

Name : Dr. T. M. Hemalatha

Staff ID : RCAS00027

Designation : Associate Professor & Dean

Department : Commerce

Experience : 18 Years

Qualification : M.Com., MBA., MA, B.Ed., PGDCS., PhD

Specialization: Finance & Human Recourse Management

Mail ID : dean.cm@rathinam.in



ACADEMICS

Degree	Branch	Institution / University	Year of Completion
PhD	Commerce	Bharathiar University	2019
M.Com	Commerce	Bharathiar University	2013
MA	English	Annamalai University	2013
MBA	Management	Bharathiar University	2002
B.Ed	English	Tamil Nadu University	2011
BA(Lit)	English	IGNOU	1998
BACS	Corporate Secretaryship	Madras University	1997

Diploma / Certification	Specialization	Institution / University / Agency Name	Year of Completion
PGDCS	Computer Science	Madras University	1998

RESEARCH AND PUBLICATIONS

GRANTS

Title	Agency	Amount	Year	Status
Minor Research Project – A Study on Work-Life Balance of Employees in Government Hospital (With Special Reference to Coimbatore District)	UGC - F. No:4-4/2013-14 Proposal No: 474 March 2014 No MRP-5071/14 (SERO/UGC) dated March 2014	Rs. 1,80,000	April 2014	Completed
Entrepreneurship Awareness Camp	EDII	Rs. 20,000	2017	Completed

PATENTS

1. Patent filed on IOT-Enabled Distance Measurement Device for Industrial Applications on 24.05.2024.
2. Patent filed on Analyzing the role of personalization and customization in digital relationship marketing in the covid-19 era on 23.09.2021.

SEED MONEY

Title	Institution	Amount	Year	Status
Optimizing interaction: Enhancing user experience in biometric contactless payments	Rathinam College of Arts and Science	25,000	2024-2025	Completed

GUIDANCE

Program	No. of Scholars	
	Completed	Pursuing
Ph. D.	2	4

Journal Publications

J Abey, R Velmurugan, K Amutha, TM Hemalatha, “Reasons for Worker Migration” in Recent Research in Management, Accounting and Economics (RRMAE), Routledge Taylor and Francis Group Publications, ISBN: 9781032999029 (hbk) ISBN: 9781032999036 (pbk) ISBN: 9781003606642 (ebk), 2024. DOI: 10.1201/9781003606642.

Mr. P. Sasikumar and Dr. T. M Hemalatha, “Digital Marketing and Consumer Behavioural Patterns in Fast Food Business Enterprises in Coimbatore City” in Periodico di Mineralogia, Volume 93, Issue 6, 2024, ISSN: 0369-8963, <https://doi.org/10.5281/zenodo.14020926>.

Dr. S. Jyothirmaye Reddy, Ms.Shikha Kansal , Dr.Surendra Kumar , Dr. P. Vidhya Priya , Dr.T.M.Hemalatha, “Analyze the Role of HR in Promoting Employee Relations and Fostering a Collaborative Work Environment” in African Journal of Biological Sciences, Volume 6, Issue Si4, 2024, ISSN: 2663-2187. <https://doi.org/10.48047/AFJBS.6Si4.2024.1509-1518>.

TK Mishra, B Bhavya, M Tayade, PV Rajlakshmi, TM Hemalatha, AS Mohideen. “A Pragmatic Study on Role of HRD in Supporting, Stimulating Sustaining Creativity and Innovation”, Migration Letters, Volume: 21, No: S1 (2024), pp.942-952, ISSN: 1741-8984

(Print) ISSN: 1741-8992 (Online). (Scopus)
<https://migrationletters.com/index.php/ml/article/view/7221>.

Salini CA, Dr. T. M Hemalatha, “Problems Faced by Consumers while taking Home Loan with Special Reference to Malappuram District, Kerala” in *Rivista Italiana di Filosofia Analitica Junior*, Vol 14, No. 2 (2023) ISSN: 2037-4445
<https://rifanalitica.it/index.php/journal,pp.1098-1103> (Scopus).

Ms.G.Arutgeevitha, Dr.T.M.Hemalatha, Ms.V.Priyanka, Dr.B.GeethPriya, Mr.P.Sasikumar, Ms.U.Ashwini, “Customer Satisfaction Towards Artificial Intelligence on Digital Marketing” *Journal of Survey in Fisheries Science* vol. 10 No. 4s (2023) 10(4s) pp. 3473-3478, Special Issue 4 (Scopus) DOI:
<http://sifisheriessciences.com/journal/index.php/journal/article/view/2220>

Dr.T.M.Hemalatha, Ms.G.Arutgeevitha, Ms.V.Priyanka, Mr.P.Sasikumar,Mr.G.Suresh, K.Valarmathi , “Impact of Internet Gambling Among Students In and Around Coimbatore City ” in *European Chemical Bulletin* Volume -12, Special Issue-5 ISSN 2063-5346 (2023) (Scopus) DOI: <https://www.eurchembull.com/issue-content/impact-of-internet-gambling-among-students-in-and-around-coimbatore-city-6968>, pp.2013-2023.

