

# Dr. G. Sai Mohana



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**PG & Research Department of**  
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## Academic Qualifications

### Doctoral Research – Ph.D.,

**University** : Madurai Kamaraj University, Madurai, India  
**Title** : A Study on The Physical Performance of Public Distribution System in Tamil Nadu With Special Reference to Ramanathapuram District - Reg. No: P 8462  
**Year** : 2016

### Master of Philosophy – M.Phil.,

**University** : Madurai Kamaraj University, Madurai, India  
**Title** : Working Capital Management in Sundaram Industries  
**Institution** : Mannar Thirumalai Naicker College, Madurai.  
**Year** : 2007

### Post Graduation – M.Com

**University** : Madurai Kamaraj University, Madurai, India  
**Degree** : Master of Commerce  
**Institution** : Sri S.Ramasamy Naidu Memorial College, Sattur.  
**Year** : 2002

### Post Graduation Diploma – P.G.D.C.A

**University** : Madurai Kamaraj University, Madurai, India  
**Degree** : Post Graduate Diploma in Computer Application  
**Institution** : Standard Fireworks Rajarathinam College For

Women, Sivakasi.

**Year** : 2000

### **Under Graduation – B.B.A**

**University** : Madurai Kamaraj University, Madurai, India

**Degree** : Bachelor of Business Administration

**Institution** : Standard Fireworks Rajarathinam College For  
Women, Sivakasi.

**Year** : 1999

### **Teaching Experience:**

- 2007 – 2015 worked as Lecturer in Mannar Thirumalai Naicker College (SF), Madurai.
- 2015 – 2022 worked as Assistant Professor in Mannar Thirumalai Naicker college (SF), Madurai.
- From 2022 working as Assistant professor in the Regular Stream in Mannar Thirumalai Naicker College

### **Publications (List of papers published, in year wise descending order):**

S. No.	Title of the paper	Name of Journal	Month & Year	ISSN/ISBN	Volume & Issue	Impact factor	ID Indexed in Scopus, Web of Science, Pubmed /approved by UGC / UGC CARE List
1	Challenges And Opportunities of Green Marketing in India – An Overview	International Journal of Cultural Studies and Social Sciences	January-June: 2024	2347-4777	Vol-20, Issue-1, No.23	7.138	UGC Care List
2.	Working Women's Preference towards Imitation Jewellery Through Online	Evolution of Women's Rights in India: Progress, Challenges and Future Avenues for Equality	March 2024	ISBN-978-91-90203-91-8		-	ISBN
3	E-Commerce Through Wireless Networks – An Overview	Shodha Pradha (UGC CARE LISTED)	2023	0974-8946	Vol – 48 Issue -2- No.1, 2023		UGC Care List
4	Consumers Satisfaction Towards The Usage of E- Payments In Madurai City	Dogo Rangsang Research Journal UGC Care Group I Journal	April 2023	2347-7180	Vol-13, Issue-5, No. 7,		UGC Care List
5	Role and Contribution of Women Entrepreneurs in	RABINDRA BHARATI JOURNAL OF	Dec 2022	0973-0087	Vol. : XXIV, No:06		UGC CARE GROUP –I Journal

	India – An Overview	PHILOSOPHY					
6	Role of Micro Finance Banks in Enhancing Entrepreneurship Among Women	RABINDRA BHARATI JOURNAL OF PHILOSOPHY	Dec 2022	0973-0087	Vol. : XXIV, No:06		UGC CARE GROUP –I Journal
7	Role of IPR In Economic Development of A Country-An Overview	Kanpur Philosophers	2022	2348-8301	IX, Issue I, No.11, 2022		UGC Care List
8	A Study on Production of Steel Authority of India Limited(SAIL) Company In India	Utkal Historical Research Journal	2021	0976-2132	Xxxiv(Vi)		UGC Care List
9	Analysis of Inter-Relationship Among Financial Leverage Ratios And Market Value of The Selected Companies In Automobile Industry	Utkal Historical Research Journal	2021	0976-2132	Xxxiv(Vi)		UGCCare List
10	Impact of Information Technology on The Entrepreneurship Development	International Journal Of Psychosocial Rehabilitation	05May 2020	1475-7192	Volume24 Issue 8,2020	0.08	Scopus Indexed
11	Corporate Social Responsibility	International Journal Of Research And Analytical Reviews	04-01-2019	E Issn Number 2348-1269	Special Issue	5.75-	UGC – No.43602
12	Entrepreneurship Challenges And Opportunities : Indian Scenario	Nehru Journal Of Management And Research	November 2018	Issn No.22 30-7974	Volume-1 Issue-11	-	-
13	Block Chain Technology Industries	Roots International Journal Of Multidisciplinary Researches	March 2018	Issn Number 2349-	Volume: 4Special Issue-10	Impact Factor 3.48	UGC Approved Journal J.No.48991

