

Name : M.Gunasekaran
Designation : Assistant Professor
Department : Commerce CA
Qualification : M. Com (CA)., MBA., M. Phil., (Ph.D).
Experience : Teaching: 8 Years 9 Months
Area of Specialization(s) : Marketing Management
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Academic Qualification

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D	Commerce	Gobi Arts & Science College, Gobichettipalayam.	Pursuing
M.Phil	Commerce	Dr.N.G.P. Arts and Science College, Coimbatore.	2016
MBA	Management	School of Distance Education, Bharathiar University, Coimbatore.	2015
M.Com CA	Commerce with Computer Applications	Dr.N.G.P. Arts and Science College, Coimbatore.	2014
BBM	Management	CSI Bishop Appasamy College of Arts and Science, Coimbatore.	2012

Certificate of Appreciation

- Appreciation for contribution as a Member, Criteria-VI in the NAAC 3rd Cycle accreditation process of our college during the academic year 2021-22.
- Awarded as “Best Mentor” in recognition of outstanding contributions to the academic field during the period 2020-21.

Certificate of Skills & Development

- The course "Certification in GST Skill (covering GST Registration, E-Way Bill, GSTR-1, GSTR-3B, and Tax Payment)" was effectively completed, conducted by the GST Centre spanning from 7-Aug-2023 to 19-Sep-2023.

Book Chapter: International / National

- An Analytical Study on Economic and Social Trends in Coimbatore, published by Coimbatore Institute of Information Technology, Coimbatore, ISBN 978-93-6126-442, Edition 9.

Other Publications: International / National Journals

- M. Gunasekaran, S.Dharani Priya & M.Sivasankari, “A Study on Farmers Perception and Usage towards Modern Agricultural Equipment with Reference to Palladam taluk” International Journal of Creative Research Thoughts Volume 12, Issue 4 April 2024, ISSN: 2320-2882 (O).
- M.Gunasekaran & O.Sejal, “A Study on Student Satisfaction towards Hiring Process in I.T.

Companies Among Placement Registered Students with Special Reference to Coimbatore District” International Journal of Creative Research Thoughts Volume 12, Issue 4 April 2024, ISSN: 2320-2882 (O).

- M.Gunasekaran & G.Meera, “A Study on the Awareness of Pudhumai Penn Government Scheme Among School Students with Special Reference to Tirupur city” International Journal of Creative Research Thoughts Volume 12, Issue 4 April 2024, ISSN: 2320-2882 (O).
- M.Gunasekaran & N.Krithika, “A Study on Adapting to E-Learning Courses Coping Strategies among Placement Processes among Final Year College Students in Coimbatore city” International Journal of Creative Research Thoughts Volume 12, Issue 4 April 2024, ISSN: 2320-2882 (O).
- M.Gunasekaran & T.Thamizudeen, “A Study on Financial Performance of Tech Mahindra Limited” International Research Journal of Modernization in Engineering Technology and Science Volume 5, Issue 5, May 2023, ISSN: 2582-5208 (O).
- M.Gunasekaran & J.Praveen , “A Study on Consumers’s Perception towards Handicraft Products with Special Reference to Tiruppur City” International Journal of Scientific Research and Engineering Trends Volume: 9, Issue: 3, May 2023, ISSN: 2395-566X (O).
- M.Gunasekaran & Jayapraness.K, “A Study on Financial Performance of ITC” International Journal of Scientific Research in Engineering and Management Volume: 7, Issue: 5, May 2023, ISSN: 2582-3930 (O).
- M.Gunasekaran & S.N.Sanjeev, “Consumer Preference to Home Automation System” International Journal of Creative Research Thoughts Volume: 11, Issue: 5, May 2023, ISSN: 2320-2882 (O).
- M.Gunasekaran & V.Mukesh, “A Study on Customer Satisfaction on Helmet Mount Camera with Reference to Coimbatore City” EPRA International Journal of Multidisciplinary Research Volume: 9, Issue: 5, May 2023, ISSN: 2455-3662 (O).
- M.Gunasekaran & G.Tharun, “A Study on Customer Preference & Factor Influencing towards Event Management with special reference to Coimbatore City” EPRA International Journal of Multidisciplinary Research Volume: 9, Issue: 5, May 2023, ISSN: 2455-3662 (O).
- M.Gunasekaran & C.Sri Sowmiya, “A Study on Consumer Preference towards Boutique for Fashion Apparel outfits among Spinster with reference to Tirupur City” EPRA International Journal of Multidisciplinary Research Volume: 9, Issue: 5, May 2023, ISSN: 2455-3662 (O).
- M.Gunasekaran & Sarath.A, “A Study on Customer Preference towards Ather Energy among E-Scooters with Special Reference to Coimbatore City” EPRA International Journal of Multidisciplinary Research Volume: 9, Issue: 5, May 2023, ISSN: 2455-3662 (O).
- M.Gunasekaran & C.Suryamoorthi, “Problems faced by Women Entrepreneur with a special reference to Coimbatore” EPRA International Journal of Research and Development Volume: 8, Issue: 5, May 2023, ISSN: 2455-7838 (O).
- Dharanipriya & M.Gunasekaran “A Study on Advertising Effectiveness of Mobile phones” EPRA International Journal of Research and Development Volume: 8, Issue: 4, April 2023, ISSN: 2455-7838 (O).
- Sneka Barathi.S.V, Vasunthara.K, Dr.P.Jayasubramanian & Mr.M.Gunasekaran “A Study on

