

CURRICULAM VITAE

PERSONAL INFORMATION



Name : Dr S.SHYAMALA GOWRI

Current & permanent
Address : 15/4 Temcy Colony, 2nd Street
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Madurai – 625 018

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E-Mail Id : 2015gowrimphil@gmail.com

Nationality : Indian

Date of Birth & Age : 25.03.1980 & 44

Gender : Female

Marital status : Married

CAREER ASPIRATION

To obtain the position of teaching and support the organization in managing multiple responsibilities at once and ensuring smooth operations.

Experience details

S.NO	NAME AND ADDRESS OF THE INSTITUTION	DESIGNATION	PERIOD	YEARS OF EXPERIENCE
1	Annai Fathima College of Arts and Science. Alampatti, Thirumangalam	Assistant Professor	03/06/2016 to 03/09/2018	2 years & 4 months
2	PasumponMuthuramalingaThevar College , Usilampatti	HOD	04/09/2018 to 19/03/2022	3 years & 7 months
4	The American College, Madurai	Assistant Professor	21/03/2022 to Till date	

**Papers presented in state/ National/International Conference/Scopus
publication/ Seminars:**

1. National Conference on “Enhancing the Quality of Academics and Research in HEIs” Organised by the IQAC, The American College, Madurai on 28 January , 2025
2. Financial Health of Muthoot finance Limited – An Empirical Analysis , a paper published in **SCOPUS / ISSN NO: 0376-8163** Pg NO : 113 -125 DOI: 12.1789001.DEJ.2024.V9I11.24.411880 in DEGRES JOURNAL.
3. Buying behavior of consumers towards organic food products in Madurai city – a paper published in Two days International conference on “Digital Transformation unlocks India”s potential in industry 4.0” on Oct 2024. Paper published in the International Journal of Business and Economics Research e-ISSN: 2455-3921 (Ind. 4.0 – 119) organized by VHNSN College, Virudhunagar.
4. A Systematic Investigation on the Entrepreneurship in the eyes of college students – a paper published in a Book chapter entitled “Entrepreneurship in the Digital Era” on July 2024 (ISBN 978-93-90203-85-7)
5. Retention Of Faculty In Post Graduate Courses Employees Of Self Financing Institutions In Tamil Nadu-An Analysis – a paper published in a UGC care listed journal at Rabindra Bharati University Journal of Economics, Nov 2023 (ISSN : 0975-802X)
6. The Impact of perceived service and product quality on customer loyalty - A recommended model for jewellery chain stores in Madurai - A Book Chapter titled “Entrepreneurship and Business Transformation” on 2023 (ISBN 978-93-91987-81-7)
7. Impact on customer service on sales and factors influencing customer service - a paper presented in a publication on UGC care list at Madhya Pradesh Institute of social science research, Ujjain, June 2023
8. A Study on factors influencing green purchase behaviour among consumers with special reference to Madurai city _- UGC care listed Journal on 01/01/2020,Our heritage Journal
9. A Study on factors affecting women towards online reselling business at Madurai city – UGC care listed Journal on 10/11/2019, Think India Journal
10. A Study on factors influencing green purchase behaviour among consumers with special reference to Madurai city – A paper presented in National Conference on Innovative and sustainability in rural and agro development in digital era (NCISRD-2020) at Francis Xavier Engineering college, Thirunelveli 24/012020
11. A Good Organizational Climate Paves way for employee Retention – A paper published in the **SCOPUS / ISSN 1943 – 023X on 15/11/2018**

12. . A study on customer's preference in buying green products – A paper presented in National Conference on Innovative Strategies of knowledge Management for sustainable Development organized by the Department of Business Administration on 16th Feb 2018 at Rajapalayam Raju's College, Rajapalayam
13. Drivers of Green Purchase Intention Among Consumers In Madurai District A paper presented in International Conference on New Dimensions of Management in the Globalized Era – 2018 Organized by Department of Management Studies, Madurai Kamaraj University.
14. A Study on opinion of consumers towards recyclable green products – An empirical study. A paper presented in 10th International conference on Recent Innovations in Science, Engineering and Management conducted by Engineering and MBA department on 7th July 2017 at Dhruva Institute of Engineering and Technology.
15. . A Study on stress management of nurses working in Government Headquarters hospital, Dindigul. A paper presented in International conference on Recent Innovations in Science, Engineering and Management conducted by Engineering and MBA department on 7th July 2017 at Dhruva Institute of Engineering and Technology.
16. A Study on customer's perception using service quality dimensions towards public and private bank in Madurai city. A paper presented in National conference on New dimensions of management in the Globalized Era – 2016 conducted by MBA Department, DOMS, Madurai Kamaraj University on 30th March 2016 at Madurai Kamaraj University
17. . Human Resource policies in Indian Pharmaceutical companies – A paper presented in National Conference on Indian World – class manufacturing – The Road a Head conducted by MBA Programme, on 1st oct 2015 at Fatima College (Autonomous)
18. National Conference entitled Environmental consciousness of small and medium Enterprises – An Overview held on 16th Feb, 2018 organized by Department of Commerce, American College, Madurai.
19. International Seminar on Emerging Digital Markets: Issues and challenges in consumer protection held on 15th Mar, 2018 Organized by Department of Commerce, Senthamarai College of Arts and Science, Madurai.

