430-3663-May 2020
118. Assessing The Adoption Of E-Governance Services Of Local Bodies - An Empirical Study
-international journal of future generation communication and networking.- 13,2- ISSN: 2233-7857 IJFGCN -2020
117. User's Perception towards e-governance - A Literature Review
Dr.M.Sumathy-Journal of Critical Reviews-7,11-2394-5125-June 2020
116. A Study on influence of behavioural factors on Investment satisfaction of Individual Investors in Kerala
Dr.M.Sumathy , Mohamed Nabeel K-International Journal of Scientific and Technology Research -9,3-4205-4208 -March 2020
115. Student's Intention Towards entrepreneurship : An exploratory Study
Dr.M.Sumathy, Dr.S.Arunkumar ,,Purakala,31,4-280-295-Apr 2020
114. Financial Inclusion and Women Empowerment : A Gender Perspective
Dr.M.Sumathy, M.Bharathi, S.Shalini
Our Heritage-68,2-505-512-Jan 2020
113. Evolution of E-Governance Initiative, Concepts and Insights

Dr.M.Sumathy - sambodhi-43 No: 4 II-8-14-Oct-Dec 2020

112. Work life Balance of IT employees in Coimbatore

Dr.M.Sumathy Dr.R.Velmurugan K.M.Sridhar

International Journal of Disaster Recovery and Business Continuity

11,1 2)-16-21-2020-Web of Science-**ISSN:** 2207-6425(Online):2005-4289

111. Job Transition among school Teachers in Coimbatore City

Dr.R.Velmurugan,Dr.M.Sumathy ,K.M.Sridhar

International Journal of Disaster Recovery and Business Continuity

,11,1,722-727-2020-**ISSN:** 2207-6425-(Online):2005-4289

110. Determinants of Capital Structure in Select Pharmaceutical Companies

Dr.M.Sumathy .Dr.R.Velmurugan

Journal of Xi'an University of Architecture and Technology, XII,IV,1604

1609-2020-ISSN:1006-7930

109. A Study on operational efficiency of Select Banks listed under NSE based on Sectoral Indices of

NIFTY

C. Chaithra and M. Sumathy

Journal of International Business and Economics XIII, 1-14 (2020)

108. Consumer Adoption of Mobile Wallets :An Empirical Study

P. Kamala Rathinam and M. Sumathy

Scientific Journal International Journal Of Interdisciplinary And

Multidisciplinary Research 12,

82-100 (2020)

2019-2004

107. Skill Sets For Rural Entrepreneurs Sustainability In Central District Of Tamilnadu

M. Sumathy and R. Velmurugan

International Journal of Disaster Recovery and Business Continuity 10,

75-80 (2019)

106. Customer or Member Satisfaction of Primary Agricultural Credit Societies In kerala

M. Sumathy and T. S. Sujith

International Journal of Scientific and Technology Research 8, 2665-2670 (2019)

105. A Research on Human Capital Management Strategies In Sugar Manufacturing Plant

M. Vasan, M. Sumathy and M. Sridhar

International Journal of Recent Technology and Engineering 8, 1-4 (2019)

104. Attitude Of Individual Investors towards Commodity Trading In Disruptive Tecnological Era

R. Gopinath, M. Vasan and M. Sumathy

International Journal Of Engineering and Advanced Technology 8, 1720-1723 (2019)

103. An Exploratory Analysis of Corporate Social Responsibility of Domestic Retailers In India

M. Sumathy, M. Vasan and M. Sridhar

International Journal Of Innovative Technology and Exploring Engineering 8, 2887-2890 (2019)

102. Financial Performance of Public and Private Life Insurance Companies in India: A Comparative Study

M. Sumathy and V. Kalyani

International Journal of Advanced Scientific Research and Management 4, 156-164 (2019)

101. Economic Performance of BRICS Economies: An analysis of Pre and Post BRICS Era

P. Dhanasekaran and M. Sumathy

Focus Journal of International Business 5, 68-78 (2018)

