

Name : M.Gunasekaran
Designation : Assistant Professor
Department : Commerce with Computer Applications
Qualification : M. Com (CA)., MBA., M. Phil., (Ph.D)
Experience : Teaching: 7 Years
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

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 during the period 2020-21.

Other Publications: International / National Journals

- 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 sultur’ 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 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

- INDUSTRY PROMOTION AND ENTERPRENEURSHIP 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 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.