

## PROFILE

**Dr. R. GAYATHRI M. Com, M.Phil, PGDCA, M.B.A, Ph. D, SET**  
75A Mothilal Street, Jothi Nagar A colony,  
Pollachi  
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### Academic Profile

| Sl. No. | Course   | University/Institution    | Year of Passing | Class                    |
|---------|----------|---------------------------|-----------------|--------------------------|
| 1.      | B. Com.  | Bharathidasan University  | May 1995        | I Class with Distinction |
| 2.      | M. Com.  | Annamalai University      | May 1998        | I Class                  |
| 3.      | M. Phil. | Bharathidasan University  | May 2001        | I Class with Distinction |
| 4.      | PGDCA    | Periyar University        | May 2006        | I Class                  |
| 5.      | Ph. D.   | Bharathiar University     | Feb 2011        | Commended                |
| 6.      | MBA      | Bharathiar University     | April 2014      | I Class                  |
| 7.      | SET      | Mother Theresa University | Feb 2016        | Qualified                |

**Specialization:** Finance and Marketing

### Technical Details

1. Passed English lower and Higher passed in typewriting
2. Computer knowledge in MS office, Excel and PowerPoint
3. Passed Hindi Praveen (equivalent to Hindi MA)

**Experience: 21 years**

| Sl. No. | Designation                                 | University/Institution                           | Duration with Years of Experience                     |
|---------|---------------------------------------------|--------------------------------------------------|-------------------------------------------------------|
| 1.      | Associate Professor in Commerce             | Nallamuthu Gounder Mahalingam College, Pollachi. | From 01.07.2021 till Date                             |
| 2.      | Head and Associate Professor in PG Commerce | Sree Saraswathi Thyagaraja College, Pollachi.    | From 02.06.2003 to 27.5.2021<br>18 years              |
| 3.      | Lecturer in Commerce                        | Srimathi Indira Gandhi College, Trichy.          | From 04.09.1999 to 15.04.2003<br>3 years and 7 months |

### Experience in Handling Classes

| Sl. No. | Teaching Experience with Course                         | Experience with Designation | No of Years |
|---------|---------------------------------------------------------|-----------------------------|-------------|
| 1.      | UG (B. Com, BBA, B. Com (CA), B. Com(PA) B. Com (BPS)   | Assistant Professor         | 03          |
| 2.      | PG (M. Com)                                             | Associate Professor         | 07          |
| 3.      | UG & PG                                                 | Associate Professor & Head  | 11          |
|         | <b>Total Years of Experience with UG and PG Courses</b> |                             | <b>21</b>   |

### Experience in Various Academic Activities and Institution as a whole

| Sl. No. | Year        | Details                                                                            |
|---------|-------------|------------------------------------------------------------------------------------|
| 1       | 2009-2020   | BOS Chairman for PG Commerce<br><b>10 times acted as BOS Chairman</b>              |
| 2       | 2007        | <b>Member in NAAC Core Committee</b>                                               |
| 3       | 2012        | <b>Member as NAAC Core Committee</b>                                               |
| 4       | 2019        | <b>Joint Coordinator in NAAC Core Committee</b>                                    |
| 5       | 2010        | Member of Autonomous Core Committee                                                |
| 6       | 2015        | <b>Coordinator of Autonomous Core Committee</b>                                    |
| 7       | 2012        | Acted as Convenor for Workshop                                                     |
| 8       | 2019        | Acted as Convenor for National Seminar                                             |
| 9       | 2013 - 2018 | Acted as member in Conference Organizing Committee<br><b>Six Consecutive Years</b> |
| 10.     | 2020-2021   | <b>IQAC Coordinator</b>                                                            |

### Experience of working in various college activities

1. Member in IQAC newslettercommittee
2. Member in IEDC Cell
3. Member in Women's complaints committee
4. Member in library stock verification committee
5. Chairman and Member of M. Com Board of studies and Academic council.
6. Acted as an Rapporteur in Various National Level seminar organized in STC and convenor of publication of Proceedings in International conference
7. Acted as convenor in editorial Board of Alumni magazine committee
- 9 Experience in handling ISO files and records
10. Experience in handling and maintaining NAAC records
11. Experience in Handling Internal Exam Committee

### Research Experience:

| S. No. | Year                               | Name of the Research Programme | M. Phil. / Ph. D. Awarded under my Guidance |
|--------|------------------------------------|--------------------------------|---------------------------------------------|
| 1      | 2008,2010,2011,2012,2014,2015,2018 | M.Phil.                        | 7                                           |
| 2      | 2018,2019,2020                     | Ph.D. Awarded                  | 3                                           |
| 3      | 2019                               | Ph.D.Thesis Submitted          | 2                                           |
| 4      | 2021                               | Ph.D. Currently undergoing     | 4                                           |

### Research Project Submitted

**Minor Research Project- Impact of Digitalization on Business Development – Sponsored by Indian Council of Social Science Research, New Delhi - for Rs. 3,00,000, 2018-2019**

|      | Total Number of Project Guided to M. Com Students - 56 |      |      |      |      |      |      |      |      |             |             |             |
|------|--------------------------------------------------------|------|------|------|------|------|------|------|------|-------------|-------------|-------------|
| Year | 2005                                                   | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 - 2017 | 2018 - 2019 | 2020 - 2021 |
| No   | 2                                                      | 2    | 3    | 3    | 3    | 5    | 5    | 5    | 5    | 12          | 5           | 6           |

