

Profile

Name (Fr./Dr./Mr./Mrs./Ms.) : M.Gayathri

Gender : Male Female

Department : Commerce

Educational Qualification : M.Com., M.Phil., NET, CA (Inter)



S. No.	Degree/Diploma	Subject/Main	Name of the College/University
1.	Ph.D (Pursuing)	Commerce / Marketing	Bharathidasan University
2.	CA (Intermediate)	Commerce	Institute of Chartered Accountants of India
3.	NET	Commerce	UGC-2014
4.	M.Phil	Commerce	Jamal Mohamed College
5.	P.G.	Commerce	Jamal Mohamed college
6.	U.G.	Commerce	Aiman College

Aided

Management Shift I

Teaching Experience at Holy Cross College: 11 Years

Teaching Experience outside Holy Cross College: _____ Years

Total Teaching Experience: 11 Years

FIELDS OF SPECIFICATION UNDER THE SUBJECT / DISCIPLINE:

- ✓ Accounting
- ✓ Finance
- ✓ Marketing
- ✓ Management
- ✓ HRM

SUBJECTS SPECIALIZED IN TEACHING: (UG, PG)

PG

Advanced Financial Management

Advanced Corporate Accounting

Goods and Services Tax

Investment Management

UG

Income Tax Theory Law and Practice

Financial Management

Management Accounting

Cost Accounting

Corporate Accounting

Costing Methods and Techniques

Financial Accounting

Cost and Management Accounting

Accounting for Managers

Basics of Accounting

Principles of Accountancy

Banking Theory Law and Practice

Security Analysis and Portfolio Management

Human Resource Management (HRM)

Principles of Auditing

Business software (Tally)

Positions Held:

S.No.	Name of the Position	Period
1.	Department Discipline Incharge	2024 onwards
2.	NAAC Students Support Core Member	2024 onwards
3.	Staff Club Treasurer	2024 onwards
4.	Department Finance Incharge	2023 onwards
5.	Department Swayam Incharge	2023 onwards

6.	PTA Coordinator	2022 onwards
7.	NIRF Core Team	2021-2022
8.	NAAC Criteria IV – Infrastructure and Learning Resources Department incharge	(B.Com. CA) 2021, 2022
9.	Department PTA incharge	2022 onwards
10.	Department RESCAPES incharge	2022-2023
11.	Consumer Club Coordinator	2020-2023
12.	Department HRD incharge	2018 onwards
13.	NAAC Criteria V – Student Support and Progression Department incharge	2018 onwards
14.	Magazine incharge	2015-2022
15.	Staff Co-ordinator (Shift II Commerce)	2014-2016
16.	Department Discipline incharge	2014-2016
17.	Department Fine arts incharge	2014-2015
18.	Department Sports incharge	2013-2014

Others:

Handled classes for Add on Courses (Event Management) from 2016 to 2020

E-lessons developed:

S.No.	Title of e-lessons
1.	Introduction to GST– Indirect Tax
2.	Residential Status – Income Tax Theory Law and Practice
3.	Functions of Commercial Bank – Banking Theory Law and Practice
4.	Incidence of Tax - Income Tax Theory Law and Practice

JOURNAL / ARTICLES PUBLISHED:

- Gayathri (2021) “AN INQUIRY ON THE PRINCIPLE COMPONENT ANALYSIS ON THE PERCEPTIONAL ATTRIBUTES OF SENSORY MARKETING AMONG THE CUSTOMER OF ORGANIZED RETAIL STORES IN TIRUCHIRAPPALLI CITY” *ANVESAK - A BI-ANNUAL JOURNAL*, UGC CARE GROUP 1 JOURNAL, ISSN : 0378 – 4568, VOL.51, NO.1 (XVII) JANUARY–JUNE 2021 (PG.NO 176-181).
- Gayathri (2020) "AN INQUIRY ON THE IMPACT OF VISUAL CUES IN LIFESTYLE RETAIL STORE AMONG COLLEGE GOING STUDENTS IN TIRUCHIRAPPALLI CITY" *OUR HERITAGE JOURNAL* WITH ISSN::0474-9030, VOL 68, ISSUE 17, JAN 2020, PP.341-

- Gayathri (2014) “MAKING YOUR LIFE WORK (WORL LIFE BALANCE)”,*INDO GLOBALJOURNAL OF MANAGEMENT SCIENCE* ISSN NO. 2320-7892 VOLUME NO.2 : PAGE NO.22.

