



Dr.B.Rohini, M.com (IB), MBA, PGDCA, M.Phil, PhD

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A skilled and qualified educational professor with Eleven years of teaching experience. Expertise in implementing and developing good environment in college classrooms. Looking for a position to utilize my knowledge and experience.

Professional Background

- ✓ Awarded Doctorate of Philosophy (PhD) in Commerce from Bharathiar University, July 2018.
- ✓ Completed Master of Philosophy in Marketing (M.PHIL) from Nallamuthu Gounder Mahalingam College, Pollachi, in 2011 and secured 64%.
- ✓ Obtained Post Graduate Diploma Degree in Computer Application from School of Distance Education from Bharathiar University in 2009 and secured 69%
- ✓ Obtained Master of Arts (Business Administration) at School of Distance Education from Bharathiar University in 2009 and secured 64%.
- ✓ Secured Master of Commerce (International Business), (MIB), at Nallamuthu Gounder Mahalingam College, Pollachi, from Bharathiar University in 2008 and secured 83%.
- ✓ Obtained Bachelor Degree in Commerce (B.COM), Park College, Tirupur, Affiliated to Bharathiar University in 2006 and secured 70%.

Experience Summary

- ❖ Working as an Assistant Professor in PG Department of International Business at Nallamuthu Gounder Mahalingam College, Pollachi from 08/10/2020 to Till date.
- ❖ Worked as an Assistant Professor in Department of Commerce at Shri Shankarlal Sundaribai Shasun Jain College for Women, Chennai from 1/06/2015 to 31/03/2017.
- ❖ Working as Placement Co – Ordinator at Shri Shankarlal Sundaribai Shasun Jain College for Women, Chennai from Nov 2015 to March 2017.
- ❖ Worked as an Assistant Professor in Department of Commerce at Shri Shankarlal Sundaribai Shasun Jain College for Women, Chennai from 1/06/2012 to 30/03/2013.
- ❖ 2 years and 10 months of Working Experience as an Assistant Professor in PG Department of International Business at Sree Saraswathi Thayagaraj College, Pollachi, Coimbatore (Dt) from 1/12/2008 to 30/09/2011.
- ❖ Efficient contributor as a Placement Co-Ordinator for the PG Department of International Business at Sree Saraswathi Thayagaraj College, Pollachi, Coimbatore (Dt).

- ❖ Handled the tasks of preparing ISO Audit files and NAAC .
- ❖ Member in SHE Cell at Shri Shankarlal Sundaribai Shasun Jain College for Women, Chennai.

Paper Presented

- ❖ Presented papers in State, National level seminars and also in International level.

Publication

- Contributed Boom Chapter on AI-Enabled Transformation of Employee Engagement Strategies for Sustainable Marketing Performance Book Chapter -AI - Enabled Marketing Innovation Supporting Sustainable Business Growth And Changing Customer Behaviour In The Recent Era, Shree Nagulan Research Training and Consultancy (SNRTC), pp : 1-9 First Edition: April 2026 ISBN: 978-93-5782-134-6
- Real-Time Tracking Systems: Boosting Supply Chain Efficiency in Coimbatore, The Academic Research Journal of Science and Technology (ARJST), 3048- 9644, Vol. 3 No. 05 (2026): ARJST, pp: 39 - 47, March 2026
- Assessing Lead Time Variability in Selected Online Grocery Applications, The Academic Research Journal of Science and Technology (ARJST), 3048- 9644, Vol. 3 No. 05 (2026): ARJST, pp: 21-31, March 2026
- Published a book chapter on Integrating Smart Port Innovations to Strengthen Blue Trade Networks Book Chapter - Sustainable Blue Economy In Commerce: A Data-Driven Approach Sankara college of science and commerce, pp: 165-173 January, 2026 ISBN: 978-93-5635-201-8
- Contributed for book chapters on From Classrooms to Startups: Entrepedagogy as a Catalyst for Educational Reform Book Chapter - Rise of Entrepreneurship Exploring Innovation & Partnership The Wordsswiggles Publication, Vol 1, pp : 247 - 252 September 2025, ISBN: 978-93-49882-56-0
- Contributed Chapter for the Book Rise Of Entrepreneurship Exploring Innovation Inclusion & Partnerships entitled From Classrooms to Startups: Entrepedagogy as a Catalyst for Educational Reform, ISBN: 978-93-49882-56-0, Sep 2025 , pp: 247 -253
- From Campus To Career: Understanding And Addressing Placement Anxiety Among Undergraduate Students, International Journal of Environmental Sciences, 2229 – 7359, August 2025, Vol. 11 No. 19s, pp : 945 - 952
- Evaluating the role of institutional support in campus placement Readiness, Rabindra Bharati University Journal of Economics, ISSN : 0975-802X, Vol. : XXIX, No:05, July 2025, pp: 172 -177

