

Name : M.Gunasekaran
Designation : Assistant Professor
Department : Commerce CA
Qualification : M. Com (CA)., MBA., M. Phil., (Ph.D).
Experience : Teaching: 9 Years 6 Months
Area of Specialization(s) : Marketing Management
Email (Official ID) : gunasekaran@drngpasc.ac.in



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

Additional Qualifications

Diploma / Certification	Area of Specialization	Institution / Agency Name	Year
Certificate	E-Business	NPTEL, Indian Institute of Technology Kharagpur	2025
Certificate	GST Skill (GST Registration, E-Way Bill, GSTR-1, GSTR-3B, and Tax Payment)	GST Centre	2023
Certificate	Complete E-Commerce Training Bundle	Infosys	2025
Certificate	Stock Trading F&O	Infosys	2025
Certificate	AI for Finance	Infosys	2025

Research Publications

- Dr.N.Sakthivel & M.Gunasekaran, “Credit Accessibility and Socio-Economic Upliftment of Power Loom Weavers: An Analysis of the Pradhan Mantri Credit Scheme with Special Reference to Palladam Taluk”, Indian Journal of Applied Research, Volume 15, Issue 11, November 2025, ISSN No 2249 - 555X, DOI : 10.36106.
- Dr.N.Sakthivel & M.Gunasekaran, “Thematic Analysis of Workforce Challenges in The Powerloom Sector: A Case Study of Coimbatore and Tirupur”, Journal of Emerging Technologies and Innovative Research Volume 12, Issue 5, May 2025, ISSN-2349-5162.

- M.Gunasekaran, Kavin.C, Lingesh.G, Divya Praksah A. N, “A Study on Parental Involvement in Childcare: A Special Reference to Rural Areas in Tirupur District” International Journal of Multidisciplinary Research in Science, Engineering and Technology Volume 8, Issue 4, April 2025, ISSN:2582-7219 (O).
- M.Gunasekaran, Kavin.C, Lingesh.G, Muthu Krishnan.K “Healthcare and Utilization in Annur Taluk: A Study of Patient Experience among SMF Private Hospital” International Journal of Multidisciplinary Research in Science, Engineering and Technology Volume 8, Issue 4, April 2025, ISSN:2582-7219 (O).
- M.Gunasekaran, Divya Prakash A N, Lingesh G, Vishal R C & Kavin C, “Analysing the Influence of Long-Term Consumer Engagement on Netflix’s Subscription Model among IT Sector Employees in Coimbatore” International Journal of Research and Analytical Reviews Volume 12, Issue 2 April 2025, (E-ISSN 2348-1269, P- ISSN 2349-5138).
- M.Gunasekaran, A.Prakash ”Dynamic Relationship Between Gold Price and Indian Stock Market” International Journal of Multidisciplinary Research in Science, Engineering and Technology Volume 8, Issue 4, April 2025, ISSN:2582-7219 (O).
- M. Gunasekaran, Venkatesh.P & Lingesh.G, “A Study on Customer Preference Towards Eco-Friendly Hotel on Sustainable Hospitality” International Journal of Multidisciplinary Research in Science, Engineering and Technology Volume 8, Issue 4, April 2025, ISSN:2582-7219 (O).
- M.Gunasekaran & Vishal R.C, “A Study on Transforming Agricultural Waste into Resources for Sustainable Farming Practices with Reference to Coimbatore City”, International Journal of Multidisciplinary Research in Science, Engineering and Technology Volume 8, Issue 4, April 2025, ISSN:2582-7219 (O).
- M. Gunasekaran, Muthu Krishnan.K, Karthikeyan.M & Kavin.C, ”Financial Assistance and Support Programs for Women Entrepreneurs: A Study with Special Reference in Coimbatore”, International Journal of Multidisciplinary Research in Science, Engineering and Technology Volume 8, Issue 4, April 2025, ISSN:2582-7219 (O).
- M.Gunasekaran & Mari Selvam E, “A Study of Investment Pattern Among Private Employees with Special Reference in Coimbatore” International Journal of Multidisciplinary Research in Science, Engineering and Technology Volume 8, Issue 4, April 2025, ISSN:2582-7219 (O).
- M.Gunasekaran & B.Vignesh’ “The Adoption and Effectiveness of Artificial Intelligence in Employee Support Service” International Journal of Scientific Research in Engineering and Management Volume 9, Issue 3, March 2025, ISSN: 2582-3930 (O).
- 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.

Books / Book Chapters Publication

- An Analytical Study on Economic and Social Trends in Coimbatore, Coimbatore Institute of Information Technology, Coimbatore, 2024, ISBN 978-93-6126-442, Edition 9.
- Revolutionizing Accounting Through Digital Transformation: The Impact of Technology, Department of Commerce (Professional Accounting) School of Commerce, KPR College of Arts Science and Research, Coimbatore in Association with Asia Pacific University of Technology & Innovation Malaysia & CHRIST (Deemed to be University) Bangalore, ISBN:978-81-984393-5-2.

