

**Name** : Dr. Vennila Gopal  
**Designation** : Associate Professor of Economics

**Department** : Commerce

**Qualification** : M.B.E., B.Ed., M.Phil., Ph.D.,

**Experience** : Teaching – 14 years and 10 months

**Area of Specialization(s)** : Economics of Human Resources - Entrepreneurship

**Email (Official ID)** : vennilagopal@drngpasc.ac.in



#### Academic Qualifications

COURSE	SUBJECT	COLLEGE/SCHOOL	UNIVERSITY/ BOARD	YEAR OF PASSING
Ph.D.	Economics	Government Arts College Coimbatore.	Bharathiar University	2015
M.Phil.	Economics	Government Arts College Coimbatore.	Bharathiar University	2009
B.Ed.	Economics	Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore.	Avinashilingam University	2004
M.B.E.	Business Economics	Bharathiar University, Coimbatore.	Bharathiar University	2001
B.A.	Economics	Nirmala College for Women, Coimbatore.	Bharathiar University	1999

#### Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
TNPSC Second Class Language Test in Tamil	-	TNPSC	2015
Online Certificate	Outcome Based Education	Department of Corporate Secretaryship, Erode Arts and Science College, Erode, TamilNadu.	2020
Online Certificate	Introduction to Computers	IIT Bombay	2020

#### Work Experience

S.No	College	Designation	Period of Service
1	Nehru Arts and Science College, Coimbatore.	Associate Professor	11 years and 3 months

2	Sri Krishna Adithya College of Arts and Science, Coimbatore.	Associate Professor	2 years
3	Dr.N.G.P. Arts and Science College, Coimbatore.	Associate Professor	1 year and 7 months

### Presentations in Conference

- ✓ A Study on Motivation and Problems on Selected Women Entrepreneurs in Coimbatore City with Special Reference to Business and Service Sector Entrepreneurs, regional seminar on Gender Equality & Inclusive Growth, Centre for Women's Studies, Equal Opportunity Cell & Dr. Ambedkar Studies Centre, Avinashilingam Deemed University for Women, Coimbatore, 14-Dec-10 and 15-Dec-10.
- ✓ Causes and Challenges of Women Entrepreneur in Coimbatore City, national conference on New Business Development – Issues, Challenges & Opportunities, Post Graduate Department of Commerce, Bishop Heber College, Trichy, 12-Feb-10.
- ✓ Social Entrepreneurship among Parentless Children in India, national seminar on Social Entrepreneurship: Strategies for Nation Building, Bharathiar School of Management and Entrepreneur Development, Bharathiar University, Coimbatore, 18-Feb-10.
- ✓ Economic Impact of Globalization, national seminar on Globalization : Problems & Prospects, Directorate of Distance Education, Political Science & Public Administration Wing, Annamalai University, 08-Mar-10 and 09-Mar-10.
- ✓ Domestic Tourism – A Tool for Economic Development, national seminar on Services Sector – Strategies to Win Global Competition, Bharathiar School of Management and Entrepreneur Development, Bharathiar University, Coimbatore, 03-Nov-10.
- ✓ Effect of Global Warming on Indian Coastal Areas, state level seminar on Global Warming: Issues & Challenges, Post Graduate Department of Economics, Government Arts College, Salem, 07-Mar-11.
- ✓ Electrical & Electronic Waste Management Practices by Households in Coimbatore District, national conference on Modern Business Practices in Global Scenario, Department of Business Administration, Annamalai University, Chidambaram, 22-Mar-12 and 23-Mar-12.
- ✓ Marketing Strategies of Micro Enterprises in Coimbatore, national conference on Emerging Dimensions in Management, Department of Commerce & Management, Karpagam University, Coimbatore, 01-Feb-13.
- ✓ Consumers Purchasing Attitude towards Eco Friendly FMCG Products, national conference on Recent Advancements in Business Practices, Nehru Institute of Management Studies, Coimbatore, 15-Mar-13.
- ✓ Sustainable Consumption Practices, international conference on Development Policy – Transfer of Technology for Sustainable Growth and Development: Lessons and Experiences, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore in collaboration with The Institute of Finance Management, Dar Es Salaam, Tanzania, 22-Aug-14 and 22-Aug-14.
- ✓ E-Banking – Recent Trends in India, national conference on Innovations in Banking, Department of commerce with Computer Applications, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore, 28-Aug-14.
- ✓ Organizational Culture at Apparel Retail Shops in Coimbatore City, international conference on Interdisciplinary Research Innovations in Computer Science,

Biosciences and Electronics (ICIRCBE '16), Nehru Arts and Science College at Kuala Lumpur, Malaysia, 29-Nov-16 and 30-Nov-16.