- Influence Of Social And Institutional Factors On Students' Placement Anxiety, International Journal of Cultural Studies and Social Sciences, ISSN: 2347-4777, Vol-22, Issue-1, No.21, July 2025, pp : 100 -106
- A Study On The Role Of Educational Institutions In Career Preparation, Rabindra Bharati University Journal of Economics, ISSN : 0975-802X, Vol. : XXIX, No:05, July 2025, pp: 165 -171
- Assessing The Impact Of Regional Social Factors On Career Placement Of Undergraduates, International Journal of Cultural Studies and Social Sciences, ISSN: 2347-4777, Vol-22, Issue-1, No.21, July 2025, pp : 93-99
- Published a Book Chapters on Digital Entrepreneurship : Opportunities and Challenges for Gen Z entitled Breaking Barriers – The role and challenges of Gen Z Women Entrepreneurs, ISBN : 978-81-984393-1-4 Sankara College of Science and Commerce , March 2023 , pp : 25-25
- Logistics Providers in Coimbatore: Navigating the Challenges and Opportunities, Madhya Bharti -Humanities And Social Sciences, ISSN: 0974-0066 Vol-86 No. 13, January–June: 2024, pp : 62 -71
- Impact of Inventory Levels on Tea Factory Supply Chain Performance in Valparai, Madhya Bharti -Humanities And Social Sciences, ISSN: 0974-0066 Vol-86 No. 13, January–June: 2024, pp : 72 -78
- An Outlook Of Exim Procedure Followed By Rice Exporters In Tamilnadu -An Analytical Study, Rabindra Bharati University Journal of Economics, ISSN:0975-802X, Vol.:XXVIII, No:31, 2024 with IF: 6.986., pp : 160 -169
- Prospect and perception about job satisfaction in logistics Industry with special references to Coimbatore district, Madhya Bharti - Humanities and Social Sciences UGC Care Group I Journal, ISSN: 0974-0066 Vol-85 No. 13, January–June: 2024, pp : 48 – 53
- Employee Engagement Parameters Followed In Selected Logistics Concerns Of Coimbatore District, Madhya Bharti -Humanities and Social Sciences, Volume Vol-85 No. 8,, Year 2024, Pages 73 -78
- A study on the employee motivational factors in logistics industry, Madhya Bharti - Humanities and Social Sciences UGC Care Group I Journal, ISSN: 0974-0066 Vol-85 No. 8, January–June: 2024, pp : 56 – 61
- Feasibility of Commuter On Rail Transport, Madhya Bharti -Humanities and Social Sciences UGC Care Group I Journal, ISSN: 0974-0066 Vol-85 No. 8, January–June: 2024, pp : 49 -55
- User Perception On Coimbatore International Airport, Madhya Bharti -Humanities and Social Sciences UGC Care Group I Journal, ISSN: 0974-0066 Vol-85 No. 8, January–June: 2024, pp : 43 -48

- Challenges of Dairy Product Exporters in Coimbatore City – An investigative study, South India journal of Social Sciences, ISSN : 0972 – 8945 , Vol.XXI,No.11, July – December 2023, pp : 14 - 20
- To Study The Impact Of Drug Addiction And Their Lifestyle Below The Age Of 25 With Reference To Pollachi Taluk, Madhya Bharti -Humanities and Social Sciences, ISSN 0974-0066 ,Vol. 83, No. 18, January - June : 2023
- Coconut and its allied commodities exporter's awareness of Government Export promotion schemes and predicting the India's coconut cultivation volume –An Analytical Study, Muktsahbd Journal, September, 2022, Volume XI, Issue IX, pp : 946-959, 2347/3150
- Coconut Exporter's Awareness, Perception And Attitude Towards Various Government Coconut Promotion Schemes & It's Services With Reference To Pollachi Taluk-An Investigative Study, 0776-3808
- Challenges and Prospects of Coconut Exporters in Indian Perspectives- An Investigative Study, DOGO Rangsang, Vol. 11, Issue. 12, No. 01, December: 2021 pp : 106 -111,
- Customers Preference towards Gems and Jewellery during pandemic period and its price fluctuations with reference to Coimbatore City – An Investigative Study, Strad Research , 2021
- A study on Consumer Confidence, Indian Journal of Commerce & Management Studies, Volume VIII, Special Issue, September 2017,Pp : 101 – 109, 2249-0310
- Consumer Awareness on Economic Indicators article was published in International Journal of Advanced Research in Computer Science and Management Studies in May 2016.
- Consumer Confidence and Durable Goods Buying Intention was published in Knowledge Economy In September 2016 .

Research Skill

- ❖ Awarded Seed Money from Nallamuthu Gounder Mahalingam College for the research project on Campus to Career :An outlook on Placement Anxiety Among Undergraduate Students, 2025
- ❖ Received Seed Money from Nallamuthu Gounder Mahalingam College for the research project on Problems and Prospects of Coconut Exporters in Pollachi Taluk, Coimbatore District - An Investigative Study, 2022
- ❖ Research carried out on “Determinants of Consumer Confidence” in 2019
- ❖ Research was undergone in “An anatomy of consumer confidence” who were residing in Pollachi Taluk, 2011
- ❖ “A study on online share trading and investors satisfaction” with reference to ICICI BANK.
- ❖ On customs house agent” with special references to ICD, Irugur, Coimbatore.

Awards and Honors:

- ❖ Awarded Financial assistance by ICSSR for organizing a National seminar on “India 2.0: Vision for India 2047- Digital Ecosystem : Harnessing Artificial Intelligence” in Jan 2024.
- ❖ Secured First Rank in PG degree and awarded Gold Medal at Nallamuthu Gounder Mahalingam college, Pollachi
- ❖ Produced 100% result at university level and in autonomy level on major papers.

Personal Information

Date of Birth : 25th December 1985.
Sex : Female.
Marital status : Married.

B. Rohini

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