

Name: Dr.S.Gandhimathi

Designation:Associate Professor

Department:Commerce

Qualification: M.Com., M. Phil., B.Ed., PGDCA., Ph.D.

Experience: Teaching: 12 Years 7 Months

Area of Specialization(s): Marketing and Human Resources Management

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



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D	Commerce	Dr. N.G.P. Arts and Science College, Coimbatore	2016
B.Ed	Commerce	Crescent College of Education, Thiruvannamalai	2008
M. Phil.	Commerce	Sri.S.R.N.M College, Sattur.	2007
M. Com.	Commerce	Sri.S.R.N.M College, Sattur.	2006
B. Com.	Commerce	Sri. Saradha College for Women, Tirunelveli	2004

Additional Qualifications

Diploma/ Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Tally	Accounting	JL Computer Academy	2003

Research Publications (Indexed)

International:

- Dr.S.Gandhimathi and P. Bala Surekha “Usage Of Online Learning Platforms By The College Students With Reference To Coursera And Swayam” International Journal of Research Publication and Reviews (IJRPR) Volume: 3, Issue: 8, pp 821 – 826, August 2022., ISSN: 2582-7421.
- Dr.S.Gandhimathi and R.Sureka “College Students’ Behavior Towards Selection Of Smartphone” International Journal of Research and Analytical Reviews (IJRAR) Volume: 9, Issue: 3, pp 39 – 42, July 2022., ISSN: E-ISSN 2348-1269, P- ISSN 2349-5138.
- Dr.S.Gandhimathi and N.Harish Manikandan “Changes In Food Consumption During Covid 19 Pandemic Period” International Journal of Creative Research Thoughts (IJCRT) Volume: 10, Issue: 7, pp 279 – 287, July 2022., ISSN: ISSN: 2320-2882.
- Dr.S.Gandhimathi and B.Darshana “Customer Preference And Satisfaction Towards SBI Atm

Services” International Journal of Research and Analytical Reviews (IJRAR) Volume: 9, Issue: 3, pp 821 – 826, July 2022., ISSN: E-ISSN 2348-1269, P- ISSN 2349-5138.

- Dr.S.Gandhimathi and E. Subhashini “A Study On Customer Satisfaction Towards Shree Devi Textiles” International Journal of Research and Analytical Reviews (IJRAR) Volume: 9, Issue: 3,pp 883 – 893,July 2022., ISSN: E-ISSN 2348-1269, P- ISSN 2349-5138.
- Dr.S.Gandhimathi and L.Tharani “Financial Performance Analysis Of Select Steel Companies” International Journal of Research and Analytical Reviews (IJRAR) Volume: 9, Issue:2,pp 883 – 893,June 2022., ISSN: E-ISSN 2348-1269, P- ISSN 2349-5138.
- Dr.S.Gandhimathi and V.KaniMuzhi“A Study on the Impact of Advertising on ConsumerPurchasing Decision towards WOW Products” EPRA International Journal of Research and Development (IJRD) Volume: 6, Issue: 10,pp 226 – 233,October 2021., ISSN: 2455-7838(Online).
- Dr.S.Gandhimathi and R.Thanush “A Study on Green Purchasing Behaviour in Coimbatore” International Journal of Advances in Engineering and Management (IJAEM), Volume 3, Issue 5, May 2021,pp : 1285-1293, ISSN: 2395-5252.
- Dr.S.Gandhimathi, R.Gayathri “ A Study on Customer Satisfaction towards mobile banking services with special reference to Coimbatore city” International Journal of Creative Research Thoughts (IJCRT) Volume 9, Issue 5, pp 3725 - 3735, May 2021 ISSN: 2320- 2882.
- Dr.S.Gandhimathi, S.Gayathri, &Dr.S.Gunasundari “A Study On Consumer Buying Behaviour Towards Hindustan Unilever Limited With Reference To Coimbatore” EPRA International Journal of Research and Development (IJRD) Volume: 6, Issue: 5 ,pp 95 – 99, May 2021., ISSN: 2455-7838(Online).
- Dr.S.Gandhimathi,J.Arokia Ashwin Kumar“A Study On Customer Satisfaction Level Towards Hp Laptops “EPRA International Journal of Research and Development (IJRD) Volume: 6 , Issue: 5 , pp 194 – 197, May 2021, ISSN: 2455-7838(Online).
- Dr.S.Gandhimathi,D.Vinothini, &Dr.C.Karthick “A study on Stress management of Working women in Coimbatore city” EPRA international Journal of Multidisciplinary research Volume 7,Issue 4, pp 86-91 , April 2021 ISSN:2455-3662.
- Dr.S.Gandhimathi, K.Praveen&Dr.C.Karthick “A study on Marketing of Agricultural Production with special reference on groundnuts” EPRA international Journal of Multidisciplinary research Volume 7,Issue 4, pp 198 - 201 , April 2021 ISSN:2455-3662.
- Dr.S.Gandhimathi, H.N.Shreeja, “ A study on the consumer behavior towards electronic

