

CURRICULUM VITAE

PERSONAL PROFILE

Name : Dr. A.GAYATHRI
Department : Commerce (Self Finance)
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Mobile Number : 9047117740
Area of Specialization : Financial Accounting,
Cost Accounting,
Management Accounting



EDUCATIONAL PROFILE

ACADEMIC QUALIFICATIONS

NO	Degree	Institution	University	Month & Year of Passing
1.	B.Com	AKDR Women's College, Rajapalayam.	Madurai Kamaraj University	April-2010
2.	M.Com(CA)	Directorate of Distance Education.	Annamalai University	April-2012
3.	M.Phil.	Rajapalayam Rajus' College, Rajapalayam.	Madurai Kamaraj University	April-2014
4.	P.G.D.C.A.	Rajapalayam Rajus' College, Rajapalayam.	Madurai Kamaraj University	April-2016
5.	Ph.D.	Rajapalayam Rajus' College, Rajapalayam.	Madurai Kamaraj University	November 2020

TEACHING PROFILE

No	Name of the Institution	Designation & Department	From	To	Total Years
1.	Rajapalayam Rajus' College, Rajapalayam.	Assistant Professor, PG Department of Commerce with Computer Application	01-07-2014	16-06-2019	4 Years 11 Months
2.	Rajapalayam Rajus' College, Rajapalayam.	Assistant Professor, Department of Commerce (SF)	17-06-2019	14.06.2026	7 Years
3	Rajapalayam Rajus' College, Rajapalayam.	Assistant Professor, PG Department of Commerce with Computer Application	15-06-2026	Till Date	1 Month
Total Teaching Experience:					12 Years

DETAILS OF RESEARCH WORKS

M.Phil :“Investors Attitude towards Chit Fund Industry in Rajapalayam Town”

Ph.D:“A Study on Operational Efficiency of SarvodayaSanghs in Virudhunagar District”

PARTICIPATION IN EXAMINERSHIP / QUESTIONPAPER SETTING / VALUATION

1. M.K.University Paper Valuation - May 2016 onwards
2. Question Paper Setting and Valuation for VVV College, Virudhunagar.
3. Question Paper Setting for Karutha Rowthar College, Uthamapalayam.
4. Question Paper Setting & Valuation – Ayya Nadar Janaki Ammal College, Sivakasi.

BOOK PUBLISHED

- ❖ A book titled on “Emotional Intelligence: The way we connect” published by Amazon Kindle on June 2025
- ❖ A book titled on “Innovative Work Culture Management (HRM)” published by Amazon Kindle on July 2025.

EDITORIAL BOARD MAMBER

- ❖ Acted as Editorial Member in the book titled on “New Development and Complications in Business Management and Innovation” published by Jai Shivaasni Publications, Virudhunagar on July 2025.

RESEARCH PROFILE

LIST OF PUBLICATIONS

No	Title of the Paper	Journal	Volume	Year	Page	Impact factor
1.	A study on operational efficiency of Sarvodaya Sangh in Virudhunagar	Jamal Academic Research Journal: An Interdisciplinary ISSN-0973-0303	IX,No.2	19 th January 2017	221-224	--
2..	A Current Scenario of Foreign Direct Investment in India	Shanlax International Journal of Commerce ISSN: 2320-4168	5,No.1 Special Issue 1	04 th March 2017	242-247	2.13
3.	A Study on Financial Performance of Ramanathapuram District Sarvodaya Sangh, Srivilliputtur.	Sahanlax International Journal of Commerce ISSN 2320-4168	6,Special Issue 3	13 th March 2018	123-129	3.017 UGC Journal No.44120

