

## Profile



**Name** : Dr. G.KANNAMMAL  
**Gender** : FEMALE  
**Department** : BUSINESS ADMINSTRATION  
**Educational Qualification** :

S. NO.	DEGREE / DIPLOMA	SUBJECT / MAIN	NAME OF THE COLLEGE / UNIVERSITY
1.	Ph.D.	Consumer Behaviour	Bharathidasan University
2	M.Phil.,	Problems of Urbanisation	Bharathidasan University
2.	P.G.	MBA MA., Economics	Bharathidasan University Bharathidasan University
3.	U.G.	BA Economics	Bharathidasan University

### Technical qualification:

S. NO.	DEGREE / DIPLOMA	SUBJECT / MAIN	NAME OF THE COLLEGE / UNIVERSITY
1.	PGDCA	Computer Science	Specilised Computer centre
2	English Higher	Type writing	Tamilnadu Technical

### MANAGEMENT: SHIFT I

Teaching Experience at Holy Cross College : 2  
Outside Teaching Experience : 16  
Total Teaching Experience : 16 Years

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### AREA OF EXPERTISE IN TEACHING

- Marketing Management
- Business Ethics
- Business Economics
- International Business
- Industrial Law
- Business Environment
- Human Resource Management

## **JOURNAL / ARTICLES PUBLISHED\_**

- **KANNAMMAL G., (2019).** Impact of Goods and Service Tax on Fast Food. Adalya Journal (Web of science).Volume 8, Issue 9, September 2019 ISSN NO: 1301-2746.
- **KANNAMMAL G., (2019).** A Study on Consumer Preference towards FastFood in Tiruchirappalli City, Tamil Nadu. Think India (UGC care list). ISSN:0971 – 1260 Impact Factor:6.1.
- **KANNAMMAL G., (2019).** A Study on The Impact of Gst on FastFood in Tiruchirappalli City, Journal of Emerging Technologies and Innovative Research .Volume 6, Issue 6 ISSN-2349-5162.
- **KANNAMMAL G., (2019).** A Study on Growth of Online Food Service Industry in India, Review of Research. ISSN:2249-894X, Volume 8, Issue No:8, Impact Factor : 5.7631.
- **KANNAMMAL G., (2019).** A Study on Growth of Fast Food Industry in India. Suraj Punj Journal for Multidisciplinary Research. ISSN NO: 2394 – 2886 Impact Factor: 6.1.
- **KANNAMMAL G., (2019).** A Study on Impact of GST on Fast Food Industry in Tiruchirappalli City. Peninsular Economist Volume No : 39 ISSN 0976-8270.
- **KANNAMMAL G., (2018).** A Study of Growth and Trends of Public Distribution System In India. Peninsular Economist Volume No : 38 ISSN 0976-8270.
- **KANNAMMAL G., (2017).** An Economic Analysis of Food Processing Industry Through Make in India. Peninsular Economist Volume No: 37. ISSN 0976-8270.
- **KANNAMMAL G., (2017).** A Study on Impact of Economic Reforms on The Dairy Industry In India. Retell Journal. A study on Impact of Economic reforms on the dairy industry in India St Joseph's College Research Article. Volume :17
- **KANNAMMAL G., (2016).** Emerging Business Strategies in Fast Food Industry in India. International Journal of Economics and Management Studies Special Issue ISSN:2393-9125 Impact factor:1.015

- **KANNAMMAL G., (2016).** A study on Unorganised Workers With Special Reference to Hawkers in Tiruchirappalli City. Indian Journal of Applied Research Volume:6 Issue :4, Special Issue April 2016. ISSN -2249-555X Impact factor: 3.919.

**CONFERENCE / SEMINAR/WORKSHOP / TRAINING PROGRAMME ATTENDED - ACADEMIC & GENERAL:**

<b>S.NO</b>	<b>Theme</b>	<b>Place</b>	<b>International / National /State level</b>	<b>Year</b>	<b>Paper Presentation / Participation</b>
<b>1</b>	Contemporary Trends in Commerce and Management	International Seminar Department of Commerce and Computer Application Holy Cross College, Tiruchirappalli 620 002 19.02.2024	International Seminar	2024	Participated
<b>2</b>	Transformative Teaching Strategies and Innovative Research	International Faculty Development Programme Department of Computer Application Holy Cross College, Tiruchirappalli 620 002 30.01.2024	International	2024	Participated
<b>3</b>	AI Tools for smart Teaching and Blended Learning	Five days Faculty Development Programme Department of Commerce Voc.(BFSI) Holy Cross College, Tiruchirappalli 620 002 22.01.2024 to 27.01.2024	National level	2024	Participated