ORIENTATION / REFRESHER / OTHER COURSES ATTENDED:

Name of the Course	Academic Staff College, University	Duration in Days	Date
4-Week Faculty Induction/Orientation Programme for “Faculty in Universities/Colleges/Institutes of Higher Education”	Teaching Learning Centre, Ramanujan College, University of Delhi and Ministry of Education Malaviya Mission Teachers Teaching Programme	28	From 27 March – 23 April, 2024
Personality Development in HEIs	Innovation Online Training Academy (IOTA)	7	26 th June to 4 th July, 2023
National level Online Faculty Development Program on Outcome Based Education (OBE)	Nirmala College, Muvattupuzha. (Online)	7	10 th May to 17 th May 2023
Moocs and E-Content Development	GAD-TLC of the Ministry of Education	7	29 th April to 5 th May 2023
Value Based Marketing	National Institute of Technology – GIAN (Offline)	5	19 th December 2022 to 23 rd December 2022
Cost Accounting	Swayam – NPTEL, (Online)	28	July – August 2022 (4 week Course)
Digital Tools For Researchers And ICT Online Tools In Teaching	Hindusthan College of Arts and Science, Coimbatore (Online)	5	20th July 2020 to 24th July 2020
“Current Scenario of Work Management & ICT tools for Teaching and Learning Process”	Hindusthan College of Arts and Science College – Coimbatore (Online)	7	9th July 2020 to 15th July 2020
Learning management system & E-Content development tools	Hindusthan College of Arts and Science, Coimbatore (Online)	7	1st July 2020 to 8th July 2020
Logistics & supply chain management	Auxilium College, Vellore, (Online)	7	22nd June 2020 to 28th June 2020

International Faculty Development Program on Leadership	Justice Basheer Ahmed Sayeed College for Women, Chennai (Online)	7	17th June 2020 to 23rd June 2020
Faculty Development Program	SNMV College, Coimbatore (Online)	7	8th June 2020 to 15th June 2020
Faculty development programme in Securities markets	NISM & BDU (Offline)	1	15 th February 2020

PAPERS PRESENTED:

Academic Year	Name of the Conference	National / International	Details
2024	One day national conference on girl child day	International	Presented paper on Impact of the digital era and social media on girl child
2023	International Conference on "Research in Business, Management and Finance"	International	Presented Paper on Issues and Challenges on Entrepreneurial Development – Bishop Heber College, Trichy – 13th March 2023
2023	International Conference on "Research in Business, Management and Finance"	International	Presented Paper on Social Media Marketing Challenges and Issues Bishop Heber College, Trichy –13th March 2023
2018	International conference on Networking Research and Innovation in Higher Education for a Sustainable: Challenges and challengers	International	Presented paper on Creating Nation Builders through Holistic Education: A Way forward
2016	International conference on Competency building strategies in business and technology for sustainable development	International	Presented paper on Production planning control in manufacturing organization
2016	Conference on Contemporary	National	Presented paper on Retail

	issues & Innovations in Business and Management		Management - Hallmark Business School – 17 th February 2016
2015	International conference on Competency building strategies in business and technology for sustainable development	International	Presented paper on Event Management – 20 th February 2015
2014	Overview of CSR Planning Strategy & Role of Ngo's	National	Presented paper on Overview of CSR Planning Strategy & Role of Ngo's – Tiruchengode – 20 th September 2014
2014	National conference on Modern Trends & Development Strategies in Indian Business	International	Presented paper on Making work life balanced – Salem – 25 th February 2014
2014	Inter Collegiate Staff Meet	State	Presented paper on Inter Collegiate Staff Meet – Sivakasi – 25 th January 2014

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

Academic Year	Name of the Conferences /seminars/ symposia/workshops	National / International	Online/ Offline	Details
2024	National workshop training on “Identification and prevention of suicide among our students”	National	Offline	Crossian LIVE WIRE-choose to live – Holy Cross College (Autonomous) Trichy 30 th August 2024
2024	Seven Days Virtual Faculty Development Programme on IBM SPSS and Structural Equation Modeling (SEM) using AMOS	International	Online	Department of Commerce, Faculty of Science and Humanities, SRM Institute of Science and Technology, Kattankulathur, Chennai, Tamil Nadu, India, 10 th March 2024 to 16 th March 2024

