

Personal Profile

Name of the Faculty : Dr. K. Gomathi
Date of Birth : 20.04.1971
Department : Commerce
Area of specialization : Marketing
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1. Educational Qualifications(Matriculation and onwards)					Subjects	Specialization (if any)
Name of the Degree exam	University/ Institution/ Board	Year of Passing	Percentage of Marks	Division/ Class/ CGPA		
Matriculation	State Board	1987	53%	II Class		
Intermediate	State Board	1989	67%	I Class	Commerce	
Bachelor's Degree	Bharathidasan University	April 1993	58.5 %	II Class	Commerce	
Master's Degree	Bharathidasan University	April 1995	64.40%	I Class	Commerce	
M. Phil.	Madurai Kamaraj University	April 2000	55%	II Class	Commerce	Marketing
Ph. D.	Bharathidasan University	April 2017			Commerce	Marketing

Experience (Enclose additional sheet, if required, in the same format):

Post Held	University/ Institution	Period		No. of years/ months	Nature of work
		From	To		
Assistant Professor	S.T.E.T. Women's College (Autonomous), Mannargudi	25.07.2005	Till Date	15Yrs/10 Month	Teaching

Title of the Thesis/Dissertation(If published, give details on a separate sheet)	Name of the University/year of Award	Name of Supervisor
Ph.D. Problems and Prospects of Self Help Groups in Thanjavur District-A Study	Bharathidasan University	Dr V .Bhuwansvarn

M.Phil.	A Study on Cultivation and Marketing of soya beans at Pattukkottai Town	Madurai Kamaraj University	V.Pannerselvam
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Membership/Fellowship of learned/accredited bodies (Give details)	Year of the enrollment
Life Time Member in Indian Academic Researchers Association, Trichy	2019

Academic Staff College Orientation / Refresher Courses / NPTEL / SWAYAM Attended:

Name Of the Course	Name of the Academic Staff College	Name of the university	Duration	Sponsoring agency if any
NPTEL/FDP Management of Field Sales	S.T.E.T Women's College- Mannargudi	Indian Institute of Technology, Kharagpur	Jan – Feb 2019	National Programme on Technology Enhanced Learning
NPTEL/FDP Interpersonal Skills	S.T.E.T Women's College- Mannaargudi	Indian Institute of Technology, Kharagpur	Jul – Sep 2019	National Programme on Technology Enhanced Learning

Details of Research Papers Publications

Peer-Reviewed Journals (ISI- Web of science/Thompson Reuters /Scopus with current status)

S. No	Title of the paper, with Journal's name, Year of publication, Vol. No., Page Nos., etc.	ISSN/ESSN No.	Impact Factor	Authorship (First, second, Third or specify)
1	Women Entrepreneurship: Issues and challenges Mar 2019, Issue VIII (III) Page No1778-1786	2236-6124	5.7	First

Research Article publication (Non ISI Journals)

SN	Title of the paper, with Journal's name, Year of publication, Vol. No., Page Nos., etc.	Impact Factor	Authorship (First, second, Third or
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		ISSN/ESS N No.		specify)
1	A study on women empowerment through Self Help Groups at Nagappattinam Town Feb20141-6			First
2	Problems And Prospects Of Self-Help Group In Thanjavur Dist- A Study Volume No.3 Special Issue No.2 August.2015 P NO 16-20	0975-3915		
3	Problems And Prospects Of Self-Help Group In Thanjavur Dist- A Study Volume No.3 Issue No.1September. 2015 PP.No.20-23	2348-4705 2456-0979		
4	King of Market in Britannia Biscuit- A Study 3(1) Jan 1819-	2456-0979		
5	Vision of Indian Telecom Sector – 2020 Vol 3,(2) Feb 201811-13			
6	A study on Customer satisfaction of Royal Enfield motor in Thiruthuraipoondi Sep 2018 7(IX)1235-12402236-6124	2236-6124	5.7	
7	A Study on People’s perception towards Demonitization in Muthupettai Town Oct-2018 7(10) 358-363	2236-6124	5.7	
8	A study consumer attitude towards amul product Dec 2018 VII(XII) 2466-2468	2236-6124	5.7	
9	Women Entrepreneurship: Issues and challenges Mar 2019, Issue VIII (III) Page No1778-1786	2236-6124	5.7	First

