



1. Name : **Dr.V. Gunasekaran**
2. Date of Birth : 15 - 10 - 1986
3. Permanent Address : 21/120, S/o Veerapathiran
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4. Nationality : Indian
5. Academic Qualification : M.Com., M.Phil., PGDCA., Ph.D.

Course	Major	Instituti on	Year	%	Class
Ph.D.	Commerce	Jamal Mohamed College & Bharathidasan University Trichy	Jan 6, 2021	-	Commended
M.Phil.	Commerce	Urumu Dhanalakshmi College & Bharathidasan University Trichy	2011	75%	Distinction
PGDCA	Computer Application	Cci Computer Education, Trichy.	2011	-	I Class
M.Com	Commerce	Jamal Mohamed College & Bharathidasan University, Trichy	2010	68%	1 Class
B. Com	Commerce	Periyar EVR College & Bharathidasan University, Trichy.	2008	65%	1 Class

6. PROFESSIONAL EXPERIENCE:

- Under Graduate : 13 Years
- Post Graduate : 08 Years

S · N o	Designation	Institution	Period		Total Period
			From	To	
1	Assistant Professor of Commerce & HOD of Business Administration	Mother Terasa College of Arts and Science, Illuppur, Pudukkottai.	14-06- 2012	29, Novembe r, 2023	11.6 Years
2	Assistant Professor of Commerce	Jamal Mohamed College, (Autonomous), Tiruchirappalli-	04-12- 2023	Till date	1.6 year

7. Areas of Specialization: FINANCE & MARKETING**8. ADDITIONAL QUALIFICATION:**

Course	Major	University	Year	%	Clas s
Tally ERP-9	Business Accounts	Bharathidasan University, Trichy	Oct, 2008	70%	1 Clas s

9. DETAILS OF ARTICLES PUBLICATION:

S. No.	Name of the Journal	National/ International/ Referred	Title of the Article	Month & Year of Issue
1.	Emperor Journal of Commerce -Mayas Publication-ISSN 2582-9815	International	Study on Digital Marketing and Its Impact on the Consumer Behaviour in Tiruchirappalli	February - 2025
2.	SGSH Publications ISBN: 978-93-6631-320-7	National	Consumer perception towards organic products in Tiruchirappalli City.	September , 2024
3	ISSN NO: 978-81-945795-5-7	National	Challenges faced by women Entrepreneurs in Tiruchirappalli District	March 2024
4	International Journal of Commerce and Management Research (PIJCMR)	International	A Study on Financial Evaluation of Asian and Berger Paints Companies	January 2024
5	ISBN: 978-93-5692-892-3,	National	A study on Financial Evaluation of Paint Companies	Sep-2022
6	International Journal of Research and Analytical Reviews. ISSN 2349 – 5138, UGC JR NO: 43602, Impact Factor 5.75	International	A Comparative study on Working Capital Management of Asian Paints Ltd and Berger Paints Ltd	Feb – 2019.
7	International Journal of Research and Analytical Reviews. 2349-5138, UGC JR ID: 43602, Impact Factor 5.75	International	A Study on Financial Performance of Tata Motors Ltd	Jan- 2019.
8	Emperor International Journal of Finance	National	“The Financial Performance of selected paint	Dec- 2017.

	and Management Research. ISSN 2395-5929, UGC JR NO: 45308. Impact Factor 1.14		companies”	
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10. Paper Presentation Details:

S. No	Theme of the Seminar	Title of the Paper	Name of the College	Date of Presentation
1.	A One Day International Conference on “Transformation of Business in the Global Scenario and Its Impact on Entrepreneurship”	Study on Digital Marketing and Its Impact on the Consumer Behaviour in Tiruchirappalli	Jamal Mohamed College, Tiruchirappalli.	05-02-2025
2.			Valluvar College of Science and Management, Karur	
1	Technological Advancement and Its Impact on Entrepreneurship	A Study on Financial Evaluation of Asian and Berger Paint Companies	Jamal Mohamed College, Tiruchirappalli.	24-01-2024
2	Dynamics of Emerging Business Innovation and Trends- Academia Industry Role	A Study on Financial Appraisal of Tata Motors Ltd	Cauvery College for women, Tiruchirappalli.	07-01-2024
3	Great Initiatives of State and Central Government Through Startup’s Programmes in Nurturing Entrepreneurial Activities	A Study on Financial Evaluation of Selected Paint Companies	Jamal Mohamed College, Tiruchirappalli.	22 09-2022
4	Advancement in Business in the Digital Era	A Comparative study on Working Capital Management of Asian Paints Ltd and Berger Paints Ltd	Jamal Mohamed College, Tiruchirappalli.	20-09-2018
5	New Horizons of Business in The	A Study on Financial	Jamal	23-01-2019