C.S Priya, Dr. T. M. Hemalatha, V. Varsha, Dr V.T Dhanaraj, “Measuring the Factors Influences of Online Shopper towards E-Commerce Shopping Decision Making” in *Scopus Indexed - Central European Management Journal* Vol. 30, Iss. 4 (2022) ISSN: 2336-2693 | E-ISSN: 2336-4890, pp.2291-2305

Mrs. Bushra B, Dr. T. M. Hemalatha, Mr. Ajith Kumar, Ms. Anusuya, Mrs. Dhanalaxmi, “A Study on Impact of Covid on Indian Economy” in “*Central European Management Journal*” *Scopus Indexed Journal* Vol. 30 Iss. 4 (2022) ISSN: 2336-2693 | E- ISSN: 2336-4890, pp.2272-2275

Ms.Adhithya Sudheerkumar, Dr.T.M.Hemalatha, Ms.Pavithra V, “Study on Preference of Youth towards Cashless Payment System” in “*Central European Management Journal* *Scopus Indexed Journal* Vol. 30 Iss. 4 (2022) Issn:2336-2693 | E-Issn:2336-4890, pp.1989-1995

Salini C A, Dr.T.M.Hemalatha, “A Study on Effectiveness of Financial Inclusion among Household Women with Special Reference to Ponani Taluk of Kerala” *Scopus Indexed*

Journal in Central European Management Journal Vol.30 ISS.4(2022) ISSN:2336-2693 E-ISSN : 2336-4890,pp.1887-1893.

Published an article entitled “Consumer Perception of Keralites towards Ethical Issues in Advertising with Special Reference to Women” Volume 30, Issue 04, and, ISSN 2336-2693/E-I ISSN: 2336-4890Pp: 1635-1642. Scopus Indexed Journal http://journals.kozminski.cem-j.org/index.php/pl_cemj/article/view/213,pp.1635-1642.

Dr.T.M.Hemalatha, “A Descriptive Study of Performance Appraisal System and Promotion Policy followed in Industries of Private Sector” Neuro Quantology Scopus Indexed Journal, July2022, Volume 20, Issue 8, and ISSN: 1303-5150, Pp.4878-4887. doi : <http://10.14704/nq.2022.20.8.NQ44513>.

Dr.Somasekhar Donthu, Annapurna Nagoji, Dr.T.M.Hemalatha, Venkata Harshavardhan Reddy Dornadula, Dr.Anand J, Dr.Bipin Chandra pant “Towards applicability of Block Chain in Human Resource Management” in Design Engineering, Scopus Indexed Journal, Issue No.9, December 2021, ISSN: 0011-9342, pp.3630-3636.

Ms. Lingeshwari R., Dr. T.M Hemalatha,”A Study on Customers Preference Towards Online Shopping with Special Reference to Coimbatore City in the Journal of Commerce and Business Studies, Volume 08, Book No. 02, ISSN: 2322-0767, January-June: 2025.

Ms. Lingeshwari R., Dr. T.M Hemalatha., “A Study on Impact of Digital Marketing on Consumer Buying Behavior Towards Online Shopping with Special Reference to Coimbatore City” in the International Journal of Applied Ethics, Volume:10, No.02, ISSN: 2321-2497, 2024.

Ms.Kirubha Suresh, Dr.T.M.Hemalatha, “Customer Satisfaction of Banking Services Provided by ESAF Small Finance Bank with Special Reference to Thrissur District” in Journal of The Indian Association for Productivity, Quality and Reliability in Prints Publications Pvt Ltd, Vol.49, Issue 02, No.02, ISSN 0970-0102, 2024.

Mrs. Bushra.B., Dr. T.M Hemalatha., “A Study on Influence of Digital India on Digital Education” in Indian Journal of Psychology, Book No.04, 2023 ISSN: 0019 – 5553, pp.58-63.

Ms. S.Femina Jasmine., Dr. T.M Hemalatha., “A Study on Enhancing Employee Performance Through Monetary Incentives (Public and Private Sector)” in History Research Journal Vol 29, Issue 02, March-April:2023, ISSN: 0976-5425(P), pp.42-46.

Dr. T,M Hemalatha., Ms Malarvizhi., “Study on Assessment of Contribution of Employee Motivation in Providing Quality Customer Service in the Banking Sector” Published in Education and Society with IF=6.718 Vol. 46, Issue 04, No. 03, ISSN 2278-6864 July - September 2023, pp.169-172.

