Name: MRS. P. GANDHIMATHI

Designation: Assistant Professor

Department: Commerce

Qualification: B.Com, M.Com, M. Phil

Experience: Teaching: 6 Years 10 months

Area of Specialization(s): Marketing

Email (Official ID): gandhiimohan@gmail.com

AcademicQualifications

Degree	Branch	Institution / University Name	Year of Graduation
M.Phil	Commerce	Gobi Arts and Science College , Gobichettipalayam.	2002
M.Com	Commerce	Sri.G.V.G. Visalakshi College for Women, Udumalpet	1999
B.Com	Commerce	Sri.G.V.G. Visalakshi College for Women, Udumalpet	1997

AdditionalQualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
PG DCA	computer	Bharathiar university	1999

ResearchGuidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	-	-

M. Phil.	-	-

Research Publications (Indexed)

Indian Journal of Marketing, Volume :XXXIII , February -2003

Presentations inConference

1. E-COMMERCE ANALYTICS , National lelel Conference Organized byPSG College Of Arts and Science, Coimbatore

2. Innovative Business Strategies and its Applications , Nayional level Seminar Organized by Angappa College Of Arts And Science.

3. Problems on rural entrepreneurship, National Conference organised by Dr.N.G.P.Arts and Science College.

Presentations in Seminar

NIL

Presentations inWorkshop

NIL

Participation in Faculty DevelopmentProgramme

1. Art of Writing research proposal and funding opportunities organised by Suguna College of Arts and Science.

2. Participated in one dayFDP Programme on "Personality Grooming – Stress Management/' Organized by Department of Computer Science at SJSMV College of Arts and Science from

Conference / Seminar / WorkshopOrganized

NIL

Invited Speaker / Session Chair / Member Organizing Committee - Conference / Seminar / Workshop

NIL

Member in BoS

NIL

Membership in ProfessionalBodies

Name of the Professional Body	Nature of membership	Duration
NIL	NIL	NIL

Text Books Published

Name of the Book	Published by	Year