

PROFILE

(I) PERSONAL INFORMATION:

Name	Dr. G. THENMOZHI
Designation	Assistant Professor
Department	Commerce with Computer Applications
E-Mail ID	thenmozhi@mannarcollege.ac.in
Contact No	9965789393
Date of Birth	09/10/1984
Date of Appointment	24/01/2020
Date of Retirement	NA
Gender	Female
Address	W/O S. Meenakshi Sundaram, Flat No: 3A ,Sathiah Gandhi Ammal Illam, Near Vijay Towers, Duraismy Nagar, Bypass Road, Madurai-625016.



Academic Qualification (Undergraduate Onwards):

S.No.	Degree	Year of Passing	Subject	Name of the Institution/University
1.	B.Com. [CA]	April -2005	Commerce(Computer Applications)	Bharathiar University
2.	M.Com. [CA]	April-2007	Commerce(Computer Applications)	Bharathiar University
3.	M.Phil.	December-2008	Commerce	Bharathiar University
4.	Ph.D.	November-2019	Commerce	Bharathiar University

Ph.D thesis title, Institute/Organization/University and Year of Award:

S.No.	Ph.D thesis title	Field of Specialization	Institute/ University	Year of Award Dt/mm/yr (viva voce date as per syndicate communication)
1.	Analysis of Profitability, Liquidity and Solvency of Selected Fast Moving Consumer Goods Companies in India	Financial Management	Bharathiar University	28/11/19

(II) TEACHING EXPERIENCE:

S.No.	Positions held	Name of the Institute	Designation	From	To	Others
1.	Teaching	Ayyan Thiruvalluvar College of Arts and Science, Punjai Puliampatti, Coimbatore District.	Lecturer in Department of Commerce with Computer Application	24.12.2008	7.4.2010	1 year 4 months
2.	Teaching	Erode Arts and Science College, Erode	Assistant Professor in Department of Commerce with Computer Application	10.6.2010	25.4.2013	2 year 10 months
3.	Teaching	Mannar Thirumalai Naicker College, Madurai.	Assistant Professor in Department of Commerce with Computer Application	24.1.2020	Till date	

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

S.No	Faculty Development Programme/Short Term Course	Title of the Programme/Course	Name of the Institution/University	Month and Year
1.	Faculty Development Programme	Online FDP-Funding opportunities for research Projects	Erode Arts and Science college, Erode.	May 2020
2.	Faculty Development Programme	Covid -19 General Awareness Programme	IQAC, Sulakshe Commerce College, Barshi, Solapur(DT).	April 2020
3	Faculty Development Programme	Enhancing quality by unearthing innovative practices – equip 2022	IQAC Cluster	18 – 24 April, 2022 7 days
4	Faculty Development Programme	National level FDP-The New Paradigm-Necessities Opportunities	Ratinam college of Arts and Science, Coimbatore	28.6.2021 to 2.7.2021- 5 days
5	Faculty Development Programme	FDP-Academic Integrity for Academia”	Dr.SNS Rajalakshmi College of Arts and Science	15.6.2021
6	Faculty Development Programme	Online FDP on-teaching and Learning Research Peadgy for Excellence in Educations	IQAC, St.Joseph College	20.9.2021 to 24.09.2021- 5 days
7	Faculty Development Programme	Faculty development Programme on Investors Education & Awareness	Ratinam college of Arts & Science	11.12.2021
8	Faculty Development Programme	Faculty development Programme on US Individual Taxation	ICT Academy, KC Globed Education	04.12.23 to 08.12.23 5 days

