

NEHRU MEMORIAL COLLEGE (AUTONOMOUS)

PUTHANAMPATTI - 621 007

STAFF PROFILE



NAME OF THE STAFF : **Dr. T. GAYATHRI**
DESIGNATION : Assistant Professor
DEPARTMENT : PG & Research Department of Commerce

1. CONTACT

Address : **Dr. T. GAYATHRI,**
Assistant Professor,
PG & Research Department of Commerce,
Nehru Memorial College (Autonomous),
Puthanampatti – 621 007
Tiruchirappalli District,
Tamil Nadu

Contact Phone (Office) : 04327 – 234 227

Contact Phone (Mobile) : +91 95780 74383

Contact e-mail(s) : tg.comnmc@gmail.com
gayathri81@nmc.ac.in

2. ACADEMIC QUALIFICATIONS

Degree	College/University/Board	Year of Passing/ Awarded	Class / Grade
Ph.D.	Bharathidasan University	February 2013	Commended
M.Phil.	Bharathidasan University	November 2005	First Class (with Distinction)
Master's Degree	Bharathidasan University	April 2004	First Class with Distinction (Univ. II nd Rank)
Bachelor's Degree	Bharathidasan University	April 2002	First Class

TECHNICAL PROFICIENCY

- Diploma in Computer Application (DCA)
- PG Diploma in E-Commerce (PGD e-COM)
- Tally 9.3, Basics of C and C++, HTML

3. TEACHING EXPERIENCE

S. No.	Institution	Duration	No. of Years	
			UG	PG
1	Nehru Memorial College (Autonomous) – Puthanampatti	18-06-2014 to till date	5 yrs. 9 months	5 yrs. 9 months
2	K. Ramakrishnan College of Engineering, Samayapuram -Trichy	12.07.2010 to 28.04.2014	3 yrs. 9 months	3 yrs. 9 months
3	Nehru Memorial College (Autonomous) – Puthanampatti	25.07.2005 to 09.03.2010	5 yrs.6 months	5 yrs.6 months

4. RESEARCH EXPERIENCE (in years) : 15 Years**5. AREA OF RESEARCH : Finance and Marketing
Investment Management****6**. RESEARCH GUIDANCE (In Numbers)**

Program of Study		Completed	Ongoing
Research	Ph. D.	..	04
	M. Phil.	03	..
Project	PG	M.Com – 13 M.B.A – 39	..

7. PUBLICATION(S) (In Numbers)**

Journal(s)		Proceeding(s)		Book(s) / Chapter(s) / Monograph(s) / Manual(s)
International	National	International	National	
15	01	01	..	03 Chapters contributed in Editorial Books

Cumulative Impact Factor (as per JCR)	
h-index	02
Total Citations	05

8. PRESENTATION(S) (In Numbers)**

Events	International	National
Conference(s)	05	02
Seminar(s)	02	05

9. PARTICIPATION (In Numbers)**

Events	International	National	State	Regional
Conference(s)	03	02
Seminar(s)	02	04
Workshop(s)	01	05	03	04

10. PROFESSIONAL DEVELOPMENT (In Numbers)**

Orientation Programme(s)	Refresher Course(s)	Faculty Development Programme(s)
02	01	05

11. FUNDED RESEARCH PROJECT(S)

- UGC Major Research Project proposal applied for the Academic Year 2015-2016

Title of the Proposal: A Study on Problems and Prospects of Rural Farmers for accessing Agricultural Information with special reference to Tiruchirappalli District

12. DISTINCTIVE ACHIEVEMENT(S) / RECOGNITION(S) / AWARD(S)

- Received Appreciation Certificate from International Journal of Science and Research (IJSR) – online Scientific Journal - best manuscript (August 2017)
- Received Appreciation Certificate from International Journal of Engineering Inventions (IJEI) – the Peer Review International Journal - best review technical paper (October 2016)

13. EVENT(S) ORGANIZED

S. No.	Name of the Programme	Role of Responsibility held	Date of the Event
1	Self-Employment Training cum Entrepreneurial Workshop tie up with Raja Screen Printing Technology – Theni	Coordinator	10 th July 2019
2	Special Lecture Cum Workshop on “Online Stock Trading”	Coordinator	28 th November 2018
3	Workshop on Stock Market Practices tie up with SEBI - Chennai	Coordinator	2 nd February 2018
4	Awareness Programme on Legal Rights for Women tie up with National Commission for Women	Coordinator	14 th October 2017
5	International Seminar on “Green Marketing in India and in Abroad”	Co-convener	12 th August 2016
6	Special Lecture on “Career Opportunities in Banking Sectors”	Coordinator	11 th December 2015
7	International Conference on “Emerging Trends in Global Business”	Co-convener	16 th February 2016
8	Workshop on Soft Skills Development	Programme Coordinator	21 st & 22 nd September 2015

