

**Name** : Dr.R.Guna Sundari  
**Designation** : Professor  
**Department** : Commerce  
**Qualification** : M.Com., M.Com(CA)., M.Phil., MBA., PGDCA., NET., Ph.D.  
**Experience** : Teaching: 15 Years Research: 8 years  
**Area of Specialization(s)** : Marketing  
**Email (Official ID)** : gunasundari@drngpasc.ac.in



### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Commerce	Chikkanna Govt.Arts College,Tirupur	2017
M.Com(CA)	Commerce with Computer Applications	Bharathiar University	2014
MBA	Business Administration	Bharathidasan University	2012
NET	Commerce	UGC	2011
PGDCA	Computer Applications	Periyar University	2009
M. Phil.	Commerce	Bharathiar University	2008
M.Com	Commerce	PSG College of Arts and Science	2005
B.Com	Commerce	PSGR Krishnammal College for Women	1997

### Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Online Certificate	Management-Principles of Human Resource Management	IIT, Kharagpur	March 2016
Online Certificate	Management-Marketing Management-II	IIT, Kanpur	September 2016

Online Certificate	Management-Consumer Behaviour	IIT, Kharagpur	March 2017
Online Certificate	Management-Financial Statement Analysis and Reporting (Elite)	IIT, Roorkee	April 2017
Online Certificate	Social Science and Humanities - Soft Skills(Elite)	IIT, Roorkee	October 2017
Online Certificate	Management Studies-Financial Institutions & Markets	IIT-Kharagpur	April 2019
Online Certificate	Social Science and Humanities - Interpersonal Skills (Elite with Silver Medal)	IIT - Roorkee	September 2019
Online Certificate	Commerce and Management – Entrepreneurship	IIT-Madras	December 2020
Online certificate	Commerce and Management - Business law for Managers	Iit-Kharagpur	March 2022
Online Certificate	Commerce and Management – Introduction to Marketing Essentials	IIM –Bangalore	Pursuing
Higher Diploma	Software engineering	APTECH Computers	2000
Certificate	Rashtrabasha	Dakshina Hindi Prachar Sabha	2003

### Research Guidance

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

### Patents

Patents published on 28<sup>th</sup> January 2022 , '*Financial Analysis and Management System using Bigdata and Data Mining*'. Official Journal of The Patent Office , Patent Office Journal no 04/2022