4	Structural Equation Modeling	One day Faculty Development Programme Shrimathi Indira Gandhi College Tiruchirappalli 620 002 16.08.2023	National	2023	Participated
5	Impact of Digital Payment system in the Indian Economy	One day International Seminar on Impact of Digital Payment system in the Indian Economy Department of Commerce Urumu Dhanalakshmi College, Tiruchirappalli 620 019	International	2023	Presented and Participated
6	Webnior on “National Girl Child day”	National Service Scheme - Arignar Anna Government Arts College, Musiri - 621211 24th January 2022	National Level	2022	Participated
7	Faculty Development webinar under UGC PARAMARSH scheme on “Research Publications and its Metrics” Internal Quality Assurance Cell and the Department of Nutrition and Dietetics	Internal Quality Assurance Cell and the Department of Nutrition and Dietetics, The Standard Fireworks Rajaratnam College for Women, Sivakasi. 24.09.2021	National Level	2021	Participated
8	Webinar on “Reforms and Revival of Tamil Nadu Economy	Department of Economics, Arul Anandar College, Karumathur, Madurai - 625 514. 23rd September,	National Webinar	2021	Participated

		2021			
<b>9</b>	Faculty Development webinar under UGC PARAMARSH scheme on the topic “The Impact of Social Isolation on Eating Behaviour and Nutrition Fireworks	Internal Quality Assurance Cell and the Department of Nutrition and Dietetics, The Standard Fireworks Rajaratnam College for Women, Sivakasi. 28.09. 2021	National Webinar	2021	Participated
<b>10</b>	International Webinar on "National Academy of Biological Sciences (NABS) and DST Purse - II Economic Valuation of Ecosystem Services (Eves 2021) ”	Department of Agricultural Economics, Annamalai University. 17 September, 2021	International Webinar	2021	Participated
<b>11</b>	Webinar on "Career Opportunities & Challenges of Young Graduates in India	Department of Commerce, BBA & Training and Placement Centre Vishwaksena Arts & Science College For Women Pollivakkam, Thiruvallur. 11 <sup>th</sup> September 2021	National Webinar	2021	Participated
<b>12</b>	A study on Banana Cultivation in Malliyampathu Panchayat, Tiruchirappalli	Department of Economics St. Joseph’s College, Tiruchirappalli. 2 <sup>nd</sup> February 2020	40 <sup>th</sup> AET Conference	2020	Participated and Presented

<b>13</b>	Rev.Dr.s.Lazar SJ Endowment Seminar on Dynamics of Research Quality	Department of Library St. Joseph's College, Tiruchirappalli - 620002 15 <sup>th</sup> October 2019	National Seminar	2019	Participated
<b>14</b>	One day "Regional Workshop on Research Methodology"	Department of Economics St.Joseph's College (Autonomous) Tiruchirappalli 620002. 21 <sup>st</sup> September 2019	National level Workshop	2019	Participated
<b>15</b>	A study on online food delivery Industry in India	Department of Business Administration, St. Joseph's College, Tiruchirappalli. 08 <sup>th</sup> March 2019	National Conference	2019	Participated, Presented and Published
<b>16</b>	One day "Regional Research Methodology Workshop on Selection of Statistical Tools	Department of Economics St.Joseph's College (Autonomous) Tiruchirappalli 620002. 27 <sup>th</sup> February 2019	National level Workshop	2019	Participated
<b>17</b>	A study on growth of fast food Industry in India.	Department of Commerce, St. Joseph's College, Tiruchirappalli. 8 <sup>th</sup> and 9 <sup>th</sup> January 2019	UGC sponsored International Seminar	2019	Participated, Presented and Published
<b>18</b>	A study on Impact of GST on Fast food Industry in Tiruchirappalli City	Department of Economics, Madras Christian College, Chennai. 22 <sup>nd</sup> and 23 <sup>rd</sup> December 2018	39 <sup>th</sup> AET Conference	2018	Participate, Presented and Published
<b>19</b>	Rev.Dr.s.Lazar SJ Endowment Seminar on Research Ethics	Department of Library St. Joseph's College, Tiruchirappalli 620002. 15 <sup>th</sup>	National Seminar	2018	Participated

		October 2018			
<b>20</b>	One day “Regional Workshop on Research Methodology	St.Joseph’s College (Autonomous) Department of Economics, Tiruchirappalli 620002. 23 <sup>rd</sup> February 2018	National level Workshop	2018	Participated
<b>21</b>	Seminar on Research Productivity and Plagiarism	Department of Library St. Joseph’s College, Tiruchirappalli 620002. 29 <sup>th</sup> January 2018	National Seminar	2018	Participated
<b>22</b>	Social Entrepreneurship	Department of Commerce Computer Application, St. Joseph’s College, Tiruchirappalli. 27 <sup>th</sup> February 2018	National Conference	2018	Participated and Presented
<b>23</b>	A study on Consumer Preference Towards fast food in Trichy City	Department of Business Administration, St. Joseph’s College, Tiruchirappalli. 20 <sup>th</sup> February 2018	National Conference	2018	Participated, Presented and Published
<b>24</b>	A study of growth and trends of Public Distribution System in India	Department of Economic, Mannar Thirumalai Naicker College, Madurai. 28 <sup>th</sup> and 29 <sup>th</sup> October 2017	38 <sup>th</sup> AET Conference	2017	Participated, Presented and Published