14. ACADEMIC / ADMINISTRATIVE RESPONSIBILITIES HELD

- MQAC Member [Academic Year 2014 – 2018]
- Programme Coordinator of Department Association
- Events in-charge of COMCLUSTER' 2014 - 2016
- Acted Co-Convener of International Conference on “Emerging Trends on Global Business” 16th February 2016
- Acted Co-Convener of International Seminar on “Green Management in India and in Abroad ” 12th August 2016
- Member of Autonomous Examination Flying Squad - November 2018.
- Coordinator of NIRF - October 2019.
- Department Placement Coordinator - November 2019

15. DETAILS OF MEMBERSHIP

Academic Bodies (Board of studies)	<ul style="list-style-type: none">• Chairman - UG Board of Studies [Commerce]• Member - PG Board of Studies [Commerce]• Member -UG Board of Studies [HMCS]• Acted as Member of UG Board of Studies [Economics]
Professional Bodies	<ul style="list-style-type: none">▪ Life Member of Indian Academic Researchers Association▪ Doctoral Committee Member of Periyar EVR College (Autonomous), Tiruchirappalli▪ Doctoral Committee Member of Bishop Heber College (Autonomous), Tiruchirappalli

16. EXTENSION ACTIVITIES / OUTREACH PROGRAMME

- Organized an *outreach programme* for “**Thooimai Sakthi Thittam**” on 07.03.2018 in tie up with Puthanampatti Village Panchayat. This programme highlighted the Prime Minister Scheme “SWACHH BHARATH” both aided section Commerce and Economics students (65) were participated in this rally.
- Organized an *extension programme* “**Rural Youth Development and Employment Opportunities**” [2018] in tie up with Puthanampatti Village Panchayat. This Programme mainly highlighted on Prime Minister Rural Youth Development and the representatives for District Collectorate explained in detail about the apps available in this scheme. Nearly 50 students and 100 people of Puthanampatti village were participated and benefited

- Organized **Women Rights Awareness Programme** and conducting written examination for Nehru Memorial College students of various disciplines on 14.10.2017 in tie up with National Commission for Women, New Delhi. This programme generating nationwide awareness for women rights, nearly 120 students were participated and attended the written exam
- Organized an *extension programme* **“Clean India: Green India”** on 28.01.2016 in collaboration with Puthanampatti Village Panchayat. The programme mainly focused on give awareness in health and hygienic, formed a rally to visualize construction of Toilet facilities and subsidies provided by the government to the public. More than 60 students were participated in that program.
- Organized an *outreach programme* **“Mega SB Account Campaign”** on 21.01.2016 in collaboration with Syndicate Bank, Puthanampatti. The main aim of this programme give awareness in banking facilities and services offered by the Syndicate bank for Puthanampatti village people by the way of talking , explaining and showing the pamphlets. More than 35 students were participated in that program.

17. DETAILS OF RESEARCH GUIDANCE

Ph. D. (Completed)			
S. No.	Name	Title of thesis	Year of award
...			
M. Phil. (Completed)			
S. No.	Name	Title of thesis	Year of award
1	S.POOVARASI	A Study on Women’s Buying Behaviour towards Consumer Durables with special references to Thuraiyur Town	Jan ’ 2020
2	S.DEVI	A Study on Customer Satisfaction towards Mobile Networks Services in Tiruchirappalli District	Jan’ 2018
3	C.SATHISHKUMAR	A Study on Retailer Preference towards Philips CFL Bulbs at Gandhi Market – Tiruchirappalli District	August 2016

18. DETAILS OF PUBLICATIONS

(a) JOURNAL(S)