Role of NABARD Scheme with Special Reference in Rural Development in India” EPRA International Journal of Research and Development Volume: 8, Issue: 3, March 2023, ISSN: 2455-7838 (O).

- Mr.M.Gunasekaran and Mr.C.Eahambaram “The Influence of Cultural Factors on Consumer Buying Behavior” International Research Journal of Management Sociology & Humanities Vol - 10, Issue - 4 April 2019, ISSN 2277 – 9809 (O) 2348 - 9359 (P).
- 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.
- Dr.S.Namasivayam, M.Prakash, Dr.M.S.Ranjithkumar, M.Gunasekaran and 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.
- M.Prakash, Dr.S.Namasivayam, S.Ashwini and 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.
- M.Prakash, S.Namasivayam, S.Ashwini and 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.
- S.Namasivayam and 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.

Participation in Faculty Development Programme

- Participated in a Five days National Level Online Faculty Development Programme on "Empowering Educators: Core Skills for 21st Century Teachers" organized by Department of Commerce (A/UA-All Streams), Gobi Arts & Science College, Gobichettipalayam from 23 to 28-December-2024.
- Participated in 7 days Online Faculty Development Program on “Essential Skills for Professional Development in Higher Education” organized by Star International Foundation for Research and Education on 01 to 07-July-2024.
- Participated in Twelve days online Faculty Development Programme on “Entrepreneurship” organized by Amrita centre for Entrepreneurship, Amrita Vishwa Vidyapeetham Coimbatore sponsored by Department of Science & Technology, Ministry of Science & Technology, Government of India, New Delhi from 17 to 29-July-2023.
- Participated in Five days International Faculty Development Programme on “Teaching Pedagogy and Life Skill Management” organized by the Department of Commerce, Hindusthan College of Arts & Science, Coimbatore from 27 to 31-March-2023.
- Participated in a Seven-day Virtual Faculty Development Programme on “ESG Framework for Business” organized by PG & Research Department of Commerce, V.O.Chidambaram College from 27-Oct-2022 to 3-Nov-2023.