## Research Publications (Indexed)

### National

- Dr.R.Guna Sundari , Dr.S.Jayashanthi , “*A Study on Worklife balance towards Job Satisfaction in IT Industry with reference to Coimbatore*” , Sardar Patel Institute of Economic and Social Research , Anvesak, A bi-annual journal ,Volume 51, Issue No 1(IX) ,ISSN :0378-4568 , January –June 2021
- Dr.R.Guna Sundari, V. Harish , “*A Study on customer satisfaction towards KTM Bikes*” International Journal for Science and Advance Research in Technology, Volume 7, Issue 5, May 2021, ISSN – 2395-1092
- Dr.R.Guna Sundari , P.Alfred Godwin, “ *A Study on Problems of Human resource Management and their Impact in Organisational Performance in TNQ Technologies*” , EPRA International Journal of Research and Development(IJRD) , Volume 6, Issue 5 , May 2021, Pg 198-201 ,ISSN - 2455-7838
- Dr.R.Guna Sundari , B.Prakash,’ *A Study on problems faced and satisfaction level of power loom owners in Somanur* ‘, EPRA International Journal of Research and Development(IJRD) , Volume 8, Issue 5 , May 2021, Pg 24-28, ISSN - 2455-7838
- Dr.R.Guna Sundari S.Vinosh Kumar,’*The study on customer satisfaction towards Bajaj Pulsar in Coimbatore*’, International Journal for Science and Advance Research in Technology volume 7, Issue 5., May 2021
- Dr.R.Guna Sundari ,S.Gayathri, Dr.S.Gandhimathi,’ *A Study on buying behaviour towards Hindusthan Unilever Limited with reference to Coimbatore*’(DrNGPASC 2020-21 COM028), EPRA Intranational Journal of Research and Development(IJRD) , Volume 8, Issue 5 , May 2021 ,ISSN - 2455-7838
- Dr.R.Guna Sundari, Thangaraj.R, ‘*A Study on consumer satisfaction level towards Yamaha motors special reference towards Yamaha R15 in Coimbatore city* ‘(DrNGPASC 20,2,0-21 COM044) International journal of Research Publication and Reviews , Volume 2, Issue 5 , April 2021, ISSN -2454-2237
- Eldho J Dr.R.Guna Sundari , ‘*A Study on Production and Marketing Problems of Pepper cultivators in Gudalur Area of Nilgiris*’ (DrNGPASC 2020-21 COM025) , International Journal of All Research Education and Scientific Methods(IJARESM) , Volume 9, Issue 4 pg 1584-1587 , April 2021,ISSN-2455-6211
- Dr.R. Guna Sundari, S.Kowsalya , ‘*A Study on students preference towards online learning application with special reference to Coimbatore city* ‘, International Journal of Creative Research Thoughts(IJRT) , volume 9, Issue 4, April 2021,ISSN – 2320-2882
- Dr.R.Guna Sundari , Praveena M, ‘*A study on Marketing Mix strategies of Reliance Jio 4G Network with special reference to Coimbatore City*’ (DrNGPASC 2020-21 COM022) , International journal of Research Publication and Reviews, Volume 2, Issue 4, April 2021 pg 540-544,ISSN -2454-2237
- Dr.R.Guna Sundari , Shobika S , ‘*A study on customer satisfaction towards Hypermarket with special reference to DMart*’(DrNGPASC 2020-21 COM021), EPRA International Journal of Research and Development (IJRD) , Volume 6, Issue 4, April 2021 ,pg 208-210, ISSN - 2455-7838
- Dr.R.Guna Sundari , N.Akshaya , ‘*A Study on Passengers satisfaction using Fastag with special reference to Coimbatore City*’ (DrNGPASC 2020-21 COM019) , EPRA International Journal of Research and Development (IJRD) , Volume 6, Issue 4, April 2021 ,pg 215-219, ISSN - 2455-7838.
- Dr R. Guna Sundari , M.Dhivyaa , ‘*Measurement of brand awareness and brand perception towards Samsung mobile phones*’(DrNGPASC 2020-21 COM020), International Journal of All Research Education and Scientific Methods , Volume 9, Issue 4, pg 1542 -1548 , April 2021,ISSN – 2455-6211
- Dr. R,Guna Sundari , Dr.Priya Srivatsava , ‘*Covid -19 Impact on Savings and Investment pattern on*

*Lifestyle of Remunerated Employees*, Aegaeum Journal, Volume 9, Issue 1, Jan 2021,ISSN – 0776-3808

- Dr.S.Gandhimathi, C.Karthick, Dr.R.Guna Sundari, P.Vimal Kumar, B. Kalaivani, A Study on Impact of Training and Development in Lalton Technologies Pvt.Ltd(DrNGPASC 2019-20 COM008)- Indian Journal of Research ,Volume-9 , Issue-1, Pg.No.1-3 ,Jan - 2020 , PRINT ISSN No. 2250 – 1991,DOI : 10.36106/paripex, Google Scholar
- Priya Srivatsav, Dr. P.Sekar , Dr. R.Guna Sundari , “Bit coin: A strategic overview” , National Journal of Multidisciplinary Research and Development, Volume 3 , Issue 1, Jan – Apr 18, Peer Reviewed Journal, Refereed Journal, Indexed Journal ISSN: 2455- 9040, Impact Factor: RJIF 5.22 UGC Approved Journal. UGC Journal No.: 64430.Index Copernicus 2016 58.87
- Priya Srivatsav, Dr. P.Sekar , Dr. R.Guna Sundari ,”Impact of Demonetization (Notebandi) on Indian Economy” , National Journal of Multidisciplinary Research and Development, Volume 3 , Issue 1 page No1210-1216 , Jan – Apr 18. Peer Reviewed Journal, Refereed Journal, Indexed Journal ISSN: 2455-9040, Impact Factor: RJIF 5.22 UGC Approved Journal. UGC Journal No.: 64430