Dr. T,M Hemalatha., Ms. Pavithra., “A Study on Impact of Goods and Service Tax on Primary Products” in South India Journal of Social Sciences Vol. XXI, No.5, ISSN: 0972 – 8945, July – December: 2023, pp.158-161.

Mr. S. Pradeep., Dr. T,M Hemalatha., “A Study on the Impact of Cultural Differences on International Business Negotiations” in History Research Journal, Vol:29, Issue:02,March-April:2023,ISSN:0976-5425(P),pp.47-50.

Ms. Salini C.A., Dr. T,M Hemalatha., “Financial Literacy Awareness among Household Women (With Special Reference to Kerala)”, in Humanities and Social Science Studies, Vol. 12, Issue 2, No. 7, July – December: 2023 ISSN 2319-829X, pp.75-79.

Dr. T,M Hemalatha., Mr. Mohammed Maideen M.,“Adjustment and Academic Achievements of Differently Abled Students in Coimbatore” in Rabindranath Journal of Philosophy, Vol:XXIV ,,No:15,,2023, ISSN: 0973-0087,pp.20-24.

Mr. S. Jeevithan., Dr. T,M Hemalatha.,“A Study on Devaluation of Indian Currency Against American Dollars” in South Indian Journal of Social Science Vol.XXI, No.37, January – June: 2023, ISSN: 0972 – 8945, pp.11-13.

Dr. T,M Hemalatha., Ms. Suhitha.M, “A Study on Online Banking and Customer Gratifications on Banking Sector in Coimbatore District” in South Indian Journal of Social Science Vol. XXI, No.37, January – June : 2023, ISSN: 0972 – 8945, pp.6-10.

Dr. T,M Hemalatha., Mr. P. Kishore “A Study on Digital Transformation of Higher Education” in South Indian Journal of Social Science Vol.XXI,.No.37,January – June : 2023, ISSN: 0972 – 8945, pp.39-41.

Dr. T,M Hemalatha., Mr. K. Vishanth.,“Study on The Impact of Labor Welfare Measures on Employee Satisfaction”, in Shodha Prabha (UGC Care Journal), Vol. 48 Book No.04: 2023 ISSN: 0974-8946, pp.64-68

Dr. T,M Hemalatha., Ms. M. Harini.,“Job Satisfaction and Stress of Women Teachers in Coimbatore” in UGC Care Approved, Group I, Peer Reviewed, Bilingual, Multi – Disciplinary Referred Journal - Education & Society: With If=6.718 Vol.47, Issue 02, No.20, April-June: 2023 ISSN 2278-686, pp.102-104.

Dr. T,M Hemalatha., Ms. M Shanmathi. ,“Level of Financial Literacy among Working Women at Coimbatore” in UGC Care Approved, Group I Kanpur Philosophers: International Journal of Humanities, Law and Social Sciences Vol.X , Issue I (I) : 2023 ISSN 2348 – 8301,pp.131-135.

Dr. T,M Hemalatha., Ms. B. Dharani.,“A Study on Challenges and opportunities of Women Empowerment in Coimbatore City” in UGC Care Approved, Peer Reviewed and Referred Journal - Journal of Asiatic Society of Mumbai, Vol.XCVI, No.13, 2023 ISSN: 0972-0766 , pp.67-71.

Ms. Sneha Devadasi., Dr. T,M Hemalatha., Ms. C. Kanishma Devi.,“A Study on Impact of E Learning among Students With Special Reference To Thunchath Ezhuthachan College Elavanchery” in Industrial Engineering Journal, Volume : 52, Issue 1, No. 1, January 2023 ISSN: 0970-2555,pp.103-106,

Ms. C. Kavya., Dr.T.M.Hemalatha, “A Study on Customer Satisfaction towards Google Pay with Special Reference to Palakkad City” in Shodha Prabha,Volume 47, Issue 04, No.01:2022, ISSN: 0974-8946, pp: 15-18.

T. M. Hemalatha, R. Naveenraj, R. Anandhalakshmi. “A Study on Student Perception towards online Learning and Technologies Used in Education Platform During Covid 19”, International Journal of Advances in Engineering and Management, A Peer Reviewed Journal, Volume 4, Issue 5, May 2022, ISSN: 2395-5252, pp:941-943.

Dr. S. Rajeswari., Dr. T,M Hemalatha.,“A Study on Wireless Network Routing using Weisfelier-Lehmen Kernel and Dual Convolution Neural Network “in Shodhasamitha Journal of Fundamental & Comparative Research, Volume. VIII, No.1 (XXIV):2022, ISSN: 2277-7067, pp:8-15.

Mr.P.Sasi Kumar, Dr.T.M.Hemalatha, “The Study on Women Employees Preference towards in Unorganized Sector” in International Journal of Scientific Research in Engineering and Management, Volume 06, Issue 05, May 2022, ISSN: 2582-3930, pp:1643-1644.

