

Dr. G. Sai Mohana



Assistant Professor
PG & Research Department of Commerce

gsaimohana@gmail.com

+919789165431

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

Orientation/Refresher Course Attended (other than MTNC):

- Attended UGC-Sponsored online **Faculty Induction Programme** conducted by UGC-HRDC, Madurai Kamaraj University from 07.11.2024 to 04.12.2024.

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 India – An Overview	RABINDRA BHARATI JOURNAL OF PHILOSOPHY	Dec 2022	0973-0087	Vol. : XXIV, No:06		UGC CARE GROUP –I Journal
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)		UGC Care 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: 4 Special 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 /Statelevel	ISBN Number	dd/mm/yr
1	Evolution of Women's Rights in India: Progress, Challenges and Future Avenues for Equality	Working Women's Preference towards Imitation Jewellery Through Online	National	ISBN-978-93-90203-91-8	March 2024
2	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
3	Customer Relationship Management In Banking Sector	Emerging Trends In Banking, Insurance & International Trade	International	978-9388398-90-9	27.3.2019 28-3-2019
4	Economical Growth Of Tourism Industry in India	Tourism Industry In India: Challenges And opportunities	National	978-9380686-81-3	12-08-2013
5	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/Statelevel	Title of the Conference	Institution/ CollegeName	dd/mm/yr
1	A study on the impact of Social Media among youngsters	International	Global Contemporary Issues and Unlocking Innovation in Business Industry 4.0	VHNS College	24.07.2024 & 25.07.2024
2	Challenges And Opportunities of Green Marketing in India – An Overview	International	Skill Development, Entrepreneurship and Emerging Technologies for International and Indian Youth	MannarThirumalaiNaickerCollege, Madurai.	16.02.2024
3	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

4	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, MannarThirumalaiNaicker College	16.12.2022
5.	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, MannarThirumalaiNaicker College	16.12.2022
6.	Role of IPR in Economic Development of a Country- An Overview	National Seminar	Contemporary And Upcoming Issues in the Field of Intellectual Property Rights	MannarThirumalaiNaickerCollege	28.03.2022
7.	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
8.	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
9	Developing Trends and challenges of Online Marketing in India	National Level	Artificial Intelligenceand Robotics inBusiness andEmployment :Opportunities andChallenges(AIRBEOC –2020)	Acharya Institute of Graduate Studies	27.02.2020 28.02.2020
10	Impact of Information Technology on the Entrepreneurship Development	NationalLevel	A DigitalTransformation – Entrepreneur &; Infopreneur2K20	Mannar Thirumalai Naicker College	24.01.2020
11	Customer Relationship Management in Banking Sector	International Conference	Emerging Trends In Banking, Insurance & International Trade	Thaigarajar College	27.3.2019 &28.3.2019

12	Corporate Social Responsibilities	International Conference	“Contemporary Issues, Challenges and Recommendations on Digitalization(CICRD2K19)”	Mannar Thirumalai Naicker College	4.01.2019
13	Environmental protection in our country-An overview	NationalLevel	“Environmental Protection in India”	Mannar Thirumalai Naicker College	27-2-2019
14	Entrepreneurship Challenges and Opportunities: IndianScenario	International Conference	Coimbatore Strategic Leadership Conference”	Nehru Institute of Technology	10.8.2018
15	Block Chain Technology in Industries	International Conference	“Business Analytics & Block Chain”	Madura College	28.12.2017
16.	Tourism Industry in India	National Level	Economical Growth of Tourism Industry in India	Mannar Thirumalai Naicker College	12.08.2013
17	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
18	Emerging trends in Retail Marketing	National Level	RetailMarketinginIndia : trends andChallenges	Mannar Thirumalai Naicker College	24.9.2011
19	“Emerging trends in Marketing Channels of Distribution”	State Level	Emerging Trends in Business and Commerce	Arul Anandar College	17-3-2010
20	Role of Commercial Banks-Agriculture sector in India	NationalLevel	Emerging Issues inBanking andInsuranceSector	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 I n Attendance Committee	2016	2019
3	Anti-Drug club	2022	2023
4	Library Stock Verification Committee	2022	Till Date
5	Member in IQAC 6 th Criterion	2022	2024
6	Member in Naan Mudhalvan Scheme	2023	Till Date
7	Consumer Club- Convenor	2023	Till Date
8	Students Aid Fund Committee – Convenor	2023	Till Date
9	Member In Monthly and Annual Magazine Committee	2023	Till Date
10	Pudhumai Penn Scheme and Tamilpudhalvan Scheme- Nodal Officer	2024	Till Date
11	Member in Attendance Committee	2024	Till Date
12	Member in IQAC 7 th Criterion	2024	Till Date