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

S.No	Title of the paper	Name of the Authors	Name of Journal	Month & Year	ISSN	Volume & Issue	Impact factor	ID Indexed in Scopus, Web of Science, PubMed / approved by UGC / UGC CARE List
1	Impact of Artificial Intelligence on sustainable Agricultural Developments	Dr.A.Saravanan, Dr.S.Sathyasundarai, Dr.A..N.Krithika, Dr.G.Thenmozhi	Journal of Research Administration	November-2023	1539-1590/E-ISSN :2573-7104	VOL:5 NO.2 (2023)		Indexed by Scopus
2	A study on consumers Attitude towards online shopping in Madurai City	Dr.G.Thenmozhi	International Journal of Mechanical Engineering	February 2022	0974-5823	Vol 7 No 2, February 2022		UGC Approved Journals
3	Intellectual Property Rights in Academic works	Dr.G.Thenmozhi, , and R.Nandhinieeswari,	International Journal of Humanities , Law and social Sciences	2022	2348-8301	Vol IX, Issue 1, No 12,2022		UGC Approved Journals
4	A Study on Short-term and Long-term solvency position of selected	Dr.G.Thenmozhi	Studies in Indian Place Name	March-2020	ISSN: 2394-3114	Vol:40,Issue 74	6.3	Indexed, Peer reviewed and listed in UGC Care
5	Profitability of Selected Fast Moving Consumer Goods Companies in India	Dr. G.Thenmozhi	Journal of Emerging Technologies and Innovative Research	March-2020	ISSN:2349-5162	Vol. 7, Issue 3	5.87	ISSN UGC Approved (Journal No: 63975)
6	Assessing Financial Health of selected Fast Moving Consumer Goods Companies in India: Comparison of the Altman's Z-	G. Thenmozhi and Dr.A.Vijayakumar	Journal of Emerging Technologies and Innovative Research	May-2019	ISSN:2349-5162	Vol.6,Issue 5	5.87	ISSN UGC Approved (Journal no:63975)

7.	Determinants of profitability:sector level study of the selected FMCG	G. Thenmozhi and Dr. A.Vijayakumar	International Journal of Research in Social Science	January-2019	ISSN: 2249-2496	Vol.9,Issue1	7.081	UGC approved
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Journal (Notified on UGC Care list Journals)

S. No	Title of paper	Name of the author/s	Name of journal	Month &Year of publication	ISSN number
1	A STUDY ON CUSTOMER SATISFACTION TOWARDS GOOGLE PAYS IN MADURAI CITY	Dr. G. THENMOZHI JEYAPRIYA S RESHMA BANU J	The International journal of analytical and experimental modal analysis - UGC-CARE Group 'II' Journals list -Serial No. 36272	April 2023	ISSN NO: 0886-9367
2	A STUDY ON CONSUMER PERCEIVED RISK IN ONLINE SHOPPING	Dr. G. THENMOZHI BALADHINESHAN P TAMILARASU S	The International journal of analytical and experimental modal analysis - UGC-CARE Group 'II' Journals list -Serial No. 36272	April 2023	ISSN NO: 0886-9367
3	A STUDY ON CONSUMER SATISFACTION TOWARDS THE ROYAL ENFIELD MW PERFORMANCE EXHAUST WITH SPECIAL REFERENCE TO MADURAI CITY	Dr. G. THENMOZHI DHARMESHKUMAR A RAJKUMAR P	The International journal of analytical and experimental modal analysis - UGC-CARE Group 'II' Journals list -Serial No. 36272	April 2023	ISSN NO: 0886-9367
4	AN ANALYSIS OF ELECTRIC TWO WHEELER PRESENT TREND IN MADURAI	Dr. G. THENMOZHI JASHWARAJ C NARENDRAN G	The International journal of analytical and experimental modal analysis - UGC-CARE Group 'II' Journals list -Serial No. 36272	April 2023	ISSN NO: 0886-9367
5	A STUDY ON CUSTOMER SATISFACTION TOWARDS BATA FOOTWEAR IN MADURAI CITY	Dr. G. THENMOZHI KARTHI K MUTHUKUMAR D	The International journal of analytical and experimental modal analysis - UGC-CARE Group 'II' Journals list -Serial No. 36272	April 2023	ISSN NO: 0886-9367
6	A STUDY ON CUSTOMER SATISFACTION ON SWIGGY WITH SPECIAL REFERENCE TO MADURAI CITY	Dr.G.Thenmozhi A.Rajkumar	The International journal of analytical and experimental modal analysis - UGC-CARE Group 'II' Journals list -Serial No. 36272	April 2023	ISSN NO: 0886-9367
7	COMPARATIVE ANALYSIS BETWEEN THE PERFORMANCE OF PUBLIC AND PRIVATE SCHOOL	Dr. G. THENMOZHI S.VEERALAKSHM	The International journal of analytical and experimental modal analysis - UGC-CARE Group	April 2023	ISSN NO: 0886-9367

