

Name	Dr.S.GAYATHRI
Qualification	MBA, MHRM,M.Phil, SET.Ph.D
Designation	CO-ORDINATOR ASSISTANT PROFESSOR
Year of Joining	16/06/2017
Specialization	Entrepreneurship ,Human Resource Management ,Marketing & International Business
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Seminars/Workshops/FDP

Date	Title of the workshop/seminar	Type	Paper Presented/ Participated	Title of the paper presented	Organized By
10/10/2023to 11/10/2023	Master Training programme	Training Programme	Participated	-	Entrepreneurship Development Innovation Institute, Chennai
18.03.2022 to 20.03.2022	EDII-Program monitoring office (PMO-IEDP)	FDP	Participated	-	Entrepreneurship Development Innovation Institute, Chennai
21.08.2022	Research and Publication Ethics	Webinar	Participated	-	Research department of commerce, The New College, Chennai
29/07/ 2022	Visual Analytics (using Excel) (Academic)	FDP	Participated	-	IBS Business School, Bangalore
12/07/2022	Training Programme on Sales and Marketing	Training Programme	Participated	-	Thuditsia ,Thoothukudi

26/09/2019	Orientation on Academic Excellence	FDP	Participated	-	Aadhi Foundation, Coimbatore
1/09/2019 to 2/09/2019	Enhancing writing skills for Research “ NWEWSR 2019-	Workshop	Participated	-	Department of Library, M.S.Uni veristy.
20/09/2019	Step Ahead in Research Methodology with Software Applications .(Academic)	Workshop	Participated	-	Department of Business Administration, Wavoo Wajeeha Women’s College of Arts and Science,Kayalpa tnam.
4/09/ 2019.	Emotional Maturity Through Neuro-Linguistic Programme. (Academic)	Workshop	Participated	-	Department of Business Administration, Don Bosco College of Arts& Science,Keela Eral.Thoothukud i.
7/08/2019	Emotional Intelligence and Innovation in the Context of Industry 4.0 (Academic)	FDP	Participated	-	IBS Business School,Bangalore
1/09/2019 to 2/09/2017	International conference on India 2030	Conference	Presented	Revotinary Homepreneur	Department of Commerce, M.S University, Tirunelveli
1/09/2017	“Logic on logical reasoning”	National workshop	Participated	-	Department of Business Administration St.mary’s college.
22/09/2017	“Building an Entrepreneurial Eco system”				Xavier Engineering College, Tirune lveli
14/07/2017	Faculty development programme on	FDP	Participated	-	Department of Management StudiesFrancis
11/04/2016 to 16/04/2016	Capacity building workshop on e-content development	Workshop	Participated	-	IQAC- St. Mary’s college

20/02/2016	Multi-Disciplinary Research	National seminar	Participated	–	Research Department St. Mary's college
11/01/2016 to 12/01/2016	Trend of Micro finance in the Indian context	National seminar	Participated	–	Organizing Secretary St. Mary's college
31/02/2014 to 1/02/2014 31&1 st February 2014	Role of information and communication technology	National seminar	Participated	–	IQAC- St. Mary's college
19/10/2012	E-Resources-A must in today's scholarship world	State level seminar	Participated	–	Department of Library St. Mary's college

Papers Published

Paper Title	Author(s)	Journal	Year	Volume	Issue	Page No.	ISBN Code
Revolutionary Homepreneur –A Case study	Dr.MageshKuttalam, S.Gayathri, S.A.RahmathAmeena Begam	Future India	2017	I	Department of Commerce, M.S.University,Tirunelveli	290	978-93-84734-53-4
Challenges of Womentrepreneur at entrepreneurial society- kayalpattinam a case study of z-fashions.	Dr.MageshKuttalam, S.Gayathri, S.A.RahmathAmeena Begam	Future India	2017	I	Department of Commerce, M.S.University,Tirunelveli	275	978-93-84734-53-4
“Master Stroke Mothers”-The Good House Keeping to Flourishing Momprenneur”-A Case	S.Gayathri	National conference (American college, Madurai)	2018	5	Department of Commerce ,The American College, Madurai	79	ISBN: 978-93-86712-19-6
Sustainability and Chellanges of	Dr.MageshKuttalam, S.Gayathri,	Asia Pacific Journal Of	2017	II	Department of	34	ISSN-2320-