goods with Special reference to Coimbatore city” EPRA international Journal of Research and Development (IJRD) Volume 6, Issue 4, pp 252 - 257, April 2021 ISSN:2455-7838 .

- Dr.S.Gandhimathi, R.Hemashree, “A Study On Financial Analysis Of Automobile Industries” International Journal of Creative Research Thoughts (IJCRT) Volume 9, Issue 4, pp 3725 - 3735, April 2021 ISSN: 2320-2882.
- Dr.S.Gandhimathi, S.Priyadarshini,&P.Vimalkumar “A Study On Consumer Preference And Satisfaction Towards Arun Ice-Creams” EPRA International Journal of Research and Development (IJRD) Volume: 6, Issue:4, pp 279 – 284, April 2021, ISSN: 2455-7838(Online).
- Dr.S.GandhimathiK.S.Krithika, “A Study On The Satisfaction Level Of Customer In One Plus Mobile With Special Refererence To Coimbatore City”International Journal of Creative Research Thoughts (IJCRT) Volume 9, Issue 4, pp 1 - 5, April 2021 ISSN 2320-2882.
- Dr.S.Gandhimathi ,C.Ananthi “ A Study on Customer Satisfaction Level of Road side Food shop in Coimbatore ”International Journal of Creative Research Thoughts (IJCRT) Volume 9, Issue 4, pp 4156-4161, April 2021 ISSN 2320-2882.
- Dr.S.Gandhimathi&Dr.D.Sivasakthi “A Study on Public Awareness on Disposal And Recycling of Household Waste” International journal for science and advance research technology, Volume 4, Issue 10, pp 354-357, October 2018, ISSN [Online]: 2395-1052. (Indexed in Google Scholar/ IndianScience/academia.edu)
- Dr.S.Gandhimathi , R.Raja and C. Deepa“A Study on Employee retention on Satisfaction at Sri Vishnu Engineering Company” International Journal of Advance Research and Innovative Ideas in Education ,Volume 3, Issue 2, PP 3171-3175, April 2017, ISSN(o)-2395-4396. (Indexed in Google scholar/ Indianscience/Academia.edu)
- S.Gandhimathi&D.Sivasakthi“A study on Ivestor’s attitude towards post office saving schemes in Chinnampalam” International Journal of Applied Research, Vol.2, Issue 12, pp: (76-79), November 2016, ISSN 2394-5869 (Online), (Indexed in Google Scholar/ UGC/ResearchGate)
- S.Gandhimathi , M. Kalimuthu and N. Vinoth “An Analytical Study on Financial Performance of JK Cements Limited” European Journal of Commerce and Management Research, Vol.4, Issue 2, 2015,pp: (45-49) Online: ISSN 2051-8099 Print: ISSN 2051-8080(Indexed in Google Scholar/EBSCO)
- S.Gandhimathi&R.Ramasamy “A Study on Financial Performance of the RAMCO Cements Ltd” International Journal of Management and Commerce Innovations, Vol. 2,

Issue 2, pp:(602-605), March 2015, ISSN 2348-7585(Online)