**Details of the Invited Lecture/Papers presented in Conferences/Seminars/Refresher/
Orientation/FDP**

S. No	Title of the Invited Lecture/Paper presented/Seminar/RC/OP/FDP etc.,	Title of Conference/ Seminar etc.	Organised by	Date of Presentation	Level National/International
1.	Recent Trend In Indian Finance Services Industry	In National Conference On "Recent Trend In Indian Finance Services Industry	Naina Mohamed College Of Arts And Science On	9 th Sep 2011	National

2.	Globalisation And Challenges For Small Scale Industries	International Conference On” Globalisation And Challenges For Small Scale Industries”	Annai Mathammal Sheela Engineering College, Erumapatty	On 23 rd Sep 2011	International
3.	Consumer Behavior As A Buying Decision Process”	International Conference On” Consumer Behavior As A Buying Decision Process”	Sri Venkateshwari College Of Arts & Science On	24 th Sep 2011	International
4.	Women’s Entrepreneur And SHGs	International Conference On” Women’s Entrepreneur And SHGs”	Bon Secours College For Women, Thanjavur	30 th & 31 st Aug 2012.	International
5.	”Financial Inclusion	Participated And Presented In National Seminar On” Financial Inclusion”	Valluvar College, Karur (Autonomous)	On 24 th Jan 2011	International
6.	”Role Of Banking In Rural Economic Development”	Seminar On” Role Of Banking In Rural Economic Development”	Dr.N.G.P Arts & Science College (Autonomous)	On 23 rd Sep 2011	National
7.	”Marketing of Weather Insurance Service”	National Seminar On” Services Marketing “	Periyar Maniammai University (Autonomous)	On 11 th & 12 th Nov 2011	National
8.	“Role Of Csr In Promoting Corporate Reputation”	State Level Seminar On” Role Of CSR In Promoting Corporate Reputation”	Shri Krishnaswamy College For Women, Chennai (Autonomous)	On 24 th Feb 2012	State
9.	”Scope Of Marketing In Health Care Sector”	In National Seminar On” Scope Of Marketing In Health Care Sector”	A.V.V.M Sri Pushpam College, Poondi (Autonomous)	On 10 th March 2012	International

10.	:A Silent Movement Towards Empowering Rural Women”	International Seminar on” The SHG’S Model Of Micro Finance:	A.V.V.M Sri Pushpam College, Poondi (Autonomous)	On 22 nd Sep 2012	International
11.	Problems and Prospects	National Seminar on Green Marketing in India: Problems and Prospects	M.R. Government Arts College, Mannargudi	12.12.2014	National
12.	Women Entrepreneurial Abilities: A Study in the Indian informal Service Sector	National Seminar on Rural Women Entrepreneurship : The Dynamic of Progress and its Reversal	S.T.E.T. Women’s College, Sundarakkottai Mannargudi.	20.03.2015 & 21.03.2015	National
13.	CSR of Commercial Bank of India	National Conference On Corporate Social Responsibility	S.T.E.T. Women’s College, Sundarakkottai Mannargudi.	31.08.2015 & 01.09.2015	National
14.	A study on Managing Stress among Banking Sector Employees in Tiruvarur (Dt.)	International Seminar on “Dimensions in Management”	M.R. Govt. Arts College, Mannargudi	04.09.2015	National
15.	Data Analysis with Statistical Advanced Tools	National Level Symposium on Research and Data Analysis with Statistical Advanced Tools	Bharathidasan University, Tiruchirappalli	28.03.2017	National
16.	An overview of freight transportation in India.	International conference on Current research in applied business and social sciences (CRABS’17)	E.G.S.Pillay Arts & Science College, Nagapattinam	10.02.2017	International