4.	Prime Ministers Employment Generation Program (PMEGP) in KVIC	Research Review International Journal of Multidisciplinary ISSN 2455-3085	ICIMP-2018 Special Issue	Sep 2018	584-587	4.184
5.	Initiatives and Marketing Strategies in KVIC	Research Explorer ISSN: 2250-940(P) 2349-1647(O)	VI, Issue 21	Oct-Dec 2018	1-6	2.014(IR JIF), 1.85(JIF) 1.056(RI F), 2.62(NA AS)
6.	Performance of Khadi and Village Industries in India-An Analytical Study	An International Multidisciplinary Quarterly Research Journal ISSN:2277-5730	VIII, Issue-II, Part-1,	April-June-2019	45-52	2018-5.5 UGC Journal No.4077 6
7.	Cashless Transactions Challenges and Remedies	Studies in Indian Place Names ISSN: 2394-3114	Vol-40, Issue -18	February 2020	---	6.3 UGC Care Journals
8	Impact of Globalization on Entrepreneurs	Emerging Trends in Indian Economy and TradeResearch Journal of SRNMC ISSN : 2395-7085	Vol-1, Special Issue	March 2020	74-78	---
9.	Digital Payment System During COVID-19	South Indian Researchers Association ISSN : 978-81-953620-I	---	June 2021	128 -132	---
10.	Recent Strategies and Implementation Schemes by KVIC	Noida International University International Journal of Human Rights ISSN: 2394-0298	Vol-9(1),	2022	153-158	UGC Care Listed Journal
11	Digital Entrepreneurship	Proceedings of National Seminar on Digital India: Initiative to become Developed India ISBN: 978-93-83191-88-8	Volume – 1	2022	85-88	--
12	Schemes for Women Empowerment in India	Proceedings of National Conference on Skill Development for Sustainable Growth and	Volume – 1	2023	175-181	--

		Empowerment – NCSDSGE ISBN : 978-93- 91347-53-6				
13	Overview of Pradhan Mantri Kaushal Vikas Yojana 4.0 – Empowering India's Youth through Skill Development	International Journal of Business and Economics Research (IJBER), Dr.BGR Publications E-ISSN: 2455-3921	--	February 2025	47-54	---
14	The Ascendant Age of Digital Marketing	International Conference on Navigating The Digital Revolution : Embracing Technology for Business Growth in Global Perspectives ICNDRGB – 2025, ISBN: 978-93-6163- 381-2	--	June 2025	537-543	---
15	Digital Initiatives in Education: Transforming Teaching and Learning	Proceedings of the National Conference on Transforming Tomorrow: The Digital Revolution in Business ISBN 978-81- 974481-5-7	-	Sep 2025	122-127	---
16	Leadership and Management Skills	Book Chapter in LIFE SKILLS FOR YOUNG MINDS ISBN No. 978-81- 995562-3-2	--	May 2026	89-124	---

CONFERENCES/SEMINARS PRESENTED&PARTICIPATED

No	International / National / State / Regional Level	Title of the Conference	Organized by / Sponsoring agency	Title of the paper presented	Date
1	National Seminar	Emerging issues in Banking and Insurance Sector	Sri.S.Ramasamy Naidu Memorial College, Sattur.	Agriculture Insurance	04.03.10 & 05.03.10

2	Regional Level	Women Entrepreneurship Development Programme	Centre for Entrepreneurship Development (Tamilnadu) and Ministry of Science and Technology, New Delhi.	Participated	01.03.12 & 30.03.12
3	National Seminar	Emerging Business Practices in the Global Environment	Jamal Mohamed College, Trichirappalli.	A Study on operational efficiency of SarvodayaSangh in Virudhunagar	19.01.17
4	International Conference	Contemporary Issues of Commerce, Management & IT	Mangayarkarasi College of Arts and Science for Women, Madurai.	A Current Scenario of Foreign Direct Investment in India	04.03.17
5	State Level Seminar	Innovative Strategies in Commerce and Management	RajapalayamRajus' College, Rajapalayam.	Emerging Trend in Capital Market	10.03.17
6	State Level Seminar	Recent Trends in Computing Technology	RajapalayamRajus' College, Rajapalayam.	Budget and Scenario Management in Tally ERP 9.0	17.03.17
7	State Level Inter-Collegiate Meet	State Level Inter-Collegiate Meet	RajapalayamRajus' College, Rajapalayam.	DemonitizationVs E-Commerce	18.03.17
8	State Level Seminar	Opportunities for Entrepreneurs in Digital India	RajapalayamRajus' College, Rajapalayam.	Demystifying Digital India	23.09.17
9	National Level Seminar	“Digital India – Innovation Challenges and Growth”	RajapalayamRajus' College, Rajapalayam.	“An Overview of Khadi& Village Industries Commission”(KVIC)	31.01.18
10	National Conference	Innovative Strategies of Knowledge Management for Sustainable Development	RajapalayamRajus' College, Rajapalayam.	“Green Banking Opportunities and Challenges”	16.02.18
11	National Level Seminar on	Goods and Service Tax – A Paradigm Shift in Indian Taxation	RajapalayamRajus' College, Rajapalayam.	“An Outlook on GST in Khadi and Village Industries”	02.03.18 & 03.03.18
12	National Conference	Pride of Commerce	Alagappa University, Karaikudi.	“A study of financial performance of Ramanathapuram district sarvodayaSangh,	13.03.18