#### Research Articles Published in Proceedings:

S. No	Title of the Article	Title of the Conference/Seminar	International /National /State level	ISBN Number	dd/mm/yr
1	Developing Trends And Challenges of Online Marketing In India	Artificial Intelligence And Robotics In Business And Employment: Opportunities And Challenges (AIRBEOC-2020)	National	978-93-89658-87-3	27.2.2020 28-2-2020

2	Customer Relationship Management In Banking Sector	Emerging Trends In Banking, Insurance & International Trade	International	978-9388398-90-9	27.3.2019 28-3-2019
3	Economical Growth Of Tourism Industry in India	Tourism Industry In India: Challenges And opportunities	National	978-9380686-81-3	12-08-2013
4	Emerging Trends In Retail Marketing	Retail Marketing In India : Trends And Challenges	National	978-9380657-50-9	24-09-2011

**Paper presented in Conference/Seminar:**

S. No.	Title of the Paper	International/ National/State level	Title of the Conference	Institution/ College Name	dd/mm/yr
1	Challenges And Opportunities of Green Marketing in India – An Overview	International	Skill Development, Entrepreneurship and Emerging Technologies for International and Indian Youth	Mannar Thirumalai Naicker College, Madurai.	16.02.2024
2	Consumers Satisfaction Towards The Usage Of E-Payments In Madurai City	National Seminar	Emerging Trends in Commerce and Management	Sri S.Ramasamy Naidu Memorial College ,Sattur	2303.2023 & 24.03.2023
3	Role and Contribution of Women Entrepreneurs in India – An Overview	National Seminar	Entrepreneurship in Industry 4.0: A Glimpse	PG and Research Dept. of Commerce, Mannar Thirumalai Naicker College	16.12.2022
4	Role of Micro Finance Banks in Enhancing Entrepreneurship Among Women	National Seminar	Entrepreneurship in Industry 4.0: A Glimpse	PG and Research Dept. of Commerce, Mannar Thirumalai Naicker College	16.12.2022

5.	Role of IPR in Economic Development of a Country- An Overview	National Seminar	Contemporary And Upcoming Issues in the Field of Intellectual Property Rights	Mannar Thirumalai Naicker College	28.03.2022
6.	A study on production of steel authority of India limited(sail) company in India	Virtual International Conference	“Restructuring of trade and industry for the upliftment of Indian Economy”	ST.Joseph’s College (Arts&Science)	17.04.2021
7.	Analysis of Inter – Relationship among Financial Leverage Ratios And Market Value of the Selected Companies in Automobile Industry	Virtual International Conference	“Restructuring of trade and industry for the upliftment of Indian Economy”	ST.Joseph’s College (Arts&Science)	17.04.2021
8.	Developing Trends and challenges of Online Marketing in India	National Level	Artificial Intelligence and Robotics in Business and Employment :Opportunities and Challenges(AIRBEOC –2020)	Acharya Institute of Graduate Studies	27.02.2020 28.02.2020
9	Impact of Information Technology on the Entrepreneurship Development	National Level	A Digital Transformation – Entrepreneur &; Infopreneur2K20	Mannar Thirumalai Naicker College	24.01.2020
10	Customer Relationship Management in Banking Sector	International Conference	Emerging Trends In Banking, Insurance & International Trade	Thaigarajar College	27.3.2019 & 28.3.2019
11	Corporate Social Responsibilities	International Conference	“Contemporary Issues, Challenges and Recommendations on Digitalization(CICRD2K19)”	Mannar Thirumalai Naicker College	4.01.2019
12	Environmental protection in our country-An overview	National Level	“Environmental Protection in India”	Mannar Thirumalai Naicker College	27-2-2019
13	Entrepreneurship Challenges and Opportunities: Indian Scenario	International Conference	Coimbatore Strategic Leadership Conference”	Nehru Institute of Technology	10.8.2018
14	Block Chain Technology in Industries	International Conference	“Business Analytics & Block Chain”	Madura College	28.12.2017
15	Tourism Industry in India	National Level	Economical Growth of Tourism Industry in India	Mannar Thirumalai Naicker College	12.08.2013
16.	Impact of MNC’s entry on FDI & GDP	National Level	Impact of MNC’s entry in the Indian Retail Market	Thiagarajar College	16-3-2012
17	Emerging trends in Retail Marketing	National Level	Retail Marketing in India : trends and Challenges	Mannar Thirumalai Naicker College	24.9.2011