**Workshop / Seminar Participation**

| Sl. No. | Date                                         | Topic                                                                     | College                                               |
|---------|----------------------------------------------|---------------------------------------------------------------------------|-------------------------------------------------------|
| 1.      | Sept 03                                      | Emerging challenges in HRD                                                | GVG College, Udumalpet                                |
| 2.      | Feb 05                                       | Securitization Act 2002                                                   | PSGR Krishnamal College                               |
| 3.      | 29 <sup>th</sup> , 30 <sup>th</sup> Mar 05   | Financial sector – The Global market issues, challenges and opportunities | Bharathiar University- National conference            |
|         | 28 <sup>th</sup> , 29 <sup>th</sup> June 06  | Professional pedagogy skills                                              | STC                                                   |
| 5       | 23 <sup>rd</sup> , 24 <sup>th</sup> Jan 07   | Issues and challenges in Higher education                                 | Bharathiar University sponsored national seminar, STC |
| 6       | 4 <sup>th</sup> & 5 <sup>th</sup> April 2008 | Future and options                                                        | NSE                                                   |
| 7.      | 26 <sup>th</sup> Feb 2010                    | International Arithmetic's in International finance                       | PSG I & M                                             |
| 8.      | 30 <sup>th</sup> & 31 <sup>st</sup> Aug 2010 | NCCMP-NSE Certified Capital Market Prof course"- Bharathiyar University   | NSE and Bharathiar University                         |

**Paper Presentation**

| Sl. No. | Date                                           | Topic                                                                        | Level                             | College                                                    |
|---------|------------------------------------------------|------------------------------------------------------------------------------|-----------------------------------|------------------------------------------------------------|
| 1.      | 27 Sept.03                                     | BPO Current Trends and Future Challenges                                     | National                          | Sree Saraswathi Thyagaraja College                         |
| 2.      | 7 <sup>th</sup> , 8 <sup>th</sup> Mar 04       | Implication of Globalisation of Mutual fund                                  | UGC sponsored National level      | Bharathidasan University                                   |
| 3.      | 12 <sup>th</sup> , 13 <sup>th</sup> Jan 05     | Financial sector reforms                                                     | UGC sponsored National level      | St.Joseph College, Trichy                                  |
| 4       | 26 <sup>th</sup> , 27 <sup>th</sup> Dec 04     | Impact of MNC in utilization of resources                                    | National level                    | Navarasam Arts and Science college                         |
| 5       | 17 <sup>th</sup> Feb 04                        | Impact of Globalisation In Banking sector                                    | National                          | Vidhyasagar college                                        |
| 6.      | 13 <sup>th</sup> Feb 04                        | Impact of globalization on Mutual fund                                       | National                          | Erode Arts college                                         |
| 7.      | 10 <sup>th</sup> Mar 05                        | Indian Scenario of outsourcing                                               | National                          | VLB Janakiammmal college, Coimbatore                       |
| 8.      | 3 <sup>rd</sup> Sep 05                         | VAT Implication successful or not                                            | UGC sponsored National level      | Erode Arts College Erode                                   |
| 9.      | 30 <sup>th</sup> Sep 05                        | Challenges in Indian Banking sector                                          | National                          | Hindustan Arts and Science college                         |
| 10      | 28 <sup>th</sup> Sep 06                        | Role of Food processing and small scale industries in eradication of poverty | UGC sponsored national level      | UDC college, Trichy                                        |
| 11.     | 19 <sup>th</sup> , 20 <sup>th</sup> Aug 06     | Special economic zones – an overview                                         | Planning Commission Govt of India | KadhirMohideen College, Adhiraminam                        |
| 12.     | 26 <sup>th</sup> Sep 08                        | Quality in Higher Education                                                  | IQAC                              | VHNS College                                               |
| 13      | 20 <sup>th</sup> Aug 09                        | Financial crisis                                                             | International level               | ThirupurKumaran for women                                  |
| 14.     | 2 <sup>nd</sup> & 3 <sup>rd</sup> March 12     | Competitiveness of Indian MSME's in Global stage – An overview               | International level               | Sardharvallabhai Patel Institute of Management, Coimbatore |
| 15      | 23 <sup>rd</sup> & 24 <sup>th</sup> March 2012 | Financial Inclusion                                                          | National level                    | Emerald Heights college for women, Ooty.                   |

