

Name : Dr. M. Kousalyadevi
Staff ID : RCAS5110
Designation : Associate Professor and Head
Department : Management
Experience : 24 years
Qualification : MBA., M.Phil., M.Sc. (Psy.), SET., Ph.D.
Specialization : HR & Marketing
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ACADEMICS

Degree	Branch	Institution / University	Year of Completion
Ph.D.	Management	Bharathiar University	2019
M.Sc.	Clinical Psychology	Bharathiar University	2010
SET	Management	Mother Teresa University	2018
M.Phil.	HR/Management	Periyar University	2007
MBA	Management	Kongu College of Arts and Science	2003
B.Sc.	Physics	Maharaja College of Arts and Science	2001

RESEARCH AND PUBLICATIONS

GRANTS

Title	Agency	Amount	Year	Status
Integrating Indian Philosophies in Education and Leadership	Indian Council of Philosophical Research	40,000	2024	Completed
Entrepreneurial Strategies for Success in the Emerging Blue Economy	2.AICTE – ATAL FDP	100000	2024	Completed
A Study on Causes of Students Adverse Behaviour with reference to Coimbatore	UGC-Minor Project	1,62,000	2010	Completed

SEED MONEY

Title	Institution	Amount	Year	Status
Unveiling the Root Causes of Adverse Student Behaviour: A Comprehensive Study	Rathinam College of Arts and Science	25,000	2024	completed

GUIDANCE

Program	No. of Scholars	
	Completed	Pursuing
M. Phil.	12	--

Journal Publications

1. Kousalyadevi, M. (2025). Impact of warehouse booking systems on small-scale enterprises in Coimbatore: A quantitative analysis. International Journal of Educational Research. <https://doi.org/10.1050/j.ijer.2025.10127>
2. Kousalyadevi, M. (2025). Examining the effect of entrepreneurship training on students' entrepreneurial intentions in arts and science colleges in Coimbatore district. Technische Sicherheit (Technical Security) Journal, 25(4).
3. Kousalyadevi, M. (2025). Moving forward through a realistic method of constructive conflict transformation: Enabling people through mapping their psychological capital. Technische Sicherheit (Technical Security) Journal, 25(4).
4. Kousalyadevi, M. (2025). Challenges and solutions in the management of cold chain logistics – A case study from Palakkad, Kerala. The Degres Journal. <https://doi.org/12.1789001.DEJ.2025.V10I5.25.412026>
5. Kousalyadevi, M. (2022, February). Cultivating cultural intelligence towards constructive conflict resolution: A pragmatic approach. ICRRD, 3(1).
6. Kousalyadevi, M. (2022). Re-thinking green entrepreneurship intention among college students – A path towards sustainable development. Journal of Xidian University, 16(3).
7. Kousalyadevi, M. (2022, January). Analyzing the impact of entrepreneurship training on entrepreneurial intention of students of arts and science colleges in Coimbatore district. IJCENG, 13(1).
8. Kousalyadevi, M. (2024). Navigating occupational stress: Exploring its impact on job satisfaction among college faculty in a post-COVID-19 era. International Journal of Cultural Studies and Social Science, 20(1), 55.
9. Kousalyadevi, M. (2024). Unveiling the challenges and frontiers: An in-depth exploration of large language models and their implication. Humanities and Social Science Studies, 13(1), 33.
10. Kousalyadevi, M. (2022, January). Impact of premium price mediates the consumer awareness and green purchase intention. IJCRT, 13(1).
11. Kousalyadevi, M. "Impact of Warehouse Booking Systems on Small-Scale Enterprises in Coimbatore: A Quantitative Analysis." International Journal of Educational Research, 2025, doi:10.1050/j.ijer.2025.10127.
12. Kousalyadevi, M. "Examining the Effect of Entrepreneurship Training on Students' Entrepreneurial Intentions in Arts and Science Colleges in Coimbatore District." Technische Sicherheit (Technical Security) Journal, vol. 25, no. 4, 2025.