				Srivilliputtur”	
13	International Conference	International Conference on Why Safeguarding the Girl Child and Empowering Women is Crucial to India?	RajapalayamRajus’ College, Rajapalayam.	Participated	05.09.18
14	International Conference	Innovation in Management Practices	Sankara college of Science and Commerce, Coimbatore	Prime Ministers Employment Generation Program (PMEGP) in KVIC	26.09.18
15	National Seminar	Recent Trends in e-Payment	RajapalayamRajus’ College, Rajapalayam.	Avenues of Inter Bank Fund Transfer	28.09.18
16	International Conference	Empowering Rural People through Digitization	SaivaBhanu Kshatriya College, Aruppukottai	“Initiatives and Marketing Strategies in KVIC”	30.10.18
17	National Seminar	Innovations in Banking Sector	AnnaiFathima College of Arts and Science, Madurai.	Role of Corporate Governance in Banking Sector	02.03.19
18	International Conference	Commerce, Management and Leadership – A Global Perspective	PasumponMuthura malingaThevar College, Melaneelithanallur.	Performance of Khadi and Village Industries in India- An Analytical Study	06.03.19
19	National Conference	Clean India: A Vision for New India By 2019	Alagappa University, Karaikudi	Significance of Environmental Challenges and Controlling Process	07.03.19
20	-----	Research Colloquium	RajapalayamRajus’ College, Rajapalayam	A Study on Operational Efficiency of SarvodayaSanghs in Virudhunagar District	21.05.19
21	International Conference	Digital Economy – Emerging Trends in Commerce & Management	RajapalayamRajus’ College, Rajapalayam.	E- Corporate Governance: Concepts & Initiatives	20.02.20

22	International Conference	E- Business Strategies and Opportunities for Sustainable Growth – A Global Perspective (ICBS- 2020)	Rathinam College of Arts and Science, Coimbatore.	A Study on Consumer Relationship Management	02.03.20
23	National Conference	Innovation in Business and Management Practices	AnnaiFathima College of Arts & Science, Madurai	Participated	05.03.20
24	National Level Virtual Conference	Recent Trends in Commerce, Management and Economics	South Indian Researchers Association, Tamil Nadu India.	Digital Payment System During COVID-19	04.06.21
25	National Conference	Revival of Indian Economy after the second wave of Covid 19 Pandemic	Department of Economics, Tumkur University College of Arts, Karnataka.	Participated	05.08.21
26	International Virtual Conference	Industry 5.0 - Post Pandemic Transformation	Department of Commerce (Shift II), Patrician College of Arts & Science, Chennai and Department of Commerce, St. Joseph's College of Commerce	Participated	18.08.21
27	National Seminar	Digital India: Initiative to Become Developed India	Ayya Nadar Janaki Ammal College, Sivakasi & ICSSR, New Delhi.	Digital Entrepreneurship	22.09.22 & 23.09.22
28	National Conference	Skills Development for Sustainable Growth and Empowerment	Sri Ramakrishna College of Arts & Science, Coimbatore.	Schemes for Women Empowerment in India	28.03.23
29	National Seminar	“Intellectual Property Rights-Need of the Hour”	Research Cell and IQAC, Rajapalayam Rajus' College, Rajapalayam	Participated	02.05.23