S. No.	Name of the author/s	Title of the paper	National / International	Name of journal	Volume Page No & Year	ISSN / ISBN
1	Dr. T. Gayathri & C. Muthuraj	Comparative Study on E-banking services between Nationalized and Private banks	International	Our Heritage Journal	Vol.68 Issue-1 Jan'2020 (Pg. No:4217)	ISSN:0474-9030 (Impact Factor – 4.912) [SJIF]
2	Dr. T. Gayathri & S. Dhanaselvi	A study on production and marketing of poultry products in Namakkal District	International	Our Heritage Journal	Vol.68 Issue-1 Jan'2020 (Pg. No:6287)	ISSN:0474-9030 (Impact Factor – 6.6) [SJIF]
3	Dr. T. Gayathri & C. Muthuraj	A Comparative Study on E-banking Services between Nationalized and Private Banks in Dindigul District	International (UGC Care List) Scopus Indexed	A Journal of Composition Theory (JAC)	Vol.12 Issue-12 (Pg.No:12 92) Dec'2019	ISSN:0731-6755
4	Dr. T. Gayathri & S. Dhanaselvi	A Study on Production and Marketing of Poultry Eggs in Tamilnadu (with reference to Namakkal District)	International (UGC Care List) Scopus Indexed	A Journal of Composition Theory (JAC)	Vol.12 Issue-12 (Pg.No:13 23) Dec'2019	ISSN:0731-6755
5	Dr. T. Gayathri & C. Muthuraj	A Comparative study on E-banking services between nationalized and private banks at Dindigul District	International (UGC Care List)	IJRAR	2019 [Pg.No:42 17-4224]	ISSN:0474-6755
6	Dr. T. Gayathri & S. Dhanaselvi	A Study on Production and Marketing of Poultry products in Namakkal District	International (UGC Care List)	IJRAR	2019 [Pg.No:62 87-6294]	ISSN:0474-6755
7	Dr. T. Gayathri & C. Muthuraj	A Comparative Study e-banking services between Nationalized and Private Banks in Dindigul District	International	PRIMAX International Journal of Commerce and Management Research	August 2019 [Pg.80-85]	ISSN:2321-3604 Impact Factor: [SJIF-7.184]
8	Dr. T. Gayathri & S. Dhanaselvi	A Study on Production and Marketing of Poultry Products in Namakkal District	International	PRIMAX International Journal of Commerce and Management Research	August 2019 [Pg.201-208]	ISSN:2321-3604 Impact Factor: [SJIF-7.184]
9	Dr. T. Gayathri	A Study on Human	International	International	[Vol. 6	ISSN:2319-

	& D. Rajkumar	Resource Practices to Textiles with reference to Tirupur		Journal of Science and Research (IJSAR)	Issue 8] August 2017 Pg.No:28- 33	7064 Scientific Impact Factor: 6.391
10	Dr. T. Gayathri & C. Muthuraj	A Study on E-banking services in both Nationalized and Private Banks	International	International Journal of Current Research (IJCR)	Vol:5 Issues:2 Pg.No:14	UGC Index : 389 ISSN: 2347 9213
11	Dr. T. Gayathri & S. Dhanaselvi	A Study on Production and Marketing of Poultry Products in Namakkal District	International	International Journal of Current Research (IJCR)	Vol:5 Issues:2 Pg.No:14	UGC Index : 389 ISSN: 2347 9213
12	Dr. T. Gayathri & C. Muthuraj	Comparative Study on E- banking services between Nationalized and Private Banks in Dindigul District	International	International Journal of Recent Research and Applied Studies (IJRRAS)	Vol:4 Issues:8 2015 Pg.No:28- 33	ISSN: 2349-4891 (IF:4.665)
13	Dr. T. Gayathri & C. Muthuraj	Comparative Study on E- banking services between Nationalized and Private Banks	National	Jamal Academy Research Journal: An Multidisciplin ary	Vol: IX No:2 (Pg.630- 632) Jan'2017	ISSN: 0973-0303
14	Dr. T. Gayathri & D. Rajkumar	Examine on Labour Skills Analysis in Textile reference to Tirupur	International	- International Journal of Commerce, Business & Management (IJCBM)	[Vol.5, Issue – 5] Sep- Oct'2016 Pg.No:12 6-136	ISSN: 2319-2828
15	Dr. T. Gayathri & D. Rajkumar	Examining on Technology Automation towards Textiles with special reference to Tirupur District	International	International Journal of Engineering Inventions (IJEI)	Vol.5, Issue – 9 (Pg.45- 49) Oct'2016	e-ISSN: 2278 – 7461 P.ISSN:231 9-6419
16	Dr. T. Gayathri	Impact of e-Commerce in Modern Business” – Strategic E-business Framework	International	International Journal of Advanced Management	August 2015	(ISBN: 978- 93-82570- 67-7)

(b) PROCEEDING(S)

S. No.	Name of the author/s	Title of the paper	National/ International	Name of Conference	Page No & Year	ISBN
1	Dr. T. Gayathri	An overview of Enterprise Resource Planning System	National Conference	National Conference on “Applications of Management Research in Social Science, Engineering and Technology”	Pg.No.586 2019	978-93-5346-428-8

(C) BOOK(S) / CHAPTER(S) / MONOGRAPH(S) / MANUAL(S)

