

Dr M. VASAN

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National College (Autonomous)
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profile/Vasan-M

MOOC Completed

- ❖ 11 (Coursera & Alision)

Key Skills

- ❖ MS-Office Suite, SPSS & AMOS
- ❖ PSPP, Smart PLS & ADANCO

Research Interests

- ❖ Marketing
- ❖ HR
- ❖ Behavioral Finance
- ❖ Entrepreneurship

Funded Projects

- ❖ 03 (Completed)

Research Guidance

- ❖ Ph D – 05
- ❖ MPhil – 13

Editor/ Reviewer for Journals

- ❖ 15 (IN - 12; N – 03)

Books Published

- ❖ 09 (In Press – 01)

Chapter in Books

- ❖ 05 (IN - 02; N – 03)

Articles Published in Journals

- ❖ 50 (IN - 32; N – 18)

Conference Chair & Expert Lectures Delivered

- ❖ 30 (IN - 05; N – 25)

Seminar/ FDP Organised

- ❖ 22 (IN - 02; N – 20)

Education

Exam/ Degree	Institution	Year
SET (Commerce)	Mother Terasa University, Kodaikanal	2017
Ph D (Commerce)	Periyar University, Salem	2010
MBA	DDE, Alagappa University, Karaikudi	2006
MPhil (Commerce)	AVVM Sri Pushpam College, Poondi.	2006
M.Com	AVVM Sri Pushpam College, Poondi.	2004
B.Com	AVVM Sri Pushpam College, Poondi.	2002

Teaching & Research Experience

Institution	Designation	From - To	Years
K.S. Rangasamy College of Arts & Science (Autonomous), Tiruchengode	Assistant Professor & Head, Dept., of Commerce	09-06-2009 to 03-01-2017	7 Y 7 M
AVVM Sri Pushpam College (Autonomous), Poondi.	Assistant Professor of Commerce	05-01-2017 to 13-08-2021	4 Y 7 M
National College (Autonomous) Tiruchirappalli	Assistant Professor of Commerce	23-08-2021 to till date	0 Y 3 M
Total			12 Y 05 M

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- ❖ Comprehensive Model for Factors Influencing Word of Mouth Communication (Reg. No. L-89398/2020)

Foreign Visits

- ❖ Sri Lanka (2 times)



Special Lectures Organised

- ❖ 15 (N – 04; Regional – 11)

Seminar / Conference Presentations

- ❖ 69 (IN - 22; N - 47)

STTP/ Workshop/ FDP Attended

- ❖ 124 (IN - 12; N - 112)

Administrative Experience

- ❖ Served as HoD
- ❖ Placement Coordinator
- ❖ Chairman of BoS
- ❖ Member of BoS
- ❖ ISO Coordinator
- ❖ Member of Academic Council
- ❖ Member of Academic Audit
- ❖ Member of Standing Committee
- ❖ Founder President of IAA (TNJ Branch)
- ❖ Research Coordinator

Examinership

- ❖ Doctoral Committee Member
- ❖ External Examiner for PhD and M.Phil.
- ❖ Question Paper setter for various universities and autonomous colleges.

Grant/ Fellowship

- ✓ Seminar Grant from ICSSR, New Delhi (2 times)
- ✓ Sponsorship from Ministry of Corporate Affairs, GOI (2 times)
- ✓ Periyar University, Salem Awarded Research Fellowship for pursuing Ph.D.
- ✓ UGC-Travel Grant received for attending Conference at Sri Lanka.

Awards & Honours

- ♥ Best Faculty Award
- ♥ Bharat Jyoti Award
- ♥ Best Teacher Award
- ♥ Best Researcher Award
- ♥ Best Citizens of India
- ♥ Best Research Supervisor
- ♥ Glory of India Award
- ♥ Best Research Paper Awards

Recently Published Papers

- Yoganandan, G., **Vasan, M.** (2021). Evaluating the quality of scientific research papers in entrepreneurship. *Quality and Quantity*, Springer Nature, DOI: <https://doi.org/10.1007/s11135-021-01254-z> (Q1, Scopus & WoS Indexed).
- Yoganandan, G. and **Vasan, M.** (2021). Is logistics service quality a pathway to customer loyalty in the international freight forwarding industry? *Int. J. Logistics Systems and Management*, Inderscience Publishers. (Q2, Scopus Indexed)
- **Vasan, M.** (2021). Impact of Promotional Marketing Using Web 2.0 Tools on Purchase Decision of Gen Z. *Materials Today: Proceedings*. Elsevier Ltd., DOI: <https://doi.org/10.1016/j.matpr.2021.03.188> (Scopus & WoS Indexed).
- **Vasan M.** (2020). Moderating Effect of Demographic and Business Characteristics on Performance, *Serbian Journal of Management*, Vol. 15 (2), 319-333. DOI: <https://doi.org/10.5937/sjm15-21922> (Q3, Scopus & WoS Indexed)
- **Vasan, M.** (2020). Effectiveness of Word of Mouth Communication: Receiver Perspectives, *IEEE - Xplore*, November, 246-251, DOI: 10.1109/I-SMAC49090.2020.9243575 (Q1, Scopus Indexed & WoS Indexed)
- Sumathy, M., **Vasan, M.**, Sridhar, M. (2019). An Exploratory Analysis of Corporate Social Responsibility of Domestic Retailers in India. *International Journal of Innovative Technology & Exploring Engineering*, 8(8), 2887-2890 (Scopus Indexed).
- Gopinath, R., **Vasan, M.**, Sumathy, M. (2019). Attitude of Individual Investors towards Commodity Trading in Disruptive Technological Era. *International Journal of Engineering and Advanced Technology*, 8(8), 1720-1723. (Scopus Indexed).
- **Vasan, M.**, Sumathy, M., Sridhar, M. (2019). A Research on Human Capital Management Strategies in Sugar Manufacturing Plant. *International Journal of Recent Technology and Engineering*, 8(4), 2047-2050. (Scopus Indexed).
- **Vasan, M.** (2018). Impact of Job Stress on Job Satisfaction among the Pharmaceutical Sales Representatives. *Research Journal of Pharmacy and Technology*, 11(9), 813-821. DOI: 10.5958/0974-360X.2018.00688 (Q3, Scopus Indexed).

Professional Membership

- Life Member in Indian Accounting Association (Founder President of IAA-TNJ Branch)
- Life Member in Indian Commerce Association
- Life & Fellow Member in Indian Academic Researcher Association
- Life Member in Exclusive MBA
- Member in Institute of Corporate Responsibility and Sustainability (ICRS), London
- Member in Indian Academicians and Researchers Association, Guwahati, Assam
- Life Member in Teaching and Education Research Association (TERA)
- Life Member in International Society for Development and Sustainability (ISDS)
- Life Member in REST Society for Research International

