

CURRICULAM VITAE



Dr. S. B. Gayathri

W/O Ka.SivaGanesan

10/103, West Street,

Samathur(po),

Pollachi(T.k)

Coimbatore (Dist.)

Pin Code: 642 123

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PERSONAL DETAILS

Husband Name : Ka. Siva Ganesan

Date of birth : 6-01-1982

Gender : Female

Marital Status : Married

Community : BC, Konguvellalar

Religion : Hindu

Nationality : Indian

Educational Qualification : M.Com, M.Phil., Ph.D.

Designation : Assistant Professor& Head

Department of B.Com Professional Accounting

N.G.M College

Pollachi-642 001

Phone no. 04259-234868/ 234870

Languages Known : Tamil, English

ACADEMIC & TECHNICAL QUALIFICATION

Degree/ Course	School/ College/ University	Month & Year of Passing	Class Obtained
Ph.D	Karpagam Arts and Science College, Coimbatore	October 2012	First
M. Phil	Alagappa University, Karaikudi	Mar 2006	First
M.Com	SreeRamu College of Arts and Science	May 2004	First
B.Com	Nirmala College of Women , Coimbatore	May 2002	First
H.Sc	Shri Vigneswara Matric Higher Secondary School,Angalakuruchi	Mar. 1999	First
S.S.L.C	R.V.S Matriculation Higher Secondary School, Reddiarur	Mar.1997	First

COMPUTER SUBJECTS KNOWN

Operating Systems : MS DOS, WINDOWS
Packages : MS-Word, M S –Excel, M S Power point, Tally
Languages : C, C++

AREA OF INTEREST

- Human Resource Development
- Marketing And Finance
- Banking
- Commercial Law

TEACHING EXPERIENCE

INSTITUTION	DESIGNATION	FROM	TO
N.G.M College , Pollachi	Assistant Professor in BBA	21-6-2004	15-6-14
N.G.M College , Pollachi	Associate Professor and HeadDepartment of B.Com PA.	16-6-2014	Till date
Total Experience : 20 Years			

Qualification Approval No U G : 15778/A3/2007

Qualification Approval No PG : 18420-1/A3/ 2013

PROJECTS GUIDED

- U G Projects
- Guided 4 M.Phil Scholars
- Guided 2 Ph.D Scholars
- Under Guidance 2 Scholars

PROJECTS DONE

Degree/ Course	Title of the Report or Projects	Guide	Year
Ph.D	A Study on Service Quality in Selected Nationalized Banks	Dr.M. Krishnaveni M.Com, M.Phil, Ph. D	Oct 2012
M.Phil	A Study on Job Satisfaction of Employees with Reference to Modern Spinning Mills, Samathur	Dr.P. Maruthupandian, M.Com, M.Phil, Ph. D, B.G.L	Mar. 2006
M.Com	A study on Training and Recruitment at SarmangalSynchetics ltd, Kovilpalayam	Ms. Dhanalakshmi,M.Com, M.Phil, PGDCA	April 2004
B.Com	A Study On Analysis Of Loan – With Special Reference To Bank Of India	Mrs. S. VasanthiPrasath, M.Com, M.Phil	April 2002

BOOK PUBLISHED

Title of the Book	Year of publishing	Name of the Publisher	ISBN Number
Business environment and strategy policies	2018	Shanlax Publication	978-93-87102-96-5

**CONFERENCES / SEMINARS PARTICIPATED AND PAPERS PRESENTED
(Annexure-I)**

Program	National	State
FDP	3	1
Conference	3	1
Seminar	3	4
Workshop	2	2
Paper presentation	2	3
Symposium	1	3
TOTAL	14	14

PUBLICATIONS : 10 (Annexure-II)

PROJECTS GUIDED – M.Phil

Student Name	Title of the Dissertation	Year
A.Nandhini	Service Quality Dimensions on Internet Banking	November 2015
K.Nirmala	Attitude towards Entrepreneurship among college students in Pollachi taluk	November 2017
K.Indhu	Perception and impact of drought on socio economic condition of farmers in Pollachi taluk	November 2018
A.Abitha	Awareness preference and satisfaction towards solar water heater at households	November 2016

PROJECTS GUIDED – Ph.D

Student Name	Title of the Dissertation	Year
K.Rajarajeswari	Financial Performance and NPA Analysis of selected public and private sector banks in India	January 2020
K.Akilaandeswari	Financial Performance of selected BSE listed Textile companies in India	January 2020

