

Name : B.Gokila devi
Designation : Assistant Professor
Department : Management studies
Qualification : MBA., M.Phil., (Ph.D)
Experience : Teaching: 9 Years
Area of Specialization(s) : Finance &Marketing
Email (Official ID) : gokiladevi@drngpasc.ac.in



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Management(Marketing)	Dr. N.G.P. Arts and Science College, Coimbatore.	Pursuing
M.Phil.	Management(Finance)	Dr. GRD College of Science , Coimbatore.	2014
MBA	Management (Finance & Marketing)	M.Kumarasamy college of engineering Karur.	2011
BSC	Microbiology	Dr. N.G.P. Arts and Science College, Coimbatore.	2009

Other Publications: International / National Journals

- B.Gokiladevi1 , **A study on awareness of respondents towards eco-friendly products with reference to Coimbatore district** , Journal of Management Research and Analysis, Volume 7, Issue 1,ISSN: 2394-2762.
- B.Gokiladevi,“**Pro-environmental Concern of Eco-Friendly Product Users towards Environment and Society in Coimbatore City**”, MERC Global’s International Journal of Management, Vol. 7, Issue 4, pp. 317-320.

- **B.Gokiladevi A Study On Eco-Friendly Of Fmcg Products With Special Reference To Consumers Of Rural Areas In Coimbatore District** , Journal of Emerging Technologies and Innovative Research (JETIR) ,Volume 6,issue 6, (ISSN-2349-5162)
- **B.Gokiladevi ,A Study On Perception Of Consumer On Online And Intergrated Marketing Communication**, International Journal of Research and Analytical Reviews, Volume 5 ,Issue 4,(E-ISSN 2348-1269, P- ISSN 2349-5138).
- **B.Gokila devi Analysis of capital market fluctuations in selected companies in india** in wide spectrum research journal,(ISSN -2250-2815).

Presentations in Conference

- Presented a paper on the title **The Role And Impact Of Public – Private Partnership In Education** in International Conference Conducted by Kamadhenu arts and Science college Sathyamangalam.
- Presented a paper on the title **An Analysis Of FDI Inflows And Outflow From The Post Liberalization Period** in international Conference Conducted by Hindusthan arts and Science College Cbe.
- Presented a research paper on the title **A Study On Sectoral Composition Of Fdi In India** in the National Conference on Emerging Dimensions in Management (EDIM).
- Presented a paper on the title **The Effect Of Job Stress On Employees Performance** in National Conference Conducted by DR.GRD College of Science.
- Presented a paper on the title **Assessing The Quality Of Private Bank Services By Using The Gap Analysis MODEL** in International Conference Conducted by DR.GRD College of Science.
- Presented a paper on the title **Methodological Framework In National Seminar on Research Methods in Social science** Conducted by P.K.R arts College for Women.