- Participated in the National Level Virtual Faculty Development Programme on “Funded Research Project Proposal Preparation and Submission Protocol” organised by Centre for Research and Development, CMS College of Science and Commerce, Coimbatore on 31st March 2022.
- Participated in the Two Days National Level Faculty Development Programme on “Transformation in Teaching Learning Process”, organized by the Department of Commerce with Retail Marketing, PSG College of Arts & Science, Coimbatore, Tamil Nadu on 12 to 13-Feb-2022.
- Participated in the Three Days National Level virtual Faculty Development Programme on “Securities Market” organized by the Department of B.Com (PA) & B.Com (AM & FS), PSGR Krishnammal College for Women, in Association with SEBI, from 27 to 30-Nov-2021.
- Research Methodology - Techniques & Software for Social Sciences, AICTE Training and Learning (ATAL) Academy, Assam University, Assam, 23 to 27-Aug-21.
- Research methodology and pedagogy for Tertiary education, Dr. N.G.P. Arts and Science College, Coimbatore, 15 to 21-Jun-21.
- Participated in the UGC STRIDE Sponsored Nine - Day Online Training Programme on Excellence in Research organized from 27-Jan-2021 to 08-Feb-2021 by Department of Commerce, School of Commerce and Management, Avinashilingam Institute for Home Science and Higher Education for Women.
- Participated in the one-day National Level online Faculty Development Programme on “An Applications of SPSS in Social Science Research” held on 21-Jan-2021 by School of Business Management, Rathnavel Subramaniam College of Arts and Science.
- A Three-Day Faculty Development Program on “Outcome Based Education & Importance of Accreditation to Enhance the Quality of Technical Education” from 4th to 6th May 2020 through Online Mode.
- Participated in the IIC Online Sessions conducted by Institution's Innovation Council (IIC) of MHRD's Innovation Cell, New Delhi to promote Innovation, IPR, Entrepreneurship, and Start-ups among HEIs from 28-Apr to 22-May-2020.
- Successfully completed LibreOffice Suite Base test organized at Dr.N. G. P. Arts and Science College course material provided by the Spoken Tutorial Project, IIT Bombay, funded by the National Mission on Education through ICT, MHRD, Govt. of India.
- Participated in the Firefox training organised at Dr.N.G.P. Arts and Science College in January 2020 semester, with course material provided by the Spoken Tutorial Project, IIT Bombay, funded by the National Mission on Education through ICT, MHRD, Govt. of India.
- Participating in the Faculty Development Program for “Digital Marketing” a Corporate Social Responsibility initiative, conducted by Infosys BPM Ltd. at Mysore from 6th to 8th November, 2019.
- Participated as a delegate in the Seven Day Faculty Development Programme on “NAAC Revised Accreditation Framework and OBE Assessment Methodology” during May 27 - June 02, 2019 organized by Faculty Development Cell & IQAC at Dr.N.G.P. Arts and Science College, Coimbatore, India.

Presentation in Conference

- E-Commerce and Digital Supply Chain, International Conference on Rethinking Business Strategies in Digital Era, VLB Janakiammal College of Arts and Science, Coimbatore, 28-February-2025.
- Digital Transformation for Sustainable Small and Medium Enterprises, National Conference on Digital Transformation: Forging the future Business Landscape, St.Joseph's College of Commerce, Bengaluru, 18-February-2025.
- Data Analytics in Accounting, International Collaborative Conference on Revolutionizing Accounting Through Digital Transformation: The Impact of Technology, KPR College of Arts, Science and Research, Coimbatore in association with Asia Pacific University of Technology and Innovation, Malaysia & CHRIST (Deemed to be University), Bangalore, 07-February-2025.
- Industry Promotion and Entrepreneurship Development in Different Sector, International Conference on Challenges in Dynamics of Commerce, Management and Entrepreneurship in T20, Hindusthan College of Arts and Science, Coimbatore, 4-Mar-2020.
- The Influence of Cultural Factors on Consumer Buying Behavior, National Conference on Paradigm Shift in Consumer Culture-An E-Revolution in India, Hindusthan College of Arts and Science, Coimbatore, 01-Mar-2019.
- Risk Management in Cloud Banking, International Conference on Paradigm Shift towards Cloud Banking, Sankara College of Science and Commerce, Coimbatore, 12-Oct-18.
- 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

- Participated in the ICSSR sponsored One National Level Seminar on “Structural and Institutional Dimensions of Sustainable Development Goals (SDG) in India: A Narrative” and presented a paper on “Universal Health Care” organized by the Department of Economics on 4-August-2023, at PSG College of Arts and Science, Coimbatore.
- Participated in the National Virtual Seminar on "Transforming Quality of Teaching by Adopting and Innovating ICT Tools & Techniques - A Key Focus Area of NEP 2020" organised by IQAC, Sri Ramakrishna College of Arts & Science, Coimbatore - 06 held on 21 to 22-April-2022.
- Participated in the International Seminar on “Sustainable Growth and Development” on 29 & 30-Dec 2021 organized by the Department of Commerce with Electronic Commerce and Accounting & Finance, PSG College of Arts and Science, through online platform – Cisco Webex.
- Participated in the Faculty Development Programme on “Introduction to Mutual Fund” held on 27-Dec-2021 Organized by Department of Commerce Accounting & Taxation and Centre for Faculty Development, Dr. N.G.P. Arts and Science College, Coimbatore in association with Sraddha Academy.
- Participated in the National Level Seminar on COMPETITION ISSUES IN INDIA organised

by PG & Research Department of Commerce, Gobi Arts & Science College, Gobichettipalayam & sponsored by Competition Commission of India, New Delhi held on 25-Sep-2021.

