

Name : Mr. G. Sethuraman

Designation : Assistant Professor and Head,

Department : Commerce with Information Technology

Qualification : M. Com, M.Phil., M.A. (Eco.), M.Phil. (Eco.), NET

Experience : Teaching: 23 Years Industry: 0 Years Research: 4 Years

Area of Specialization(s) : Accounting, Finance and Taxation

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Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Commerce	Bharathiar University, Coimbatore	Pursuing
M.Phil.	Economics	Alagappa University, Karaikudi	2013
M.A.	Economics	University of Madras, Chennai	2005
M.Phil.	Commerce	Madurai Kamaraj University, Madurai	2005
M. Com.	Commerce	A.M. Jain College, Chennai	2001
B.Com.	Commerce	D.R.B.C.C.C. Hindu College, Chennai	1999

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Online Certificate	AI in HRM	SWAYAM NPTEL	2025
Online Certificate	Accreditation and Outcome Based Learning	SWAYAM NPTEL	2022
Online Certificate	Introduction to GST	SWAYAM AICTE	2020
Online Certificate	Refresher Course in Commerce	SWAYAM ARPIT	2020
Online Certificate	Direct Tax laws and Practice	SWAYAM	2019
Online	Principles of Human Resources Management	SWAYAM NPTEL	2019

Certificate			
UGC NET	Commerce	UGC	2011

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	-	-
M. Phil.	1	-

Research Publications (Indexed)

International / National

- K. Balaji, A. S. Rongali, N. Archana, **G. Sethuraman**, J. M. Mullool and R. Karthi, "A Critical Analysis of Key Management Techniques in Applied Cryptography," 2024 15th International Conference on Computing Communication and Networking Technologies (ICCCNT), Kamand, India, 2024, pp. 1-5, doi:10.1109/ICCCNT61001.2024.10724844. (IEEE Explore)
- Dr. K. S. Sivakumar, **G. Sethuraman** in SAMBODHI (UGC CARE Journal) Titled "SOCIAL ENTREPRENEURSHIP AND THE BHAGAVAD GITA", 2021, Vol. 44 No.-01(VII), ISSN: 2249- 6661
- G.Sethuraman in AYIDHA EZHUTHU (UGC Approved Journal) Titled "CHOZHAR KAALA VARI NIRVAGAM", January 2019, Page No.68-71, Vol.8, ISSN:2278-7550
- M.K.Durgamani, R.V.Suresh and **G.Sethuraman** in INTERNATIONALJOURNAL OF PURE AND APPLIED MATHEMATICS (VOL.119 NO.10 2108) (Scopus indexed) ISSN:1314-3395

Other Publications: International / National Journals

Book Chapters

- **G. Sethuraman** in Springer Book Chapter Titled 'The Impact of Social Media Influencers on Consumer Purchasing Behaviour in Social Commerce Platforms, 2024, Harnessing AI, Machine Learning and IOT for Intelligent Business (Vol.1), ISSN: 2198-4182

Patents

- Research on the Opportunities, Major Issues, Challenges and Development of the Indian Dairy Sector (November 2021)

Consultancy

Presentations in Conference

- **Social Entrepreneurship and the Bhagavad Gita**, virtual International conference ICRECGDE, Jain University, Bengaluru, 29th January, 2021
- **The Bhagavad Gita's Perception of Emotional Intelligence**, 5th International (online) seminar on Sustainable Existence and Shrimad Bhagawad Gita Philosophy at Kurukshetra University on 21-23 December 2020
- **Service Quality of IOB in Kumbakonam**, National Conference on Paradigm Shift in services Marketing- Global scenario, Rabiammal Ahamed Maideen College for women Tiruvarur, 19th September 2015
- **Fiscal Policy – A Way to Revive Economy**, UGC Sponsored National Conference on Prospects and Policy Challenges for india in the Recession Period, Government Arts College (Autonomous), Kumbakonam, 12-13 April 2013
- **On the limiting Factors in the Ethical Structure of Economics**, International Conference on Management Research, Bharathidasan Institute Of Management, Tiruchirappalli, 14-15 February 2009
- **On the Financial Dimension of HR in Acquisitions with reference to Retention of Key Talent**, International Seminar on Emerging Paradigm in Financial Services, Cauvery college for women & Bharathidasan University, Tiruchirappalli, 7-8 April 2007
- **A study on Customer satisfaction through Customer Feedback Collection by Applying Mystery Shopping as a Tool**, National Conference on Management Science and Practice, IIT Madras, 9-11 March 2007
- **On Case Study as a Learner Oriented Method of Teaching**, International Seminar on Case Study Method of teaching in Commerce/ management Education, Bharathidasan University, Tiruchirappalli, 20-21 January 2007
- **WTO: Emerging Trends in Indian Retailing Sector**, National Seminar on WTO, India & Emerging Areas of Trade, IIM Kozhikode, 21-22 April 2006
- **Outsourcing Insurance**, State Level Seminar on Emerging Trends in Insurance sector in India, Mannar Thirumalai Naicker College, Madurai, 2-3 March 2006
- **On the Ethical Philosophy of Economics**, International Conference on Business Economics and Finance, Adaikalamatha Institute of Management, Thanjavur, 29-30 September 2005
- **The Role of Youth in the fight for and defence of democracy**, National Conference on Youth Empowerment, Employment and Peace and Food, SASTRA Deemed University, Kumbakonam, 4th September 2005
- **Outsourcing marketing**, National seminar on Global Competitiveness in Business: Trends and Traits, P.R. Institute of Management, Thanjavur, 25th February 2005

