

**Name** : Dr. T. GNANA GOWSALYA

**Designation** : Assistant Professor

**Department** : Commerce (CA)

**Date of Joining** : 23.6.2015

**Email** : gnanagows@gmail.com

**Educational Qualification** :



Degree	subject	College/ University & Place	Year completed
Ph.D	Commerce	G.T.N Arts College, Dindigul (MKU)	2010
M.B.A	Finance	Madurai Kamaraj University, Madurai	2009
M.Phil	Commerce	Madurai Kamaraj University, Madurai	2004
M.Com	Commerce	Arulmegu Palani Andavar Arts & culture College, Palani	1995
B.Com	Commerce	M.V.M Arts College, Dindigul	1993

**Specialisation in Teaching:**

- Financial Accounting
- Cost Accounting
- Management accounting
- Income Tax
- Business Law
- Indirect Tax
- Corporate Accounting
- Corporate Law

**Specialisation in Research:**

- M. Phil – Entrepreneurship
- Ph.D - Entrepreneurship

**Working Experience:**

<b>Designation</b>	<b>Institution/ Company</b>	<b>Year- From(month/year)To(month/year)</b>
Lecturer	M.K.U. Evening College, Dindigul	16.07 2006 - 03.04 2010
Assistant Professor	Anugraha Institutes of Social Science, Dindigul	18.06.2012- 30.03.2015
Assistant Professor	The American College, Madurai	22.7.2015 to Still

**PAPER PUBLISHED – INTERNATIONAL/ NATIONAL**

<b>S. N O.</b>	<b>BOOK NAME</b>	<b>TITLE OF THE ARTICLE</b>	<b>MO NTH / YEA R</b>	<b>VO L NO .</b>	<b>PA GE NO .</b>	<b>ISSN/ ISBN</b>	<b>PUBLISHER</b>
1.	Strategies of quality initiatives, enhancement and sustenance in higher education	Quality Enhancement in higher education	FEB 2017		38 to 42	ISSN 978- 85109- 93-5	VERGAL PUBLICATION
2	SHANLAX INTERNATIO NAL JOURNAL OF COMMERCE	Recent trends in life insurance companies in India	OCT, 2017	5	73 to 76	ISSN 2320- 4168 (IMPA CT FACT OR: 3.017)	SHANLAX PUBLICATIONS

3	PROSPECTS OF MSMEs IN INDIAN SCENARIO  (UGC APPROVED JOURNAL NO.:48991)	Women entrepreneurs and their problems in SSE	FEB, 2018	4	82 to 84	ISSN 2349 – 8684  (IMPA CT FACT OR: 3.487)	ROOTS
4	INNOVATIONS IN BUSINESS AND MANAGEMENT	The Role of NABARD in promoting Agriculture sector	JAN, 2019	6	2006 to 2011	ISSN 1076 – 5131 (IMPA CT FACT OR: 5.8)	JOURNAL OF APPLIED SCIENCE AND COMPUTATIONS
5	INNOVATIVE AND SUSTAINABILITY IN RURAL AND AGRO DEVELOPMENT IN DIGITAL ERA	A study on Micro finance through Joint liability groups promoting NABARD	JAN, 2020	-	2001 to 2003	ISBN: 978-93-89658-48-4	SHANLAX PUBLICATIONS
6	SUSTAINABLE DEVELOPMENTS THROUGH MSMEs: A PATHWAY TO SELF – RELIANT INDIA	ROLE OF MSME'S IN ECONOMIC DEVELOPMENT OF INDIA	OCT, 2003	2	264	ISBN: 978-93-94004-58-0	SHANLAX PUBLICATIONS

7	INTERNATIONAL JOURNAL OF CULTURAL STUDIES AND SOCIAL SCIENCES	A STUDY ON THE BUYING BEHAVIOUR OF CUSTOMERS TOWARDS MILLET-BASED FOOD PRODUCTS IN MADURAI CITY	JUN E, 2024	20	-	ISSN 2347-4777	INTERNATIONAL JOURNAL OF CULTURAL STUDIES AND SOCIAL SCIENCES
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### **PAPER PRESENTATIONS:**

