

Name : Dr. S.GOWRI

Designation : ASSISTANT PROFESSOR (Commerce)

Gender : FEMALE

D.O.B : 14.03.1976

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Educational Qualification:

Degree	University / College	Year of Pass	Special Subjects	Grade / Per cent
M.Com	SKSS ARTS COLLEGE, THIRUPPANANDAL	April 1998	COMMERCE	I Class
M.Phil	ANNAMALAI UNIVERSITY	Dec. 2004	BUSINESS ADMINISTRATION	I Class
Ph.D	SKSS ARTS COLLEGE, THIRUPPANANDAL	Feb. 2019	COMMERCE	Commended
MBA	ANNAMALAI UNIVERSITY	June 2001	BUSINESS ADMINISTRATION	I Class

Teaching Experience

Institution/ Designation	From	To
SKSS ARTS COLLEGE /ASST- PROFESSOR	01.02.2007	Till the Date

Conference/Seminars Attended (Enclose details like Paper Title, Seminar Theme, Place, date, etc)

International (No): 6 National & State level (No): 7 Total: 13

1. One day National Conference on Digitalization of Business - Opportunities and Challenges at PSPT MGR Government Arts and Science College, Sirkali- Puthur, 26th February 2020.
2. International Conference on Emerging Issues and Challenges in Economics & Commerce, Idhaya College for Women, Kumbakonam, 19th February 2020.
3. State Level Seminar on E – Waste Management at STET Womens College Mannargudi, 11 December 2019.

4. International seminar on Intellectual Property Rights – Emerging issues and Challenges at STET Women's college Mannargudi, 11 September 2019.
5. International Seminar on Research in Social Sciences at Government College for Women, Kumbakonam, 26 & 27 June 2019.
6. One day International Conference on Services Marketing – Process, Practices and Potential, National College, Tiruchirappalli, 24th January 2019.
7. One day International Conference on Contemporary Issues in Business- A Global Perspective, Swami Dayananda College of Arts and Science, Manjakkudi, 12th September 2018.
8. One day National Conference on Paradigm Shift in Services Marketing – Global Scenario, Rabiammal Ahamed Maideen College for Women, Thiruvavur, 19th September 2015
9. International Conference on Innovation in Commerce and Management at AVC College, Mannampandal, Mayiladuthurai, 10th & 11th August 2015.
10. Retail Marketing – Opportunities and Challenges, National Conference, Poompuhar College, Melaiyur, 22nd December 2014 .
11. Stress management and business ethics , National Seminar at Annai College of Arts and Science on 16 & 17 September 2010.
12. Financial Inclusion – A Delightful banking service to common man, UGC Sponsored National seminar at Annamalai university Chidambaram on 18 & 19 March 2010
13. Micro finance concept of NABARD in financial inclusion, UGC Sponsored National seminar at Annamalai university Chidambaram on 18 & 19 March 2010

Publications (Enclose details like Title, Publisher, Place, Year/Month, etc)

Books: 4

Articles: 7

Total : 11

1. A Study on Customer Satisfaction towards Aavin Milk in Thanjavur District, Studies in Indian Place Names, vol no :40, issue:59, March 2020 (ISSN:2394-3114) UGC Care journal. P.No. 117-122
2. The Impact on work ethics in select public and private sector banks – a study with reference to work related factors, Studies in Indian Place Names, vol No : 40, Issue : 19, February 2020 (ISSN : 2394-3114) UGC Care Journal. P.No 10-16
3. A Study on Customers awareness towards Digital services provided by AXIS Bank at Kumbakonam, Studies in Indian Place Names, vol No: 40, Issue : 03, February 2020 (ISSN : 2394-3114) UGC Care Journal. P.No. 4440-4448

