



ARULMIGU PALANIANDAVAR COLLEGE OF ARTS AND CULTURE
(Reaccredited With 'A' Grade by NAAC)
(Run by Arulmigu Dhandayuthapani Swamy Thirukkoll, H.R & C.E (Admin) Dept. Government of Tamilnadu)
(A Government Aided College – Affiliated to Madurai Kamaraj University, Madurai)
DINDIGUL ROAD, PALANI - 624601

Department of <u>Commerce</u>	
Name	Dr. M. Gomathi
Designation	Asst. prof
Qualification	M.Com, B.Ed, Ph.D.A, M.Phil, Ph.D
Email id	gomathithirangavel11@gmail.com
Alternative email id	-
Experience	20
Date of joining	31.01.2009
No. Of Journal Publication (International)	5
No. Of Journal Publication (National)	7
No. Of Conference Attended (International)	7
No. Of Conference Attended (National)	17

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Academic Credentials

Level	Degree	Specialization	University	Year of Completion
UG	B.Com	Commerce	M.K. University	
PG	M.Com	Commerce	M.K. University	
M.Phil.,	-	HRM	Alagappa	2007
Ph.D.,	-	HRM	Mother Teresa	2014
Other1				
Other2				

****Details of Journal Publications:**

1. International:
2. National:

List attached
List attached

****Details of Conference/Seminar Attender:**

1. International
2. National

List attached
List attached

**** Attach Separate Sheet**

List of Papers presented at National and International Level

SL.NO	TITLE OF THE PAPER	NAME OF THE INSTITUTION	MONTH AND YEAR OF PUBLICATION	ISBN/ISSN NUMBER	LEVEL
1	Corporate culture and ethical climate	G.V.G college for women,udumelpet	29 th sep 2004		National (UGC)
2	Emerging issues of Non-banking finance companies in india	A.V.V.M Sri pusppam ,college Poondi	18 th &19 th Feb 2005		National (UGC)
3	Service sector - An engine of growth	Arulmigu Palaniandavar arts college for women	24 th Feb 2005		National conference
4	Commerce education in india emerging issues and challenges	Arulmigu Palaniandavar arts college for women	16 th Mar 2006		National (workshop)
5	Curriculum as a gateway to professional excellence	Arulmigu Palaniandavar arts college for women	11thmar 2006		National (seminar)
6	Ethics of advertising on the internet	Vidhyasagar college	18 th mar 2006		National (seminar)
7	Towards building a sound governance system A present day essentially of corporate sector	Arulmigu Palaniandavar arts college for women	6 th April 2009		National (workshop)
8	Indian Agriculture under	Arulmigu Palaniandavar arts	20 th Feb 2012		National (workshop)

	reforms:A Diagnosis of problem and prospects	and culture			
9	Indian Economy	Vidhyasagar college udumelpet	27 th Feb 2012		National (seminar)
10	Retail trade	Sourashtra college madurai	1 st &2 nd Feb 2013		National (seminar)UGC
11	Foregin trade 215-217)	Vidhyasagar college udumelpet by Hilly midea chennai	9 th Mar 2013	978-93- 82570-073	National (seminar)
12	Women entrepreneurship in India	Kodaikanal Christian, college	17 sep 2013		National conference
13	Online marketing E-Purchases among the students (139- 143)	V.H.N senthil kumara nadir, college virdhunagar	25&26 july 2014	978-93- 81723-26-5	International (conference)
14	Life really begins when you decide to be yourself(60- 70)	Dr NGP arts and science college	20 th Aug 2015	978-81- 920808-7-1	National (seminar)
15	Card Based E- banking services	Hajee Kartha Rowther Howdla college udthamapallayam	21 st Jan 2016	978-81- 929313-5-7	National (UGC seminar)
16	International taxcation	Pondichery university	4 th &5 th Feb2016		National conference
17	Green marketing in india	Arulmigu Palaniandavar arts college for women	29 th sep 2015		National (seminar)
18	Women entrepreneurship in India	Dhanalakshmi srinivasan college, of arts and science for women Perambalur	12 th Feb 2016		National (seminar)

19	E-commerce	SNMV arts and science college	25 th Feb 2016	978-93-85477-69-0	National conference
20	Women entrepreneursh p	Dr NGP arts and science college	16 th Aug 2016	978-81-920808-8	National (seminar)
21	Organizational Re-structuring Business concepts	Rathinam college,coimbatore	18 th Aug 2016	978-93-84234-83-6	International(seminar)
22	FDI in india policy and procedures	Sankara college, coimbatore	Jan 2017		National
23	Prospectives in Research Methodology	Sankar college	Mar 2017		National
24	Make in india	Vivekanda college Tiruvedagam	16 th mar2018	938786501-0(isbn)	International(seminar)
25	A study on factors influencing workers stress with special reference to Lambodhara textile	M.K.University Madurai	9 th Feb 2018	978-93-87102-71-2(isbn)	International conference
26	FDI-ASTUTIE CONDUCT FOR TRADE INTEGRATION And SUSTAINABLE DEVELOPMENT	Alaggappa univercity	3 rd mar 2018	2349-8684(issn)	International conference
27	Access to livelihood for person with Disability	G.V.G college for women udumelpet	29 & 30 Aug 2018		National conference

List of Papers published

SL.NO	TITLE OF THE ARTICLE	NAME OF THE JOURNAL	ISBN/ISSN NUMBER	MONTH AND YEAR OF PUBLICATION	PAGE NO	VOL & NO
1	A study on brand loyalty towards refrigerator(with special reference to Palani town)	Shanlax international journal of commerce	Issn:2320-4168	Jan 2015	81-91	3&1
2	A study on Entrepreneurial traits among the women college students	shanlax international journal of commerce Madurai	Issn:2320-4168	July 2015	10-18	3&3
3	Corporate governance and sox compliance	International journal of science technology and humanities(by sri vidhy mandir arts &science college	Issn:2394-7209 e-Issn:2394-7217 (specialiy ed)	Jan 2016	129-130	Vol-1
4	Foregin trade (215-217)	Vidhyasagar college udumelpet by Hilly midea chennai	9 th Mar 2013	978-93-82570-073	National (seminar)	

5	Online marketing E-Purchases among the students (139- 143)	V.H.N senthil kumara nadir, college virdhunagar	25&26 july 2014	978-93- 81723-26-5	International(conferen ce)
6	Life really begins when you decide to be yourself(60- 70)	Dr NGP arts and science college	20 th Aug 2015	978-81- 920808-7-1	National (seminar)
7	Card Based E- banking services	Hajee Kartha Rowther Howdla college udthamapallayam	21 st Jan 2016	978-81- 929313-5-7	National (UGC seminar)
8	Emerging trends in service sector	Krishnasamy arts and science college sattur	20 th Feb 2016	978-93- 5258-428-4	State (seminar)
9	E-commerce	SNMV arts and science college	25 th Feb 2016	978-93- 85477-69-0	National conference
10	Women entreprenership	Dr NGP arts and science college	16 th Aug 2016	978-81- 920808-8	National (seminar)
11	Organizational Re-structuring Business concepts	Rathinam college,coimbatore	18 th Aug 2016	978-93- 84234-83-6	International(seminar)
12	Make in india	Vivekanda college Tiruvedagam	16 th mar2018	938786501- 0(isbn)	International(seminar)
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	TRADE INTEGRATION And SUSTAINABLE DEVELOPMENTS				
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