#### **Other Publications: International / National Journals**

- Dr.R.Guna Sundari, Dr.P.Sekar , “ Evolution of Startup companies- Indian Scenario’,Journal of emerging technologies and innovative research , Volume 6 Issue 1 , Jan-19, ISSN : 2349- 5162,page no – 628-635 Impact factor-5.87
- Dr. P.Sekar , Dr. R.Guna Sundari ,”Enhancing Perception on Accounting Frauds & Forensics” , Research Review International Journal of Multidisciplinary, Sep 18 , e- ISSN – 2455-3085
- Dr. R.Guna Sundari , Dr. P.Sekar ,” Consumer behaviour of standpoint on roadside foodstuff in Coimbatore city” IJPUB- International Journal of Creative Research thoughts, Volume 6 | Issue 1 Pg 1970 – 1973 ,Mar 18, ISSN No-2320-2882
- Dr. R.Guna Sundari ,” A study on immunization & vaccinations towards infants for Mother’s”, International Journal of Applied Research , Vol 3 issue 12 Pg.No- 462-465 , Dec 17, ISSN Print: 2394-7500 ISSN Online: 2394-5869
- Dr. P.Sekar , R.Guna Sundari ,”A Study on Corporate Retailers on Consumers in Coimbatore city” , International Journal of World Research – A peer reviewed International Journal , Vol I , Issue XXXVI,pg 16-20 Dec -16 , Print ISSN2347-937X
- R.Guna Sundari , “Mothers’s Perception and Satisfaction towards different Branded Vaccines in Tirupur City” , EPRA – International Journal of Economics,Business and Management Studies(EBMS), Volume 4 , Issue 1, pg 133 -136 June 16, ISSN-2347-4378
- R.Guna Sundari , “Physician’s Perception criteria and Physician’s Preferred Marketing Communications on the Branded Vaccines” , Indian Journal of Research in Commerce,Management,Engineering and Applied Science , Vol 1, Pg No.12 -21, Apr-16, ISSN -2454-6593
- Dr.P.Arumugasamy , Dr. P.Sekar , R.Guna Sundari ,” Socio Economic Problems and Prospects of Handloom Sector in Tamil Nadu State” , International Journal of Social Science & Interdisciplinary Research , Vol. 4 (5),May-15, ISSN 2277-3630 IJSSIR

#### **Presentations in Conference**

- Enhancing Perception on Accounting Frauds and Forensics , Conference on Innovation in Management Practices ,Sankara College of Science and Commerce, 26-Sep-2018.
- Role of NABARD in Economic Development Conference on Venture capital for Sustainable Rural Entrepreneurship and Economic Development , Dr.NGP Arts and Science College, 18- Feb-2016.
- Bancassurance :Current Trends in Indian Scenario at International Conference on ‘Blue Sky Thinking on B3’ , Hindusthan College of Arts and Science on 05-Feb-2016.
- The rise of e-commerce in India ,Conference on Changing dynamics of E-Commerce, GRD College of

Science and Commerce ,10-Mar-14 Marketing of Innovation ,International Conference on 'Innovative Marketing Strategies for sustainable Growth-Issues and Challenges' , Sankara College of Science and Commerce , 16-Sep-2015.

- Crop Insurance in India, Conference on Crop Insurance in India-Park's College, 07-Feb-2014.
- Green marketing in the Corporate Sector ,Conference on Green Marketing : Challenges and Opportunities" , Park's College, 08-Feb-2013.
- Hopes and Challenges of Green Marketing in the Corporate Environment Conference on Changing Scenario of Corporate Management , J.K.K Nattraja College of Arts and Science, 31- Aug-2012.
- Retail Marketing Conference on' Recent Trends in Marketing' , Department of Commerce, Sri Ramakrishna Mission Vidhyalaya College of Arts and Science , 28-Aug-2012.
- The Significance of Mobile Service in Advertising at Conference on 'Metamorphosis of Modern Management ' ,SNS College of Engineering,10-Dec-2010.
- 11.Impact of global economic crisis at Conference on 'The global Financial crisis and its impact on India' , Maharaja Arts and Science College, 25-Sep-2009.

### **Participation in Conference**

#### ***International:***

- International Conference on Innovative Challenges in Multidisciplinary Research and Practices, Hindusthan College of Arts and Science , 15-Jun-2020 to 19-Jun-2020.
- Conference on Blue Sky Thinking on B3, Hindusthan College of Arts and Science, 5-Feb-2016.
- Conference on Innovative Marketing Strategies for sustainable Growth-Issues and Challenges, Sankara College of Science and Commerce, 16-Sep-2015.

#### ***National:***

- Conference on Innovation in Management Practices, Sankara College of Science and Commerce 26-Sep-2018.
- Conference on Venture capital for Sustainable Rural Entrepreneurship and Economic Development , Dr.NGP Arts and Science College , 18-Feb-2016.
- Conference on Changing dynamics of E-Commerce, GRD College of Science and Commerce, 10-Mar-2014.
- Conference on Crop Insurance in India at Park's College on 07-Feb-2014.
- Conference on Green Marketing : Challenges and Opportunities" , Park's College Tirupur, 08 Feb-2013.
- Conference on Changing Scenario of Corporate Management , J.K.K Nattraja College of Arts and Science, 31-Aug-2012.
- Conference on Recent Trends in Marketing , Department of Commerce ,Sri Ramakrishna Mission Vidhyalaya College of Arts and Science , 28-Aug-2012.
- Conference on Metamorphosis of Modern Management ,SNS College of Engineering, 10-Dec-2010.
- Conference on The global Financial crisis and its impact on India, Maharaja Arts and Science College, 25-Sep-2009.

