

## STAFF PROFILE

- 1) Name : Dr.M.Gomathi  
2) Department : Commerce  
3) Designation : Assistant Professor  
4) Address

For correspondence: PG and Research Department of Commerce

Providence College for Women (Autonomous), Coonoor.

Permanent :-

- 5) Phone No.

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- 6) E-mail :gomathi.professor@gmail.com

- 7) Academic Qualifications:

| Qualification | Programme | University                       | Year |
|---------------|-----------|----------------------------------|------|
| Ph.D.         | Commerce  | Bharathiar University            | 2016 |
| SET           | Commerce  | Mother Teresa Women's University | 2017 |
| M. Phil.      | Commerce  | Bharathiar University            | 2006 |
| PG            | M.Com     | Bharathiar University            | 2005 |
| PG            | M.B.A     | Bharathiar University            | 2009 |
| UG            | B.Com     | Bharathiar University            | 2003 |

- 8) Additional Qualifications:

| Diploma/Vocational/<br>Certification/<br>Swayam / MOOCs | Area of<br>Specialization | Institution/University/<br>Agency Name | Year |
|---|---------------------------|--|------|
| P.G.D.C.A   | Computer                  | Allagappa<br>University,Karaikudi.     | 2006 |

- 9) Career profile:  
Current:

| <b>Organization</b>                                | <b>Designation</b>  | <b>Duration</b>   |
|--|---------------------|-------------------|
| Providence College for Women(Autonomous), Coonoor. | Assistant Professor | 2017 to Till date |

**Previous:**

| <b>Organization</b>                                 | <b>Designation</b>  | <b>Duration</b>           |
|---|---------------------|---------------------------|
| Kongu Arts and Science College (Autonomous), Erode. | Assistant Professor | 12.6.2015 to 22.6.2017    |
| Surya Engineering College, Erode.                   | Assistant Professor | 10.06.2011 to 15.05. 2015 |
| Sengunthar Engineering College, Tiruchengode        | Assistant Professor | 18.09.2009 to 31.05.2011  |
| Maharaja College for Women, Perundurai              | Lecturer            | 7.06.2006 to 17.9.2009    |

**10) Participation in Orientation Programme / Refresher Course / Short term course / FDP**

| <b>S.No.</b> | <b>Participation</b>         | <b>Organization</b>  | <b>Date</b>              | <b>Days</b> |
|--------------|------------------------------|--|--------------------------|-------------|
| 1.           | Orientation Programme        | Bharathiar University, Coimbatore.   | 20.6.2019 - 10.7.2019    | 28 Days     |
| 2.           | Refresher Course in Commerce | Bharathiar University, Coimbatore.   | 10.12.2020 to 23.12.2020 | 14 Days     |
| 3.           | FDP                          | Sree Saraswathi Thyagaraja College Colloboration with NSE, BSE and Standards and Excellence. | 2.6.2021 to 8.6.2021     | 7 Days      |
| 4.           | FDP                          | ICT Academy  | 8.3.2021 to 12.3.2021    | 5 Days      |
| 5.           | FDP                          | Kongu Arts and Science College, Erode.(Internal quality Assurance Cell)                      | 10.06.2016               | 1 Day       |
| 6.           | FDP                          | Kumaraguru College of Technology, Coimbatore.  | 06.05.2016               | 1 Day       |
| 7.           | FDP                          | Erode Sengunthar Engineering College, Erode.   | 08.01.2016               | 1 Day       |
| 8.           | FDP                          | Kongu Arts and Science College, Erode.(Internal Quality Assurance Cell)                      | 3.10.2015                | 1 Day       |
| 9.           | FDP                          | Kongu Arts and Science College, Erode  | 25.7.2015                | 1 Day       |
| 10.          | FDP                          | Muthayammal Engineering College Rasipuram. Tamilnadu(AICTE Sponsored)                        | 10.5. 2010 to 22.5. 2010 | 12 Days     |
| 11.          | FDP                          | Sengunthar Engineering College Tiruchengode. Tamilnadu.(AICTE Sponsored)                     | 3.5.2010 to 9.5.2010     | 7 Days      |

## 11) Research Guidance

| Programme | No. of Scholars |          |
|-----------|-----------------|----------|
|           | Completed       | Pursuing |
| Ph.D.     | -               | 4        |
| M. Phil.  | -               | -        |

## 12) Research Publications:

### Copyrights and Patents Received :

- Consumer Perceptual Model for Organic Food Products from Government of India for Literary work.
- Consumer Satisfaction Model for Organic Food Products from Government of India for Literary work.