Dr. T. M. Hemalatha, Pranav.K.R., “A Study on Impact of Covid on Job Interview in Coimbatore” in International Journal of Modernization Technology and Science, Volume 04, Issue04, April-2022, ISSN: 2582-5208.

T.M. Hemalatha, “A Study on Customer Satisfaction on OTT Platforms during Covid19 Pandemic Period” in International Journal for Research in Applied Science & Engineering Technology, Volume 10, Issue V, May 2022, ISSN: 2321-9653, pp. 1742-1745. DOI: <https://doi.org/10.22214/ijraset.2022.42072>

T.M. Hemalatha, V. Shangumeshwaran. “A Study on Entrepreneurial Knowledge and Awareness among College Students in Coimbatore” in Journal of Emerging Technologies and Innovative Research, Volume 9, Issue 4, April 2022, ISSN: 2349 – 5162, pp. 332 -337.

Ms.Thamizharasi , Dr.T.M. Hemalatha, “A Study on Awareness and Attitude towards Crypto currency in Coimbatore” in International Journal if Research Publication and Reviews”, Volume 3, Issue 4, 2022, April 2022, ISSN: 2582 – 7421, pp. 2174 - 2177

T.M. Hemalatha, Poornima. S Vaishnavi.M , “A Study on Status of Unemployed Graduates during Pandemic Period in Coimbatore City” in International Journal of Creative Research Thoughts, Volume 10, Issue 4, April 2022, ISSN: 2320-2882, pp. 756-760. Paper Id: IJCRT2204549.

Dr.T.M.Hemalatha, Pranav K. R, Angu Saravanan P B,“A Study on Impact of Covid on Job Interview in Coimbatore” in International Research Journal of Modernization in Engineering Technology and Science, Volume 4, April – 2022, ISSN 2582-5208, pp. 1643-1644.

T.M. Hemalatha, L. Gokulkrishnan, M. Mahendran, “A Study on Challenges Faced by Women Entrepreneurs in Coimbatore City” in International Journal of All Research Education & Scientific Methods, IOS & UGC Journal Volume 10, Issue 4, April 2022, ISSN 2455-6211, pp 2075-2078.

Ms.A.Anusha, Dr.T.M.Hemalatha, Mr.P.Sasikumar, “Retailer Perception towards Implementation of Goods and Service Tax (GST) in Palakkad Town” in Shodhasamitha: Journal of Fundamental & Comparative Research, UGC Care Approved, Peer Reviewed and Referred Journal, Kavikulaguru Kalidas Sanskrit University, Ramtek, Volume VIII, No.1 (I) 2022, ISSN: 2277-7067, pp.37-41.

Dr.T.M.Hemalatha, Dr.S.Harikaran, “A Study on Customers Satisfaction towards Online Shopping with Special Reference to Coimbatore District” in Shodhsamhita: Journal of Fundamental & Comparative Research, UGC Care Approved, Peer Reviewed and Referred Journal, Kavikulaguru Kalidas Sanskrit University, Ramtek, Volume VIII, No.1 (I) January 2022, ISSN: 2277-7067, pp.28-36.

Dr.S.Harikaran , Dr.T.M.Hemalatha , “A Study on Work Stress of Private Company Employees with Special Reference to Coimbatore District” in Shodhsamhita: Journal of Fundamental & Comparative Research, UGC Care Approved, Peer Reviewed and Referred Journal, Kavikulaguru Kalidas Sanskrit University, Ramtek, Volume VIII, No.1 (I) 2022, ISSN: 2277-7067, pp.22-27.

Mr.P.Sasi kumar, Dr.T.M.Hemalatha , Ms.G.ArutGeevitha, “The Impact of Media Usage of Teenagers with Positive and Negative Facets” in Shodhasamitha: Journal of Fundamental & Comparative Research, UGC Care Approved, Peer Reviewed and Referred Journal, Kavikulaguru Kalidas Sanskrit University, Ramtek, Volume VIII, No.1 (I) January 2022, ISSN: 2277-7067, pp.42-46.

Ms.V.Priyanka, Dr.T.M.Hemalatha, Ms.M.Akilla, “A Study on Export Analysis of Coir and Coir Products in India” in Shodhsamhita: Journal of Fundamental & Comparative Research, UGC Care Approved, Peer Reviewed and Referred Journal, Kavikulaguru Kalidas Sanskrit University, Ramtek, Volume VIII, No.1 (I) January 2022, ISSN: 2277-7067, pp.47-49.

Dr.T.M.Hemalatha, “A Study on Effects of Performance Appraisal on Motivation Strategy of Employees Working in Colleges with Special Reference to Coimbatore District” in Kala Sarovar, UGC Care Group-1 Journal, Volume 23, No.04 (IX) October- December 2020, and ISSN: 0975-4520, pp.43-47.