Ecopreneurship – An Overview	S.A.RahmathAmeena Begam	Research			Management Studies,M.S. University,Tirunelveli.		5504 E-ISSN: 2347-4793
Sustainability and Challenges of Ecopreneurship – An Overview	Dr.MageshKuttalam, S.Gayathri, S.A.RahmathAmeena Begam	Bonefring Intellectual Integrity	2017	II	Department of Management Studies,M.S. University,Tirunelveli.	37	ISBN-978-93-86638-50-2
Sustainable Marketing Strategies of Ecopreneurs:A Case	Dr.MageshKuttalam, S.A.RahmathAmeena Begam S.Gayathri,	Bonefring Intellectual Integrity	2017	II	Department of Management Studies,M.S. University,Tirunelveli.	103	ISBN-978-93-86638-50-2
Challenges of women entrepreneur at entrepreneurial society- Kayalpattinam:A case study	Dr.MageshKuttalam, S.A.RahmathAmeena Begam S.Gayathri,	Shan lax International Journal of Commerce	2017	First	Department of Commerce ,Mangarayk arasi college of Arts &Science for Women	15	ISSN: 2320-4168
“Master Stroke Mothers”-The Good House Keeping to Flourishing Momprenneur”-A Case	S.Gayathri,	Department of Commerce	2018	Volume-8 & 185-190	Department of Commerce, APC Mahalaxmi college for Women	79	ISSN 2319-6394
Brading of native specialty products:A case of Dummadaï	S.A.Rahmath Ameena Begam S.Gayathri, Dr.Magesh Kuttalam	International Journal of Recent Technology and Engineering (IJRTE)	2018	Volume VI, Special Issue 1&1	SRM Institute of Management- Department of Management Studies ,Chennai .	185-190	ISSN: 2277-3878, Issue-1C2, May 2019

				02-106			
Stumbling block of Women Entrepreneurs-A Case in Thoothukudi District.	S.Gayathri, Dr.Magesh Kuttalam	Sadakath –A Research Bulletin	2019	Vol-68-Issue -1	Department of Commerce, Sdakathulla h Appa College ,Tirunelveli.	102-06	ISSN :2347-7644
Role of Women Entrepreneurship in Agriculture-A Case of Agropreneur.	S.Gayathri,Machado Sneha John Dr.G.Magesh Kuttalam	Our Heritage	2019	Editon-First	Department of Management Studies ,Fransis Xavier College of Engineering ,Tirunelveli.	68	ISSN :0474-9030
A Conceptual study on Challenges faced by Transgender in Thoothukudi	Dr.S.Gayathri	Multi spectrum Publications (International Conference Proceedings On Innovative Practices in Management Concepts)	2020	Editon-First	Department of BBA ,St.Mary's College (Autonomous),Thoothukudi.		ISBN :978-93-94428-50-8
A Conceptual Study On Influences Of Spirituality In Leadership Towards Work Premises	Dr.S.Gayathri	Multi spectrum Publications (International Conference Proceedings On Innovative Practices in Management Concepts)	2023	Editon-First	Department of BBA ,St.Mary's College (Autonomous),Thoothukudi.		978-93-94428-50-8
A Conceptual View Of Knowledge Management	Dr.S.Gayathri	Multi spectrum Publications (International Conference Proceedings On	2023	Editon-First	Department of BBA ,St.Mary's College (Autonomous		978-93-94428-50-8