### Publications:

- Covid 19 Impact on Socio- Economic and Psychological Factors of the Women Street Vendors in Nilgiris, Tourist District, Tamilnadu, India. June 2023.
- A Study on Role of Government in Promoting Entrepreneurship in India, Shodhsamhita,ISSN 2277-7067, 2021-2022.
- Rural Finance: Issues & Challenges, Shodhsamhita, 2021-2022.
- A Study on Post Office Investment Schemes and its Challenges in India, anvesak, August to December 2021
- Environment Sustainability through Eco Friendly Products, Journal of International Journal of Analytical and Experimental Modal Analysis, June 2021.
- A Study on Attitude of Rural People towards E – Banking Services In Erode District, Paripex-Indian Journal of Research, May 2016.
- Problems in Rural Marketing, International Journal of Scientific Research, January 2016.
- Organic Food Perception Of Buyers and Non Buyers Of Erode, Tamilnadu, India, International Journal of Scientific Research, July 2014.
- A Study on Consumers' Opinion of Organic Food Products with reference to Erode Town, International Journal of Marketing Research& Reviews, June 2014.
- A Study on MBA Students Awareness on Entrepreneurship in Erode Dt., Indian Journal of Applied Research, April 2014.
- A Study on Effectiveness of Labour Relations With Special Reference to Voltas Ltd Chennai, Tamilnadu, International Journal of Scientific Research& Reviews, October-December 2013.
- A Study on Awareness on Organic Food Products Among General Public In Erode City, Tamilnadu, Indian Journal of Applied Research, December 2013.
- A Study on Consumer Preference towards Selected FMCG Personal Care Products in Erode Town, Tamil Nadu, International Journal of Scientific Research, November 2013.
- The Importance of Organic Food-A Way to Healthy Life, Paripex-Indian Journal of Research, November 2013.
- A Study on Organization Climate Of Tamilnadu Cooperative Milk Producers' Federation Ltd (AAVIN) Erode Dt, Tamil Nadu, International Journal of Innovative Research & Studies, October 2013.

- A Study on Consumer Preference and Satisfaction towards Two Wheeler With Special Reference To RG Motors, Perundurai, Tamilnadu, Intercontinental Journal of Marketing Research Review, October 2013.
- Rural Marketing Potential in India –An Empirical Study, PariPex-Indian Journal of Research, October 2013.
- Awareness & Individual Differences on Organic Food Products in Erode District, Tamilnadu, International Journal of Research in Commerce, IT & Management, August 2013.
- Customer Relationship Management, Marketing Research in the Emerging Global Scenario September 2011.

### 13) Book publications / Chapters written

Re- Designing Education for the Technological Era: Advantages and Challenges in 21<sup>st</sup> Century, ISBN No.978-93-91842-56-7, KAAV Publications, New Delhi. (Chapter written)

### 14) Conference / Seminar / Symposium / workshop organized

| Year | Name of the Conference / Seminar / Symposium /workshop         | Date From – To |
|------|--|----------------|
| 2021 | Workshop on SPSS   | 24.11.2021     |
| 2020 | Arena after Corona( Webinar)                                   | 15.5.2020      |
| 2020 | Framing Questionnaire for Research in Social Sciences (Online) | 2.6.2020       |
| 2019 | Workshop on SPSS   | 25.7.2019      |

### 15) Presentation in Conference / Seminar / Symposium

#### International Level

- India-SAARC: Trade, Culture and Economic Development, Vivekananda College of Arts and Science, Namakkal, 10<sup>th</sup> and 11<sup>th</sup> February 2020.
- India's Trade Relationship with SAARC Countries, Kongu Engineering College, Perundurai, (ICWA Sponsored), 30.1.2020.
- Consumer Perception and Purchase Intention towards Organic Food Products in Erode District, Tamilnadu, Brahma School of Business, 9-10 2013.
- Consumer Perception towards Global Brands in the Indian Retail Industry - Competency Building Strategies in Business and Technology for Sustainable Development, Sri Ganesh School of Business Management, Salem, 22.2.2013.