A.Anandhiprabha	Research on usage of social networking sites and its impact on college students lifestyle	September 2023
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EXTRA CURRICULAR ACTIVITIES

- NGM College Throw Ball team captain at SIICAA (Shakthi Institute Intercollegiate Athletic Association)
- Carrom board Player at SIICAA (Shakthi Institute Intercollegiate Athletic Association)

ACADEMIC ASSIGNMENTS:

- Doctorial Committee Member
- Board of studies member in Nirmala College for Women
- Chairman, Board of studies in B.Com PA Department NGM College
- Examiner in Bharathiar University Valuation
- Examiner and question paper setter in various Autonomous colleges
- Co Ordinator of NGM Trade center

REFERENCES:

- **Dr. P. Bruntha**
Associate Professor & Head
PG & Research Department of Commerce
N.G.M College
Pollachi-642 001

- **Dr. Elizabeth pius**
Head Department of commerce

Nirmala College for Women
Coimbatore 18

I hereby assure that the above furnished information's are true to the best of my knowledge.

Place:Pollachi

Date :

Yours Truly,

Annexure - I

Seminar

1. Participated in the National level seminar on “Information technology and commerce” organized by department of commerce, Sri Ramakrishna College of arts and science for Women, Coimbatore on 6th Feb. 2002.
2. Participated in the seminar “Practical Guidelines for M.Phil Dissertation” organized by PG Department of Commerce & Alagappa Study Centre, Pollachi.
3. Participated in a seminar on “Indian economy & Transformation from Elephant to peregrine” in Jansons school on business on 11.3.2005.
4. Participated in the national seminar on “Empowering the youth to enrich mankind” organized by Human Excellence Department, NGM College.
5. Participated in “Challenges and opportunities in rural entrepreneurship “organized by Dr. N.G.P. Arts and Science College, Coimbatore.
6. Participated in National Level Seminar on “Ecopreneurship” organized by Nehru Arts & Science College, Coimbatore.
7. Participated in National Seminar on “Recent Trends in Capital Market” organized by Nehru Arts & Science College, Coimbatore.
8. Participated in National Seminar on “Co-Creation model of learning” organized by NGM College.
9. Participated in Two days National Seminar on “National Education Policy 2020” organized by NGM College
10. Participated in One day National Seminar on “Inclusive Growth and Women empowerment through Rural Entrepreneurship” organized by NGM College.
11. Participated in One day National Seminar on “Investor Awareness” organized by NGM College.

Workshops Attended

1. Participated in the one day workshop on “Finance and Computer Application” organized by the Department of Commerce Bharathiyar University, Coimbatore on 1st October, 2002.
2. One day National Level Workshop on “Scientific Research & Data Analytics” organized by Post Graduate and Research Development of Commerce, NGM College, Pollachi.
3. National Level Workshop on “Enhancing Research competency through SEM-Application of AMOS software” organized by Rathinam college of Arts &Science, Coimbatore.
4. One Day Workshop on “Professional ethics in effective database design for real time applications” organized by NGM College, Pollachi.
5. Two Days workshop on “Implementation of Outcome based education.”organized by NGM college.

Symposium

1. Participated in theCommerce @ net on a Symposium on “E-Commerce” organized by the Bharathiar University, Coimbatore on 17th August, 1999.
2. Symposium on “Indian economy and demonetization of Indian currency” organized by Pollachi College of Arts and Science.
3. State level symposium 2k17 on “OVERSEAS TRADE” organized by the PG Department of commerce with International Business, NGM College, Pollachi.
4. National Level Symposium on “Recent Trends in Commerce and Information Technology” organized by NGM College, Pollachi.

Conference

1. One day National Conference on Risk Management with Insurance organized by Sankara College of Science and Commerce, Coimbatore.
2. Two –Day National Conference on “Changing paradigms in Indian business” organized by school of commerce and management, NGM College, Pollachi.
3. National Conference on “Emerging Issues in Online Marketing” organized Karpagam University, Coimbatore.