FDP Certificate:

1. Faculty Development Program on “Entrepreneurship” Organized by the Entrepreneurship Development Cell of Anna University Regional Campus Madurai at Annai Fathima College of Arts and Science, Madurai from 20th Nov 2017 to 2nd Dec 2017

2. Faculty Development Program on “Personality Development” was held in Solamalai College of Engineering, Madurai on 11th sep 2017
3. Faculty Development Program held on 20th Mar, 2018 organized by Academic and Administrative Staff Training Cell, N.M.S.S.VellaichamyNadar College, Madurai.
4. 3 Days Faculty Development Program on 28/04.2022 to 30/04/2022 organized by Department of Commerce , The American College, Madurai.
5. 7 Days National level FDP on overview of capital market at The American College, Madurai on 22/08/2022 to 30/07/2022
6. 7 Days National level FDP on overview of capital market at The American College, Madurai on 22/08/2022 to 30/07/2022
7. Online Five Days FDP on Intellectual Property Rights at Amity college of commerce and finance, Kolkata on 03/07/2023 to 07/07/2023
8. One week FDP on Upskill your resources at Ayya Nadar Janaki Ammal college on 07/07/2023 to 13/07/2023
9. One week National Level virtual FDP on “Future Scope of AI in Higher Education” held from 19th Feb to 23rd Feb, 2024
10. National level FDP on “ National Educational Policy 202: Challenging opportunities in the Indian Higher Education Sector” Organised br Thiagarajar Colleg, Madurai. On 29th July 2024.
11. International FDP course on “Ethics model of excellence framework (EMEF) Organised by Rani Anna Government college for women, Tirunelveli from 23 – 30 April 2024

Workshops:

1. One Day Workshop in Employability Skills on sep 23rd, 2015 Organized by Department of Management Studies, Anna University Bit Campus, Tiruchirappalli.
2. Two days’ Workshop on “Research Methodology and Data Analysis in Management and Social Science (Module-I) organized by RVS Institute of Management Studies(RVSIMS) Dindigul.

3. One Day Workshop on Goods and Services Tax(GST) held on 28th Aug 2018 Organized by Department of Commerce and Research Centre, Sourashtra College, Madurai.
4. One Day workshop on National Intellectual property awareness mission organised by Intellectual property office, Government of India on 06/06/2023

Webinar:

1. National webinar on Detecting fake and cloud journals at St Francis De Sales College, Bangalore on 28/01/2023
2. National webinar on Importance of Research and case study in higher education at The American College, Madurai on 16/07/2020
3. A two day NAAC collaborated National virtual seminar on “holistic and multidisciplinary approach towards national higher education quality framework” at Cauvery College for women, Trichy on 05/07/2023 & 06/07/2023
4. One day National level seminar on “ Managerial skill development” Organized by The American college, Madurai on 12th July, 2023.
5. National level webinar “ Winning in Digital Age – New product Development and marketing in E-commerce Platform” on 21-02-2024

Certificates:

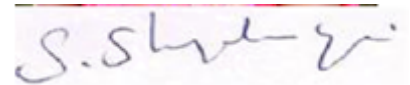
1. Certificate on Entrepreneurial meet cum State Level Seminar on Critical Success Factors (CSF) on 26th Feb 2018 organized by the Department of Business Administration.LadyDoak College, Madurai.
2. Certificate on ICSSR Ten Day Course on Research Methodology organized by Department of Management Studies Anna University Regional Campus Madurai.
3. NPTEL Online Certificate in course in E-Business- IIT Karagpur.
4. NPTEL Online Certificate course in Human Resource Management- IIT Karagpur.
5. MDCA - Master Diploma in Computer Application certificate course during (July 1999 to June 2000)
6. Junior Grade Typewriting English during (Feb 2001)

Academic Qualification

<u>QUALIFICATION</u>	<u>COLLEGE/ UNIVERSITY</u>	<u>SPECIALIZATION</u>	<u>YEAR OF PASSING</u>	<u>CLASS</u>
<u>Ph.D</u>	Madurai kamaraj University	Marketing	<u>2022</u>	
<u>MPHIL</u>	Madurai kamaraj University	Marketing	<u>2016</u>	<u>I</u>
<u>MBA</u>	Madurai kamaraj University	Marketing	<u>2015</u>	<u>I</u>
<u>BBA</u>	Govt Arts College For Women, Nilakottai	<u>Business Administration</u>	<u>2001</u>	<u>i</u>

Other Academic Activities

S.No	Details
1	External Examiner for Internship - project Viva Voce on 26-10-2023 in the BBA Department at Mannar Thirumalai Naicker College, Madurai
2	External Examiner for question setting and paper valuation in the following colleges/ University <ul style="list-style-type: none">❖ SVN college, Nagamalai, Madurai❖ Thiagarajar College, Theppakulam, Madurai❖ Madurai Kamaraj University, Madurai.



Dr S.SHYAMALAGOWRI