#### National Level

- Growth and Impact of Crypto Currencies and Block Chain in India, Impact of Crypto Currencies in India - With Special Reference to Tamilnadu, K.S.R.College of Engineering and Technology, Tiruchengode, 4.1.2020.

- Insolvency and Bankruptcy Code 2016 – New Bankruptcy Law for The Revival of Indian Economy -Recent Trends in Indian Capital Market, Virudhunagar Hindu Nadars' Senthikumara Nadar College, Virudhunagar (ICSSR Sponsored Programme), 3.1.2019.
- A Study on Protection Measures of SEBI towards Investors - Globalization, Innovations in Technology and Consumer Protection, Periyar University, Salem (Sponsored by Ministry of Consumer affairs), 29.7.2019
- Food Safety Social Responsibility and Environmental Sustainability - A Study on Scheduled Tribes Awareness towards Environmental Sustainability, Nilgiris, Providence College for Women, Coonoor. (UGC Sponsored) 15.2.2018
- Rural Entrepreneurship in India Make in Rural India-Challenges and Opportunities, Sri Venkateshwara College of Arts and Science for Women, Peravurani. Trichirapalli (Sponsored by NABARD), 31.12.2018.
- Corporate Governance and Dividend Policy - Factors Determining Dividend Policy, Gobi Arts and Science College, Gobichettipalayam, 25.9.2015.
- Role of ICT in Improving the Quality of Institution- An Effective Impact on ICT Enhancing Learning Environment & Learning Motivation, Mononmaniyam Sundaranar University, Tirunelveli, 30.7.2014.
- A Study on Brand as an Identity in Rural Market With Reference to FMCG, Innovative Approaches in Business Horizon, Nandha College of Technology, Erode, 22.3.2013.
- Impact And Role of Mutual Funds in Derivatives Markets -Emerging Trends in Banking Sector, SNR Institute of Management Sciences, Coimbatore, 17.3.2012.
- Investment Hurdles Faced by Entrepreneurs, Business Eco System for Small and Medium Enterprises - A Focus on Rural Segment, Muthayammal Engineering College, Rasipuram (AICTE Sponsored), 29.3.2012
- Scope of ICT, Role of ICT in Providing Quality Education, Kongu Arts & Science College, Erode, 06.01.2012.
- E-Banking and Value Added Services-Management Practices at Cross Roads: Challenges and Opportunities, Kongu Engineering College, Perundurai, (ISBN 978-8-1910-4727-1), 4.4.2012.
- Accounting and Corporate Finance in Small & Medium Enterprises - Challenges in Entrepreneurship, SSM College of Engineering, Komarapalayam and Entrepreneurship Development Cell (Sponsored by DST. Govt. of India), 18.2.2011.
- Micro Finance- Role of Banking Sector in Rural Economic Development, Dr.N.G.P.Arts & Science College, Coimbatore, 23.09.2011
- Economy in 21st Century Reviews Prospects and Issues -Impact on MNC's on Indian Economy, Erode Arts College, Erode, Tamilnadu (Sponsored by UGC), 17.7.2009.

**State Level : -**

## **16) Participation in Conference / Seminar / Symposium**

## **International Level: -**

### **National Level**

- Fallacies in Social Science Research, Government Arts and Science College, Kangeyam, 7.2.2019.
- Statistical Analysis for Business Research, Pondicherry University, Pondicherry, 6.6.2018.
- Paradigm Shift in Teaching: The Need of the Hour Government first Grade College, Bidadi, Karnataka, 31.3.2018.
- Innovations in Syllabus and Question Bank, Kongu Arts and Science College, Erode (Internal Quality Assurance Cell), 31.10.2015.
- Art of Getting Research Funding, Kongu Engineering College, Erode, 29.04.2014.