- S.Gandhimathi&Ms.S.Parameshwari “A Study on Customers’ Satisfaction towards Micromax Mobile Phone with Special Reference in Coimbatore City” International Journal of Management and Commerce Innovations, Vol. 2, Issue 2, pp:(602-605), March2015, ISSN 2348-7585 (Online) (Indexed in Google Scholar / UGC/academia)
- S.Gandhimathi&Dr.S.Saravanan “Study on Passengers’ Perception and Satisfaction towards Services Offered by Southern Railways in Coimbatore Junction” Intercontinental Journal of Marketing Research Review, Vol.No.2, Issue 11, PP.45-51 November 2014, ISSN: 2321-0346 – (Online) ISSN:2347-1670 – (Print), (Indexed in Google Scholar/ ResearchGate)
- S.Gandhimathi&Dr.S.Saravanan “A Study on Passenger’s Satisfaction towards Railway Service in Coimbatore Junction” International Journal of Applied Research and Studies, Vol. No.2, Issue 11, PP.1-7 November 2013, ISSN: 2278-9480, (Indexed in Google Scholar/ UGC/ academia/getcited)

National:

- Dr.S.Gandhimathi and C.Poorni “Financial Performance Analysis Of Select Paint Companies” Journal of Emerging Technologies and Innovative Research (JETIR) Volume: 9, Issue:6,pp 883 – 893,June 2022., ISSN: 2349-5162.
- Dr. S.Gandhimathi, C. Karthick, Dr. R. GunaSundari, P.Vimalkumar, B. Kalaivani “A Study on Impact of Training and Development for Employees in Latlon Technologies Pvt. Ltd (drngpasc 2019-2020 com008)” Indian Journal Of Research,Vol. No.9, Issue.1, PP.1-3, January 2020, ISSN No. 2250 – 1991, DOI : 10.36106/paripex, (Indexed in Google Scholar/ResearchGate/Worldcat)
- S.Gandhimathi&Dr.S.Saravanan “Evaluate the Railway Platforms Service Quality of the Southern Railway” Indian Journal of Applied Research, Vol. No. 3, Issue.4,PP.64-65, April 2013, ISSN - 2249-555X, (Indexed in Google Scholar/ResearchGate/Worldcat)

Patent Publications

- An Artificial Intelligence Based Method For Detecting Advanced Tax Fraudulence
Publication Date : 30/12/2022

Other Publications: International /NationalJournals

- Dr.S.Gandhimathi” Social Innovation on Sustainable Development in marketing “ print pp: (163-172), February 2023, ISBN : 9788196175290
- Dr.S.Gandhimathi “A study on the problems towards rural entrepreneur’s of agribusiness in Tirupure around villages” Online pp:(609-614), August 2015, ISBN : 978-81-920808-71

Presentations in Conference

- Employability and Skill Development for sustainable Growth and Empowerment, National Conference, Sri Ramakrishna College of Arts and Science College, Coimbatore, 28-March-2023.
- Banking Sector in India, National level conference on Future Scenario of Services Sectors in Indian economy, A.V.P. College of Arts and Science, Tirupur, 29-Jan-2019.
- Recent trends and innovation in supply chain management, International conference on Advances in Science, Engineering and Management, Jay Shriram group of institutions, Tirupur, 07-Apr-2018.
- Rural Education, National Conference on Rural Banking and Agri-Business for economic Transformation, Karpagam Academy of Higher Education, Coimbatore, 24- Jan-2018.
- Financial fraud under Banking and Insurance sector, National Conference on Digitalization in services sector – “Today and Tomorrow “, Sri Ramakrishna College of arts and science, Coimbatore, 27-Sep-2017.
- Green marketing for opportunities for innovations, National Conference on Green Marketing–Emerging opportunities and Challenges, S.N.R Sons College, Coimbatore, 10-Feb-2016.
- Indian financial systems Growth and Issue, National level Seminar on Indian Financial System Dr.SNSRajalakshmi College of Arts and Science, Coimbatore, 9-Jan-2016.
- Pros and Cons of Foreign Direct Investment ,National level Seminar, Nandha Arts and Science College, Erode, 06-Mar-2015.
- Co-operative finance for inclusive development, International Seminar on “The Role of Social Enterprises in the Globalized Economy”, TiruppurKumaran College for Women, Tirupur, 25-Aug-2015.
- Brand Marketing, National level Seminar on “Integrated Marketing Strategy in Emerging Economies”, AJK College of Arts and Science, 25-Sep-2014 and 26-Sep-2014.
- Green Entrepreneurship, National level Seminar on The Power of Entrepreneurship-Driving India’s Growth in 21st Century, SNR Sons College, 21-Feb-2014.
- Marketing of services, National Conference on Recent Trends in Marketing, Sri Ramakrishna mission Vidhyalaya College of Arts & Science, Coimbatore, 28-Aug-2012.
- Global Financial Services, State level Conference, Sri Ramalinga Sowdambigai College

of science & commerce, Coimbatore, 29-Feb-2012.