T. M. Hemalatha, “A Study on Growth Prospects and Contribution of Indian Agricultural Exports in India’s Foreign Trade with Special Reference to APEDA” in Kala the Journal

of Indian Art History Congress Volume 26, No.2(XI): 2020-2021, ISSN: 0975-7945. Pp.123-126.

Dr.T.M.Hemalatha, "A Study on Retailers Attitude towards ABC Garments with Special Reference to Tirupur City" in Infokara Research Volume 9, Issue 9, September 2020, ISSN: 1021-9056, pp.199-208

MM Vishnu S Harikaran, TM Hemalatha, "A Study on Influence of Advertisement in Consumer Brand Preference with Special Reference to Coimbatore City" in Kala Sarovar UGC Care Group-1 Journal, Volume 23, No. 02(II) July-September 2020, and ISSN: 0975-4520, pp.178-182.

Dr.T. M.Hemalatha, "A Study on Consumer Awareness and Satisfaction towards Dove Product of Unilever with Special Reference to Coimbatore City" in Sambodhi UGC Care Journal, Volume 43, No-03(IX) July-September 2020, and ISSN: 2249-6661, pp.62-65.

Dr.T. M.Hemalatha , "Work Life Balance of Employees Working in Information Technology (IT) Sector with Special Reference Towards Coimbatore City" in Sambodhi a Quarterly Peer Reviewed, Refereed Research Journal, Volume 43, No.3 (IV) (July-September) Year :2020 UGC Care Listed Journal, ISSN:2249-6661, pp.06-10.

Mrs NR Nithya, Ms A Santhiya, TM Hemalatha , "Impact of Changes in Equity Funds to Mutual Funds Investor's Behavior" in Journal of Information and Computational Science, Volume 10, Issue 8, August 2020. ISSN: 1548-7741, pp.273-281.

Dr.T. M.Hemalatha, "Stress Management among Women Employees with Special Reference to Coimbatore District" The International Journal of Analytical and Experimental Modal Analysis, Volume XII, Issue VIII, August 2020, ISSN NO: 0886-9367, pp.1492-1499.

TM Hemalatha, K Arthi, "A Study on Investment Pattern among Women Investors in Coimbatore District" in Infokara Research, Volume 9, Issue 8, August 2020. ISSN: 1021-9056, pp. 219-222.

Dr.T M.Hemalatha, "A Study on Problems and Challenges Faced by Working Women with Special Reference to Coimbatore City East Zone" in Strad Research, an UGC-CARE Approved Group - 2 Journal an ISO: 7021-2008 Certified Journal, Volume 7, Issue 7, July 2020. ISSN: 0039-2049, Website: <http://stradresearch.org/>, pp.30-37.

Dr.T.M.Hemalatha, “Job Satisfaction of Tamil Nadu State Transport Corporation Employees with Special Reference to Coimbatore District”, Journal of Interdisciplinary Cycle Research, Volume XII, Issue VII, July/2020, ISSN NO: 0022-1945. pp. 868-875.

T. M. Hemalatha, “Consumer Attitude towards MYNTRA Online Shopping in Digital Marketing” in Strad Research, an UGC-CARE Approved Group - 2 Journal an ISO: 7021-2008 Certified Journal, Volume 7, Issue 7, July 2020. ISSN: 0039-2049, Website: <http://stradresearch.org/>, pp.50-56.

Ms. P. Shinney., Dr. T.M. Hemalatha Published an article entitled “A Study on Awareness and Satisfaction of Nutritional Labeling on Consumer Buying Behaviour” in Journal of Scientific Computing, Volume 8, Issue 12 , Dec 2019 , ISSN NO: 1524-2560, <http://jscglobal.org/> pp.165-171

Ms. N. R Nithya., Ms. S. Sangamithra., Dr. T.M. Hemalatha Published an article entitled “A Study on Technopreneurs towards Technology Incubation and Development of Entrepreneurs (TIDE)” in Journal of Management, Volume 6, Issue 6, Nov-Dec 2019, ISSN: 2347-3959, pp. 80-85.

M Romeo, C Kanimozhi, TM Hemalatha, S Hariharan , "A Study on Customer Attitude Towards Luxury Products a Special Reference to Kanyakumari District", IJRAR - International Journal of Research and Analytical Reviews (IJRAR), E-ISSN 2348-1269, P-ISSN 2349-5138, Volume.6, Issue 2, Page No pp.445-453, June 2019, <http://www.ijrar.org/IJRAR19K4330.pdf>

T.M. Hemalatha., M. Kesavy., P.A Ramesh Kumar., “A Study on Employees Preference towards Printing Industry” in Suraj Punj Journal for Multidisciplinary Research, Volume 9, Issue 6 ISSN NO 2394 – 2886, June 2019, pp.253-258. www.pragatipublication.com.