2024	One Day International Faculty Development Programme on Transformative Teaching Strategies and Innovative Research	International	Offline	Department of Computer Applications, Holy Cross college,
2024	A Five day Online Faculty Development Program on AI tools for smart teaching and blended learning	National	Online	PG and Research Department of Commerce, Holy Cross college, 22 nd , 23 rd and 25 th to 27 th January 2024
2024	Five days Faculty Development Program on Digital Marketing	National	Online	Department of Commerce in Computer Applications, Holy Cross college, 22 nd to 26 th January 2024
2023	"One day International Conference on “Navigating Research impact: Metrics, Strategies, and Ethical considerations”"	International	Offline	Organised by the Center for Research, Central Library & PG Department of Library and Information Science, Holy Cross College (Autonomous), Trichy-2, 23 rd September 2023
2023	Faculty Development Program on Structural Equation Modeling using SPSS and AMOS	National	Offline	Department of Business Administration, Holy Cross college, 25 th August 2023
2023	National Level Workshop on ChatGPT for Academics	National	Online	Department of Computer Science, St. Joseph's College, Tiruchirappalli. 21 st June 2023
2023	International FDP on 'Sculpting a Research Manuscript for an Authentic Publication in Care Listed Journals '	International	Online	Department of Social work, Holy Cross college, 6 th to 10 th February 2023
2022	Teachers conference – Empowering educators	National	Offline	The Institute of Company Secretaries of India & BDU, 15 th September 2022
2022	Faculty knowledge sharing program on advanced excel and research	National	Offline	IBS ICFAI Business School – 30 th July 2022
2022	Workshop on Healing	State	Offline	Department of

	the inner child			Psychology, Holy Cross College – 14 th and 15 th March
2022	Faculty development program on Research methodology, Data analysis & Case writing	National	Online	Thiagarajar School of Management, Madurai - 7 th to 11 th March 2022
2021	Consumer Protection Act 2019	National	Online	Acharya Bangalore B School, Karnataka – 30 th December 2021
2021	Five days Virtual National Faculty Programme on Transformation from Traditional Practices to Digital Practices in Business World	National	Online	Department of Commerce, Holy Cross College – 20 th September to 24 th September 2021
2021	Five days online national faculty development programme on Wealth Management & Financial Planning	National	Online	Department of B.Voc. (BFSI), Holy Cross College – 13 th September to 17 th September 2021
2021	Faculty development workshop on Virtual teaching & learning: Novel Trends and Challenges	National	Online	Kairalee Nikethan Golden Jubilee College, Bangalore – 10 th June 2021
2020	Gender equality and social empowerment	National	Online	Women’s Studies Centre, Holy Cross College – 31 st July 2020
2020	Economic Impact of Covid-19 on Indian Economy: A Special reference to employability	National	Online	Sri Parasakthi college for Women, Courtallam – 30 th July
2020	FDP on plagiarism in research and publications and how to prevent it	National	Online	Cauvery College for Women – 22 nd July 2020
2020	Health and Economic issues	National	Online	Angappa College of Arts and Science- 20 th July 2020
2020	Role of Online Resources in Teaching and Learning with reference to National Digital Library of India	National	Online	ANGAPPA COLLEGE OF ARTS AND SCIENCE, Coimbatore - 17 th July 2020
2020	Social Entrepreneurship	International	Online	Avinashilingam

				Institute for Home Science and Higher Education for Women, Coimbatore - 16th July 2020
2020	New Normal in Economic Development	International	Online	Department of Economics, Holy Cross College, Trichy - 13th July 2020
2020	Formation of joint stock company – theory & practice	National	Online	SR & BGNR Government arts & science college - 10th July 2020
2020	Life habits to be a successful entrepreneur	National	Online	Rathinam College of arts and science - 9th July 2020
2020	Two days online Faculty Development Programme	National	Online	MAR Gregorios College of Arts & Science - 2nd July 2020 & 3rd July 2020
2020	Thy food is thy medicine: Enrich your health the perfect way	International	Online	RajapalayamRajus' College, Rajapalayam - 30th June 2020
2020	Research Indicators, Publishing ethics and Predatory Journals	National	Online	Sri Parasakthi college for Women, Courtallam - 29th June 2020
2020	Relaxation techniques for stress management	National	Online	St. Mary's College, Thoothukudi - 28th June 2020
2020	One day national level symposium on impact of Covid-19 in job market: opportunities and Challenges	National	Online	Arignar Anna Government Arts college, Musuri - 27th June 2020
2020	Journal writing and publications	National	Online	Department of Social Work, Holy Cross College - 25th June 2020
2020	Tips & Tricks on cracking NET Paper - I	National	Online	Rani Anna Government College for Women, Tirunelveli - 23rd June 2020
2020	Managing your business through a crisis	National	Online	Wavoowajeetha women's college of arts and science, Kayalpatnam - 22nd June 2020
2020	Integrating Yoga Therapy to Combat	International	Online	BDU – 21 st June 2020