	Changing Global Environment	Performance of Tata Motors Ltd	Mohamed College, Tiruchirappalli.	
6	Financial Literacy Programmes: Issues and Challenges	Financial Literacy and Education Present Scenario in India	Urumu Dhanalakshmi College Trichy.	12-09-2015

11. Details of Online Certificate

S.No	Course Name	Name of the Institution	Date of Enrollment	Date of Completion
1	National Education Policy - 2020- Professional Development Programme SWAYAM Course.	Indira Gandhi National Open University- (IGNOU), New Delhi	01-03-2024	31-03-2024

12. Details of Orientation Courses

S.No	Orientation Course	Name of the Institution & Place	Date of Participation
1.	NEP 2020 Orientation & Sensitization Programme.	UGC- Malaviya Mission Teacher Training Centre, Kamaraj University Madurai, Tamil Nadu	14-10-2024 To 22-10-2024
2.	NEP 2020 Orientation & Sensitization Programme.	UGC- Malaviya Mission Teacher Training Centre, Bharathidasan University Tiruchirappalli- Tamil Nadu.	04-03-2024 To 13-03-04

13. Participated in Conferences / Seminars/ Workshop

S.No	Theme of the Conference / Seminar	Name of the Institution & Place	Date of Participation
1.	A One Day International Conference on “Transformation	Jamal Mohamed College (Autonomous)	05-02-2025

	of Business in the Global Scenario and Its Impact on Entrepreneurship” Jamal Mohamed College (Autonomous) Tiruchirappalli.	Tiruchirappalli.	
2.	National Conference on Discussion on Union Budget 2025-26	Social Science & Management Welfare Association & International Youth Economic Association & Jabalpur, Madhya Pradesh, India.	02-02-2025
3.	“Five Day International Workshop on International Perspective on Research Methodology Challenges and Opportunities”	Jamal Mohamed College (Autonomous), Tiruchirappalli	20-01-2025 To 24-01-2025
4.	Online State Level Workshop on Effective Use of Artificial Intelligence (AI)	Sarvajani Shikshan Sanstha's Adv. V.B. Deshpande College of Commerce (Night), Mumbai	18-01-2025
5.	National Level Virtual Workshop On Next -Gen Research Tools	SRM Institute of Science and Technology, Ramapuram, Chennai-89	03-12-2024 To 07-12-2024
6.	National Level Workshop on Research Project Funding Strategies	Patrician College of Arts and Science, Adyar, Chennai	13.09.2024
7.	International Webinar on Business Trends in 2024	Jayaraj Annapackiam College for women, Periyakulam, Theni	18-09-2024
8.	Online Workshop On “The Path to Publication: Best Practices in Scientific Research “	Mangalmay Institute of Management and Technology, Greater Noida, Uttar Pradesh	14-06-2024
9.	National Intellectual Property Awareness Mission,	Intellectual Property office, India	23-04-2024
10.	8 Day Research Methodology workshop on Upscaling Research,	SRM Institute of Science and Technology College of Science and Humanities, Ramapuram, Chennai	05-04-2024 To 15-04-2024
11.	National level webinar on “Intellectual Property Issues and Challenges in India,	Yashwantrao Chavan College, Ambajogai Dist Beed.	26-04-2024

12.	National webinar on Wealth Creation Through Financial Planning,	RNB Global University , Bikaner, Rajasthan, and Association of Mutual Funds in India	01-03-2024
13.	UGC -Sponsored Webinar on Research and Development,	UGC Malaviya Mission Teacher Training Centre, Kamraj University, Madurai	02-03-2024
14.	Two-day Virtual International workshop on Unleashing Innovative Technologies,	Holy Cross College (Autonomous), Jamal Mohamed College, (Autonomous), Trichy	19,20-02-2024
15.	National Level Webinar WINNING IN DIGITAL AGE- New Product Development and Marketing in E- Commerce Platform,	SRM Institute of Science and Technology, Chennai	21-02-2024
16	National Level Webinar on Enhancing Your ABDC Journal Publication Potential,	Nirmala Memorial Foundation College of Commerce And Science, Mumbai	23-01-2024
17	Two Day National Seminar On Skill Development Practices To Enhance The Skill Set Of College Students Sponsored By ICSSR. MHRD Government Of India,	Srimad Andavan Arts And Science College, Trichy	21-12-2023 To 22-12-2023