		Innovative Practices in Management Concepts)),Thoothuku di.		
An Conceptual Study On Child Labour In India	Dr.S.Gayathri	Multi spectrum Publications (International Conference Proceedings On Innovative Practices in Management Concepts)	2023	Editon-First	Department of BBA ,St.Mary's College (Autonomous),Thoothuku di.		ISBN :978-93-94428-50-8
An Empirical Study Of Challenges And Difficulties On Single Parents	Dr.S.Gayathri	Multi spectrum Publications (International Conference Proceedings On Innovative Practices in Management Concepts)	2023	Editon-First	Department of BBA ,St.Mary's College (Autonomous),Thoothuku di.		ISBN :978-93-94428-50-8
An Overview Study Of The New Income Tax System For 2023	Dr.S.Gayathri	Multi spectrum Publications (International Conference Proceedings On Innovative Practices in Management Concepts)	2023	Editon-First	Department of BBA ,St.Mary's College (Autonomous),Thoothuku di.		ISBN :978-93-94428-50-8
Applications Of Augmented Reality- An Overview	Dr.S.Gayathri	Multi spectrum Publications (International Conference Proceedings On Innovative Practices in	2023	Editon-First	Department of BBA ,St.Mary's College (Autonomous),Thoothuku di.		ISBN :978-93-94428-50-8

		Management Concepts)					
Concept Of Empathy And Its Measures In Personality	Dr.S.Gayathri	Multi spectrum Publications (International Conference Proceedings On Innovative Practices in Management Concepts)	2023	Editon-First	Department of BBA ,St.Mary's College (Autonomous),Thoothukudi.		ISBN :978-93-94428-50-8
Impact Of Advertisement And Online Review Ratings On Customer Buying Behaviour	Dr.S.Gayathri	Multi spectrum Publications (International Conference Proceedings On Innovative Practices in Management Concepts)	2023	Editon-First	Department of BBA ,St.Mary's College (Autonomous),Thoothukudi.		ISBN :978-93-94428-50-8
Role Of Empathy In Decision Making And Its Impact On Organizational Ethics	Dr.S.Gayathri	Multi spectrum Publications (International Conference Proceedings On Innovative Practices in Management Concepts)	2023	Editon-First	Department of BBA ,St.Mary's College (Autonomous),Thoothukudi.		ISBN :978-93-94428-50-8
Study On Student Entrepreneurship	Dr.S.Gayathri	Multi spectrum Publications (International Conference Proceedings On Innovative Practices in Management	2023	Editon-First	Department of BBA ,St.Mary's College (Autonomous),Thoothukudi.		ISBN :978-93-94428-50-8

		Concepts)					
The Conceptual Overview Of The Challenges Faced By Start-Ups In India	Dr.S.Gayathri	Multi spectrum Publications (International Conference Proceedings On Innovative Practices in Management Concepts)	2023	Editon-First	Department of BBA ,St.Mary's College (Autonomous),Thoothukudi.		ISBN :978-93-94428-50-8
The Impact Of Online Games On Student's Social Behaviour - Mental Health A Conceptual Review	Dr.S.Gayathri	Multi spectrum Publications (International Conference Proceedings On Innovative Practices in Management Concepts)	2023	Editon-First	Department of BBA ,St.Mary's College (Autonomous),Thoothukudi.		ISBN :978-93-94428-50-8
Impact Of Strategic Management On Success Of E-Commerce In India-An Empirical Study Using Multiple Linear Regression (MLR)	Dr.S.Gayathri	International Journal of Food and Nutritional Sciences IJFANS	Dec 2022	Editon-First	UGC CARE Listed (Group -I) S Iss 3, Journal Volume 11		ISSN PRINT 2319 1775 Online 2320 7876

BOOKS PUBLISHED

Date	Book Title	Author(s)	ISBN Code	Editions	Publisher
April 2023	Making of pearl city	Dr.S.	978-93-	First	Multi spectrum

	pearls insider view of Thoothukudi Women Entrepreneurs	Gayathri	94428-64-5		publications - Kanyakumari
July 2024	Business Legislation	Dr.S. Gayathri	978-93-5840-304-6	First Edition - 2024	Himalaya Publishing House-New Delhi
July 2024	Business Statistics	Dr.S. Gayathri	978-93-5840-621-4	First Edition - 2024	Himalaya Publishing House-New Delhi
July 2024	Computer Application in Business	Dr.S. Gayathri	978-93-5840-528-6	First Edition - 2024	Himalaya Publishing House-New Delhi
July 2024	Financial Management	Dr.S. Gayathri	978-93-5840-883-6	First Edition - 2024	Himalaya Publishing House-New Delhi
July 2024	Accounting for Managers-I	Dr.S. Gayathri	978-93-5840-739-5	First Edition - 2024	Himalaya Publishing House-New Delhi