1. 2005, "The Role of SHGs in promoting Women entrepreneurship in Dindigul" National seminar organized by Bharathidasan University, Trichirapalli
2. 2005, "Performance Evaluation of Self help Groups in Dindigul" Organized by P.R Institute of Management, Department of Management studies, P.R Group of Institutions, Vallam, Thanjavur.
3. 2005, "RRB's and Rural Credits" State level seminar on Institutional Finance for Rural Development organized by the Research Department of Commerce, Sri.S.S.Ramasamy Naidu Memorial College, Sattur.
4. 2005, "Impact of Globalization on Key Sectors" State level Seminar o organized by PG and Research Department of Commerce, G.T.N Arts College, Dindigul.
- 5.2018, Women entrepreneurs and their problems in SSE "prospects of Micro, Small& Medium Enterprises ( MSMEs)in Indian Scenario" Organized by department of commerce held on16th February 2018 at The American College , Madurai, Tamil Nadu
6. 2018, paper presented by "Women entrepreneurs and their problems in SSE" Organized by department of Commerce, The American College, Madurai.
7. 2019, Paper presented by "The Role of NABARD in promoting Agriculture Sector" Organized by Department of Commerce, The American College, Madurai.
8. 2020, Paper presented by "Importance of Agriculture in Digital Era", Organized by Francis Xavier Engineering College, Vannar pettai, Tirunelveli.

9. 2020, paper presented by “A study on Micro finance through Joint liability groups promoting NABARD” Organized by Department of Commerce, The American College, Madurai.

10. 2023, paper presented by “Impact of Social Media Marketing on Students Attitudes and Perception at the American College Madurai”, Organized by School of Commerce, The American College, Madurai.

11. 2023 Paper presented “ Role of MSMEs in Economic development of India” Organized by Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi, Tamilnadu.

12. 2024, paper presented by “A study on the buying behavior of consumers towards millet-based Food products in Madurai city” Organized by School of Commerce, The American College, Madurai.

13. 2024, paper presented by “Customer relationship management in hotel industry” Organized by School of Commerce, The American College, Madurai.

14. 2024, paper presented by “Green and sustainable Marketing” Organized by School of Commerce, The American College, Madurai.

**CONFERENCE /WORKSHOP/WEBINARS:**

<b>S. NO</b>	<b>PROGRAMMES</b>	<b>ORGANIZED BY</b>	<b>DATE</b>	<b>CONFERENCE/ WORKSHOP/ WEBINARS</b>
1.	PROMOTION OF RESEARCH AND QUALITY IMPROVEMENT IN COLLEGE	DEPARTMENT OF COMMERCE, ANANDAR MADURAI COLLEGE,	2004	WORKSHOP
2.	COMPUTER APPLICATIONS IN RESEARCH IN SOCIAL SCIENCES”	DEPARTMENT OF COMMERCE, JAMAL MOHAMED COLLEGE, TRICHIRAPALLI	2005	WORKSHOP

3.	APPLICATION OF STATISTICAL TOOLS FOR RESEARCH	DEPARTMENT OF COMMERCE, G.T.N. ARTS COLLEGE, DINDIGUL	2005	WORKSHOP
3.	Methodology in Social Science Research	DEPARTMENT OF COMMERCE, G.T.N. ARTS COLLEGE, DINDIGUL	2009	WORKSHOP
4.	NATIONAL CONFERENCE ON PROSPECTS OF MSMES IN INDIAN SCENARIO	DEPARTMENT OF COMMERCE, THE AMERICAN COLLEGE, MADURAI	16.2. 2018	CONFERENCE
5.	NATIONAL WORKSHOP ON "APPLICATIONS OF AMOS IN SOCIAL SCIENCE RESEARCH"	DEPARTMENT OF COMMERCE, THE AMERICAN COLLEGE, MADURAI	12 & 13 OCT, 2018	WORKSHOP
6.	INTERNATIONAL CONFERENCE ON "INNOVATIONS IN BUSINESS AND MANAGEMENT"	DEPARTMENT OF COMMERCE, THE AMERICAN COLLEGE, MADURAI	1&2 FEB, 2019	CONFERENCE
7.	WORKSHOP ON GST	DEPARTMENT OF COMMERCE, THE AMERICAN COLLEGE, MADURAI	05.07 .2019	WORKSHOP
8.	WORKSHOP ON "DEVELOPMENT OF WEBSITE"	DEPARTMENT OF COMMERCE, THE AMERICAN COLLEGE, MADURAI	03.08 .2019	WORKSHOP
9.	INTERNATIONAL CONFERENCE ON "SUSTAINABILITY, TRANSFORMATION, DEVELOPMENT IN BUSINESS AND MANAGEMENT"	DEPARTMENT OF COMMERCE, THE AMERICAN COLLEGE, MADURAI	24.01 .2020	CONFERENCE
10.	NATIONAL LEVEL WEBINAR ON WOMEN AT RISK BLOSSOM!	THE AMERICAN COLLEGE, MADURAI	09.06 .2020	WEBINAR