G Arut Geevitha, TM Hemalatha, “A Study on Consumer Attitude towards Digital Marketing in MYNTRA Online Shopping” in Journal of Management, Volume 6, Issue 1, Jan-Feb 2019, ISSN: 2347-3959, pp. 202-206.

Dr.T.M. Hemalatha., Ms. K. Arthi “Investment Pattern among Women Investors in Coimbatore District” in Journal of Management, Volume 5, Issue 6, ISSN: 2347-3959, Nov-Dec2018, pp. 172-176.

TM Hemalatha, K Arthi , “Problems and Challenges Encountered by Employed Women with special reference to Coimbatore City” in Journal of Management, Volume 5, Issue 6, ISSN: 2347-3959, Nov-Dec 2018, pp. 165-171.

S Harikaran, TM Hemalatha, MM Vishnu, “A Study on Influence of Advertisement in Consumer Brand Preference with Special Reference to Coimbatore City” in Journal of Management (JOM) Volume 5, Issue 6, ISSN: 2347-3959, November–December 2018, pp. 187–192, Available at SSRN: <https://ssrn.com/abstract=3881569>

Dr. T,M Hemalatha., Ms. Pavithra S., “A Study on Savings and Investment Pattern of Salaried Women in Coimbatore” in International Journal of Research and Analytical Reviews. Volume 5, Issue 3 ISSN NO 2348-1269, July – September 2018, pp.143-148.

Mrs. T,M Hemalatha., Dr. K. Shunugasundaram., “Employees Welfare Measure on Textile Industries with Special reference to Perur Taluk - Coimbatore” in International Journal of Basic and Applied Research, Volume 8, Issue 6, ISSN NO 2278-0505, June 2018, pp.614-621.

Mrs. T,M Hemalatha., Dr. K. Shunugasundaram., “A Study on Work Life Balance of Employees in Government Hospital with special to Coimbatore District” in International Journal of Applied and Advanced Scientific Research, Volume III, No. I, ISSN 2456-3080, Jan 2018, pp.01-06.

DJ Thirumaran, T.M. Hemalatha, “Indian Higher Education – Opportunities, Short Comings – A Roadmap to Reach” in International Journal of Research in Engineering & Applied Science, Volume V, Issue XI, ISSN 2249-3905, Nov 2015, pp.21-22.

T.M. Hemalatha., “The Reflections of Work Life Balance on Indian Hospital Employees” in International Journal of Marketing, Financial Services & Management Research, Volume 4, No 1, ISSN 2277-6788, Jan – March 2015, pp.8-11.

TM Hemalatha, “A Study on Customer Preference and Attitude towards Data Card Service Providers with Reference to Coimbatore City” in International Journal of Research in Commerce, IT & Management, ISSN NO 2231-5756, Volume – IV Issue – XII, December 2014, pp. 28-32,

T. M. Hemalatha, “Impact of Thirukural on Management” in HRD Times, Volume 18, ISSN No. 0976-7401, May 2013, pp. 48.

T. M. Hemalatha, “Ethical Banking” in HRD Times, Volume 14, ISSN No. 0976-7401, Feb 2012, pp.45-47.

T. M. Hemalatha, “SMS Marketing” in Readers Shelf, Volume 7, Issue No: 6, March 2011, pp.20-22.

T. M. Hemalatha, “Business Intelligence” in HRD Times, Volume 13, ISSN No. 0976-7401, Jan 2011, pp.39-40.

R Velmurugan, S Jegadeeswari, R Manikandan, TM Hemalatha, K Amutha, “Determinants of MSMEs Entrepreneurs Sustainability”, published by EDP Sciences, Volume 449 (2023), E3S Web Conference, 449 (2023) 05007. <https://doi.org/10.1051/e3sconf/202344905007>

Book Chapters

Dr.T.M.Hemalatha, Adoption and Usage Patterns of E-Wallets Among Urban and Rural Consumers: A Comparative Study, The Wordsswiggles publication, ISBN: 978-93-49882-27-0, June 2025.

Ms.B.Bushara, Dr.T.M.Hemalatha, Electronic Money: Innovations and Impacts on Financial Management, The Wordsswiggles publication, ISBN: 978-93-49882-27-0, June 2025.

Mr.P.Sasi Kumar, Dr.T.M.Hemalatha, Dr.G.ArutGeevitha, The Impact of Digital Payment Systems on Consumer Spending Behaviour: A Study of Urban and Rural Markets, The Wordsswiggles publication, ISBN: 978-93-49882-27-0, June 2025.