Workshop/Conference/FDP Attended in MTNC:

S.No	International/National /StateLevel	Title of the Workshop/Conference	Name of the Institution/University	Month and Year
1.	StateLevel FDP	Three Day's Faculty Development Program	Mannar Thirumalai Naicker College	19,20&21 MAY2008
2.	StateLevel FDP	Technicalities Of Writing Research Proposal	Mannar Thirumalai Naicker College	29 th JUNE2018
3.	StateLevel workshop	Goods & Services Tax (Gst)	Sourashtra college, Madurai	28/8/18
4.	StateLevel FDP	One Who Can Do, Teaches ! How To Do? And What To Do	Mannar Thirumalai Naicker College	8 th MARCH 2019
5.	StateLevel FDP	One Day Training And Production Workshop On Prospects Of Outcome Based Curriculum	Mannar Thirumalai Naicker College	9 th MARCH 2019
6.	International Workshop	Algorithmic Thinking And Problem Solving	Mannar Thirumalai Naicker College	23 rd JANUARY 2020
7.	StateLevel	FDP On Quality Assurance And Sustenance In Education	Mannar Thirumalai Naicker College, Madurai.	11 th March 2020
8.	StateLevel	FDP On 21 st Century Skills	Mannar Thirumalai Naicker College, Madurai.	5 th March 2020
9.	StateLevel 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.	StateLevel workshop	Intellectual Property Rights	Mannar Thirumalai Naicker College	16 & 17 10.2023

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

Faculty Development Programme/Short Term Course	Title of the Programme/Course	Name of the Institution/University	Month and Year
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	14.12.2022 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	08.11.2022 to 14.11.2022
Seven Day National Level FDP	Holistic Wellness Management	Kristu Jayanti College, School of Management, Bangalore.	11.10.2022 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 Education- an aspiration of NEP2020	HKBK Degree College, Bangalore	9.5.2022 - 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 Insitute of Technology ,Bangalore	21.3.2022-26.3.2022
Capacity Building Program	Professional Etiquettee – an effective tool for Capacity Building	Islamiah college, Vaniyambadi	26.2.2022
One week International FacultyDevelopment Programme	Big Data Analytics	Ethiraj college For Women & Binghamton University, Newyork.	7.2.2022 - 15.2.2022
Three Days National level FacultyDevelopment Programme	Investor Education & Awareness	Saraddha Academy &Thiagarajar college Madurai	28.12.2021 - 30.12.2021
Three DaysFacultyDevelopment Programme	“Institutions & Entrepreneurial Eco System”	Ayya Nadar Janaki Ammal College	22.09.2021-24.09.2021
Two-DaysInternationalFaculty DevelopmentProgramme	“English Literature-social Commitment & Management Lessons”	SivanandaSarma Memorial R.V.College	31.05.2021-01.06.2021
Three days NationalFacultyDevelopmentProgramme	“Roll of Faculty in Molding Students”	HKBKDegreeCollege	24.05.2021-26.05.2021
SixDaysOnlineShorttermtrainingProgramme	“BusinessAnalytics”	MCKVINstituteofEngineering	19.04.2021 - 24.04.2021
Six Days Online Short termtrainingProgramme	“Contemporary topics in Marketing”	AjayBinayInstituteofTechnology	14.12.2020-19.12.2020
Five daysFaculty Development Programme	“Intellectual Property Rights and Contributions of Academia towards	MaharajaInstituteofTechnologyMysore	15.12.2020-19.12.2020

	Innovation”		
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”	Raja Palayam Raju’s College	5.6.2020
Oneday 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
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 DevSumanUttarakhand 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	Vidhyajyothi institute of technology, Hyderabad.	National workshop
17	17.3.2022 to 19.3.2022	Research Methodology And Data Analysis Using MS Excel	KamarajCollege, 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 Direct Tax Laws and Procedures	JSS College Of Arts, Commerce And Science, Nanjangud.	National webinar
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	JayagovindHarigopalAggarwalAgarsenCollege, 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	MannarThirumalai College	National webinar
30	21.6.2021& 22.6.2021	Case study Development in Commerce, Management and Computer Science Subjects	SivsnandassSarma 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

List of External Activities

S. No	Name of the Programme / Activity	Position	Date	Name of the Institution
1	B. Com Computer Application Practical Examinations- Nov 2024	External Examiner	30.09.2024	St. George's Jayaraj Chelladurai College (Women), Madurai