

Name : M. Gunasekaran
Designation : Assistant Professor
Department : Commerce with Computer Applications
Qualification : M. Com. (CA), MBA, M. Phil.
Experience : Teaching: 3 Years
Area of Specialization(s) : Marketing management
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Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
M. Phil.	Commerce	Dr. N.G.P. Arts and Science College	2016
MBA	Management	Bharathiar University	2015
M. Com. (CA)	Commerce with Computer Applications	Dr. N.G.P. Arts and Science College	2014
BBM	Management	CSI Bishop Appasamy College of Arts and Science	2012

Other Publications: International / National Journals

- 1) M. Prakash, Dr. S. Namasivayam, M. Gunasekaran and S. Ashwini, **A Study on Effectiveness of Training Programme in Propel Industries - Sulur**, International Journal of Multidisciplinary Research and Development Vol. 3, Issue 2, pp.306 – 310, February 2016, E-ISSN: 2349-4182.
- 2) Dr. S. Namasivayam, M. Prakash, Dr. M.S. Ranjithkumar, M. Gunasekaran, S. Ashwini, **A Study on Brand Awareness and Consumer Buying Behaviour towards Laptops with Reference to Coimbatore City**, International Journal of Multidisciplinary Research and Development Vol. 3, Issue 2, pp.243 – 247, February 2016, E-ISSN: 2349-4182.
- 3) M. Prakash, Dr. S. Namasivayam, S. Ashwini, M.Gunasekaran, **A Study on Performance Appraisal Systems of Propel Industries in Sulur**, International Journal of Marketing, Financial Service & Management Research Vol. 2, Issue 8, pp.71-78, August 2015, ISSN 2277-3622.
- 4) M. Prakash, S.Namasivayam, S. Ashwini, M. Gunasekaran, **Analysis on Equity Share Behaviour of Selected Companies' Scrip in Pharmaceutical Sector and Banking Sector**, International Journal of Multidisciplinary Research and Development Vol. 2, Issue 3 Part J, pp.576 – 578, March 2015, E-ISSN: 2349-4182.

- 5) S. Namasivayam, M. Gunasekaran, **A Study on the Effectiveness of Ethics in Advertisements and its Impact on the Consumer Preference for Health Drinks – With Reference to Coimbatore**, International Journal of Multidisciplinary Research and Development Vol. 2, Issue 3 Part B, pp. 68 – 71, March 2015, E-ISSN: 2349 – 4182.

Presentations in Conference

- 1) **Risk Management in Cloud Banking**, International Conference on Paradigm Shift towards Cloud Banking, Sankara College of Science and Commerce, Coimbatore, 12-Oct-18.
- 2) **Impact on Innovative Marketing**, National Conference on Emerging Trends and Innovative Strategies in Social Media Marketing – Issues and Challenges, Sankara College of Science and Commerce, Coimbatore, 11-Oct-17.

Participation in Seminars

- 1) **Financial Inclusion for Sustainable Economic Growth – Strategies and Challenges**, Dr. N.G.P. Arts and Science College, Coimbatore, 8-Sep-16.
- 2) **Venture Capital for Sustainable Rural Entrepreneurship and Economic Development**, Dr. N.G.P. Arts and Science College, Coimbatore, 18-Feb-16.
- 3) **Role of Agribusiness in Sustainable Rural Entrepreneurship Development**, Dr. N.G.P. Arts and Science College, Coimbatore, 20-Aug-15.
- 4) **Contemporary Issues and Challenges of Indian Business in Global Scenario**, SNR SONS College, Coimbatore, 20-Feb-15.
- 5) **Emerging Trends in Global and Indian Financial Markets**, Hindusthan College of Arts and Science, Coimbatore, 6-Feb-15.
- 6) **Problems and Prospects of Rural Banking and its Impact on Empowerment of Rural Households**, Dr. N.G.P. Arts and Science College, Coimbatore, 18-Dec-14.
- 7) **Financial Inclusion for Sustainable Financial Development**, Dr. N.G.P. Arts and Science College, Coimbatore, 6-Sep-13.

Participation in Workshop

- 1) **Art of Getting Research Funding and Publishing Research Papers in Social Sciences**, Kongu Engineering College, Perundurai, 26-Sep-14.