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Designation : Assistant Professor
Department : Management
Experience : 10 Years
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ACADEMICS

Degree	Branch	Institution / University	Year of Completion
Ph.D.	Management - Marketing	Bharathiar University	Pursuing
MBA	Financial Management	Alagappa University	2018
B. Tech	Information Technology	Anna University	2014

RESEARCH AND PUBLICATIONS

Journal Publications

- Iliyas, M. A. (2024, May). Exploring the impact of personalized marketing strategies on consumer engagement and purchase behaviour in the digital age. *International Journal of Cultural Studies and Social Sciences*, 20(1), 33. ISSN: 2347-4777.
- Iliyas, M. A. (2024, October). Transforming the insurance industry: Embracing digitalization in the era of industry 4.0. *Journal of The K.R. Cama Oriental Institute*, 78. ISSN: 0970-0609.
- Iliyas, M. A. (2024, July–December). Indian MSMEs: Challenges faced by Indian MSMEs in Coimbatore district. *Humanities and Social Science Studies Journal*, 13(2), 21. ISSN: 2319-829X.
- Iliyas, M. A. (2023, December). A study on trends in advanced marketing strategies. *SKIPS Anveshan: A Journal of Management Studies*, 4(2). ISSN: 2582-4236.
- Iliyas, M. A. (2024, September). Integrating augmented reality (AR) and artificial intelligence (AI) in retail: A comprehensive study on enhancing consumer engagement and driving sales growth. In *Proceedings of the International Conference on Innovate with AI: Strategies for Business Success in the Digital Era*, Sri Ramakrishna College of Arts and Science.

Book Chapters

- Iliyas, M. A. (2025). From mass marketing to micro-targeting: Personalization in the FinTech age. In *Financial innovation for global sustainability: Integrating fintech, green finance, and inclusive growth* (pp. 249–279). Wiley–Scrivener Publishing. <https://doi.org/10.1002/9781394311682.ch11>

Books

- Iliyas, M. A. (2025). *Fintech compliances and risks*. Imagine Inks Publication. ISBN: 978-81-986438-3-4

Proceedings

- Iliyas, M. A. (2022, September 15). Digitalization of insurance industry. Paper presented at the *National Seminar on Emerging Trends in Commerce and Management*, Rathinam College of Arts and Science, Coimbatore.
- Iliyas, M. A. (2023, August 25–26). A study on trends in advanced marketing strategies. Paper presented at the *International Conference on Exploring Sustainability through Diverse Perspectives* (Virtual Mode), St. Kabir Institute of Professional Studies, Ahmedabad, Gujarat, India.
- Iliyas, M. A. (2023, September 21–22). Indian MSMEs: Challenges faced by Indian MSMEs in Coimbatore district. Paper presented at the *National Seminar on Innovative Entrepreneurship for Sustainable Economic Development*, Alagappa University, Karaikudi.

PRESENTATIONS

	State Level	National	International
Conference	-	-	2
Seminar	-	2	-

PARTICIPATION

	State Level	National	International
Conference	-	-	1
Seminar	-	2	-
Workshop	2	2	4
Orientation	-	1	-
FDP/PDP	8	17	5