	STUDENTS IN SHOLAVANDAN AT MADURAI DISTRICT.		'II' Journals list -Serial No. 36272		
8	AN ANALYSIS OF CONSUMER BEHAVIOR TOWARDS GREEN PRODUCTS WITH SPECIAL REFERENCE TO MADURAI CITY	Dr.G. THENMOZHI M.P. VISHNU PRASAD	The International journal of analytical and experimental modal analysis - UGC-CARE Group 'II' Journals list -Serial No. 36272	April 2023	ISSN NO: 0886-9367

Paper presented in Conference/Seminar:

S.No	Title of the Paper	International/ National /State level	Title of the Conference	Institution/College Name	dt/mm/yr
1.	Quality of work life	National Symposium	Ethics and Human values	Gobi Arts and Science College, Gobichettipalayam.	5.10.2007 and 6.10.2007
2.	Innovative Concepts and Techniques in Managerial Decision Making	State Level Seminar	International business and Finance	C.M.S. College of Science and Commerce, Coimbatore	15.10.2007
3.		State Level Workshop	Research Trends in Social Sciences	Thiruppur Kumaran College for Women, Tiruppur.	14.2.2008 and 15.2.2008
4.	Impact of E-banking through IT	National Level Seminar	E-Environment	Vellalar College for Women, Erode.	29.2.2008
5.	Green Banking in India	National Level Conference	The Role of Green Banks in India	Maharaja Arts and Science College, Neelambur, Coimbatore.	24.9.2010
6.	Innovative strategies water quality management design, financing and sustainability consicuration	National Level Seminar	Quality Consciousness in Global Marketing	Angappa College of Arts and Science, Coimbatore.	7.9.2011
7.	Understanding Securitythreads in virtual world	National Conference	Changes Scenario of Corporate Management	J .K .K Nattraja College of Arts and Science, Komarapalayam.	31.8.2012
8.	online shopping in India	Seminar	E-Marketing	Erode Arts and Science College, Erode	13.9.2012
9.	Consequences and causes of food inflation in India	National Seminar	Food Inflation	Erode Arts and Science College, Erode	4.1.2013 and 5.1.2013
10.	Service Marketing in India	International Conference	International Marketing in Asia Pacific issues and challenges	GRD College, Coimbatore	8.3.2013

11.	Retailing in India: Its Growth, Challenges and opportunities	International Conference	Retailing in India: Recent Trends and Upcoming	Erode Arts and Science College, Erode	19.9.2014 and 20.9.2014
12.	A study on impact of Digitalization of Insurance Industry among insurers in Madurai city.	International Conference	International Conference on Digitalisation of Global Business Environment	Rathinam College of Arts and Science, Coimbatore.	19.10.2023

PROCEEDINGS

S. No	Date of the Conference/Seminar	Name of the Conference/Seminar	Name of the Institution	Title of the Paper	ISBN No.	Month & Year of Publication
1	27.3.2023	NATIONAL CONFERENCE ON KNOWLEDGE AND TECHNOLOGICAL DIMENSIONS OF ECONOMIC DEVELOPMENT	DEPARTMENT OF ECONOMICS (SF), PSG COLLEGE OF ARTS AND SCIENCE, COMBATORE	IMPACT OF DIGITALIZATION ON INDIAN ECONOMY	978-81-954992-1-2	March, 2023
2	22.9.22 to 23.9.22	PROCEEDING NATIONAL SEMINAR ON DIGITAL INDIA: INITIATIVE TO BECOME DEVELOPED INDIA	AYYA NADAR JANAKI AMMAL COLLEGE, SIVAKASI.	MSME IN THE DIRECTION OF DIGITALIZATION	978-93-83191-88-8	2022

Workshop Attended (other than MTNC):

S.No	International/ National /State Level	Title of the Programme/Course	Name of the Institution/University	dt/mm/yr
1	National Workshop	Retailing and e-Tailing	P K R Arts and Science College for Women, Gobichettipalayam.	15.03.2005
2	State Level Workshop	Research Methodology in Economics	Erode Arts and Science College, Erode.	24.2.2012
3	National Workshop	Research in Social Science: withers or Not	Sree Saraswathi Thiyagaraja College, Pollachi	2.4.2013 and 3.04.2013
4.	National Webinar	National Webinar on "Strategy For Managing Personal Finance"	Department of commerce and management studies, Government degree College anantnag, J&K in collaboration with Association of Mutual Funds in India (AMFI)	18.08.2021