Ms.V.Priyanka , Dr.T.M.Hemalatha, “Distance Education Students' Satisfaction with Education Quality in Accounting Programs in AI and Learning Analytics in Distance Learning”, IGI Global Scientific Publishing Platform, ISBN13: 9798369371954, ISBN13 Softcover: 9798369371961, EISBN13: 9798369371978, 2025. DOI: 10.4018/979-8-3693-7195-4.ch003

Dr.T.M.Hemalatha, “Artificial Intelligence in Curriculum Design: Shaping the Future of Education” in Role of ICT & Educational Technology in Higher Education, Surya Multidisciplinary Publication, Volume – 04, ISBN: 978-81-972279-9-8, 2024.

Dr.T.M.Hemalatha , Ms.S.Nancy Jenifer, “A Study on Food Waste Reduction Strategies in the Agricultural Supply Chain”, ND Global Publication House, ISBN: 978-81-973379-7-0, July 2024.

Dr.T.M.Hemalatha , Dr.Harish M, “Exploring the Relationship between HRM Practices on Logistics and Supply Chain Management: A Thematic Approach” in Advanced Trends in Multidisciplinary Research and Innovation, ISBN: 978-3-96492-593-0, July 2024.

Ms.V.Priyanka , Dr.T.M.Hemalatha, “Revitalizing Agriculture in Economic Resurgence: Challenges and Measures” Indu Book Services Pvt. Ltd (Publishers & Distributors), ISBN: 978-81-19907-44-1, July 2024.

Ms.B.Geethpriya , Dr.T.M.Hemalatha, “Digital Twins in Agriculture: Simulating and Optimizing Farm Operations” ND Global Publications, ISBN:978-81-973379-6-3, June 2024.

Ms.V.Priyanka , Dr.T.M.Hemalatha, “Smallholder Farmer Resilience to Climate Change in India: A Multi-Dimensional Analysis”, Shree Publishers & Distributors, ISBN:978-81-19448-08-1, May 2024.

Dr.B.Geethpriya, Dr.T.M.Hemalatha, “Latest Developments in Commerce and Management” - Innovation Online Training (IOT) Academy Publishers, ISBN: 978-93-93622-37-2, February 2024.

Dr.T.M.Hemalatha, Ms.V.Priyanka,“A Study on Uses and Digital Technology in Education” ISBN: 978-93-5813-508-4, Volume: 1, October 2023.

Ms.V.Priyanka , Dr.T.M.Hemalatha ,“E-Commerce” - Innovation Online Training (IOT) Academy Publishers, ISBN: 978-93-93622-54-9, Sept, 2023.

Dr. T.M.Hemalatha , Ms. M. Priyadarshini , “Digital Transformation in Financial Sector” - Digitization of The Indian Financial Sector Volume – 2, ISBN: 978-81-19042-59-3 April 2023.

Dr. T.M.Hemalatha , Dr. A. Saravanakumar , Ms. R.T. Lavanya, “Technology and Innovation in the Insurance Sector”- Digitalization of Insurance Sector ISBN: 978-81-19042-59-3 April 2023.

Dr. T.M. Hemalatha , Mr. Surendiran H, “Artificial Intelligence in Rural Development” in Role of Digitalization Sector in rural Economy, Volume 1– Aug 18th 2022 – ISBN -978 -93-5680-807-2 pp 296-299

Ms.V.Priyanka , Dr.T.M.Hemalatha, “Impact of financial Inclusion in Digital finance “Volume 1 -ISBN: 978-93-5680-807-2 August 18th 2022.

Mr.P.Sasi Kumar, Dr.T.M.Hemalatha, Ms.S.Shobana, “Rural Digital Marketing: A Post COVID – 19 Predicament ICSSR Sponsored National Level Seminar on Role of Digitization Sector In Rural Economy” Volume 1 - August 18th 2022 ISBN: 978-93-5680-807-2.

Dr.T.M.Hemalatha , " A Theoretical Study on Digital Marketing and its Impact” in Edited Book Titled “The Paradigm Shift in Consumer Behavior: The Truth of Consumer and Their Shopping Psychology”, July 2022, ISBN – 978-93-92978-02-9.

Dr.T.M.Hemalatha , Ms.G.ArutGeevitha, “Digital Marketing In MSME Sector In SIDCO Industrial Estate In Coimbatore City” In Book Chapter - Impact of Covid -19 Pandemic On Organizations, Society And Individuals, Volume (1), July 2021, ISBN: 978- 935493084-5
<https://Edumint.Weebly.Com/Publications.Html>

PRESENTATIONS

	State Level	National	International
Conference	5	17	13
Seminar	4	10	4

PARTICIPATION

	State Level	National	International
Conference	5	14	27
Seminar	4	21	3
Workshop	20	27	3
Orientation	20	45	15
FDP/PDP	20	42	16

CONSULTANCY

Nature of Consultancy	Client	Amount	Status
(L&T) Annual Stock Audit and staff training support	Venster School of Excellence India Pvt. Ltd	Rs. 50,350	Completed
Internship Program at Flipkart's Supply Chain Facility during	Flipkart	Rs. 2,98,842	Completed

Events Organized (Seminar/Conference/Workshop)

One Day National Level Seminar on “Green Finance for a Viksit Bharat” Sponsored by ICSSR – SRC, 29th January 2025.