- **Protection to Investors of NBFCs with Special reference to Depositors Education**, UGC sponsored National Seminar on ‘Emerging issues of NBFC in India’, A.V.V.M. Sri Pushpam College, Thanjavur, 18-19 January 2005

Participation in Faculty Development Programme /Workshop

- International Symposium on ‘The future of work: Global Perspectives on Weekly Working Hours’ (ISFW 2025), SASTRA Deemed University, 4th April, 2025
- Training of Trainers on Integration of AI in Teaching, Learning and Research, PDP, IUCTE, Banaras Hindu University, 3rd March 2025 – 8th March 2025
- Inculcating Universal Human Values in Technical Education, FDP, AICTE, 10th Feb. 2025 – 14th Feb. 2025
- National Workshop on NEP 2020: Opportunities and Challenges of HEIs in achieving GER in creating Human Resources to the Paradigm Industry Requirements, Dr. N.G.P. Arts and Science College, 16th Feb. 2024
- Enhancing the Quality in Teaching Learning Process, FDP, KPR College of Arts Science and Research, 11th Jul.2022 – 18th Jul.2022
- National Level Workshop on Research Methodology and Data Analysis, Sri Krishna Adithya College of Arts and Science, 25th Oct. 2021 – 1st Nov. 2021
- Upskilling Personal Finance Planning, FDP, Hindusthan College of Arts and Science, 25th Oct. – 29th Oct.2021
- International workshop on Conceptualization of Business Analytics, Sri Ramakrishna College of Arts and Science, 24th Sep.2021
- Types of Research Sampling Techniques, FDP, Thakur Shyamnarayan Degree College, Mumbai, 24th Sep. 2021
- Preparation for NAAC, FDP, Ayya Nadar Janaki Ammal College, Sivakasi, 21st Sep.2021 – 23rd Sep. 2021
- Blended Mode of Teaching and Learning, FDP, Ayya Nadar Janaki Ammal College, Sivakasi, 21st Sep.2021 – 23rd Sep. 2021
- Legal, Ethical and Social Issues of Digital Age: Stay online Stay Safe, FDP, Government Ramnarayan Chellaram College of Commerce and Management, Bengaluru, 1st Sep. 2021 – 8th Sep. 2021
- Advanced Methodologies for Contemporary Research- A Pragmatic approach, FDP, Government Ramnarayan Chellaram College of Commerce and Management, Bengaluru, 16th Aug. 2021 – 23rd Aug. 2021
- FDP on Capital Markets, NSE Academy & Bharathiar University, 22-23 June 2021

- International Marketing Conclave, DPPG, Gujarat University, 30th May 2021
- Social Media Digital Marketing, SDP, Bharathiar University, 27th Nov.2020 – 08th Dec.2020
- Novel Teaching Technique via Technology, FDP, CMS College of Education &BSM, 3rd Aug.2020- 7th Aug.2020
- GST Registration, Assessment and Filing of Returns, SDP, Bharathiar University, 16th Jul. 2020 – 29th Jul. 2020
- International online workshop on Effective Research Methodology, TNOU & Thiagarajar College of Preceptors, 3rd Jun. 2020 – 12th Jun. 2020
- NAAC Revised Accreditation Frame Work and OBE Assessment Methodology, conducted by Dr. N.G.P. Arts and Science College from 27-May-19 to 2-Jun-19.
- NCIE, SASTRA Deemed University, 22 Mar. 2019
- National Workshop on Research Writing and Publication in Business Studies, Central University of Tamil Nadu, 08-09 Feb. 2019
- Quality Measures In Higher Education, FDP, Dr. N.G.P. Arts and Science College, 03-Dec-18 to 09-Dec-18.
- FDP, ICAI, Chennai, 2-3 Feb. 2013
- FDP , Adaikalamatha Institute of Management, 21st Nov. 2005 – 24th Nov.2005
- State Level workshop on Research Methodology in Social Sciences, Kunthavai Naachiyaar Govt. Arts College for Women, 5 – 6 Aug. 2005

Conference / Seminar / Workshop Organized

- Co-Convener, International Conference, KPR College of Arts Science and Research, Coimbatore, 7th March 2024
- Convener, National Conference, SASTRA Deemed University, SRC, Kumbakonam, 18th March 2016

Invited Speaker / Session Chair- Conference / Seminar / Workshop

- *Invited speaker: Sree Narayanaguru College, Coimbatore September 2023*
- *Invited speaker: KG College of Arts and Science, Coimbatore, September 2023*
- *Invited speaker: NGM College, Pollachi, September 2021*
- *Invited speaker: Vivekananda College for Women, Tiruchengode, September 2020*

Member in BoS

- Board of PG Department of Commerce Applications (PG 2), Bharathiar University, Coimbatore, 2025-27.

- Board of PG Department of Commerce, KG College of Arts & Science, Coimbatore, 2024-27.
- BOS Chairman, Department of Commerce with IT, Dr. N.G. P. Arts and Science College, Coimbatore, 2024-27
- BOS Chairman, Department of Commerce with Accounting & Taxation, Dr. N.G. P. Arts and Science College, Coimbatore, 2018-19