18	“Emerging trends in Marketing Channels of Distribution”	State Level	Emerging Trends in Business and Commerce	Arul Anandar College	17-3-2010
19	Role of Commercial Banks-Agriculture sector in India	National Level	Emerging Issues in Banking and Insurance Sector	Sri S.Ramasamy Naidu Memorial College	4-3-2010 & 5-3-2010

**Positions held at our college(MTNC):**

S.No	Name of position	From	To
1.	Member In Women’s Development Committee	2019	2021
2	Member In Attendance Committee	2016	2019
3	Member in Naan Mudhalvan Scheme	2023	Till Date
4	Consumer Club- Convenor	2023	Till Date
5	Students Aid Fund Committee	2023	Till Date
6	Monthly and Annual Magazine Committee	2023	Till Date

**Workshop/Conference/FDP Attended in MTNC:**

S.No	International/National /State Level	Title of the Workshop/Conference	Name of the Institution/University	Month and Year
1.	State Level FDP	Three Day’s Faculty Development Program	Mannar Thirumalai Naicker College	19,20&21 MAY2008
2.	State Level FDP	Technicalities Of Writing Research Proposal	Mannar Thirumalai Naicker College	29 <sup>th</sup> JUNE2018
3.	State Level workshop	Goods & Services Tax (Gst)	Sourashtra colleage, Madurai	28/8/18
4.	State Level FDP	One Who Can Do, Teaches ! How To Do? And What To Do	Mannar Thirumalai Naicker College	8 <sup>th</sup> MARCH2019
5.	State Level FDP	One Day Training And Production Workshop On Prospects Of Outcome Based Curriculum	Mannar Thirumalai Naicker College	9 <sup>th</sup> MARCH2019
6.	International Workshop	Algorithmic Thinking And Problem Solving	Mannar Thirumalai Naicker College	23 <sup>rd</sup> JANUARY2020
7.	State Level	FDP On Quality Assurance And Sustenance In Education	Mannar Thirumalai Naicker College, Madurai.	11 <sup>th</sup> March2020
8.	State Level	FDP On 21 <sup>st</sup> Century Skills	Mannar Thirumalai Naicker College, Madurai.	5 <sup>th</sup> March2020
9.	State Level FDP	Online National Faculty Development Programme	Mannar Thirumalai Naicker College, Madurai.	13.05.2020-19.05.2020
10.	State level FDP	Enhancing Quality By Unearthing Innovative Practices- Equip 2022	Mannar Thirumalai Naicker College, Madurai & A.P.C Mahalaximi College of Women, Thoothukudi	18.4.2022 – 24.4.2022

11.	State level FDP	Education 4.0 for sustainable economic development	Mannar Thirumalai Naicker College, Madurai	27.4.2022
12	Faculty Research Programme	Dynamics of Research Publications	Mannar Thirumalai Naicker College	5.09.2022 to 16.09.2022
13	Faculty Research Programme	Insights of National Educational Policy(NEP 2020)	Mannar Thirumalai Naicker College	18.03.2023
14	State Level workshop	Intellectual Property Rights	Mannar Thirumalai Naicker College	16 &17 10.2023