100. A study on customer behavior towards organic food and the moderating effects of health

consciousness

M. Sumathy and G. Anitha Rathna

SURAJ PUNJ JOURNAL FOR MULTIDISCIPLINARY RESEARCH 8 (2018)

99. Empirical study on co integration between selected SAARC stock Markets

M. Sumathy and B. Ramya

SURAJ PUNJ JOURNAL FOR MULTIDISCIPLINARY RESEARCH 8 (2018)

98. Consumers" Attitude and Perception towards Short Message Service (SMS) Advertising through

Mobile Phones

K. P. Vipin and M. Sumathy

RESEARCH REVIEW International Journal of Multidisciplinary 3 (2018)

97. A Comparative Study on Perception of Customers Toward Service Quality of Canara and ICICI Bank

M. Sumathy and T. S. Sujith

Research Review :International Journal of Multidisciplinary 187-190 (2018)

96. Effect of Brand on Customer Loyalty among SBI Banking Customers

M. Sumathy and T. S. Sujith

International Journal of Scientific Engineering and Research 6 (2018)

95. Effect of e-governance in quality of Higher Education

M. Sumathy and P. Shaneeb

International Journal of Scientific Engineering and Research 6 (2018)

94. Financial Performance of Spinning Mills in Coimbatore City- A Comparative Study

M. Sumathy and R. Sindhu

International Journal of Research in Computer Application & Management 8, 139-147 (2018)

93. An Evaluation of Determinants of Consumer's Perception Towards Eco-friendly Products

M. Sumathy

International Journal of Research Culture Society 2, 139-147 (2018)

92. A Study on Marketing Strategies and awareness about Organic Products in Coimbatore

M. Sumathy, G. Anitha and Rathna
Zenith International Journal of Business Economics & Management
Research 8, 139-147 (2018)

91. A Co Integration Between Indian Sectoral Indices and Indian Stock
Market with special Reference to
NSE

M. Sumathy and B. Ramya

Zenith International Journal of Multidisciplinary Research 8, 66-74 (2018)

90. Prospects of Kerala Tourism an Economic Analysis

M. Sumathy and K. P. Vipin

Emerging Trends in Multi disciplinary Research 131-165

89. Behavioural response towards social media advertisements with special
reference to youth purchase
intention

M. Sumathy and K. P. Vipin

Researchers world – Journal of Arts and Commerce Impact Factor 8
(2017)

88. Attitude and Response towards Demonitisation of Rs.500 and Rs.1000. A
Study with special reference
to Rural People of Kerala

M. Sumathy and K. P. Vipin

EPRA International Journal of Economic and Business Review 5, 23-29
(2017)

87. A study on forecasting modeling on futures and spot prices with special
reference to selected NSE
indices

L. S. Sridhar and M. Sumathy

SJCC Management Research Review 7, 61-67 (2017)

86. Digital Payment Systems: Perceptions and Concerns among urban
Consumers

M. Sumathy and K. P. Vipin

International Journal of Applied Research 3 (2017)

85. A Study on Consumer's Attitude Towards Advertisements Through Social Media with Special Reference to Facebook
M. Sumathy and K. P. Vipin
International Journal of Research in Commerce & Management 7 (2016)
84. Empirical Observations: Expert Opinion About the Indian Stock Market
L. S. Sridhar and M. Sumathy
International Journal of Research and Business Innovation 4, 234-241 (2016)
83. Seasonality Effects on weekly Returns of Index Futures Market in India
L. S. Sridhar and M. Sumathy
International Journal of Research and Business Innovation 4, 234-241 (2016)
82. Forecasting on Commodity Derivatives Market with Special Reference to Gold and Silver
L. S. Sridhar, M. Sumathy and A. Charles Ambrose
International Research Journal of Business and Management 8 (2016)
81. Performance of Foreign Direct Investment in Pre and Post -Period of BRICS Formation
M. Sumathy and P. Dhanasekaran
EPRA International Journal of Economics, Business and Management Studies 4 (2016)
80. Extreme Volatility and Market Testing of Efficiency on Small CAP indices
L. S. Sridhar and M. Sumathy
Journal of Commerce and Trade 11, 26-41 (2016)
79. Forex trading strategy : an empirical study on the currency pair GBP/USD
L. S. Sridhar, M. Sumathy, A. Charles Ambrose and N. Sudha
International Journal of Research in Computer Application & Management 6, 20-23 (2016)
78. Macroeconomic Variables, Firm Characteristics and influence on Foreign Direct Investment (FDI)
Evidence from India

