

Name : MRS. P. GANDHIMATHI

Designation : Assistant Professor

Department : Commerce

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

Experience : **Teaching:** 8 Years 5 Months **Industry:** Nil Years **Research:** Nil



Area of Specialization(s) : Marketing

Email (Official ID) : gandhiimohan@gmail.com

Academic Qualifications

| Degree | Branch | Institution/University Name | Year of Graduation |
|--------|----------|---|--------------------|
| PhD | Commerce | RVS College of Arts and Science | Pursuing |
| 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 |

Additional Qualifications

| Diploma/Vocational /Certification | Area of Specialization | Institution / University /Agency Name | Year |
|-----------------------------------|------------------------|---------------------------------------|------|
| PGDCA | | Bharathiar University | 1999 |
| | | | |

Industry/Technical Expertise/Consultant

| Position | Company | Year |
|----------|---------|------|
| | Nil | |

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Research Guidance

| Programme | No. of Scholars | |
|-----------|-----------------|----------|
| | Completed | Pursuing |
| | | |
| M. Phil. | Nil | |

Research Publications (Indexed)

1. Indian Journal of Marketing, Volume :XXXIII , February -2003
2. ISBN 9789360136048 page No-287 November 2023
3. ISBN 9788197159909 page No-458 September 2024

Presentations in Conference

1. E-COMMERCE ANALYTICS , National level Conference Organized by PSG College Of Arts and Science, Coimbatore
2. Innovative Business Strategies and its Applications, National level Seminar Organized by Angappa College Of Arts And Science.
3. Problems on rural entrepreneurship, National Conference organized by Dr.N.G.P.Arts and Science College.
4. Sustainable Development in Modern business ,National Conference Organized by Jai shriram Engineering College
5. International Conference on Innovate with AI: Strategies for Business success In the digital Era at Sri Ramakrishna College of Arts and Science.

Participation in Seminars NIL

Participation in Workshop

1. National Institute of Securities Markets by SEBI as participated for 10 Hours on the program “ProdiG, Financial Education for Growth”.

Participation in Faculty Development Programme

1. Art of Writing research proposal and funding opportunities organized by Sugana College of Arts and Science.

2. Participated in one day FDP Programme on “Personality Grooming – Stress Management/’ Organized by Department of Computer Science at SJSMV College of Arts and Science from

Conference/Seminar / Workshop Organized - NIL

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

Member in BOS Nil

Membership in Professional Bodies:

| Nameof theProfessionalBody | Natureofmembership | Duration |
|-----------------------------------|---------------------------|-----------------|
| | Nil | |

Text Books Published:

| Name of the Book | Publishedby | Year |
|-------------------------|--------------------|-------------|
| | Nil | |