

Dr M. VASAN

Assistant Professor of Commerce (Aided)
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AAV-6647-2020



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profile/Vasan-M

MOOC Completed

- ❖ 13 (Swayam, Coursera & Alision)

Key Skills

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

Research Interests

- ❖ Marketing
- ❖ HR
- ❖ Behavioural Finance
- ❖ Entrepreneurship

Funded Projects

- ❖ 03 (Completed)

Research Guidance

- ❖ PhD – 05
- ❖ MPhil – 13
- ❖ M.Com – 11

Editor/ Reviewer for Journals

- ❖ 19 (IN – 15; N – 04)

Books Published

- ❖ 09

Chapter in Books

- ❖ 05 (IN – 02; N – 03)

Articles Published in Journals

- ❖ 57 (IN – 39; N – 18)
- ❖ Accepted – 04

Conference Chair & Expert Lectures Delivered

- ❖ 56 (IN – 15; N – 21; Regional 20)

Seminar/ FDP Organised

- ❖ 25 (IN – 02; N – 20)

Education

| Exam/ Degree | Institution | Year |
|------------------|--------------------------------------|------|
| SET (Commerce) | Mother Teresa University, Kodaikanal | 2017 |
| PhD (Commerce) | Periyar University, Salem | 2010 |
| MBA | DDE, Alagappa University, Karaikudi | 2006 |
| MPhil (Commerce) | AVM Sri Pushpam College, Poondi. | 2006 |
| M.Com | AVM Sri Pushpam College, Poondi. | 2004 |
| B.Com | AVM 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 |
| AVM 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 (Twice)





Special Lectures Organised

- ❖ 15 (College Level)



Seminar / Conference Presentations

- ❖ 73 (IN - 24; N - 49)



STTP/ Workshop/ FDP Attended

- ❖ 144 (IN - 19; N - 125)



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

- **Vasan, M.** & Yoganandan, G. (2024), "Does the belief of farmers on land as God influence the adoption of smart farming technologies?", *Benchmarking: An International Journal*, Emerald Publishers, U.K. 31(7), 2338-2359 <https://doi.org/10.1108/BIJ-10-2022-0645> (Scopus Indexed - Q1, ABDC Indexed - B & ESCI)
- Yoganandan, G. & **Vasan, M.** (2024). Is logistics service quality a pathway to customer loyalty in the international freight forwarding industry? *Int. J. Logistics Systems and Management*, 48(1), 1-16, Inderscience Publishers, Geneva, Switzerland. DOI: <https://doi.org/10.1504/IJLSM.2024.138881> (Q2, Scopus Indexed).
- Yoganandan, G., **Vasan, M.**, & László Vértesy (2024). Evaluating the effect of logistics service quality on customer satisfaction and loyalty. *Int. J. of Services and Operations Management*, 47(4), 515-534. Inderscience Publishers, Geneva, Switzerland, DOI: 10.1504/IJSOM.2024.137991 (Q3, Scopus Indexed).
- Parameswari J, Yoganandan G, **Vasan M** (2024), Mediating effect of self-esteem on the purchase intention of problematic online gamers, *Entertainment Computing*, 50, DOI: <https://doi.org/10.1016/j.entcom.2024.100650> (Scopus Indexed - Q2 & SCI Indexed)
- **Vasan, M.** & Yoganandan, G. (2023). Reading Habits of Students of Higher Learning Institutions During Covid-19 Lockdown Period. *Int. J. of Indian Culture and Business Management*, 28(3), 352-367, Inderscience Publishers, Geneva, Switzerland, DOI: 10.1504/IJICBM.2021.10043972, (WoS Indexed).
- Yoganandan, G., & **Vasan, M.** (2022). Causality between FDI, GNI and Exports - Empirical Evidence from India. *Indian Journal of Finance*, 16(11), DOI: 10.17010/ijf/2022/v16i11/172462 (Scopus Indexed - Q3& ABDC Indexed - C)
- Yoganandan, G., Abdul Rahman, A.A., **Vasan M** & Meero, A. (2022). Evaluating Agripreneurs' Satisfaction: Exploring the Effect of Demographics and Emporographics. *Journal of Innovation and Entrepreneurship*, 11(2), 1-22. Springer Nature. DOI: <https://doi.org/10.1186/s13731-022-00193-9>, (Q2, Scopus Indexed).
- Yoganandan, G., & **Vasan, M.** (2022). Evaluating the quality of scientific research papers in entrepreneurship. *Quality and Quantity*, 56, 3013-3027. Springer Nature, DOI: <https://doi.org/10.1007/s11135-021-01254-z>. (Q1, Scopus & WoS 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
- Life Member in REST Society for Research International
- Life Member in International Society for Development and Sustainability (ISDS)