11.	INTERNATIONAL LEVEL WEBINAR ON COVID 19 & CONTINUING RELEVANCE	THE AMERICAN COLLEGE, Madurai	23.05 .2020	WEBINAR
12.	NATIONAL LEVEL WEBINAR ON SELF AWARENESS & SOCIAL RESPONSIBILITY DURING COVID 19 PANDEMIC	THE AMERICAN COLLEGE, MADURAI	13.06 .2020	WEBINAR
13.	NATIONAL LEVEL WEBINAR ON 'IMPACT OF COVID 19 ON EDUCATIONAL SERVICES AND ALTERNATING STRATEGIES'	THE AMERICAN COLLEGE, MADURAI	20.06 .2020	WEBINAR
14.	NATIONAL LEVEL WEBINAR ON 'MAINTAINING QUALITY OF LIFE DURING COVID ERA'	THE AMERICAN COLLEGE, MADURAI	03.07 .2020	WEBINAR
15.	NATIONAL LEVEL WEBINAR ON 'MANAGEMENT EDUCATION : THE CHALLENGES OF CHANGING SCENARIO'	THE AMERICAN COLLEGE, MADURAI	09.07 .2020	WEBINAR
16.	ROADMAP TO SUCCESSFUL ENTREPRENEURSHIP FOR COMMERCE PROFESSIONALS	DEPARTMENT OF COMMERCE OF THE AMERICAN COLLEGE, MADURAI	15-03-2021	WORKSHOP
17	ICBD 4.0 - INTERNATIONAL CONFERENCE ON "BUSINESS DYNAMICS& SUSTAINABLE DEVELOPMENT"	SCHOOL OF COMMERCE, THE AMERICAN COLLEGE, MADURAI IN COLLABORATION WITH SCHOOL OF BUSINESS, ST.JOSEPH'S UNIVERSITY, BENGALURU	5&6, JAN, 2023	CONFERENCE
18.	ICCM'24 – INTERNATIONAL CONFERENCE ON "COMMERCE & MANAGEMENT IN THE DIGITAL AGE: TRENDS, CHALLENGES & INNOVATIONS"	SCHOOL OF COMMERCE, THE AMERICAN COLLEGE, MADURAI	5&6, JAN, 2024	CONFERENCE

**REFRESHER COURSE/ ORIENTATION PROGRAMME/ FDP: NIL**

1. 2018, FDP on “in Tally- Erp9,” Organized by Kalasalingam Academy of Research and education, Krishnankoil An overview of Goods and Services Tax Transactions.

2. 2024, FDP on “Intellectual property in Academic Institutions” , Organised by Patrician Institutions Council& Department of management in Association with Dayanand Science College , Latur, Maharashtra.

**RESOURCE / CHAIR PERSON: NIL**

**MEMBERSHIP IN ACADEMIC BODIES: NIL**

**M.COM/MPHIL/PHD - WARDS LIST (YEAR WISE):**

Year	M.Com ( Roll no)
2016-17	16PCO03, 08, 21, 43
2017-18	17PCO22, 47
2018-19	18PCO17, 20, 23
2019-20	10PCO44, 52