	Psychological and Respiratory Problems of Covid-19			
2020	Outcome based education through bloom's taxonomy: stepping up the learning domain	National	Online	Rathinam college of arts and science - 19th June 2020
2020	Managing finances and investments proactively during uncertain times	National	Online	JyotiNivas College, Bangalore - 18th June 2020
2020	Being a smart researcher	National	Online	Department of Social Work, Holy Cross College, Trichy - 17th& 18th June 2020
2020	Recent trends in capital market	National	Online	The American College, Madurai - 15th June 2020
2020	7 tips to increase wealth during economic slow-down	National	Online	E.M.G.Yadava Women's College, Madurai - 14th June 2020
2020	Research paper publications in indexed journals	National	Online	ArulmiguPalaniandavar Arts college for Women - 13th June 2020
2020	Risk management in times of crisis	National	Online	IQAC – Holy Cross College, Trichy - 12th June 2020
2020	Time Management is about more than Life	National	Online	Kasturi Institute of Management, Coimbatore - 11th June 2020
2020	Social Entrepreneurship	National	Online	Rathinam College, Coimbatore - 10th June 2020
2020	Emotional Management during Crisis	National	Online	Red Ribbon Club, Holy Cross College – 9 th June 2020
2020	Future of examinations: Bloom's Taxonomy and Multiple Assessment Tools	National	Online	G.T.N. College, Dindigul – 8 th June 2020
2020	How do you write a high impact factor paper?	International	Online	Mahatma Gandhi College, Kerala – 7 th June 2020
2020	E-learning & tools for effective teaching and learning	National	Online	Voorhees College, Vellore – 6 th June 2020
2020	Social Innovation and	National	Online	IIC – Holy Cross

	Change Management			College, Trichy - 5th June 2020
2020	Educators Learning on Entrepreneurship	National	Online	St. Thomas College, Chennai – 1 st June 2020
2020	Do's & Don'ts in Social Science Research	National	Online	Padmavani arts & science college for women – 30 th May 2020
2020	Writing proposals for funding agencies	International	Online	Rathinam college, Coimbatore – 29 th May 2020
2019	Two day National workshop on Academic Identity ,Enhancing Research Visibility And Improving Citations	National	Offline	PSG College of Arts & Science – 26 th and 27 th September 2019
2019	Faculty Development Programme on Tally With GST	National	Offline	Rathanam college of arts and science, Coimbatore - 9 th February 2019 .
2018	Seminar on Goodness of God and Nature	National	Offline	Xavier board of higher education in India & Holy Cross College – 6 th January 2018
2018	Workshop on International Financial Reporting Standards	National	Offline	Bishop Heber College – 9 th February 2018
2017	Conference on New Approaches to Learning Outcomes and assessment Under Choices Based Credit System	National	Offline	St. Joseph College of Commerce, Bengaluru – 10 th February 2017
2014	Inter Collegiate Staff Meet “Benchmarking A Key Input for Future in Banking Sector”	National	Offline	AyyaNadar Janaki Ammal College, Sivakasi – 25 th January 2014
2013	Aptitude Training For Net / Slet Aspirants	National	Offline	Gnanam School of Business, Thanjavur - 29 th November 2013
2013	Effective Teaching Techniques	National	Offline	National Institute of Technology, Trichy - 10 th – 11 th October 2013

OTHER HONORS/AWARDS:

S.No	Awards/ Ranks	Course	Institution	University
1	University Sixth Rank	M.Com	Jamal Mohamed College	Bharathidasan University, Trichy.

2. Won Second Prize in paper presentation (INTER COLLEGIATE STAFF MEET, SIVAKASI, 2014)

3. Tamilkavi Amuthu Award (2022) - Kaviyarangam 100 - Department of Tamil, Holy Cross College - Trichy

4. Best Paper Presentation Award (2023) - International Conference on Research in Business Management and Finance, Bishop Heber College, Trichy.

5. Distinguished Alumnae Award (2024) for achievement in Education Sector – Silver Jubilee Celebration Women Section - Jamal Mohammad College – Trichy.

CONSULTANCY / RESOURCE PERSON:

Faculty for PU – SJC Twinning Programme - 2018 onwards	Pondicherry University St. Joseph's College Trichy
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RESOURCE PERSON:

Academic Year	Name of the Programme	Details
2022-2023	Comvaganza – 2023	Judge for Funk from Junk Event conducted by Department of Commerce, Holy Cross College – Trichy.
2014-2015	“Marzali Mangai”	Judge for Kolam Competition conducted by Trichy Saradas and sponsored by Suriyan FM
2014-2015	Culturals	Judge for Mehendi, Nail art and Kolam Competitions at Holy Cross B.Ed College – Trichy.