**Faculty Development Programme/Short Term Course attended (other than MTNC):**

<b>Faculty Development Programme/Short Term Course</b>	<b>Title of the Programme/Course</b>	<b>Name of the Institution/University</b>	<b>Month and Year</b>
Faculty Development Programme	Influence of AI in Teaching & Research	Hindusthan College of Arts & Science	4.9.2023 – 9.9.2023
Faculty Development Programme	Corporate Updates and Workplace Resilience (Empowering Educators)	The Madura College	15.09.2023
Faculty Development Programme	Design and Development of Industry led curriculum In Technological Era	AMET UNIVERSITY	4.12.2022 to 22.12.2022
Six Days State Level FDP	“Digitalization in Accounting and Finance”	KG College of Arts and Science & Pioneer College of Arts and Science	8.11.2022 to 14.11.2022
Seven Day National Level FDP	Holistic Wellness Management	Kristu Jayanti College, School of Management, Bangalore.	1.10.2022 to 18.10.2022
IP Awareness/Training program	National Intellectual Property Awareness Mission	Intellectual Property Office, India	21.10.2022
One week FDP	ICT Tool for Effective Teaching and Learning	Kamla Nehru Mahavidyalaya, Nagpur	23.5.2022 -28.5.2022
5 days FDP	Current Scenario of Indian Economy	V.O Chidambaram College, Thoothukudi	11.5.2022-15.5.2022
Five-Day National FDP	Inculcating universal Human Value In	HKBK Degree College, Bangalore	9.5.2022 -

	Education- an aspiration of NEP2020		13.5.2022
FDP	Data analysis with Statistical Package for the Social Science	Seshadripuram Academy of Business Studies, Bangalore	27.4.2022 - 6.5.2022
Six –day MDP	Innovation, Digitalization and Change Management	Ramaiah Institute of Technology, Bangalore	21.3.2022-26.3.2022
Capacity Building Program	Professional Etiquette – an effective tool for Capacity Building	Islamiah college, Vaniyambadi	26.2.2022
One week International Faculty Development Programme	Big Data Analytics	Ethiraj college For Women & Binghamton University, Newyork.	7.2.2022 - 15.2.2022
Three Days National level Faculty Development Programme	Investor Education & Awareness	Saraddha Academy & Thiagarajar college Madurai	28.12.2021 - 30.12.2021
Three Days Faculty Development Programme	“Institutions & Entrepreneurial Eco System”	Ayya Nadar Janaki Ammal College	22.09.2021-24.09.2021
Two-Days International Faculty Development Programme	“English Literature-social Commitment & Management Lessons”	Sivananda Sarma Memorial R.V.College	31.05.2021-01.06.2021
Three days National Faculty Development Programme	“Roll of Faculty in Molding Students”	HKBK Degree College	24.05.2021-26.05.2021
Six Days Online Short term training Programme	“Business Analytics”	MCKV Institute of Engineering	19.04.2021 - 24.04.2021
Six Days Online Short term training Programme	“Contemporary topics in Marketing”	Ajay Binay Institute of Technology	14.12.2020-19.12.2020
Five days Faculty Development Programme	“Intellectual Property Rights and Contributions of Academia towards Innovation”	Maharaja Institute of Technology Mysore	15.12.2020-19.12.2020
National Skill Development Programme	“GST–registration, Assessment and filling of returns-phase-III”	Bharathiar University Sponsored by(RUSA)	02.11.2020-12.11.2020
National Faculty Development Programme	“Innovation, Incubation and Entrepreneurship”	RajaPalayam Raju’s College	5.6.2020
One day workshop	Goods and Service Tax(GST)	Sourashtra College	28.8.2018

### Orientation Courses attended

S.No.	Year	Duration, Date & Year	Name of the Orientation Programme	Name of Organization
1	2021	1 day 30.11.2021	“Problem solving and Ideation Workshop”	Vidya Jothi Institute of Technology