Presentation in Conference / Seminar

- AI in Agriculture and Agri Business, AI Driven Digital Transformation in Business Strategies for Success, Vellalar College for Women, Erode, 16-July-2025.
- AI-Powered Personalized Marketing and its Impact on Consumer Buying Decisions in India, Recent Trends in Multi-Disciplinary Research and Innovation, AVP College of Arts and Science, Tirupur, 19-Sep-2025.
- E-Commerce and Digital Supply Chain, Rethinking Business Strategies in Digital Era, VLB Janakiammal College of Arts and Science, Coimbatore, 28-Feb-2025.
- Digital Transformation for Sustainable Small and Medium Enterprises, Digital Transformation: Forging the future Business Landscape, St.Joseph’s College of Commerce, Bengaluru, 18-Feb-2025.
- Data Analytics in Accounting, 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-Feb-2025.
- Industry Promotion and Entrepreneurship Development in Different Sectors, 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, 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, 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 Conference / Seminar

- Structural and Institutional Dimensions of Sustainable Development Goals (SDG) in India: A Narrative, Universal Health Care, PSG College of Arts and Science, Coimbatore, 4-August-2023.
- Transforming Quality of Teaching by Adopting and Innovating ICT Tools & Techniques - A Key Focus Area of NEP 2020, Sri Ramakrishna College of Arts & Science, Coimbatore – 06, 21 to 22-April-2022.
- Sustainable Growth and Development, PSG College of Arts and Science, through online platform – Cisco Webex.
- COMPETITION ISSUES IN INDIA, Gobi Arts & Science College, Gobichettipalayam & sponsored by Competition Commission of India, New Delhi, 25-Sep-2021.
- Data Analytics and Business Processes, Avinashilingam Institute for Home Science and Higher Education for Women in collaboration with Kyungpook National University, South Korea, 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 Faculty Development Programme

- AI-Powered Industry 4.0, Vivekananda Institute of Management Studies from 22 to 27-September-2025.
- The Art of Writing Original Research Article, ProMind Research Academy, Erode, from 2 to 6-June-2025.
- Empowering Educators: Core Skills for 21st Century Teachers, Gobi Arts & Science College, Gobichettipalayam from 23 to 28-December-2024.
- Essential Skills for Professional Development in Higher Education, Star International Foundation for Research and Education on 01 to 07-July-2024.
- Entrepreneurship, 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.
- Teaching Pedagogy and Life Skill Management, Hindusthan College of Arts & Science, Coimbatore from 27 to 31-March-2023.
- ESG Framework for Business, V.O.Chidambaram College from 27-Oct-2022 to 3-Nov-2023.
- Funded Research Project Proposal Preparation and Submission Protocol, CMS College of Science and Commerce, Coimbatore on 31-March-2022.
- Transformation in Teaching Learning Process, PSG College of Arts & Science, Coimbatore, Tamil Nadu on 12 to 13-Feb-2022.
- Introduction to Mutual Fund, Dr. N.G.P. Arts and Science College, Coimbatore in association with Sraddha Academy.
- Securities Market, 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.
- Excellence in Research, Avinashilingam Institute for Home Science and Higher Education for Women, 27-Jan-2021 to 08-Feb-2021.
- An Applications of SPSS in Social Science Research, Rathnavel Subramaniam College of Arts and Science, 21-Jan-2021.
- Outcome Based Education & Importance of Accreditation to Enhance the Quality of Technical Education, from 4th to 6th May 2020.
- IIC Online Sessions, 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.
- LibreOffice Suite Base test, Dr.N. G. P. Arts and Science College, Spoken Tutorial Project, IIT

Bombay, funded by the National Mission on Education through ICT, MHRD, Govt. of India.

- Firefox training, 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.
- Digital Marketing, a Corporate Social Responsibility initiative, Infosys BPM Ltd. at Mysore from 6 to 8 November, 2019.
- NAAC Revised Accreditation Framework and OBE Assessment Methodology, Dr.N.G.P. Arts and Science College, Coimbatore, May 27 - June 02, 2019.

Participation in Workshop

- Outcome Based Education (OBE), Dr. N.G.P Arts and Science College, Coimbatore in association with ipsr solutions limited on 04 March 2023.
- Tools and techniques of Data Analysis for Social Science Research, 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.
- Innovation Ecosystem” jointly organized by Indian Academic Researchers Association & Indian Accounting Association, Thiruchirappali from 20 to 22-Jan-2022.
- Innovative Techniques in SPSS and Data Analysis, Sathyabama Institute of Science and Technology, Chennai in Association with Institution's Innovative Council of India, 3 to 7-Jan-2022.
- 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, 11 to 12-March-2019.

Conference / Seminar / Workshop Organized

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

Awards / Honors

Awards / Honors	Agency / Institute	Year
Best Mentor	Dr. N.G.P. Arts and Science College, Coimbatore	2021

Recognitions - National / International

Nature of Recognition	Organization / Institution	Year
Member, Criteria-VI	Dr. N.G.P. Arts and Science College, Coimbatore	2022

