

Name : Dr. Vishnu M M
Staff ID : RCAS02186
Designation : Assistant Professor
Department : Commerce
Experience : 6 Years
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ACADEMICS

Degree	Branch	Institution / University	Year of Completion
Ph.D	Commerce	Sree Narayana Guru College, KG Chavadi, Coimbatore	2025
M.Com	Commerce	Sree Narayana Guru College, KG Chavadi, Coimbatore	2019
B.Com	Commerce	Sree Narayana Guru College, KG Chavadi, Coimbatore	2017

RESEARCH AND PUBLICATIONS

Journal Publications

- Vishnu, M. M. (2019). A study on rural consumer behaviour towards selected fast-moving consumer goods in Coimbatore District. *Journal of Management (JOM)*, 6(4), 43–50. <https://doi.org/10.34218/JOM.6.4.2019.008> IAEME
- Vishnu, M. M. (2019). A study on brand perception of Sony products with special reference to Coimbatore City. *Journal of Management (JOM)*, 6(6), 98–103.
- Vishnu, M. M. (2019). A study on buying behavior towards cosmetic usage of girl consumers with special reference to Coimbatore City. *Journal of Management (JOM)*, 6(4).
- Vishnu, M. M., (2019). A study on consumer satisfaction and buying behavior towards AAVIN milk products with special reference to Coimbatore City. *Journal of Management (JOM)*, 6(4).
- Vishnu, M. M., A Study on Consumer Perception towards Smartphone – Paripex – Indian Journal of Research
- Vishnu, M. M., A Study on Sale Promotion Strategy of Mobile Phones: Seller's Perspective

- Vishnu, M. M., A Study on Students' Satisfaction Level towards Online Courses with special reference to Coimbatore City
- Vishnu, M. M., A Study on Influence of Advertisement in Consumer Brand Preference with Special Reference to Coimbatore City — Kala Sarovar, 23(2(II)), 178–182, 2020.
- Vishnu, M. M., A Study on the Customers Satisfaction Towards Amazon with Special Reference to Coimbatore City — ShodhaPrabha, 47(3 No. 4), 11–14, 2022.
- Vishnu, M. M., A Study on Farmers Perception Towards Loans Provided by the Banks with Special Reference to Palakkad District — Anvesak (UGC-CARE Group 1), 51(1(I)), 132–138, 2021.
- Vishnu, M. M., A Study on Customers Satisfaction Level Towards the Service Provided by Jio SIM with Special Reference to Coimbatore-South — Wesleyan Journal of Research, 14(1(V)), 171–177, 2021.
- Vishnu, M. M., An empirical study on emotional branding and its impact on consumer trust and loyalty towards selected DTC brands in the digital era-International Journal of Commerce and Economics, ISSN: 2664-7532, Volume 7, Issue 2, 2025, Page No. 32-37

Book Chapters

- Vishnu M M, Digitalization In the Global and Indian Economy Growth and Development, ISBN:978-81-967593-3-9, Page 337
- Vishnu M M, Fintech Technology in Financial Sectors in India - An Overview, ISBN:978-93-92649-55-4, Page No 264
- Vishnu M M, Financing Investment Mechanisms forGreen Entrepreneurship, ISBN: 978-93-6126-266-1, Page No 357

Books

- Vishnu M M, “*Financial Services*”, Mind Reading Publications, Madurai, Tamil Nadu, India, ISBN: 978-93-92150-73-9, Month & Year: September 2024.
- Vishnu M M, “*Innovation and Digitalization of the Insurance Industry in India: A New Era*”, Shanlax Publications, Madurai, Tamil Nadu, India, ISBN: 978-93-6163-112-2, Edition: I, Vol: I, Month & Year: January 2025.

- Vishnu M M, “E-Commerce”, Charulatha Publications, Chennai, Tamil Nadu, ISBN:978-93-6260-181-0, Year 2024.
- Vishnu M M, “*Financial Management*”, First Book Publishing, Madurai, Tamil Nadu, India, ISBN: 978-93-92151-35-4, Month & Year: September 2024.

Proceedings

- Vishnu M M, “Cyber Risk Modelling and PredictiveAnalysis”, Cyber Threats - New Challenges for Insurance, ISBN: 978-81-964453-8-6, Sri Ramakrishna College of Arts and Science, Coimbatore, 2024, Page No: 29-31.
- Vishnu M M, “E-NAM: A Case Analysis of The Online Agricultural Market in India”, New Developments and Prospects in Indian Agriculture, ISBN: 978-93-341-7996-5, PSG College of Arts and Science, Coimbatore, 2025, Page No: 80-86.

PRESENTATIONS

	State Level	National	International
Conference	-	3	1
Seminar	2	7	-

PARTICIPATION

	State Level	National	International
Conference	-	18	2
Seminar	-	19	-
Workshop	-	6	-
Orientation	-	2	-
FDP/PDP	4	16	6

Events Organized (Seminar/Conference/Workshop)

- International Conference on Digitalization of Global Business Environments on 28-11-2022.
- International Conference on Digitalization of Global Business Environments -2.0 on 19.10.2023.
- National Seminar on Innovation and Digitalization of the insurance industry in India: A New Era on 23.12.2024.

AWARDS, HONORS AND RECOGNITION

Awards / Honors / Recognition	Agency / Institution	Year of Award
Best Faculty Award	Masters Professional Academy, Coimbatore	March 2021
Best Faculty Award	Rathinam College of Arts and Science	August 2021
Valuable Support Award	Karam's I-Tech Solutions, Coimbatore	August 2022
Best Achiever Award	TNGSTPA ICP Professional Academy, Coimbatore	7 th January 2023
Valuable Support Award	Karam's I-Tech Solutions, Coimbatore	May 2023
Empowering Educators Award	ICSI Coimbatore Chapter (at Indian Chamber of Commerce & Industry)	25 th September 2023
Valuable Support Award	Coimbatore Insurance Institute	23 rd December 2024
Excellence in Education Award 2025	Masters Professional Academy, Coimbatore	4 th May 2025
Golden Gurus	GRT Jewellers India Pvt Ltd	19 th July 2025