### **State Level**

Mindset Based Walk - Through for Intellectual Property, Research Cell, Providence College for Women, 18.11.2021.

Navigating the Pathways of Research Publication, IQAC, Providence College for Women 29.10.2021.

OBE - Exploring New Frontiers in Education, Controller Section, Providence College for Women, 8.10.2021.

Administration Ethics and Basic Rules, Providence College for Women, Coonoor, 22.8.2019.

Curriculum Design and Examination Reforms, Kongu Arts and Science College, Erode (Internal Quality Assurance Cell), 13.6.2015.

### **17) Resource person / Invited Speaker/Session Chair – Conference/Seminar/Workshop**

- Workshop on Hands on Experience on Research Tools with SPSS on 07.02.2023
- Workshop on SPSS 24.11.2021
- Framing Questionnaire for Research in Social Sciences (Online) 2.6.2020
- Workshop on SPSS 25.7.2019

### **18) Member of Board of studies**

BOS Member in PG and Research Department of Commerce, Providence College for Women (Autonomos), Coonoor.

### **19) Profession related activities**

Acting as an External Examiner in Central Evaluation and Practical Examinations in Bharathiar University, Coimbatore.

**20) Editorial/Review Board Member**

Editorial Board Member in PROVI COMMERCIA (Online Research Journal)

Vol 2 - Issue 1 - Impact of Corona Virus on Various Sectors of the Society.

Vol 2- Issue 2 - Corporate Social Responsibility

**21) Membership in professional bodies**

Life Time Member in Indian Accounting Association (IAA).

**22) Institutional responsibilities**

| ACADEMIC YEAR | NAME OF THE COMMITTEE/ACTIVITY            | CO-ORDINATOR/MEMBER/DUTY |
|---------------|---|--------------------------|
| 2017-2018     | 1. Dept. Admission Committee              | Member                   |
|               | 2. Internal Invigilation                  | Duty                     |
|               | 3. Extention Committee                    | Member                   |
|               | 4. Class Coordinator                      | Co-ordinator             |
| 2018-2019     | 1. Dept. Admission Committee              | Member                   |
|               | 2. Internal Invigilation                  | Duty                     |
|               | 3. Extention Committee                    | Member                   |
|               | 4. Class Co-Ordinator                     | Co-Ordinator             |
|               | 5. COMZEST- Dept. Program                 | Co-Ordinator             |
| 2019-2020     | 1. Dept. Admission Committee              | Member                   |
|               | 2. Internal Invigilation                  | Duty                     |
|               | 3. Project Guidance for PG students       | Guide                    |
|               | 4. Workshop on SPSS                       | Resource Person          |
|               | 5. Investor Awareness Program-Dept. Prog. | Co-Ordinator             |
|               | 6. Class Co-Ordinator                     | Co-Ordinator             |
| 2020-2021     | 1. Dept. Admission Committee              | Member                   |
|               | 2. Online Workshop on SPSS                | Resource Person          |
|               | 3. Project Guidance for PG students       | Guide                    |
|               | 4. Staff editors of Online Journal        | Editor                   |
|               | 5. Class Co-Ordinator                     | Co-Ordinator             |
|               | 1. Internal Quality Assurance Cell        | Member                   |

|           |                                     |                 |
|-----------|-------------------------------------|-----------------|
| 2021-2022 | 2. Board of Studies                 | Member          |
|           | 3. Workshop on SPSS                 | Resource Person |
|           | 4. Live Session on Share Market     | Co-Ordinator    |
|           | 5. Project Guidance for PG students | Guide           |
|           | 6. Class Co-Ordinator               | Co-Ordinator    |
|           | 7. Dept. Admission Committee        | Member          |