

Name : M. Gowthami
Designation : Assistant Professor
Department : Hospital Administration
Qualification : B.Sc., M.Sc. (HA), MBA, SET, (Ph. D.)

Experience:

Teaching: 6 Years Industry: Nil Research: Nil

Area of Specialization(s) : Human Resource Management
Hospital Information System
Healthcare Marketing

Email (Official ID) : gowthami@drngpasc.ac.in

Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Management	Dr. G.R. Damodaran College	Pursuing
M.B.A.	HRM	Bharathiar University	2015
M. Sc.	Hospital Administration	Tiruppur Kumaran College for Women	2010
B. Sc.	Microbiology	Tiruppur Kumaran College for Women	2008

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
SET	Management	UGC	2017

Other Publications: International / National Journals

- 1) M. Gowthami, Sv. Kaavya, **A Study on Organizational Effectiveness with Special Reference to A Multispecialty Hospital**, International Journal of Current Research, Volume 06, Issue 07, pp. 7534 – 7536, July 2014, ISSN: 0975-833X.
- 2) M. Gowthami, Sv. Kaavya, **A Study on Employee Attrition with Reference to A Multi-Specialty Hospital, Coimbatore**, International Journal of Research in Commerce and Management, Volume No. 06 (2015), Issue No. 09, IC Value 5.09, September 2015, ISSN 0976-2183.

Presentations in Conference

- 1) **An Overview of Cyberattacks in Banking Industry**, National level Challenges in Modern Banking, Dr. G. R. Damodaran College of Science, Coimbatore, 29-Aug-18.
- 2) **Patient Perception towards Importance given to their Safety by A Multispecialty Hospital of Kerala**, National Level Consumer Protection, Kaamadhenu Arts and Science College, Sathyamangalam, 14-Feb-14.
- 3) **Impact of Talent Management on Employee Retention in Hospital Industry**, National Management in New Era - Issues and Challenges, Dr. G. R. Damodaran College of Science, Coimbatore, 14-Feb-13.
- 4) **Relationship Marketing – Challenges and Prospects in Delivery of Services in the Healthcare Sector**, State Level Service Marketing, SNS Arts and Science College, Coimbatore, 22-Mar-12.

Participation in Conference

National

- 1) Challenges in Modern Banking, Dr. G. R. Damodaran College of Science, Coimbatore, 29-Aug-18.
- 2) Consumer Protection, Kaamadhenu Arts and Science College, Sathyamangalam, 14-Feb-14.
- 3) Management in New Era- Issues and Challenges, Dr. G. R. Damodaran College of Science, Coimbatore, 14-Feb-13.
- 4) Bio-Medical Waste Management, Kovai Medical Center and Hospital, Coimbatore, 28- Sep-12.
- 5) Service Marketing, SNS Arts and Science College, Coimbatore, 22- Mar-12.
- 6) Informed Consent, Kovai Medical Center and Hospital, Coimbatore, 26-Aug-11.

Participation in Faculty Development Programme

- 1) **New Age Pedagogic Skills for Young Management Teachers**, KCT Business School, Coimbatore, 3 & 4-Aug-12.

Conference / Seminar / Workshop Organized

- 1) Organizing member, National Entrepreneurship and Women Empowerment (NCEWE'18), Dr. N.G.P. Arts and Science College, Coimbatore, 20-Sep-18.

- 2) Organizing member, Dr. Purani Endowment Seminar on Retaining Patient Trust, Dr. N.G.P. Arts and Science College, Coimbatore, 27-Feb-18.
- 3) Organizing member, Dr. Purani Endowment Seminar on Influencing Trends in Corporate Healthcare – Leaps and Binds, Dr. N.G.P. Arts and Science College, Coimbatore, 23-Jan-16.
- 4) Organizing member, Dr. Purani Endowment Seminar on Public and Community Health responsibility of both Public and Private Health Care Sector, Dr. N.G.P. Arts and Science College, Coimbatore, 23-Jan-15.
- 5) Organizing member, Dr. Purani Endowment Seminar on Ethical and Legal Issues in Healthcare Documentation, Dr. N.G.P. Arts and Science College, Coimbatore, 25-Feb-14.
- 6) Organizing member, National Level Bio-Medical Waste Management, Dr. N.G.P. Arts and Science College, Coimbatore, 28-Sep-12.
- 7) Organizing member, Dr. Purani Endowment Seminar on Role of Government in Health Management, Dr. N.G.P. Arts and Science College, Coimbatore, 28-Dec-11.
- 8) Organizing member, National Level Conference on The Role of Informed Consent in Clinical decisions and Research in Hospitals, Dr. N.G.P. Arts and Science College, Coimbatore, 26-Aug-11.