### 5. (a) List of Seminars / Conferences / Workshops / Webinars attended

S.No.	DD. MM. YYYY	Name of the seminar/conference/workshops/attended by faculty	Institution	National/ International/State
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1	5.3.2022	Raising the Quality of Living Through Ethics and Values in Higher Education	Bafakhy Yateemkhana B.Ed Training College, Malapuram, Kerala.	International Webinar
2	19.3.2022	Contemporary Issues in Globalization and Sustainability of Supply Chain	Johan A. Walker College Of Business, Appalachian State Of University , Boone, North Carolina, USA	International Webinar
3	28.2.2022	National Intellectual Property Awareness Mission	Intellectual Property Office, India	Awareness/ Training Program
4	16.3.2022	Fundamental of Share Trading in Securities Market	Department of B.Com C.A Mannar Thirumalai Naicker College, Madurai.	Awareness Program
5	13.4.2022	Effective Management of Personal Finance and Wealth Creation	Department of Business Administration, Sri S Ramasamy Naidu Memorial College,Sattur.	State level Webinar
6	5.3.2022	Financial Empowerment Through Wealth Creation	Department of Commerce Mathabhanga college, Cooch Behar, West Bengal.	National level Webinar
7	15.3.2022	Financial Empowerment Through Wealth Creation	Bishop Ambrose College	National level Webinar
8	21.3.2021	Managing Personal Finance and Wealth Creation	Mahendra Arts and Science College, Namakkal.	National level Webinar
9	30.3.2022	Financial Empowerment Through Wealth Creation	Sonopant Dandekar Arts, V.S Apte Commerce, M.H Mehta Science College, Palghar, Maharashtra.	National level Webinar
10	31.3.2022	Financial Planning And Wealth Creation Through Mutual Fund	Gulbarga University , Kalaburagi, Karnataka.	National level Webinar
11	1.4.2022	Financial Strategies And Innovative Approaches During Post Covid Era- Perspective	Jawaharlal Nerhu Technological University, Anantapur, Andhra Pradesh	National level Webinar
12	25.4.2022	Research Methodology	St. Joseph University, Nagaland.	National level Webinar
13	5.5.2022	Financial Empowerment Through Wealth Creation	V.E.T First Grade college, Bengaluru, Karnataka.	National level Webinar
14	21.5.2022	Investor Awareness Program	Sri Dev Suman Uttarakhand University	National level Webinar
15	7.2.2022	Customer Relationship Management	Great Learning Academy	Free Online Course
16	12.3.2022	Entrepreneurship skill, attitude and behaviour development	Vidhya jyothi institute of technology, Hyderabad.	National workshop
17	17.3.2022 to 19.3.2022	Research Methodology And Data Analysis Using MS Excel	Kamaraj College, Thoothukudi.	Three Days National Virtual Workshop
18	9.1.2021	Environmentalism: Religious and Cultural Context	Seshadripuram Evening Degree College	International webinar
19	20.1.2021	Research Methodology in Social Sciences-Quality Dimensions	Alagappa University	National webinar
20	23.1.2021	Impact of Covid-19 on	JSS College Of Arts,	National webinar

		Direct Tax Laws and Procedures	Commerce And Science, Nanjangud.	
21	4.2.2021	Symposium on Union Budget 2021	R.G Kedia College Of Commerce,Hyderabad	National webinar
22	4.2.2021	Protect your intellectual property using IPR	Seshadripuram Academy Of Business Studies College	National webinar
23	12.2.2021	Digital Metamorphosis : Driving Digital Experience Post Pandemic	Ramiah Institute Of Management	National webinar
24	8.3.2021	Phenomenal Women-A Tribute To Womenhood	GLS University	National webinar
25	17.3.2021-20.3.2021	Natural Language Processing For Beginners	Vidyavardhaka College Of Engineering,Mysuru.	National Workshop
26	19.3.2021	Recent Trends in Commerce, Management & Information Technology	Jaya govind Harigopal Aggarwal Agarsen College,Chennai	International E-Conference
27	1.4.2021	Current Scenario of Agricultural Economy in India	Sri Parasakthi College For Women,Courtallam.	International webinar
28	24.5.2021-30.5.2021	Research Methodology	Govt. V.Y.T. Pg Autonomous College Durg Chhattisgarh, Bengaluru	National Workshop
29	26.5.2021	Biodiversity: Life Insurance for our Changing World	Mannar Thirumalai College	National webinar
30	21.6.2021&22.6.2021	Case study Development in Commerce, Management and Computer Science Subjects	Sivsnanda ssSarma Memorial R.V College, Bengaluru.	National Workshop
31	5.7.2021-9.7.2021	Data Analytics Using R	G.T.N Arts College, Dindigul.	National Workshop
32	15.7.2021	Intersection of HR and Finance – Competing or Complementing Domains	Gurunanak College, Chennai.	State webinar
33	24.7.2021	Consumer Protection and Redressal Mechanism in India	A.V College Of Arts, Science And Commerce, Hyderabad.	National Workshop
34	11.10.2021	Financial Empowerment Through Wealth Creation	Swami Dayanada College Of Arts And Science, Tiruvarur.	National webinar