- ✓ Changes in Financial Regulations of Public Sector Banks in India, national conclave on Financial Conclave on “Living with Financial Freedom”, Department of Management Studies, Nehru Institute of Technology, Coimbatore, 25-Jun-16 and 26-Jun-16.
- ✓ An Analysis of the Problems Confronting Street Vendors in Coimbatore City, international conference on Interdisciplinary Research Innovations in Science and Humanities (IC-IRISH'17), Nehru Arts and Science College at Bangkok, Thailand, 29-Nov-17 and 30-Nov-17.
- ✓ An Analysis on Working and Living Condition of Migrant Textile Workers in Tiruppur District, national conference on ‘Unorganised labour in India: Issues and Challenges’, University of Hyderabad, Hyderabad, 09-Mar.-23.
- ✓ Adoption of Technology in Farming at Erode District – An Assessment’, national conference on ‘Knowledge and Technological Dimensions of Economic Development, P.S.G. College of Arts and Science, Coimbatore, 27-Mar.-23.
- ✓ Competency Skill Analysis of Students Pursuing Higher Education in Coimbatore City, national conference on ‘Skill development for sustainable growth and empowerment’, Sri Ramakrishna College of Arts and Science, Coimbatore, 28-Mar.-23.

## **Participation in Conference**

### **International**

- ➔ Rebooting Strategies for Global Recession, Department of Commerce, Commerce CA, Business Management & Hospital Administration, Tirupur Kumaran College for Women, Coimbatore, 20-Aug-09.
- ➔ Go Global E3 Changes and Challenges in Education, Employment and Entrepreneurship, Nehru Group of Institutions, Coimbatore, 21-Jul-12.

### **National**

- ➔ Pinnacle 2012 – Innovative Paradigms in Contemporary Management, The Department of Management Technology, S.B.Jain Institute of Technology, Management and Research, Nagpur, 28-Jan-12.
- ➔ Achievement on Millennium Development Goals: Indian Perspective, Department of Economics, PSGR Krishnammal College for Women in Collaboration with the Association of Economics of TamilNadu, 26-Mar-13.

## **Participation in Seminars**

### **International**

- ➔ SOGRES-2011, World Women’s Welfare Association, Chennai, 20-Nov-11.

### **National**

- ➔ Best Practices in Integrating Teaching with Research in Institutions of Higher Learning, IQAC & Research Cell, P.S.G.R. Krishnammal College for Women, Coimbatore, 22-Jan-10.
- ➔ Enhancement of Service Quality in Higher Education Institution, IQAC, Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore, 18-Mar-11 and 19-Mar-11.

- ➔ Role of Internal Quality Assurance Cell in Reaccreditation, IQAC, Nehru Arts and Science, Coimbatore, 20-Jul-13.
- ➔ Progressive Initiatives by NAAC for Quality in Higher Education Institutions, IQAC, P.K.R. Arts College for Women, Erode, 01-Mar-19.

### **Participation in Workshop**

#### **International**

- ➔ Quantitative Analysis in Social and Business Research Using SPSS, Post Graduate and Research Department of Economics, Sri G.V.G.Visalakshi College for Women, Udumalpet, 08-Jan-10.

#### **National**

- ➔ Revival of Indian Agriculture with Total Food Security for the Future, Department of Economics, Providence College for Women, the Nilgiris, 25-Sep-09.
- ➔ Social Sciences Research Methodology and Use of SPSS Software for Data Analysis, Department of Sociology & Population Studies & Department of Extension & Career Guidance, Bharathiar University, Coimbatore, 22-Jun-11 to 25-Jun-11.
- ➔ National Programme on Technology Enhanced Learning, NPTEL, IIT Madras, 30-Aug-13.
- ➔ The Significance of Curriculum Design and Delivery Process in Outcome Based Education (OBE), IQAC, Nehru Arts and Science College, Coimbatore, 02-Apr-15.
- ➔ Environmental Accounting for Sustainable Development, School of Commerce (UGC – SAP – DRS – I), Bharathiar University, Coimbatore, 08-Sep-17.