17.	Challenges for Marketing	National conference on emerging challenges of global business scenario.	S.T.E.T. Women's College, Mannargudi	28.02.2018	National
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Details of the webinar organized and participated

S. No	Title of the webinar	Name of the Host Institution	Dates of the webinar	Level National /International
1.	Faculty Development Program on How to use the college library Effectively	S.T.E.T. Women's College, Sundarakkottai, Mannargudi	18.11.2013	National
2.	State level Conference Entrepreneurship Development with Contemporary Relevance for College Teachers	S.T.E.T. Women's College, Sundarakkottai Mannargudi	30.04.2013	State
3.	Faculty Development Program on UGS SET/NET Coaching class	S.T.E.T. Women's College, Sundarakkottai Mannargudi	26.05.2014	National
4.	Faculty Development Program on UGS SET/NET Coaching class	A.V.V.M. Pushpam College, Poondi, Thanjavur.	05.06.2014	National

5.	Faculty Development Program on How to use NPTEL Resources	S.T.E.T. Women's College, Sundarakkottai Mannargudi	14.07.2014	National
6.	International workshop on Research methods in Humanities	Bharathidasan University, Trichy	14.02.2015	International
7.	Faculty Development Program From good to great & Non-Verbal communication for teachers	S.T.E.T. Women's College, Mannargudi	26.09.2015	National
8.	IQAC- Office Management	S.T.E.T. Women's College, Mannargudi	31.12.2016	National
9.	National Workshop on "Information and knowledge analytics"	E.G.S. Pillay Arts and Science College, Nagapattinam	12.08.2015 & 13.08.2015	National
10.	ICSSR Sponsored One day National Seminar on "GST and its Impact"	S.T.E.T Women's College, Mannargudi	04.01.2018	National
11.	National Level Conference on GST Remonetisation politics Vis-à-vis Economics	S.T.E.T. Women's College, Mannargudi.	09.02.2018	National
12.	National seminar on MSME's Prospects and Challenges	S.T.E.T. Women's College, Mannargudi	30.01.2019	National
13.	State level Seminar on "HR Trends & Innovation in 2K19	S.T.E.T. Women's College, Mannargudi	27.02.2019	State
14.	International Seminar on "Effective and Quality Research Writing"	Patrician College of Arts & Science, Chennai.	07.06.2021 & 15.06.2021	International
15.	International Seminar on Innovation, IPR, Technology Development and Entrepreneurship	ST.Claret College, Bengaluru.	14.06.2021 & 19.06.2021	International

16.	International Yoga Day – “Enhancing Culinary Skills With Yoga Practices”.	Bharath Institute Of Higher Education And Research Selaiyur, Chennai.	21.06.2021	International
17.	National Level Five Days Online FDP On Technological Behavioural Dynamics In Teaching”	Bon Secours College for Women, Thanjavur.	27.10.2020 & 31.10.2020.	National
18.	National Level Faculty Development Programme for Educational Leaders.	Madurai Gandhi NMR Subbaraman College For Women.	11.06.2021 & 12.06.2021	National
19.	National Webinar On NAAC Revised Framework.	AAdhyapana, Bangalore.	10.06.2021	National
20.	National level Webinar on“E- learning Platforms: Reaching New Heights in the New Normal”.	H.H. The Rajah's College (Autonomous), Pudukkottai.	7.06.2021	National
21.	National Level Webinar On "TECHTRICKS 2021".	Annai College of Arts & Science, Trichy.	1.06.2021 & 5.06.2021	National
22.	“World No Tobacco day- National level E-Quiz 2021.	PPG College Of Arts And Science, Coimbatore.	5.31.2021	National
23.	National level Webinar on “Covid 19 - Myths and Reality”.	Rajah Serfoji Govt. College (Autonomous), Thanjavur.	29.05.2021	National
24.	National level on Strategic Resilience and Organization Aggility.	Valluvar College, of Science and Management.	26.05.2021 & 31.05.2021	National
25.	National level on “Convergence of Technology, Business Education and Entrepreneurship for sustainable Development.	DR.S.Gopalaraju Govt. First Grade College, Anekal.	22.06.2021 & 26.06.2021	National