SEMINAR ORGANIZED:

Academic Year	Details

2023-2024	One Day National Conference (Hybrid Mode) on The Evolving Landscape: Exploring Possibilities and Challenges for the Girl Child in a Dynamic World – Organized Committee Member
2022-2023	COMZEST (Inter collegiate competition) – 9 th March 2023 - Organized
2022-2023	The International seminar on Digital Innovation in Business and Economy – 6 th January 2023 – Organized
2016-2017	Seminar on Demonetization – 14 th February 2017 – Organized
2016-2017	Seminar on Budget 2017 – 10 th December 2016 – Organized
2016-2017	Seminar on Young Minds in Business – 17 th December 2016 – Organized
2016-2017	Seminar on Cyber Crime Awareness & Cell phone Tracking – 1 st September 2016 – Organized
2016-2017	Seminar on Economic Conditions after GST – 8 th August 2016 – Organized
2016-2017	Seminar on Self Esteem – 28 th July 2016 – Organized
2016-2017	Seminar on Believe In Yourselves – 20 th July 2016 – Organized
2016-2017	National conference on Marketing in current scenario – issues and challenges – 27 th and 28 th September 2016 – Organized
2015-2016	Seminar on Employment opportunities & Skills - 18 th February 2016 – Organized
2015-2016	Seminar on International Certificate Courses (Tally, Oracle) – 8 th December 2015 – Organized
2015-2016	Seminar on Dare to be Different – 10 th September 2015 – Organized
2015-2016	Seminar on OS Installation, Hardware trouble shooting, Complete hardware, general instruction about the OS – 2 nd September 2015 – Organized
2015-2016	Seminar on Dynamic Management - 16 th July 2015 – Organized
2015-2016	National conference on Challenges of Women Entrepreneurs in the Global Era – 12 th & 13 th February 2016 – Organized
2014-2015	Seminar on An effective method of preparing for CA Exams – 4 th December 2014 – Organized
2014-2015	State level seminar on Challenges of Women Entrepreneurs in the Global Era – 9 th March 2015 – Organized
2013-2014	Talent Display in the 90 th annual sports meet – 20 th July 2013 – Organized

Accompanied students outside the college for programmes

Academic Year	Details
2022-2023	Consumer Club–Awareness program (Eat Right Milles Mela) to Commemorating Millet International Millet year by the Food Safety , department of food safety Trichy – 5 th January 2023
2020-2021	Two days international conference on management & technology practices for business sustainability – on 11 th and 12 th March - Periyar Maniammai Institute of Management –Thanjavur (III B.Voc. BFSI Students)
2019-2020	Seminar on Budget by Mr. P. Chithambram (III B.Com. & I M.Com)
2015-2016	Industrial Visit– TNPL (III B.B.A. Students)
2014-2015	Bharathidasan Univercity – BDU Fest (College Fine arts team)

Any other contribution to the student community

Academic Year	Details
2022-2024	Orientation on blooms taxonomy – I B.Com. CA & I B.B.A.
2022-2023	Motivational Talk (UG & PG)
2022-2023	Course Instructor for the Bridge Course – I UG
2021-2022	Course Instructor for the Bridge Course – I UG
2019-2020	Course Instructor for the Bridge Course – I UG
2018-2019	Add on course - Advanced Diploma in Event Management (III B.Com.)
2017-2018	Add on course - Diploma in Event Management (II B.Com)
2016-2017	Add on course - Certificate Course on Event Management (I B.Com.)

Involvement in the College Students related activities

Academic Year	Activities	Description
2013-2024	1.	One to one coaching – CA, CMA, CS Aspirants towards academic growth and personal growth
	2.	Counseling students towards personal growth

	3.	One to one coaching – UGC NET Aspirants towards academic growth and personal growth
	4.	Mentoring students for higher educations
	5.	HRD – Online Internship Internshala for the entire commerce department (2020-2021)
	6.	Orienting students for the campus placement
	7.	Visit to the students' Internship Places

RESIDENTIAL ADDRESS:

No 69 Jayalakshmi Nagar

K.K. Nagar

Trichy

Pincode: 620021

Telephone (R) With Area

Code: Mobile: 9940209360

Email-ID: gaayathrimuruga@gmail.com

Hereby, I declare that all the above furnished details are true to my knowledge.

(Ms. M. GAYATHRI)