As Resource Person

Date	Name of the Institution	Invited as	Topic /Event
27.08.2024	Kamaraj college	Rapporteur for Paper	International conference on

		Presentation	contemporary research in Entrepreneurship and management
21.08.2024	Sadakathullah Appa College (Autonomous), Tirunelveli.	Resource person for an Inaugural on Commerce Association	Building a start-up journey from a scratch –successes and learning experiences
12.07. 2024	Entrepreneurship Development programme for TNULM Beneficiaries in Poomanali Vaniga Valagam, Thoothukudi.	Master Trainer	Financial Management and legal compliances
11.07.2024	Entrepreneurship Development programme for TNULM Beneficiaries in PET Engineering College, Valliyoor, and Tirunelveli.	Master Trainer	Marketing Management
25.04.2024	Francis Xavier Engineering College, Tirunelveli.	Master Trainer	Financial Management for Nano Entrepreneur
16.04.2024	Department of Business	Rapporteur	Third International conference on Strategies and

	Administration, Kamaraj College, and Tuticorin.		competitiveness
28.03.2024	Wawoo Wajeeha Women's College of Arts and Science, Kayalpatnam	Panelist	Innovation in Entrepreneurship & Intellectual Property Rights.
22.02.2024	Ayya Nadar Janaki Ammal College, Sivakasi	resource person	Innovation in Entrepreneurship & Intellectual Property Rights.
15.02.2024	Sivanthi Academy, Tiruchendur	resource person	Orientation Program on self – grooming.
28.12.2023	Anna University Regional Campus, Tirunelveli	Soft Skill Trainer	Leadership and Critical thinking.
08.12.2023	EDII-TN Tamilnadu skill Development Corporation in Tirunelveli collect rate	Master Trainer	Nan Mudhalvan Niral Thiruvizha Hackathon-23-24
09.11.2023	EDII-TN and Tamilnadu skill Development Corporation in	Master Trainer	Nan Mudhalvan Niral Thiruvizha Hackathon-23-24

	Tuticorin Collect rate		
3.10.2023	Department of Commerce (C.A), Commerce (C.S & Honors'), Fatima College (Autonomous), Madurai.	Resource person	Innovation &Intellectual Property Rights”
18.08.2023	Department of Commerce, St.John’s College, Palayamkottai	Resource person	Customer Driven Marketing Strategy for Successful Entrepreneurship”
31.07.2023	Department of Commerce (Regular) A.P.C.Mahalaxmi College for Women, Thoothukudi.	Resource person	Innovation and Intellectual Property Rights
30.06.2023	Department of Management Studies Dr.Sivanthi Aditanar College of Engineering, Tiruchendur.	Resource person	Business Envisage and Business Model Preparation

14.03.2023	Holy cross Home science College, Tuticorin.	Resource person	Awareness on Entrepreneurship
30.01.2023	Aditanar college of Arts and Science ,Tiruchendur	Resource person	Business Envisage and business plan &Start up registration “.
24.01.2023	A.P.C Mahalaxmi college of Arts and Science ,Tuticorin	Resource person	Business plan and proposal & Marketing Strategy.
11.10.2022	Kamaraj College, Thoothukudi.	Resource person	Emergence of Entrepreneurship
13.02.2021	EDII – TN – AICCI Young Minds- Tuticorin	Resource person	Product planning and execution of ideas.
17-12-2020	MSME, Government of India	Master Trainer	Training Programme on Palm Products
12.012.2019	Holy Cross Home Science College, Thoothukudi	Chief Guest	Emerging Youngers