26.	National Virtual Webinar On "Schools Of Thoughts In Economics And Historical Perspective".	M. R. Government Arts College, Mannargudi.	11.08.2021	National
27.	FDP on "ICT Tools for Teaching and Learning.	Department of Computer Application, STET Women's College, Mannargudi.	7.06.2021 & 8.06.2021	National
28.	FDP on "Prospects and Challenges of IPR".	Department of Microbiology, STET Women's College (A), Mannargudi.	18.06.2021 & 20.06.2021	National
29.	Webinar On "Importance Of Yoga And Benefits".	STET Women's College,(A),Mannargudi.	21.06.2021	National
30.	Webinar on Entrepreneurs Mentoring and Boosting your Career	Department of Business Administration STET Women's College (A), Mannargudi	16.06.2021 & 17.06.2021.	National
31.	"Digital Literacy: A Pre-requisite for Effective Teaching – Learning Process and Research Development".	STET Women's College (A), Mannargudi.	15.03.2021 & 16.03.2021	National
32.	Webinar on "Self & Career Development in the Digital Era"	Department of Commerce, STET Women's College,(A) Mannargudi	12.02.2021 & 13.02.2021.	National
33.	Fdp On"Introduction To Stata –Tool For Data Analysis".	STET Women's College (A), Mannargudi.	3.03.2021 & 4.03.2021	National
34.	Webinar on "SELF Sustainable Farming" and "How to Create Online Platform for Business"	Entrepreneurship Development Cell STET Women's College (A), Mannargudi	08.03.2021 & 09.03.2021	National

35.	FDP on "Outcome Based Curriculum Framework".	STET Women's College (A), Mannargudi.	28.04.2021	National
36.	FDP on "Revised NAAC Accreditation Frame work Perception."	STET Women's College (A), Mannargudi.	4.06.2021 & 5.06.2021`	National
37.	Workshop on Introducing BBA/MBA Rural Management Curriculum	Department of Commerce and Financial Studies Bharathidasan University	15.12.2020	National
38.	FDP on "Research Funding Agencies".	ST. Anne's Degree College for Women, Bengaluru.	29.05.2021	National
39.	Webinar On "Ways Of Strengthening MSME - During And After Covid".	Nehru Arts And Science College, Coimbatore.	29.05.2021	National
40.	Webinar On "Mobile App Development."	ST. Joseph's Institute of Technology, Chennai.	7.06.2021 & 9.06.2021	National
41.	Webinar on Essential of Intellectual Property Rights	SRM TRP Engineering College, Trichy	07.06.2021	National
42.	FDP on "Intellectual Property Rights".	PPG College of Arts and Science, Coimbatore.	31.05.2021	National
43.	"E-Quiz on "GST"	SIGA, College of Management and Computer Science, Villupuram.	30.05.2021	National
44.	Ulektz Academic Council.	STET Women's College (A), Mannargudi.	16.06.2021 & 17.06.2021	National
45.	PDP on Introduction to securities.	PERIYAR E.V.R College, Tiruchirappalli.	21.06.2021	National
46.	Faculty Development Program on Capital Markets.	Bharathiar University, Coimbatore.	22.06.2021 & 23.06.2021	National

47.	State Level Faculty Improvement Programme On "Research Proposal Writing And Funding Opportunities".	Department of Commerce, STET Women's College (A), Mannargudi.	11.06.2021& 12.06.2021	National
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