## Seminar Proceedings

| Sl. No. | Date     | Title                                                                  | Title of the Book                                                              | ISBN No                                                                   |
|---------|----------|------------------------------------------------------------------------|--------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| 1.      | 2016-17  | Financial performance Analysis of select private sector Banks in India | Emerging trends in Personal Financial Management                               | U2 write, Chennai, 978-81-908718-8-4                                      |
| 2.      | 2015-16  | Problems and prospects Of tourism in India                             | Responsible Tourism Perspectives for Sustainable Development                   | Dominant Publishers and distributed pvt Ltd, New Delhi, 978-93-84161-98-9 |
| 3       | 2013-14  | Success stories of Informal Entrepreneurs                              | Rural Entrepreneurship: An inclusive Strategy for managing Regional imbalances | 978-93-80530-71-0                                                         |
| 4.      | Nov 2016 | Foreign Direct Investment-India's Perspective                          | Roots International Journal of Multidisciplinary Researches                    | ISSN 2349-8684                                                            |

## Publication

| Sl. No. | Date                     | Topic                                                                              | Journal Name                                                                                                        | Issue No.                                                                                            |
|---------|--------------------------|------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| 1.      | 15 <sup>th</sup> June 08 | Private Equity-An emerging source of capital                                       | Southern Economist                                                                                                  | ISSN 0038-4046                                                                                       |
| 2.      | Dec 08                   | Inflation and its impact                                                           | Facts for you                                                                                                       | ISSN 0970-2652                                                                                       |
| 3.      | June 2017                | A Brief Capsulization Of Financial Literacy Literature                             | Intercontinental Journal of Finance Research Review Journal,                                                        | IMPACT FACTOR : 4.236                                                                                |
| 4.      | Jan 2018                 | Demographics Persuade The Savings And Investment Pattern Of Farmers – An Empirical | StudyInternational Journal of Current Research and Modern Education (IJCRME)                                        | Impact Factor: 6.925, ISSN (Online): 2455 - 5428 (www.rdmmodernresearch.com) Volume 3, Issue 1, 2018 |
| 5       | Mar 2018                 | Antecedents and Outcome of Work life Balance in Women Civil Police                 | MIRROR Peer Refereed International Research, Journal of Commerce, Management & Social Science- UGC Approved Journal | ISSN 2249-8117 Vol 8. No.2A-March 2018 Page 209-212                                                  |
| 6.      | March' 2018              | A Study On Work Life Balance among Women Civil Police Officers In Kerala           | PEZZOTTAITE JOURNALS SJIF                                                                                           | Volume 7, Number 1, ISSN (Print): 2279-0977, (Online): 2279-0985 7.056, Sjif (2017): 8.980           |
| 7       | April 2018               | Phosphorescence of Savings on Indian Economy                                       | International Journal of Interdisciplinary Research in Arts and Humanities                                          | ISSN;2456-3145, Impact factor 6.925                                                                  |

|    |               |                                                                       |                                                                                 |                                                                                                                           |
|----|---------------|-----------------------------------------------------------------------|---------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| 8. | Oct-Dec 2018  | Shift in Online Buying Behaviour of Rural Consumers in Tamilnadu      | Research Explorer- A Blind Review & Refereed Quarterly International Journal    | Vol VI, Oct-Dec 2018, Issue21, ISSN: 2349-1647 PP 47-51<br>Impact Factor 3.655(CIF) \, 2.78(IRJIF), 2.77(NAAS) Page 47-51 |
| 9. | Jul-Sep 2018  | Millennial consumer satisfaction on online shopping in Pollachi Taluk | SELP Journal of Social Science                                                  | ISSN:2349-1655, Vol IX, Issue 38<br>Impact factor 3.655(CIF), 2.78(IRJIF), 2.77(NAAS)                                     |
| 10 | March 2019    | Impact of digitalization on Territory Sector                          | International Journal of Engineering Trends & Technology – IJETT,               | Volume-67 Issue-3 Number-2 March 2019                                                                                     |
| 11 | July-Sep 2019 | Economic Empowerment of Women entrepreneurs in Tiruppur District      | SELP Journal of Social Science- A Blind review and refereed Quarterly Journal   | Impact factor 3.66(CIF), ISSN 0975-9999, Volume X, Issue 42                                                               |
| 12 | July-Sep 2019 | Financial Literacy of women Entrepreneurs                             | Research Explorer – A Blind review Refereed Quarterly International Journal     | Impact factor 3.66(CIF), ISSN 0975-9999, Volume X, Issue 42                                                               |
| 13 | OCT 2019      | Review of Brand Equity Dimensions                                     | The International Journal of Analytical and Experimental Model analysis         | ISSN No. 0886-9367, Volume XI, Issue X,                                                                                   |
| 14 | Sep 2019      | A study on Brand equity towards Refrigerator                          | Journal of Informational and Computational Science- UGC A Care Approved Journal | ISSN No. 1548-7741Volume 9, Issue 9, Impact factor 6.3                                                                    |

### Personal Details

Father Name R. Ramaswamy

Husband Name M. Saravanan ,

Date of Birth: 08.06.1975

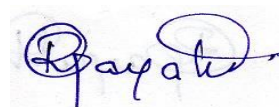
Languages Known Tamil, English, Telugu, Hindi

Soft Skills and Personal Traits Honesty, Positive Thinking, Soft Spoken, God Fearing, Leadership Skills, Very Sincere and Committed to the work

I hereby declare that all the information provided above is true. I assure that I will serve the institution with dedication, commitment and sincerity.

Station : Pollachi

Date : 01.07.2021



**Dr. R. Gayathri**