13. Kousalyadevi, M. "Moving Forward Through a Realistic Method of Constructive Conflict Transformation: Enabling People Through Mapping Their Psychological Capital." *Technische Sicherheit (Technical Security) Journal*, vol. 25, no. 4, 2025.
14. Kousalyadevi, M. "Challenges and Solutions in the Management of Cold Chain Logistics – A Case Study from Palakkad, Kerala." *The Degres Journal*, 2025, doi:12.1789001.DEJ.2025.V10I5.25.412026.
15. Kousalyadevi, M. "Cultivating Cultural Intelligence Towards Constructive Conflict Resolution: A Pragmatic Approach." *ICRRD*, vol. 3, no. 1, Feb. 2022.
16. Kousalyadevi, M. "Re-thinking Green Entrepreneurship Intention Among College Students – A Path Towards Sustainable Development." *Journal of Xidian University*, vol. 16, no. 3, 2022.
17. Kousalyadevi, M. "Analyzing the Impact of Entrepreneurship Training on Entrepreneurial Intention of Students of Arts and Science Colleges in Coimbatore District." *IJCENG*, vol. 13, no. 1, Jan. 2022.
18. Kousalyadevi, M. "Navigating Occupational Stress: Exploring Its Impact on Job Satisfaction Among College Faculty in a Post-COVID-19 Era." *International Journal of Cultural Studies and Social Science*, vol. 20, no. 1, 2024, p. 55.
19. Kousalyadevi, M. "Unveiling the Challenges and Frontiers: An In-depth Exploration of Large Language Models and Their Implication." *Humanities and Social Science Studies*, vol. 13, no. 1, 2024, p. 33.
20. Kousalyadevi, M. "Impact of Premium Price Mediates the Consumer Awareness and Green Purchase Intention." *IJCRT*, vol. 13, no. 1, Jan. 2022.

Books

1. Kousalyadevi, M. *Principles of Management*. Mind Reading Publications, 2024.
2. Kousalyadevi, M. *Fundamentals of Aviation Management*. Mind Reading Publications, 2024.
3. Kousalya Devi, M. *Advertising and Sales Promotion Management*. Shanlax Publications, 2021. ISBN: 978-93-91373-17-7.
4. Kousalyadevi, M. *SET for Commerce & Management*. Forschung Publications, 2021. ISBN: 978-93-87865-59-3.
5. Kousalya Devi, M. *Logistics Management*. Saradha Publishers, Kolkata, 2019. ISBN: 978-93-85748-28-5.
6. Kousalya Devi, M. *Organizational Behaviour*. Pradag Publishers, Coimbatore, 2019. ISBN: 978-81-938341-9-2.
7. Kousalya Devi, M. *Strategic Management*. Sara Publishers, Delhi, 2015.
8. Kousalya Devi, M. *Total Quality Management*. Pratheba Publishers, Coimbatore, 2006.

Proceedings

1. Kousalya Devi, M. "Resolving Conflict: Managers Talk Ethics in Multicultural Environment—An Empirical Approach." *National Conference on Application of Modern Management*, Dept. of Management, Hindusthan College of Arts & Science, 9 Mar. 2019.

2. Kousalya Devi, M. "Attitude of Faculty Members towards FDPs and Perceived Outcomes with Special Reference to Faculties of Management Studies." *International Conference on Sustainable Changing Scenario of Business and Economic Environment*, Dept. of BBA (CA), Hindusthan College of Arts & Science, 11 Jan. 2017. ISBN 978-93-85267-18-5.
3. Kousalya Devi, M. "Attracting and Retaining Customers." *National Conference on Application of Modern Management Thoughts*, Hindusthan College of Arts & Science, 5 Mar. 2014.
4. Kousalya Devi, M. "Challenges in Employee Counselling." *National Conference on Application of Modern Management Thoughts*, Hindusthan College of Arts & Science, 5 Mar. 2014.
5. Kousalya Devi, M. "A Study on Working Women Attitude towards Fast Food Industries." *International Conference of Looming Opportunities & Threats 2013*, Karpagam University, Coimbatore, 18 Sept. 2013, pp. 158–160.
6. Kousalya Devi, M. "Impact of Marketing Mix in the Product Distribution with Special Reference to Maaza Cool Drinks." *International Conference of Looming Opportunities & Threats 2013*, Karpagam University, Coimbatore, 18 Sept. 2013, pp. 155–157.
7. Kousalya Devi, M. "The Consumer Attitude & Expectation towards McDonald's." *International Conference of Looming Opportunities & Threats 2013*, Karpagam University, Coimbatore, 18 Sept. 2013, pp. 90–92.
8. Kousalya Devi, M. "Prospects and Challenges Faced by Indian Automobile Industries." *International Conference of Marketing in Asia Pacific: Issues and Challenges*, GRD Institute of Management, 7–8 Mar. 2013, p. 92.
9. Kousalya Devi, M. "Problem and Prospect of Celebrity Endorsement toward Brand Promotion." *International Conference of Contemporary Management Practices in Indian Business Scenario*, Hindusthan College of Arts & Science, Coimbatore, 22 Jan. 2013, p. 165.
10. Kousalya Devi, M. "Consumer Attractiveness towards Green Products of FMCG Sector." *International Conference of Contemporary Management Practices in Indian Business Scenario*, Hindusthan College of Arts & Science, Coimbatore, 22 Jan. 2013, p. 151.
11. Kousalya Devi, M. "A Study on Working Women Emotional Quotient and Emotional Capital in the Workplace." *International Conference of Contemporary Management Practices in Indian Business Scenario*, Hindusthan College of Arts & Science, Coimbatore, 22 Jan. 2013, p. 38.
12. Kousalya Devi, M. "Importance of Brand Personality to Customer Loyalty." *International Conference of Strategic Reforms in Management*, Mohamed Sathak College of Arts & Science, Chennai, 30–31 Jan. 2013, p. 163.
13. Kousalya Devi, M. "A Case Study on Jewellery Purchase Decision among Working Women." *International Conference of Strategic Reforms in Management*, Mohamed Sathak College of Arts & Science, Chennai, 30–31 Jan. 2013, p. 192.
14. Kousalya Devi, M. "Green Marketing and Ethical Issues." *International Conference of Strategic Reforms in Management*, Mohamed Sathak College of Arts & Science, Chennai, 30–31 Jan. 2013, p. 198.
15. Kousalya Devi, M. "HR Challenges and Issues among MSME Perspective." *International Conference at Sasi Creative School of Business*, Coimbatore, 24 Jan. 2013.