4. A Study on ATM Functions and its Customer satisfaction with reference to state bank of india at kumbakonam, IJAEMA JOURNAL, Vol: XII , Issue II, February 2020 (ISSN : 0886-9367) UGC Care Approved Group – II Journal. P.No 449-454
5. A Study on Customer Awareness about core banking system in kumbakonam, JICR Journal, Vol No: XII, Issue No: 1, January 2020 (ISSN 0022-1945) UGC Care Approved Group – II Journal. P.No. 847-851
6. Role of micro finance scheme in standard life of people , International conference, Research Explorer – A Blind Review & Refereed Quarterly International Journal, Vol.No : VII, Spl. Issue No : 24, January 2019, (P- ISSN : 2250-1940), (O-ISSN : 2349-1647) P.No. 194-198
7. Employee grievances in readymade garments , International Conference, IJASRD, Vol. No : 05, Spl. Issue No : 03, Ver – III, September 2018, pp. 423-429, (e- ISSN : 2395-6089), (p- ISSN : 2394-8906) P.No. 422-428
8. Customers' Preference towards Car Purchase, IJEMR, Vol No.7, Issue : 01, January 2017 Online - (ISSN : 2249-2585); Print – (ISSN : 2249-8672) P.No. 1-4
9. Determinants of Satisfaction of Car Owners in Thanjavur District, Emperor International Journal of Finance and Management Research, Vol No. II, Issue No.: 11, November 2016 (ISSN : 2395-5929) P.No. 71-78
10. Perceives Risk in Purchase of Car, National Conference on Paradigm Shift in Services Marketing, Rabiammal Ahamed Maideen College for Women, 19th September 2015 (ISBN: 978-93-84193-27-0) P.No 185-188
11. Consumers' perceived quality, value and Risk Towards Purchase Decision on Car, National Conference, Poompuhar College, 22nd December 2014 (ISBN 978-93-8050) P.No. 117-124

Other Academics (Specify and detail)

One Day Seminar on Revised Accreditation Process of NAAC and Seven Criteria and their weightages at SKSS Arts College , Thiruppanandal on 14 th March 2020 under the UGC PARAMARSH Scheme.

FDP & Online Courses:

1. *Data Analysis for Research in Management and Social Sciences* (Three days 7th to 9th November 2018) Organised by School of Management, SRM Institute of Science & Technology ,Ramapuram, Chennai-600089.
2. *Python 3.4.3* (One weeks on 22nd to 27th April 2020) Organised by Spoken Tutorial Project, IIT Bombay & P.R Pote Patil College of Engineering & Management of Amaravati.
3. *Emotional Intelligence* (Three days on 28th, 30th April and 2nd May 2020) Organised by KG College of Arts and Science Coimbatore-641035.

4. *Art of Writing Research Article in High Indexed Journals*, (Two days on 29th & 30th April 2020), Organized by Department of Business Administration, Nehru Arts & Science College, Coimbatore -641 105.
5. *How to Write Effective Case Study*, (One day on 2nd May 2020), Organized by ATMIYA University, Rajkot, Gujarat.
6. *FDP on Latex* (Five days on 4th to 8th May 2020) Organised by School of Computerscience & Enginerring , Poornima University, Jaipur.
7. *Enhancing Excellence in Higher Education through Assessment and Accreditation*, (Three days on 6th to 8th May 2020), Organized by Sree Narayana Guru College, Coimbatore – 641 105.
8. *Online Teaching Methods and Pedagogy* (One day on 7th May 2020) Organised by Department of Electronics and Communication Science, MAR Gregorios College of Arts and Science, West Chennai-37.
9. *DevOps& AWS*, (Two days on 7th & 8th May 2020), Organized by Department of Computer Science, SriRam Engineering College, Chennai – 602 204.
10. *Examinations in Wake of COVID-19*, (One day on 8th May2020), Organized by Department of Commerce, Patrician College of Arts & Science, Adayar, Chennai.
11. *Big Data Analytics for Business*, (One day 8th May 2020), Organized by PG & Research Department of Commerce, Hindustan College of Arts & Science (Autonomous), Coimbatore.
12. *Developing Strong Work Ethics and Values*, (One day on 8th May 2020), Organized by Rabiammal Ahamed Maideen College for Women, Thiruvavarur.
13. *Industry 4.0 – Building the Digital Enterprises*, (One day on 10th May 2020), Organized by Department of Commerce, Kamadhenu Arts and Science College, Coimbatore – 638 503.
14. *Get Ready to the Best Economic Battle – India 2020*, (One day on 12th May 2020), Organized by Department of Business Administration, Nehru Arts & Science College, Coimbatore – 641 105
15. *Effective Online Teaching and Learning Tools* (One day on 13th May 2020) Organized by Department of Computer applications, MAR Gregorios College of Arts and Science, West Chennai-37.
16. *Economic Downturn and Phenomenal Progress*, (Three days on 14th to 16th May 2020), Organized by Department of Business Administration, NallamuthuGounderMahalingam College (Autonomous), Pollachi – 642 001.
17. *Resilient Business Strategics – Preparing for a Pandemic World*, (Three days on 14th to 16th May 2020), Organized by Department of Commerce, Sri Ramakrishna College of Arts and Science for Women, Coimbatore.
18. *Opportunities & Challenges in Post Covid-19 Era –Industry Snapshot* (Four days on 15th to 18th May) Organised by UG Department of Commerce- BPS(SF), NallamuthuGounderMahalingam College (Autonomous), Pollachi – 642 001.
19. *My Life My Pride My Career*, (One day on 18th May 2020), Organized by Department of Accounting & Finance, Patrician College of Arts & Science, Chennai.