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

- ➔ FDP, Nehru Group of Institutions, 29-May-08 and 30-May-08.
- ➔ FDP, Nehru Group of Institutions, 08-Sep-08 and 09-Sep-08.
- ➔ FDP, Nehru Arts and Science College, 25-May-09 to 31-May-09.
- ➔ FDP, Nehru Arts and Science College, 27-May-10 to 06-Jun-10.
- ➔ Outbound Training (FDP – 2011) on Experiential Learning – The Need for 21<sup>st</sup> Century Teachers, Nehru Arts and Science College, 24-Nov-11 to 26-Nov-11.
- ➔ FDP, Nehru Arts and Science College, 29-May-12 to 02-Jun-12.
- ➔ FDP, Nehru Arts and Science College, 26-Nov.12 to 04-Dec-12.
- ➔ FDP, Nehru Arts and Science College, 27-May-13 to 31-May-13.
- ➔ FDP, Autonomy and Outcome Based Education, Nehru Arts and Science College, 24-May-15 to 30-May-15.
- ➔ FDP, Sustaining Academic Excellence in Management through Pedagogical Innovations, Nehru Group of Institutions, 03-Jul-15 and 04-Jul-15.
- ➔ FDP, E-Education: Content, Tools and Technologies, Nehru Arts and Science College, 07-Dec-15 to 11-Dec-15.
- ➔ FDP, Capacity Building Workshop on ICT & Web Tools for Emerging Higher Education Needs, Nehru Arts and Science College, 17-May-16 to 21-May-16.
- ➔ FDP, Autonomy and Outcome Based Education, Nehru Arts and Science College, 23-May-17 to 27-May-17.
- ➔ FDP, Implementation of Teaching Methodologies, Psychological Approaches, Understanding Critical Environments, Identification & Coping, Role Plays and Group Activities & Energizers, Sri Krishna Adithya College of Arts and Science, Coimbatore, 05-Dec-18.

- ➔ Refresher course of Commerce and Management, Human Resource Development Centre, Pt. Ravishankar Shukla University, Raipur, 11-Nov.-21 to 25-Nov.-21.
- ➔ FDP on 'Introduction to Mutual Fund', Department of Commerce Accounting and Taxation & Centre for Faculty Development, Dr.N.G.P. Arts and Science College, Coimbatore on 27-Dec.-21
- ➔ PDP, Implementation of NEP-2020 for University and College Teachers, Indira Gandhi National Open University, New Delhi, 07-Oct.-22 to 15-Oct.-22.
- ➔ FDP, Outcome Based Education, Dr.N.G.P. Arts and Science College, Coimbatore, 04-Mar.-23

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

- ➔ Panel member, International Conference on Interdisciplinary Research Innovations in Science and Humanities (IC-IRISH' 17), Bangkok, Thailand, 29-Nov.17 and 30-Nov-17.
- ➔ Resource person, 'Role of Empowered Women in Economic Development' by First Planning Forum Meeting, Department of Economics, Nirmala College for Women, Coimbatore, 10-Jul-19.
- ➔ Resource person, lecture on 'Indian agriculture', by K.G. College of Arts and Science, Coimbatore, 30-Sep.-22.
- ➔ Resource person, Orientation programme on 'Skill enrichment and placement opportunities, Department of Economics, Nirmala College for Women, Coimbatore, 07-Oct.22.
- ➔ Resource person for national level webinar on Union Budget 2022 organized by Bharata Mata College, Cochin on 08-Feb.-22 and 11-Feb.-22.
- ➔ Guest speaker for Faculty Professional Development Programme on 'Economic Status of the World' organized by faculty of commerce, Dr.N.G.P. Arts and Science College, Coimbatore on 05-Nov-22.
- ➔ Resource person, guest lecture on 'Collective Bargaining and Entrepreneurial Relations: An insight through case studies' by Department of Economics (SF) & Institution's Innovation Council, P.S.G. College of Arts and Science, Coimbatore, 24-Mar.-23.

### **Membership in Professional Bodies**

<b>Name of the Professional Body</b>	<b>Nature of membership</b>	<b>Duration</b>
Association of Economists of TamilNadu	Annual member	2015-16
Association of Economists of TamilNadu	Life member	Since 2016
Indian Academic Researchers Association	Life member	Since 2016

### **Awards / Honors**

<b>Awards / Honors</b>	<b>Agency / Institute</b>	<b>Year of Award</b>
Best Paper Award	TamilNadu College of Engineering, Coimbatore	2011
P. K. Das Best Faculty – 2012	Nehru Arts and Science College, Coimbatore	2012

Best Social Scientist	GRABS Educational Charitable Trust, Chennai	2018
The Best Coordinator 2018	Nehru Arts and Science College, Coimbatore.	2018
Certificate of Appreciation for Member in Criterion III of NAAC 3 <sup>rd</sup> Cycle	Dr.N.G.P. Arts and Science College, Coimbatore.	2022

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