Periodical Lecture on “Critical Thinking and Philosophizing” Sponsored by Indian Council for Philosophical Research (ICPR), New Delhi, 23rd January 2025.

National Seminar on “Innovation and Digitalization of the Insurance Industry in India: A New Era” 23rd December 2024.

International Conference on “Artificial Intelligence in Business Management (ICAIBM)” 7th March 2024.

National Conference on “Digitalization of Global Insurance Business Environments 2.0” 1^{9th} Oct 2023.

International Conference on “Digitalization of Global Business Environments” 28th Oct 2022

National Seminar on “Emerging Trends in Commerce and Management” 15th Aug 2022

International Conference on “Digital Transformation in Finance, Insurance and Corporate Sectors” 6th April 2022

International “Virtual Conference on E Commerce and Covid -19: The Innovations, Challenges, Solutions and Opportunities” 2021

International Conference on “E-Business Strategies and Opportunities for Sustainable Growth – A Global Perspective” 2nd March 2020

International Conference on “New Gen Entrepreneur Travel towards Digital Revolution” August 2019

International Conference on “Business Innovation through Technological Advancement” 2019

International Conference on “New Digital Economy in India Challenges and Opportunities” August 2017

International Conference on “Re-Engineering Business Concepts and Rapid Changes in Worldwide Business Patterns” August 2016

International Conference on “Innovative HR Practices in Corporate World” August 2015

Invited Speaker / Session Chair- Conference / Seminar / Workshop

Served as Resource Person in one day National Level Seminar on “The Future of Insurance India-Faster and Easier” organized by SNMV College of Arts and Science, Coimbatore.

Acted as the Chief Guest at the GST Seminar – 2025, jointly presented by TNGSTPA and ICP Professional Academy on 8th February 2025.

Served as Resource Person in Industry Academia Knowledge Exchange (IAKX) 2025 at the Indian Chamber of commerce and Industry on 18th July 2025.

Members in BoS/ Editorials/ Professional Bodies

Served as a Subject Expert for Ph.D. (Commerce) at PSG College of Arts and Science (Autonomous), Coimbatore on 12th December, 2024.

Served as a Academic Auditor for the Department of B. Com PA (SF) – Board of Studies (UG) at Nallamuthu Gounder Mahalingam College held on 01.03.2025.

Served as a Board Member in the Board of Studies for the Department of B. Com (PA), Sri G.V.G Visalakshi College for Women (Autonomous), Udumalpet. (Through Google Meet) on 28.08.2024.

Serving as Subject Expert in Board of Studies for Department of Commerce at NGM College of Arts and Science, Pollachi, GVG College, Udumalpet, Nirmala College, Coimbatore.

AWARDS, HONORS AND RECOGNITION

Awards / Honors /Recognition	Agency / Institution	Year of Award
Educator Award for the contributions to educational excellence	International STEM and Robotics Championship	2025
Excellence in Education Award – Exemplary service and outstanding impact in the field of education	Masters Professional Academy, Coimbatore	2025
Chief Guest Recognition at GST Seminar – 2025	TNGSTPA & ICP Professional Academy	2025
Certificate of Appreciation – Program Coordinator “Kona Kona Shiksha”	National Institute of Securities Markets (NISM) & Kotak Securities Limited (CSR program)	2025
Rathinathin Rathinam Award – ‘Rathinam Star 2024’	Rathinam College of Arts and Science	2024
Award for unwavering support and guidance in student development and placement	Bajaj Finserv	2024
Certificate of Appreciation – Academic excellence & empowering students to attain CMA	Institute of Cost Accountants of India	2024
Inspiring Educator Award – Contributions to educational excellence	International STEM and Robotics Championship (ISRC)	2024
Certificate of Appreciation – Coordinator of Career Oriented Course “Data Analysis using MS-Excel & Power BI”	The Institute of Advanced Computing	2024
Certificate of Appreciation – Coordinator of Career Oriented Course “Advanced Excel 2016”	The Institute of Advanced Computing	2023
Certificate of Appreciation – Coordinator of Career Oriented Course “Advanced Excel 2016”	The Institute of Advanced Computing	2023
Empowering Educators – Teachers Conference	ICSI	2022

Certificate of Appreciation – Participation in SWACHHTA PAKHWARA	Salem Division – Southern Railway	2019
Honored as a “Great Teacher” – Faculty Leadership Camp	I.N.D.I.A TRUST	2015
“Rocket Singh” Award – Best contributor in workshop ‘Lattice Minerva’	Hope Factory	2011
Winner – Muthu Vizha	Mangaiyar Malar	2011