- Participated in Two Days International Webinar on "Data Analytics and Business Processes" organized by the Department of Computer Science and Department of Business Administration, Avinashilingam Institute for Home Science and Higher Education for Women in collaboration with Kyungpook National University, South Korea on 11-Feb-2021 and 12-Feb-2021.
- FINANCIAL INCLUSION FOR SUSTAINABLE ECONOMIC GROWTH – STRATEGIES AND CHALLENGES, Dr.N.G.P. Arts and Science College, Coimbatore, 8-Sep-16.
- VENTURE CAPITAL FOR SUSTAINABLE RURAL ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT, Dr.N.G.P. Arts and Science College, Coimbatore, 18-Feb-2016.
- ROLE OF AGRIBUSINESS IN SUSTAINABLE RURAL ENTREPRENEURSHIP DEVELOPMENT, Dr.N.G.P. Arts and Science College, Coimbatore, 20-Aug-2015.
- CONTEMPORARY ISSUES AND CHALLENGES OF INDIAN BUSINESS IN GLOBAL SCENARIO, SNR SONS College (Autonomous), Coimbatore, 20-Feb-15.
- EMERGING TRENDS IN GLOBAL AND INDIAN FINANCIAL MARKETS, Hindusthan College of Arts and Science, Coimbatore, 06-Feb-2015.
- 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-2014.
- FINANCIAL INCLUSION FOR SUSTAINABLE FINANCIAL DEVELOPMENT, Dr.N.G.P. Arts and Science College, Coimbatore, 06-Sep-2013.

Participation in Workshop

- Participated in the One Day Workshop on Outcome Based Education (OBE) organised by Dr. N.G.P Arts and Science College, Coimbatore in association with ipsr solutions limited on 04 March 2023.
- Attended the online research workshop on “Tools and techniques of Data Analysis for Social Science Research” organized by the Department of Commerce (CA), PSG College of Arts and Science in association with PSG Center for Academic Research and Excellence, Coimbatore from 31-Oct-2022 to 8-Nov-2022.
- Participated in the Three days online Workshop on “Innovation Ecosystem” jointly organized by Indian Academic Researchers Association & Indian Accounting Association, Thiruchirappali from 20 to 22-Jan-2022.
- Participated in the Five days National Level e-Workshop on “ Innovative Techniques in SPSS and Data Analysis” Prof. J. POOVARAGHAVAN, Assistant Professor in Statistics, Department of Mathematics, D.B. Jain college, on 3 to 7-Jan-2022 Department of Visual Communication, Sathyabama Institute of Science and Technology, Chennai in Association with Institution's Innovative Council of India.

- Emotional Management, Manobithi a Unit of Indian Institute of Mother and Child Welfare West Bengal, India 31-Mar-20 to 4-Apr-20.
- ART OF GETTING RESEARCH FUNDING AND PUBLISHING RESEARCH PAPERS IN SOCIAL SCIENCES, Kongu Engineering College, Perundurai, 26-Sep-2014.
- DISASTER VULNERABILITY AND PREPAREDNESS WITH SPECIAL REFERENCE TO WOMEN, CHILDREN AND ELDERS, Vivekanandha College of arts & Science for Women, Tiruchengode, 11th & 12th March-2019.

Organiser in Conference

- Organizing Member, International Conference on Artificial Intelligence in Modern Business Era-(ICAIMBE-2023), Dr. N.G.P. Arts and Science College, Coimbatore, 17-Feb-23.
- Organizing Member, National Conference on Modern business - Opportunities and Challenges (CMBOC-2020), Dr. N.G.P. Arts and Science College, Coimbatore, 27-Feb-20.