L. S. Sridhar, M. Sumathy, N. Sudha and A. Charles Ambrose
IOSR Journal of Economics and Finance 7 (2016)

77. Trend and Growth of Foreign Direct Investment in BRICS Countries
M. Sumathy and P. Dhanasekaran
EPRA International Journal of Multidisciplinary Research 2 (2016)

76. Price Discovery in Commodity Market –An Empirical Study on the Silver Market
L. Sridhar, M. Sumathy, N. Sudha and A. Charles Ambrose
IOSR Journal of Economics and Finance 7, 88-95 (2016)

75. A Study on role of Advertisements in Consumer Decision making with special reference to Purchase of LCD/LED Television in Malapuram District of Kerala
M. Sumathy and K. P. Vipin
International Journal of Informative & Futuristic Research 3 (2016)

74. A Discriminate analysis of the Investors' and clients' perception on credit rating service quality
M. Sumathy and PreemaRose Nichlavose
International Journal of Social Science and Interdisciplinary research 4, 100-105 (2015)

73. Investors' and Clients' perception on Quality Dimensions of Indian Credit Rating Agencies
M. Sumathy and PreemaRose Nichlavose
International Journal of Marketing Financial Services and Management Research 4, 94-100 (2015)

72. Client's perception and satisfaction towards quality dimensions of credit rating agency
M. Sumathy and PreemaRose Nichlavose
Intercontinental Journal of Finance Research Review 3, 1-6 (2015)

71. A Study on Stock Market Return, Volatility and Correlation Analysis Among Indian & Asian Stock Markets
M. Sumathy and B. Ramya
Zenith International Journal of Business and Management Research

ZIJBEMR 56, 21-29 (2015)

70. Working Capital Structure and Liquidity Analysis of Oil and Gas Industry
M. Sumathy and S. Seethalakshmi
Zenith International Journal of Business and Management Research
ZIJBEMR 5, 11-20 (2015)
69. Value Creation in Select manufacturing Companies Listed in BSE 100 Index
M. Sumathy, Mohamed Talha and E.Nixon Amirtharaj
Sci. Int.(Lahore) 831- 845 (2014)
68. Awareness, Behaviour, perceive risk attitude of Investors in derivatives market
M. Sumathy and R. Narmadha
International Journal of World Research 1, 9-14 (2014)
67. FDI Flows in Service Sector: Evidence from India
M. Sumathy and L. S. Sridhar
International Research Journal of Business and Management 7 (2014)
66. An analysis of Liquidity Efficiency of Select Aluminium Industries
M. Sumathy and R. Narmadha
SUMEDHA Journal of Management 3, 73-87 (2014)
65. Effect of Globalisation on Socio-Economic indicators in Asian Countries
M. Sumathy and PreemaRose Nichlavose
InternationalResearch Journal of Business and Management 7 (2014)
64. Commodity Channel Index on Commodity Derivatives –An Analysis with reference to Crude oil
M. Sumathy and E.Nixon Amirtharaj
Kaveripakkam College Journal of Management Research 1, 56-68 (2014)
63. India's Macro Economic Challenges
M. Sumathy and G. Venkatesan
SELP Journal of Social Science 5, 27-30 (2014)
62. Technological Risks in Banking
M. Sumathy and G. Venkatesan
THAVAN International Journal of Research in Economics and Banking 4,

47-49 (2014)

61. E-Banking in Rural Areas –An Analysis

M. Sumathy and R. Narmadha

THAVAN International Journal of Research in Economics and Banking 4,
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