Faculty Development Program

1. Attended Faculty improvement Programme on “Classroom Climate” organized by the Department of Commerce, N.G.M College, Pollachi and UGC Academic Staff College, Bharathiar University, Coimbatore on 2nd April 2005 at N.G.M College, Pollachi.
2. Attended National Level Faculty Development Programme on Innovative Strategies to Enhance Teaching Learning Process organized by Sri Ramu College of Arts and Science, Pollachi.
3. Attended One Day Faculty Development Programme on “Advanced research tools through SPSS” organized by SNMV College, Coimbatore.
4. Attended National level Faculty Development Programme on” Innovative Strategies to Enhance Teaching Learning Process” organized by Sree Ramu College of Arts and Science, Pollachi.
5. Attended Nine Days Faculty Development Programme on “ Yoga for Emotional Stability”
6. Attended International Phygital FDP On “Recent Trends In Multidisciplinary Research” organized by SRM Institute Of Science and Technology.
7. Attended seven Days Faculty Development Programme on “ ESSENTIAL SKILLS FOR PROFESSIONAL DEVELOPMENT IN HIGHER EDUCATION” organized by Star
8. International Foundation for Research and Education
9. Attended Faculty Development Programme on “AI TOOLS FOR TEACHING” organized by Star International Foundation for Research and Education
10. Attended Two Faculty Development Programme on “Resource Management,Security&Architecting with cloud”: organized by Kongu engineering college
11. Attended seven Days Faculty Development Programme on “Deep learning techniques for social media analytics” organized by Kongu engineering college

S.No	Title of the Article	Name of the Journal	Date
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Paper presented

1. Presented a paper titled “ETHICAL ISSUES IN CSR” organized by Rathinam College of Arts and Science, Coimbatore.
2. Presented a paper entitled “Role of Management in Business “organized by Rathinam College of Arts and Science, Coimbatore.
3. Presented a paper entitled “HR Practices in India” organized by Rathinam College of Arts and Science, Coimbatore.
4. Presented a paper entitled Risk management with insurance at NGM College, Pollachi.
5. Presented a paper entitled Business environment and strategy policies at NGM College, Pollachi.

Miscellaneous

1. Moderator for Vox Populi ((Debate) Twice at NGM College, Pollachi.
2. Appreciation for acting as a judge in the event “CREATICK FREEZER” organized by NGM College, Pollachi.
3. Two days Training on “High Impact Teaching” organized NGM College, Pollachi

Research PublicationsAnnexure –II

1.	Factors Influencing Entrepreneurship Intentionsof students in pollachi Taluk	Inter continental management research review	Issn no:2320-9704
2.	Attitude towards Entrepreneurship Among College Students In Pollachi Taluk	Inter continental management research review	Issn no:2321-0346
3.	Financial Efficacy Of Selected Textiles Spinning Mills In India	International journal of engineering and management research	Issn no:2250-0758
4.	Attitude Towards Entrepreneurship Among College Students In Pollachi Taluk	International journal of research in economics and social sciences	Issn no:2249-7382
5.	Preference And Satisfaction Towards Solar Water Heater At Households-A Study With Special Reference To Pollachi Taluk	International journal of inter disciplinary research in arts and humanities (ijirah)	Issn No:2456-3145
6.	Satisfaction Towards Solar Water Heater At Households-A Study With Special Reference To Pollachi Taluk	International journal of multi disciplinary research and modern education (ijmrme)	Issn No:2454-6119
7.	Service Quality Dimensions On Internet Banking With Special reference to state bank of india in pollachi taluk	International journal of current research and modern education (ijcrme)	Issn No:2455-5428
8.	Role of human resource management in business	Innovative HR practices in corporate world	Isbn No:978-93-82570-68-4
9.	Study on annual growth analysis of NPA of selected public and private sector banks in India	Think India Journal	volume 22 issue 14, Year 2019
10.	Financial performance analysis of selected private sector banks in India	International journal of engineering and management research	volume 8 issue 4, Year 2018
11.	THE IMPACT OF SOCIAL NETWORKING SITES ON THE LIFESTYLE OF COLLEGE\ STUDENTS IN COIMBATORE DISTRICT	: International Journal of humanities, Law and Social Sciences	Vol. X, Issue I (E) : 2023

12.	Social Media Engagement and its effects on college student's lifestyle patterns	Humanities and Social Science Studies journal	Vol. 13, Issue 01
13.	Assessing the Level of Digital literacy among students concerning the use of social media platforms	Humanities and Social Science Studies journal	Vol. 13, Issue 01
14.	Empowering Women in it: Work-From-Home benefits for achieving work-life balance	Journal of the School of Language, Literature and Culture Studies	ISSN 0972-9682 with IF=7.13 Series: 22, Year: 2024
15	A study on the usage of social networking sites by the college students in Coimbatore district	Shodha Prabha;	ISSN 0974-8946