

S K S S ARTS COLLEGE, TIRUPPANANDAL – 612 504
STAFF BIO-DATA

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 Perception Policyholders' Towards LIC products with special reference to Thanjavur District Marutham Educational Trust 2024 (ISBN 978-81-972477-9-8) P. No:14-25.
2. 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
3. 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
4. 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

5. 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
6. 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
7. 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
8. Employee grievances in readymade garments , International Conference, IJASRD, Vol. No : 05, Spl. Issue No : 03, Ver – III, September 2018, pp. 423-429, (e- ISSN : 23956089), (p- ISSN : 2394-8906) P.No. 422-428
9. 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
10. 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
11. 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
12. 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. *Shaping imaginations – A Commerce View* (two days On 19th and 20th May 2021) organised by the School of Commerce, VET Institute of Arts and Science, (Co Education) College, Erode- 638012.
2. *National Education Policy: 2020 and higher education in India* (Six days on 24th to 29th May 2021) organised by IQAC of the college DR.N.S.A.M first Grade college, Bengaluru - 560089.

3. *Introduction to Securities Market*(one day 31st of May 2021) organised by IQAC and PG & Research Department of Commerce,H.H. The Rajah's College (Autonomous) Pudukkottai-622001.
4. *New Paradigms in Management Education*-(seven days 7th to 14th June 2021) organised by Department of Management and IQAC, Government First Grade College, Vijayanagara Bengaluru-Karnataka -560104.
5. *Five day HR conclave* –(Five days 19th July to 24th July 2021) Organised by School of Management and Social Science of Nehru Arts and Science College, Coimbatore-641105.
6. *Digital Teaching Methods in Higher Education*(Six days 23rd August to 28th August 2021) Organised by Hindustan College of Arts and Science, Coimbatore- 641028.
7. *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.
8. *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.
9. *Emotional Intelligence* (Three days on 28th, 30th April and 2nd May 2020) Organised by KG College of Arts and Science Coimbatore-641035.
10. *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.
11. *How to Write Effective Case Study*, (One day on 2nd May 2020), Organized by ATMIYA University, Rajkot, Gujarat.
12. *FDP on Latex* (Five days on 4th to 8th May 2020) Organised by School of Computerscience & Enginerring , Poornima University, Jaipur.
13. *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.
14. *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.
15. *DevOps& AWS*, (Two days on 7th & 8th May 2020), Organized by Department of Computer Science, SriRam Engineering College, Chennai – 602 204.
16. *Examinations in Wake of COVID-19*, (One day on 8th May2020), Organized by Department of Commerce, Patrician College of Arts & Science, Adayar, Chennai.
17. *Big Data Analytics for Business*, (One day 8th May 2020), Organized by PG & Research Department of Commerce, Hindustan College of Arts & Science (Autonomous), Coimbatore.

18. *Developing Strong Work Ethics and Values*, (One day on 8th May 2020), Organized by Rabiammal Ahamed Maideen College for Women, Thiruvavur.
19. *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.
20. *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
21. *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.
22. *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.
23. *Resilient Business Strategies – 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.
24. *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.
25. *My Life My Pride My Career*, (One day on 18th May 2020), Organized by Department of Accounting & Finance, Patrician College of Arts & Science, Chennai.
26. *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
27. *Principles of Management*, (Five days on 18th to 22nd May 2020), Organized by CSE Department, Panimalar Institute of Technology, Chennai – 600 123.
28. *Python Programming* (Five days on 18th to 22nd May 2020) Organised by Department on Information Technology, Sona College of Technology, Salem-5.
29. *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.
30. *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.

31. *Online FDP on Authorpreneurship-Demystified* (One day on 1st June 2020) Organised by SRM Institute of Science and Technology, Ramapuram, Chennai-600089.
32. *Antenna Applications and Microwave Design* (Six days on 15th to 20th June 2020) Organised by Sairam Institute of Technology, West thamparam, Chennai-44.
33. *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.
34. *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.
35. *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. *IPRS for Management Institutions* (one day on 5th August , 2021), organised by the Management Week 2021, AIMS, (Karnataka) IBMR (Kerala).
2. *Financial Inclusion through Digital Marketing Investment* (Two days on 11th and 12th August ,2023), organised by Swami Dayananda College of Arts and Science, Manjakkudi – 612 610.
3. *Excellence in Research Methodology* (one week on 23rd September, 2024 to 28th September, 2024) organised by SRM Institute of Science and Technology, Ramapuram, Chennai- 600 089.
4. *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.
5. *Revised NAAC-Norms and Procedures* (One day on 17th August 2019) Organised by IQAC, Annai College of Arts and Science, Kovilacheri, Kumbakonam-612503.
6. *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.

WEBINAR:

1. Life skill and the social entrepreneurship webinar, Holy Cross Home Science College, Thoothukudi on 27th July 2021.

2. Intellectual property rights and the hands on training on patent search and filling - national level webinar, Marudhur Kesari Jain College for Women, Vaniyambadi on 2nd July 2021.
3. Educate higher to elevate higher - International webinar, V.H.N, SendhilKumara Nadar College (Autonomous) Virudhunagar on 2nd July 2021.
4. Creation of academic accounts - national level webinar, IQAC V. H. N SenthilKumara Nadar College (Autonomous) Virudhunagar on 23rd June 2021.
5. Raja Yoga for Happiness - national level webinar, Soundarya Institute of Management and Science-Bengaluru on 21st June 2021.
6. Anatomy of a research paper- webinar, Devanga arts college (autonomous), Aruppukottai on 17th june 2021.
7. Employees challenges in remote workplace.-Webinar, KLE Society's Nijalingappa College, Bangalore on 15th June 2021.
8. How to publish successful Research paper - national level webinar, Nehru Institute of Technology, Coimbatore on 11th June 2021.
9. Training programme for Commerce paper- II UGC NTA- NET/SET- webinar, St Joseph College of Arts and Commerce-Maharashtra on 7th June to 10th June, 2021.
10. YouTube live stream with simple but stupendous Tools - National level webinar,M.V.Muthiah Government Arts College for Women, Dindigul and Madras Library Association on 2nd June 2021.