14. FACULTY DEVELOPMENT PROGRAMME- PARTICIPATION DETAILS

S.No	Theme of the FDP	Name of the College & Place	Date of Participation
1.	Five- Days Faculty Development Programme on “Strategies and Techniques to Enhance Teaching Learning Process”	NAGARJUNA Degree College, Bengaluru, Karnataka	07-04-2025 To 11-04-2025
2.	Five- Days Faculty Development Programme on “ESG Impact on Sustainable Goods: a Perspective & Tenacity	St. Joseph’s College of Engineering and Technology, Thanjavur.	23-09-2024 To 27-09-2024
3.	Five-Days National Virtual FDP on “Integrating NEP 2020	Hindusthan College of Arts &	02-09-2024

	into Higher Education: Strategies for Faculty Development and Curriculum Innovation”	Science, Coimbatore.	To 06-09-2024
4.	Five-Days National Virtual FDP on Research Methodology- Writing Content for Thesis.	St. Joseph’s College (Arts & Science) Chennai-28	19-08-2024 To 23-08-2024
5.	Five-Days National Level Virtual FDP on Higher Education and Research in India.	Seshadripuram Academy of Business Studies, Bengaluru, Karnataka	29-07-2024 To 02-08-2024
6.	7 Days International Virtual Faculty Development Program on “Recent Advance in Teaching and Research on Sustainable Development in Commerce”	Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, Chennai.	11-12-2024 To 17-12-2024
7.	Five-days Online Faculty Development Programme on Understanding Effective Teaching Pedagogy	NAGARJUNA Degree College, Bengaluru, Karnataka	07-08-2024 To 12-08-2024
8.	Online Six Days Faculty Development Program on NEP 2020: Application of AI and Technology in Higher Education and Research	Parul University, Rajkot, Gujarat, India	24-06-2024 To 29-06-2024
9.	7 Days Online Faculty Development Program on Essential Skills for Professional Development in Higher Education	Star International Foundation for Research and Education, Tiruchengode, Namakkal	01-07-2024
10	A Five-Day Faculty Development Programme	Jamal Mohamed College, (Autonomous)Tiruchirappalli.	05-06-2024 To 09-06-2024
11	International online Faculty Development Programme on Embracing Sustainability as Opportunity	Tamil Nadu Teacher Education University Chennai, and Dr. M.G.R Educational and Research Institute Deemed To Be University, Chennai, Tamil Nadu	03-06-2024 To 07-06-2024

12	Five Days International Online Faculty Development Programme on AI for Education	Institute of Public Enterprise-IPE, Hyderabad.	20-05-2024 To 24-05-2024
13	Two week Online FDP on Entrepreneurial Ecosystem: Fostering Entrepreneurship, start-up and Incubation	AMET UNIVERSITY, Chennai	25-03-2024 To 05-04-2024
14	Five Days Virtual Faculty Development Programme On	SRI KANYAKA PARAMESWARI Arts and Science College for Women, Chennai	13-05-2024 To 17-05-2024
15	Five Days National Level Faculty Development Programme on Advanced Research Methodology	Mohamed Sathak College of Arts and Science, Chennai	19-02-2024 To 23-02-2024
16	Faculty Development Programme on Digital Zenith: Elevating Security and Nurturing Wellness.	PILLAI HOC COLLEGE of Arts and Science and Commerce, RASAYANI.	21-02-2024 To 27-02-2024
17	Five Days Virtual Faculty Development Programme, EMPOWERMENT IN EDUCATION Organized by Internal Quality Assurance Cell.	ST. JOSEPH'S COLLEGE Arts and Science, Chennai	19-02-2024 To 23-02-2024
18	Faculty Development Programme on The Emerging Trends in Research and Teaching Technology,	St. Thomas College of Arts and Science, Chennai.	26-02-2024 To 01-03-2024
19	Five Days Virtual Faculty Development Programme on Research – The Journey from Inception to Publishing	Dhanraj Baid Jain College, Chennai	05-02-2024 To 09-02-2024
20	Two Days Virtual Faculty Development Programme on Evaluation Strategies & Classroom Management Skills	Michael Job Memorial College of Education for Women, Coimbatore	05-02-2024 & 06-02-2024
21	One Week Virtual Faculty Development Programme on Innovative Teaching and Learning Pedagogy	S.I.V.E.T. College, Chennai	29-01-2024 To 02-02-2024
22	Five Days Virtual Faculty Development Programme on Innovative Research In	KG College of Arts and Science and Dr. R.V Arts and Science College, Coimbatore	18-01-2024 To 24-01-2024

	Artificial Intelligence For Commerce		
23	Five Days International Virtual Professional Development Programme on Developing Your Professional Edge: Strategies For Career Growth And Financial Success	PPG College Of Arts and Science, Coimbatore	08-01-2024 To 12-01-2024
24	A One Week Faculty Development Programme on Dimensions of Economics Today	Jamal Mohamed College (Autonomous), Tiruchirappalli	08-01-2024 To 12-01-2024

15 . Details of Seminar / Webinar organized:

1. Convenor for one day National level seminar on youth as change makers in Mother Terasa College, Pudukkottai, March 31, 2023.
2. Convenor for online webinar program Investor Awareness Program, 09 March 2023.

16 . Research Guidance Experience

M.Com = 05 MBA =15

17 Ph.D. Project / Research Experience

“A STUDY ON FINANCIAL PERFORMANCE OF SELECTED PAINT COMPANIES”

DECLARATION:

I hereby declare that the above particulars are true to the best of my knowledge and belief.

(Dr. V. Gunasekaran)