30	International conference	Navigating the Digital Revolution: Embracing Technology for Business Growth in Global Perspectives”	School of Commerce, PG & Research Department of Commerce, Sree Saraswathi Thyagaraja College, Pollachi, Coimbatore.	The Ascendant age of Digital Marketing	05.03.25
31	National Conference	Digital Transformation: Challenges and opportunities in the Global Business and Service Sectors	Department of Commerce (SF), Virudhunagar Hindu Nadars’ Senthikumara Nadar College, Virudhunagar.	Digital Initiatives in Education: Transforming Teaching and Learning	21.09.25 & 22.09.25

WORKSHOP/FACULTY DEVELOPMENT PROGRAM/PDP ATTENDED

No.	Name of the Programme	Organized by / Sponsoring Agency	From	To
1.	State Level Workshop on Exploring the Recent Open Source Web Applications	VHNSN College, Virudhunagar.	7.02. 2017	8.02.2017
2.	Two days FDP Programme on Communication Skills	ICT Academy, Chennai	23.07.2018	24.07.2018
3.	International Professional Development Programme on SPSS	PG & Research Department of Commerce (Shift-I) Patrician College of Arts & Science, Chennai.	21.06.2021	27.06.2021
4.	One Week FDP on Emergence of Block chain Technology and Crypto currencies	Institute of Information Technology & Management, New Delhi.	09.08.2021	14.08.2021
5.	National Level Virtual Research Development Programme on Secondary Data Analysis in Social Science Research (SDASSR)	Virudhunagar Hindu Nadars’ Senthikumara Nadar College, Virudhunagar.	01.09.2021	03.09.2021
6.	Online Faculty Development Programme on Scholarly Writing	PG and Research Department of Commerce in association with the IQAC, ANJAC, Sivakasi.	23.09.2021	25.09.2021

7	Four days Workshop on “Research Methodology”	Department of B.Com Bank Management, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai.	15.11.2021	18.11.2021
8	Ten Days Online Job Oriented Training on “Getting Accounting Knowledge in Tally with GST”	Aditanar College of Arts and Science, Tiruchendur and Aakkam Industrial Training & Research Institute, Coimbatore.	10.01.2022	19.01.2022
9	Six Days Faculty Induction Programme on “Faculty Induction Programme for Teaching Staff”	IQAC, Rajapalayam Rajus’ College, Rajapalayam	07.02.2022	12.02.2022
10	One day State level Workshop on “Entrepreneurship and Innovation: A Gateway to Reach New Heights”	UG and PG Departments of Commerce, Sri Kaliswari College, Sivakasi	17.03.2022	-
11	State Level Two Days Workshop on BUGSPLOREERS	Rajapalayam Rajus’ College, Rajapalayam & ATREE-ACCC, Manimutharu.	06.10.2022	07.10.2022
12	Two Days National Workshop on Innovative Practices for Data Documentation of AQAR and SSR under Revised Assessment and Accreditation Framework	Rajapalayam Rajus’ College, Rajapalayam	14.12.2022	15.12.2022
13	International Faculty Development Programme on Professional Progression in Commerce and Management	Justice Basheer Ahmed Sayeed College for Women, Chennai	14.12.2022	20.12.2022
14	IP Awareness/Training Program on National Intellectual Property Awareness Mission	Ministry of Commerce and Industry, Office of the Controller General of Patents, Designs and Trade Marks and Intellectual Property Office, India	16.01.2023	-
15	Faculty Development Programme	Ramco Institute of Technology, Rajapalayam	04.08.2023	05.08.2023