PATENT PUBLICATION

1. Human Resource Management in an Organization 2024, Application No: 202441098985
Publication Date: 20.12.2024
2. Microfinance and Financial Inclusion Models for Grassroots Entrepreneurs, Application
No: 14205789 Granted: 17.01.2024
3. Analysis of Factors Influencing E-CRM in the Banking Sector Using Analytical
Techniques Application No: 2043884 Granted: 11.01.2024
4. Supporting Tools in Microfinance Industry for Decision Making and Customer
Satisfaction, Strategies Application No: 18.08.2023
5. Assessment of HR Practices in Selected Construction Projects Published: 11.02.2022
6. Enhanced Wind Turbine Controller for Variable Wind Conditions, Application No:
405393-001 Granted: 21.01.2024

PRESENTATIONS

	State Level	National	International
Conference	10	6	8
Seminar	6	8	13

PARTICIPATION

	State Level	National	International
Conference	-	12	10
Seminar	-	6	8
Workshop	6	2	4
FDP/PDP	2	6	4

CONSULTANCY

Nature of Consultancy	Client	Amount	Status
Industry consultancy project on 8D Methodology in Vivin Industry	Vivin Technology Pvt Ltd., Coimbatore	25,000	Completed
Training on Stress Management	Takeoff Aviation	1,82,000	Completed

Events Organized (Seminar/Conference/Workshop)

1. ICPR Sponsored, International workshop on Integrating Indian Philosophies in Education and
Academic 2025
2. AICTE ATAL Sponsored, International FDP on Entrepreneurial Strategies for Success in the
Emerging Blue Economy 2024

3. International Conference on Global Hr Practices in Indian Business Scenario 2024
4. International Conference on Sustainable Changing Scenario of Business and Economic Environment -2023
5. International Conference on Contemporary Management Practices in the Indian Business Scenario, Velichem Publishers, 2018

Membership in Professional Bodies

1. Member of the National Institute for Technical and Skill Development (NITSD).
2. Member of the All-India Council for Technical Skill Development (AICTSD) — Professor ID: 63008.
3. Member in Asian Society Research (ASR) — ID: R219093273.
4. Life Member of IARA (Indian Academic Researchers Association).
5. Member in IFERP (Institute for Engineering Research and Publication).
6. Member in IAENG (International Association of Engineers).
7. Member in IEDRC (International Economics Development and Research Center) — ID:90081494.

Editorial Board Member

1. Editorial Board Member for IJPUB Research.
2. Editorial Board Member for IJCRT (International Journal of Creative Research Thoughts).
3. Editorial Board Member for Expression Journal.
4. Editorial Board Member for Techno-Review: Journal of Technology & Management.
5. Editorial Board Member for International Journal of Human Resource Management.
6. Editorial Board Member for International Journal of Academic Research and Development.

Review Board Memberships

1. Review Board Member for A1-Mukthar International Journal of Multidisciplinary Research.
2. Review Board Member for ICRRD Journal.

AWARDS, HONORS AND RECOGNITION

Awards / Honors /Recognition	Agency / Institution	Year of Award
Best Researcher Award	Rotary Club of Coimbatore, Guruvandanam,	2021
Award of Excellence in Research	Novel Research Academy,	2020