<b>25</b>	One day “Regional Workshop on Data Analytics Through SPSS” Department of Statistics	Department of Statistics St.Joseph’s College (Autonomous) Tiruchirappalli 620002. 9 <sup>th</sup> October 2017	National level Workshop	2017	Participated
<b>26</b>	Impact on GST of food Industries in India	Department of Economics  National College, Tiruchirappalli.  4 <sup>th</sup> and 5 <sup>th</sup> October 2017	National Seminar	2017	Participated and Presented
<b>27</b>	Women Entrepreneurs Association of Tamilnadu sponsored two day seminar on Entrepreneurial Opportunities for Women and Youth	Department of Women’s Studies, Bharathidasan University, Tiruchirappalli 620002  28 <sup>th</sup> and 29 <sup>th</sup> June 2017	National Seminar	2017	Participated
<b>28</b>	Problems and Prospects of food security in India	Department of Economics, Bharathidasan University, Tiruchirappalli.  15 <sup>th</sup> and 16 <sup>th</sup> March 2017	ICSSAR Sponsored National Seminar	2017	Participated and Presented
<b>29</b>	ICSSR sponsored Two day National level Workshop on “Social Science Research: Issues and Concerns	Department of Economics Govt. Arts College (Autonomous) Karur. 16 <sup>th</sup> and 17 <sup>th</sup> February 2017	ICSSR sponsored Two day National level Workshop	2017	Participated



<b>30</b>	One day Regional Workshop on “Research Methodology	Department of Economics, St. Joseph’s College, Tiruchirappalli 620002. 14 <sup>th</sup> February 2017	Regional Level	2017	Participated
<b>31</b>	UGC Sponsored Two day National level Workshop on “Financial Modeling Using Spreadsheet”	St. Joseph’s Institute of Management (JIM), Tiruchirappalli 620002. 16 <sup>th</sup> and 17 <sup>th</sup> December 2016	UGC Sponsored Two day National level Workshop	2016	Participated
<b>32</b>	Emerging Business Strategies in fast food industry in India	Department of Business Administration, St. Joseph’s College, Tiruchirappalli. 14 <sup>th</sup> December 2016	National Conference	2016	Participated, Presented and Published
<b>33</b>	Rev. Dr. s. Lazar SJ Endowment Seminar on Resources and Research	Department of Library St. Joseph’s College, Tiruchirappalli 620002. 15 <sup>th</sup> October 2016	National Seminar	2016	Participated
<b>34</b>	Business Education is Promoting Entrepreneurship in India	Department of Commerce, St. Joseph’s College, Tiruchirappalli. 24 <sup>th</sup> & 25 <sup>th</sup> November 2016	International Conference	2016	Participated and Presented
<b>35</b>	An Economic Analysis of Food Processing industry through make in India	Department of Economics, Erode Arts and Science College, Erode. 19 <sup>th</sup> & 20 <sup>th</sup> November 2016	37 <sup>th</sup> AET Conference	2016	Participated, Presented and Published

36	A study on Impact of Economic reforms on the dairy industry in India	Department of Economics, Urumu Dhanalakshmi College, Tiruchirappalli. 23-09-2016	National Seminar	2016	Participated and Presented
37	A study on Unorganised workers special reference to Hawkers in Trichy city	Department of Human Resource Management, St. Joseph's College, Tiruchirappalli. 08-03-2016	ICSSR Sponsored National Seminar	2016	Participated, Presented and Published
38	One day Workshop on "Research Methodology	Department of Economics St. Joseph's College, Tiruchirappalli 620002. 4 <sup>th</sup> March 2016	State Level	2016	Participated
39	Foreign Direct Investment and its Impact on Indian Economy	Department of Economics St. Joseph's College, Tiruchirappalli 620002. 5 <sup>th</sup> March 2016	National Level	2016	Participated
34	A study of the prevalence CHD in the city of Tiruchirappalli	Department of Economics, Thiagarajar College, Madurai. 23-02-2016	State Level Student's Seminar	2016	Participated and Presented
40	Mobile Banking System and Indian Economic	Department of Economics, Bharathidasan University, Tiruchirappalli. 03-02-2016	UGC Sponsored National Seminar	2016	Participated and Presented
41	One day Regional Seminar on Human Resource Management For Unorganised Sector: Prospects, Constraints and Strategies	Department of Economics St. Joseph's College, Tiruchirappalli 620002. 6 <sup>th</sup>	One day Regional Seminar	2008	Participated

		March 2008			
42	One day Workshop on "Research Methodology"	Department of Economics Holy Cross College, Tiruchirappalli 620002.  18 <sup>th</sup> February 2008	National Workshop	2008	Participated
43	One day Workshop on "Data Analysis"	Department of Economics St. Joseph's College, Tiruchirappalli 620002  24 <sup>th</sup> January 2008	National Workshop	2008	Participated

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