20. *Applied Research In Multidisciplinary* (Two days on 18th & 19th May 2020) Organised by Department of Master of Computer Application ,Sona College of Technology, Salem-5
21. *Principles of Management*, (Five days on 18th to 22nd May 2020), Organized by CSE Department, Panimalar Institute of Technology, Chennai – 600 123.
22. *Python Programming* (Five days on 18th to 22nd May 2020) Organised by Department on Information Technology, Sona College of Technology, Salem-5.
23. *Intellectual Property Rights –Myths & Facts* (One day on 20th May 2020) Organised by Department of Management Studies, A.V.C College of Engineering, Mananmpandal Mayiladuthurai-609305.
24. *Analytics Series* (Two days on 27th & 28th May 2020) Organised by Department of Computer Science, A.V.P College of Arts and Science, 4-Chettipalayam,Thirumurugan Poondi, Thirupur-641652.
25. *Online FDP on Authorpreneurship-Demystified* (One day on 1st June 2020) Organised by SRM Institute of Science and Technology,Ramapuram, Chennai-600089.
26. *Antenna Applications and Microwave Design* (Six days on 15th to 20th June 2020) Organised by Sairam Institute of Technology, West thamparam, Chennai-44.
27. *Research Methodology: Tools and Techniques*, (One weeks on 18th to 24th June 2020), Organized by Department of History, M.V.Muthiah Government Arts College for Women, Dindigul – 624 001.
28. *Introdution to E-Learning and its Challenges* (One day on 28th June 2020) Organised by Department of Corporate Secretary Ship, Patrician College of Arts and Science,Adyar, Chennai-20.
29. *Prdagogical Tools For Effective Online Teaching* (Two days on 29th &30th June 2020) Organised by IQAC, Islamiah Women's Arts and Science College, Vaniyampadi .

WORKSHOP:

1. *Recent Trend in Research Methods in Commerce & Management* (One day on 8th July 2019) Organised by Swami Dayananda College of Arts and Science Manjakkudi-612610.
2. *Revised NAAC-Norms and Procedures* (One day on 17th August 2019) Organised by IQAC, Annai College of Arts and Science, Kovilacheri, Kumbakonam-612503
3. *How Can I Become A Career Counsellor* (Seven days on 6th to 12th May 2020) Organised by Department of Extension and Career Guidance, Bharathiar University, Coimbatore-641046.

ORIENTATION:

1. *UGC Net Examination (Management)* (One day on 21st May 2020) Organised by Department of Management, Aurora's PG College, Ramanthapur, Hyderabad-500013.