- Green Banking, State level Conference, Sri Ramalinga Sowdambigai College of science & commerce, Coimbatore, 29-Feb-2012.
- Impact of Globalization on Stock Market, National Seminar on Impact of Globalization on Indian Economy, Hindustan College of Arts and Science, Coimbatore, 25-Jan-2012.

National:

- National conference Emerging Education models for 21st Century learner (NCEEM-2015), Dr. N.G.P. Arts and Science College, Coimbatore, 01-Aug-2015.

Participation in Seminars

- Role of Agribusiness in Sustainable Rural Entrepreneurship Development, Dr. N.G.P. Arts and Science College, Coimbatore, 20-Aug-2015.

Participation in Workshop

- Outcome Based Education (OBE), Dr.N.G.P.Arts and Science College (Autonomous), Coimbatore, 04-March-2023.
- Bloom's Taxonomy Based Question Paper Design for Outcome Based Education, Ayya Nadar Janaki Ammal College, Sivakasi, 27-Sep-2021.
- Corporate Employable skill, Bharathidasan College of Arts & Science, Erode, 14-Sep-2015.
- Research Analysis Using SPSS, Dr.G.R.Damodaran College of Science (Autonomous), Coimbatore, 15-Jul-2015.
- Data Analysis Using SPSS, Dr.N.G.P.Arts and Science College (Autonomous), Coimbatore.

Participation in Orientation Programme / Short Term Courses

- Basics of Effective Business of Administration, Short Term Courses NGM College, Pollachi 7- June-2021 to 13- June-2021.

Participation in Faculty Development Programme

- Participation in 5 days Faculty Development Programme on Teaching Pedagogy and Life Skill Management, Hindusthan College of Arts and Science, Coimbatore, 27-March-2023 to 31-March-2023.
- Participation in Six days Faculty Development Programme on Digital Teaching Methods in Higher Education, Hindusthan College of Arts and Science, Coimbatore, 28-Aug-2021 to 02-Sep-2021.
- Online Faculty Development Programme on Research Methodology and Pedagogy for Tertiary Education 15- June-2021 to 21-June-2021.

- National Level 7 days Faculty Development Programme on Nurturing the Next Generation Educators, PPG College of Arts and Science, Coimbatore, 12-June-2021 to 18-June-2021.
- CSI (Cognitive Strategy Instructions) as Teaching Tool for 21st Century, Karpagam College of Engineering, Coimbatore, 18- April-2021 to 24-April-2021.
- Effective Learning and Teaching Methods of Business Practices, FDP Kalasalingam Business School, Krishnankoil , 19-April-2020 to 25-April-2020.
- Quality Initiatives in Higher Education, Dr. N.G.P. Arts and Science College, Coimbatore, 03- Dec-2018 to 09-Dec-2018.

Conference / Seminar / Workshop Organized

- Committee Member, National conference was organized on the topic “Social Innovation and Business Sustainability (SIBS 2022-23)” on 09-Feb-2023.
- Committee Member, National Conference on Implications of FINTECH in Indian Economy, Dr. N.G.P. Arts and Science College, Coimbatore,04-Mar-2020
- Committee Member, National Conference on Human Rights and Values-Promotion and Protection (Sponsored by National Human Rights Commission), Dr. N.G.P. Arts and Science College, Coimbatore,28-Jan-17
- Committee Member, National Conference on Financial Inclusion for sustainable Economic Growth; Strategies & Challenges (Sponsored by ICSSR), Dr. N.G.P. Arts and Science College, Coimbatore,8-Sep-16.
- Committee Member, National Conference on Venture Capital for Sustainable Rural Entrepreneurship and Economic Development (Sponsored by NABARD), Dr. N.G.P. Arts and Science College, Coimbatore, 18-Feb-16
- Committee Member, National conference was organized on the topic “Contemporary Accounting–Standards& Issues” on 07-Oct-2013.
- Committee Member, National conference was organized on the topic “Corporate Finance – StructuralChanges & Emerging Paradigms” on08-Feb-2013.
- Committee Member, National conference was organized on the topic “Entrepreneurship-Prospects &Challenges” on16-Feb-2012.

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
Indian Accounting Association	Life-time	-