S. No.	Details
03 Chapters Contributed in Editorial Text Book	
1	Personnel Financial Management (Text and Cases) – Edited Volume ISBN: 978-81-908719-8-4 [Pg.185] <i>Chapter Title: “Online Stock Trading Mechanism in India”</i>
2	Information Technology in Financial Sectors – Edited Volume ISBN: 978-93-80509-00-6 [Pg.125-132] <i>Chapter Title: “Impact of Technology in Educational Sector”</i>
3	Indian Tourism Industry in 21 st Century – Edited Volume <i>Chapter Title: “Global Framework of Online Tourism Services in Developing Countries (E-tourism Promotional Strategy)” [Pg.237]</i>

19. DETAILS OF PRESENTATION(S)**[Conference(s) / Seminar(s)]**

S. No.	Name of the Paper	Name of the Conference / Seminar	National/ International	Place	Duration/ Date
1	Women Empowerment for Sustainable Development	National Seminar “Role of Women in Environmental Conservation for Sustainable Development”	National	Kongu Engineering College - Erode	22 nd March 2019
2	An overview of Enterprise Resource Planning System	National Conference on “Applications of Management Research in Social Science, Engineering and Technology”	National	MAM College of Engineering	25 th January 2019

3	Comparative Study on e-banking services of Banking Sectors	International Conference on “ Finance and Banking (FIBA – 2018)	International	Sengunthar Arts and Science College - Tiruchengode	2018
4	E-banking services in Nationalized and Private banks	International Conference on “Sustainable Business Practices – A Global Perspective”	International	Bon Secours College for Women – Thanjavur	27 th September 2017
5	Comparative study in e-banking services between nationalized and private banks at Dindigul district	National Seminar on “Emerging Business Practices in the Global Environment”	National	Jamal Mohamed College – Trichy	19 th January 2017
6	Green Marketing: an overview	International Seminar on “Green Marketing in India and in Abroad”	International	NMC	12 th August 2016
7	Green Marketing in India	International Conference on “Competency Building Strategies in Business and Technology for Sustainable Development”	International	Sri Ganesh School of Business Management	19 th February 2016
8	Online Stock Trading Mechanisms in India	International Conference on “Personnel and Investment Management”	International	Sree Saraswathi Thiyagaraj College, Coimbatore	26 th & 27 th February 2016
9	Agricultural Productivity & Poverty Reduction	International Seminar on “Agricultural Productivity & Poverty Reduction”	International	Jamal Mohamed College – Trichy	13 th & 14 th August 2015
10	Stock Market Role in Investor’s Protection	National Conference on “Investor’s Information & International Investment”	National	Govt. College for Women – Kumbakonam	6 th & 7 th March 2015
11	Role of Micro Finance in Poverty Reduction	International Conference on “Micro Finance as a Development & Poverty Reduction Policy”	International	Sri Ganesh College of Arts & Science, Salem	13 th February 2015
12	Challenges faced by Insurance Sectors	National Seminar on “Insurance Industry: Trends, Issues & Challenges”	National	Bharathiyar Arts & Science College, Salem	27 th September 2014
13	Impact of Information Technology in Retail Industry	National Seminar on “Role of Information Technology in Retailing Industry”	National	Urumu Dhanalakshmi College, Tiruchirappalli	19 th & 20 th September 2014

14	Challenges faced by HR Managers	National Seminar on “Challenges faced by HR Managers as a result of Globalization”	National	at Srimad Andavan Arts & Science College, Trichirappalli	12 th September 2014
----	---------------------------------	--	----------	--	---------------------------------

20. DETAILS OF PARTICIPATION

[Conference(s) / Seminar(s) / Workshop(s)]

S. No.	Name of the event(s)	Sponsored by	Conducted by	Place	Duration / Date
Conference(s)					
1	National Conference on “Applications of Management Research in Social Science, Engineering and Technology”		MAM College of Engineering	Trichy	25 th January 2019
2	International Conference on “Personnel and Investment Management”		Sree Saraswathi Thiyagaraj College	Coimbatore	26 th & 27 th February 2016
3	International Conference on “Business and Technology for Sustainable Development”		Sri Ganesh School of Business Management	Salem	19 th February 2016
4	National Conference on “Investor’s Information & International Investment”	UGC Sponsored	Govt. College for Women	Kumbakonam	6 th & 7 th March 2015
5	International Conference on “Micro Finance as a Development & Poverty Reduction Policy”	IAJAM Sponsored	Sri Ganesh College of Arts and Science	Salem	13 th February 2015
Seminar(s)					
1	National Seminar on “Role of Women in Environmental Conservation for Sustainable Development”	National Commission for Women (NSW)	Kongu Engineering College	Erode	22 nd March 2019
2	International Seminar on “Green Marketing: an overview”	The aegis of UGC Autonomous Grant	NMC	Puthanampatti	12 th August 2016
3	International Seminar on “Agricultural Productivity & Poverty Reduction”		Jamal Mohamed College	Trichy	13 th & 14 th August 2015
4	National Seminar on “Insurance Industry: Trends, Issues & Challenges”	UGC Sponsored	Bharathiyar Arts & Science College	Salem	27 th September 2014
5	National Seminar on “Role of Information Technology in Retailing Industry”	UGC Sponsored	Urumu Dhanalakshmi College	Trichy	10 th & 11 th September 2014
6	National Seminar on “Challenges	UGC Grant	Srimad	Trichy	12 th