### **Participation in Seminars**

#### ***International:***

- Seminar on The Role of social Enterprises in Globalised Economy , Tiruppur Kumaran College for Women, 25-Aug-2015.
- Seminar on Emerging Trends in Global and Indian Financial Markets , Hindusthan College of Arts and Science, 6-Feb-2015.
- Seminar on Trends in Global economy and economic reforms in India, Hindusthan College of Arts and Science, 7-Feb-2014.

### ***National:***

- Seminar on ‘Rural Entrepreneurship- Transforming the face of Rural India’, Dept of Commerce, Sacred Heart College, Tirupattur, Vellore Dist ,23-Sep-2016.
- Seminar on ‘Indian Insurance Sector : Road Ahead ‘, GRD School of Commerce and International Business , 16-Mar-2015.
- Seminar on ‘Strategic E-Commerce in emerging economies’, Dept of Commerce ,AJK College of Arts and Science,16-Oct-2014 and 17-Oct-2014.
- Seminar on ‘Consumerism – Challenges and Prospects’, Dept of Commerce ,Hindusthan College of Arts and Science, 01-Feb-2013.
- Seminar on ‘Impact of Globalization on Indian Economy’, Department of Commerce, Hindusthan College of Arts and Science, 25-Jan-2012.
- Seminar on ‘Role of Banking sector in Rural Economic Development’, Department of Commerce, Dr.N.G.P Arts and Science College, 23-Sep-2011.
- Seminar on ‘Emerging trends in service sector’, Department of Commerce, Hindusthan College of Arts and Science, 27-Jan-2011.
- Seminar on ‘Quality consciousness in global marketing’ , Department of Commerce, Angappa College of Arts and science, 7-Sep-2011.
- Seminar on ‘India – An emerging power issues and challenges’, Dept of Commerce, Navarasam Arts and Science college for Women, 30-Dec-2010.
- Seminar on Emerging trends in Commerce, Economics and Management – 2010, Dept of Commerce, Hindusthan College of Arts and Science, 29-Jan-2010.
- Seminar on ‘Financial inclusion for sustainable Development’, Dept of Commerce, VLB Janakiammal College of Arts and Science ,24-Jan-2009.
- Seminar on ‘The global Financial crisis and its impact on India,’ Dept of Commerce, Navarasam Arts and Science college for Women on 7-Feb-2009.

### **Participation in Workshop**

- ‘Research Methodology and ICT based Teaching and Learning Tools’, Hindusthan College of Arts and Science , 16-Jun-2020 to 20-Jun-2020.
- Seven Day Workshop, Vellalar College for women , 24-Apr-2020 to 30-Apr-2020.
- ‘Intellectual Property Rights’ organized by IQAC , Pioneer College of Arts and Science, 9-Feb-2019.
- ‘Entrepreneurship Pre-incubation Centre Orientation Programme’, Sankara College of Science and Commerce, 28-July-2017.
- ‘Quality Enhancement in HEIs by the effectiveness of Academic and Administrative Audit Issues and Challenges’, S.N.R Sons College, 21-Oct- 2016 and 22-Oct-2016
- ‘EBSCO Host Training Programme’, S.N.R Sons College, 15-Sep- 2012

### **Participation in Webinars**

- “Teaching Learning Tools for the Digital Era” , Sri Ramakrishna College of Arts and Science

forwomen, 11-May-2020 to 16-May -2020

- “Unlock your career and unleash your potential “, Nilgiri College of Arts and Science,25- Apr-2020 to 03-May-2020