16	Three weeks Women Entrepreneurship Development Programme on “Empowering Entrepreneurship for Health, Food and Technology Innovation”	Academy of Maritime Education and Training Deemed to be University, Chennai.	28.08.2023	15.09.2023
17	Five days online Faculty Development Programme on “Edge Cutting Technologies in IT Field”	PG Department of Computer Science, Rajapalayam Rajus’ College in collaboration with IGL Hands on Private Limited, USA.	19.09.2023	23.09.2023
18	Investor Awareness Program on “Introduction to Financial Planning”	National Stock Exchange of India Ltd sponsored and organized by Hexa Force LLC.	29.09.2023	-
19	One week National level Online Faculty Development Programme on “Advanced Research Methodology in Physical Science”	Department of Physics, Rajapalayam Rajus’ College, Rajapalayam	03.10.2023	09.10.2023
20	Five day National Level Faculty Development Programme on “Mastering the Art of Research methodology: Empowering the Faculty for Excellence”	Research Cell & Dr.D.Ragupathy Raja Memorial Library, Rajapalayam Rajus’ College, Rajapalayam	30.10.2023	03.11.2023
21	Four weeks online TEDP on “Technology Based Entrepreneurship Development Programme”	Academy of Maritime Education and Training Deemed to be University, Chennai	04.04.2024	28.04.2024
22	Online Workshop on “General Paper on Teaching and Research Aptitude (UGC NET: Paper I)	Global Institute of Statistical Solutions (GISS)	18.06.2024	22.06.2024
23	Online Faculty Development Program on AI Tools for Teaching	Star International Foundation for Research and Education	22.06.2024	-
24	Professional Development Programme on “Book Publication and Ethics”	Research Cell, Rajapalayam Rajus’ College, Rajapalayam	02.09.2024	-

25	5 Day Online Faculty Development Programme on “Adapting to AI Driven Industry”	PG Department of Computer Science, Rajapalayam Rajus’ College, Rajapalayam.	09.09.2024	13.09.2024
26	International FDP on Futuristic Pathways in Technology and Computational Methodologies	Department of Computer Science, Mary Matha College of Arts and Science, Theni	06.01.2025	11.01.2025
27	Webinar on Documentation using LaTeX	PG Departments of Computer Science and Mathematics, Madurai Kamaraj University Evening College, Dindigul.	22.01.2025	---
28	Faculty Development Programme on Innovations in Research Methodology for the Digital Era	Research Committee, Saiva Bhanu Kshatriya College, Aruppukottai.	13.09.2025	-
29	A Five Day FDP on Artificial Intelligence: Global Trends, Technologies & Ethical Transformation	PG Department of Computer Science, Rajapalayam Rajus’ College, Rajapalayam.	15.09.2025	19.09.2025
30	Online Workshop on Build Your Financial Security: A Workshop for Professors and Students	Star International Foundation for Research and Education, Tiruchengode.	17.09.2025	-
31	FDP on The Gen Z Effect: Innovation, Impact and the Future of Industry	Star International Foundation for Research and Education, Tiruchengode.	02.10.2025	08.10.2025
32	One Day Virtual Webinar on Writing High Impact papers for Scopus/Web of Science Journals	Department of CS and Accounting & Finance, Faculty of Science and Humanities, SRM Institute of Science and Technology, Kattankulathur	12.12.2025	-
33	Three Days Online Workshop on Research Methodology and Data Analysis – A Smart Learning	Star International Foundation for Research and Education, Tiruchengode.	05.02.2026	07.02.2026

❖ Attended 68 Webinars, 14 FDPs, 16 Online Courses, 5 Workshops, 66 Quizzes, 1E-Seminar in Online mode.

ADMINISTRATIVE RESPONSIBILITIES at Rajapalayam Rajus' College, Rajapalayam

- ❖ Placement Cell Member from 2019 to 2022.
- ❖ Criteria I Member from 2018 to 2019, Criteria III Member from 2021 to 2022, Criteria I Member from 2022 to 2023, and Criteria VII Member from 2023 to 2024.
- ❖ ERP Member from 2024 to 2026.
- ❖ Internal Complaints Committee Member from 2025 to Present.
- ❖ Calendar Committee Member from 2026 to Present.

A.GAYATHRI
(SIGNATURE)