	faced by HR Managers as a result of Globalization”		Andavan Arts and Science College		September 2014
Workshop(s)					
1	National Workshop on “Research Methodology, Statistical Data Analysis and Interpretation”		Institute for Statistics and Analytical Research (ISAR)	Chennai	28 th & 29 th December 2019
2	National Workshop on “NIRF Ranking 2020”	Institute for Academic Excellence - Hyderabad	Marian College Kuttikkanam	Idukki - Kerala	21 st November 2019
3	Regional Workshop on “Research Methodology”		St. Joseph’s College	Trichy	21 st September 2019
4	Regional Workshop on “Tally with GST”	Indian Accounting Association & IARS	National College	Trichy	16 th September 2019
5	National Workshop on “Research Methods in Commerce and Management”		Imayam Arts and Science College	Thuraiyur	13 th September 2019
6	Regional Workshop cum Hands on Training on “Tally with GST” (E-way Billing)		Salem Sowdeswari College	Salem	1 st August 2019
7	International Workshop on “Innovative Research Publication in Finance”	SMART Journal of Business Management Studies	Shrimathi Indira Gandhi College	Trichy	5 th July 2016
8	Workshop on “Outcome based Education”	The aegis of UGC Autonomous Grant	IQAC in Nehru Memorial College	Puthanampatti	25 th August 2018
9	Workshop on “Curriculum Design & Development”	The aegis of UGC Autonomous Grant	IQAC in Nehru Memorial College	Puthanampatti	24 th & 25 th November 2017
10	National Workshop on “Statistics Data Analysis for Research Process”		School of Commerce & Financial Studies, Bharathidasan University	Trichy	18 th April 2015
11	State Level Workshop on “Rights Education with special reference to Education of persons in Disabilities”	NIVH & CDAP	Bharathidasan University	Trichy	10 th March 2015

12	National Workshop on “Statistics for Research and Data Analysis using SPSS Package”		PRIMAX Research Centre	Trichy	21 st February 2015
13	Workshop on “Need Based Value Added Research Proposal Writing”	ICMAR	Nehru Memorial College	Puthanampatti	25 th & 26 th September 2014

21. DETAILS OF PROFESSIONAL DEVELOPMENT

(Orientation / Refresher Course / FDP)

S. No.	Name of the events	Sponsored by	Conducted by	Place	Duration/ Date
Orientation Programme					
1	Orientation Programme	UGC	HRDC-Bharathidasan University	Trichy	05-11-2014 to 02-12-2014 (28 Days)
2	Faculty Orientation Programme	UGC Autonomous Grant	NMC	Puthanampatti	13-06-2016 to 14-06-2016 (2 Days)
Refresher Course					
1	Refresher Course on Commerce and Management	UGC	HRDC-Bharathidasan University	Trichy	13 th July 2018 – 2 nd August 2018
Faculty Development Programme					
1	FDP on “Research Methodology & Data Analysis using Statistical Package for Social Science SPSS and AMOS”	PRIMAX Research Foundation	Bishop Heber College	Trichy	30 th & 31 st January 2020
2	Two Days Faculty Development Programme	The aegis of UGC Autonomous Grant	IQAC in Nehru Memorial College	Puthanampatti	11 th & 12 th June 2018
3	FDP on “Revisiting Examination System in the Current Scenario”	The aegis of UGC Autonomous Grant	IQAC in Nehru Memorial College	Puthanampatti	19 th March 2016
4	FDP on “Sustenance Enhancement of Quality in Higher Education”	The aegis of UGC Autonomous Grant	IQAC in Nehru Memorial College	Puthanampatti	5 th August 2015
5	FDP on “Teaching in Higher Education”	The aegis of UGC Autonomous Grant	IQAC in Nehru Memorial College	Puthanampatti	11 th June 2014