### **Participation in Faculty Development Programme**

- 5 days FDP on “Development of Quality Improvement Process – Optimizing faculty success”,Nehru Institute of Engineering and Technology, 19-July-2021 to 23-Jul-2021
- 7 days online FDP on “Nurturing The Next Generation Educators” PPG College of Arts and Science,12-Jun-2021 to 18-Jun-2021
- Seven Days Online International Faculty Development Programme on “New Paradigms in Management Education” Government First Grade College,07-Jun-2021 to 14-Jun-2021
- ‘CSI(Cognitive Strategy Instructions) as Teaching tool’ for 21st Century ,Karpagam College of Engineering , 18-May-2021 to 24-May-2021
- 6 days online FDP on ‘Teaching Learning Practices in 2020’, Hindushan College of Arts and Science,16-Nov-2020 to 21-Nov-2020
- “E-Content Development”, Angappa College of Arts and Science ,22-Jun-2020 to 26-Jun-2020
- “7 Days - Faculty Development Program,SNMV College of Arts and Science 08-Jun-2020 to 15-Jun-2020
- ‘Post Covid 19 Challenges and Opportunities – A Global Perspective’,SIMMS,Pollachi,06-Jun-2020 to12-Jun-2020
- Recapitulating Billion years of Bharathiya Wisdom for molding Millennials,
- One week FDP Arasu College of Arts and Science for women, 08-May-2020 to 12-May-2020
- Challenges in Financial Management –Covid-19 Scenario,Online FDP Kovai Kalamangal College of Arts and Science, 14-May-20 to 20-May-2020.
- ‘Experiential Learning- Gandhiji’s NaiTalim’ ,online FDP , Faculty Development Centre Mahatma Gandhi National Council of Rural Education (Department of Higher Education, Ministry of Human Resource Development, Govt. of India),11-May-2020 to 15-May-2020.
- Front Accounting, One Week FDP Programme on Spoken Tutorial Free Open Source Software (FOSS), Dr. N.G.P. Arts And Science College Coimbatore and Spoken Tutorial, IIT Bombay National Mission On Education Through ICT MHRD, Govt. of. India04-May-2020 to 10-May-2020.
- ‘Quality Initiatives in Higher Education’ ,one week online FDP ,Consortium of Colleges,13-Apr- 2020 to 20-Apr-2020
- Online Moodle Learning Management System organized by Sri Akiandeswari College from 20-April-2020 to 26-April-2020
- Two weeks Online Faculty Development Programme on ‘Managing online classes and co- creating Moocs’by Ramanujan College, University of Delhi 20-Apr-2020 to 06-May-2020
- Global Business Foundation Skills, at Infosys BPO, 20-Nov-2017 to 28- Nov-2017
- Team Building’, CMS College of Engineering and Technology , 23-Jul -15 and 24-Jul-15
- Quality Sustenance in Higher Educational Institutions and Academic Excellence, S.N.R Sons College ,07-Mar-2015.
- Impact of Indian Social Values towards Women Education, Independence and Empowerment’, Dept. of women’s Studies,Bharathiar University at Sri Ramakrishna College for Women, 08- Oct-2014.
- Entrepreneurship Development organized by Dept. of Innovation and Entrepreneurship Development Centre(IEDC), PSGR Krishnammal College for Women, 04 -Jan-2011 and 05- Jan-2011

### **Conference/Seminar / Workshop/Events Organized**

- Organizing Secretary, National Conference on Implications of Fintech in Indian

Economy , Dr.N.G.P Arts and Science College, 04-Mar-2020

- NET/SET Coordinator for Faculty of Commerce during September 2021.
- Organized events as Women's Forum Coordinator from 2020 onwards.

#### **Invited Speaker / Session Chair- Conference / Seminar / Workshop**

- Chief Guest, Student Enlighten program on Value of Education and General Motivational Talks ,Sri Subash Arts and Science College, 19-Dec-2019.
- Resource Person , Guest lecture on Net/SET Guest lecture on Business Management and Human Resource Management ,PSGR Krishnammal College for Women ,04-Oct-2019 and 05-Oct -2019.
- Chief Guest, Guest lecture on Interpersonal skills , Pioneer College of Arts and Science , 16- Aug-2019.

#### **Member in Academic Bodies**

- Doctoral Committee member for Commerce Research, Bharathiar University from the Academic year 2020 onwards.
- Board of Studies Member, Department of Commerce from 2019 onwards.
- Question paper passing Board Member for Nehru College of Arts Science from 2019 onwards.
- Chairman for Question Paper Scrutiny – Alagappa University Distance Education , Karaikudi from 2017-2018.

#### **Editorial / Review Board Member**

- Editorial Board Member, National Conference on Implications of Fintech in Indian Economy , March 2020

#### **Awards / Honors**

<b>Awards / Honors</b>	<b>Agency / Institute</b>	<b>Year of Award</b>
Best Paper Award	EPRA – International Journal of Economics, Business and Management Studies(EBMS)	June 2016
Achiever award	Dr.N.G.P.Arts and Science College	February 2020