5.	Workshop	workshop -Online Workshop on Creation of Research ID's,	Patrician College of Arts & Science	03.07.21
6.	National level webinar	“Strategy for effectively managing personal finance and creation of wealth with special reference to Mutual funds”	SubarnakhamadavidyalayaJhar gram-West Bengal	06.07.21
7.	National level webinar	“A Dive into the world of Artificial Intellgence Machine learning and Deep Learning”	Parvathy's Arts & Science College, Dindigul.	07.06.21
8.	National level webinar	Research funding opportunities- cardom	Planter's Association college, Bodinayakanur	20.4.2021
9.	National level webinar	Financial Education and consumer Tranning	IQAC INITIATIVES, STC arts, commerce,BBA,BCA,BSCcolle ge,PG& research center, Banhatti.	06.07.2021
10.	Webinar	Recent Trend in Management-	SCAD college of engineering & Technology	19.03.2021
11.	National level workshop	Research Data Analysis using SPSS	Centre for Research & Consultancy Services	29.05.2021
12.	Workshop	Fundamentals of stock Market Trading & experiencing it through Virtual Trading-	St.Joseph's College of Engineering Chennai.	03.06.2021 to 05.06.2021
13.	Workshop	Workshop –Preparing for Admission during Covid-	Master soft ERP Solution Pvt.Ltd, Nagpur	05.05.2021
14.	Webinar	Project Management & Best Practices”	G.S Mandal's Maharashtra Institute of Technology , Aurangabad	25.6.2021
15.	National level webinar	Financial Market and Opportunities a Head	Report Academy Erode	28.7.2021
16.	Webinar session	Webinar session on Commodity Derivative Market	National Commodity & Derivative Exchange Limited (NCDEX).	31 .08. 2021
17.	National Level Webinar	National Level Webinar on “A Dive into the World of Artificial Intelligence, Machine Learning and Deep Learning”	X-Gen Association, Department of Computer Science	07-06-2021
18.	National Level Webinar	National Level Webinar on Strategy	Joint Collaboration to Department Science, KMM	06.08.2021

		for Managing Personal Finance including Mutual Funds	Institute of Technology and Association of Mutual Funds in India	
19.	Online Workshop	Online Workshop on Creation of Research ID's, organized by PG and Research Department of Commerce	PG and Research Department of Commerce (Shift-I), Patrician College of Arts & Science	3.7.2021
20.	National Webinar	National Webinar on "STRATEGY FOR MANAGING PERSONAL FINANCE"	Department of commerce and management studies, Government degree college anantnag, J&K in collaboration with Association of Mutual Funds in India (AMFI)	18.8.2021
21.	National Webinar	National Webinar on Financial Empowerment through Wealth Creation	Maharaja Agrasen Institute of Technology	16.02.2022
22.	National Virtual Conference on	Behavioral Economics- Perspective and Challenges	Sri Gv.G. Visalakshi College for Women	31.03.2022
23.	National Conference	National Conference on Knowledge and Technological Dimension of Economic Development	Department of Economics, PSG College of Arts and Science, Combatores.	27.03.2023
24.	International Conference	International Conference ICOSHFSOCCUPATIONAL Safety , oceans, Environment, Climate change, wellbeing & sustainable	Holistic Health Foundation India, Sri Research and Center for arts and Science & Wellbeing, Pure Earth Foundations	1.6.2023 to 5.6.2023

		development-2023 & Commemoration		
25.	International Online workshop	Academic Writing Ethical	Global Institute of Statistical Solution	16.9.2023 to 18.9.2023
26.	National Webinar	Mutual Fund A tools For Financial Empowerment	Pandit Jawaharlal Nehru Mahavidyalaya, Aurangabad & Shivchhatrapati Mahavidyalaya Pachod, Maharashtra, Department of Economics	25.9.2023
27.	Online Workshop	Empowering Educators: Navigating Students' Mental Health	Care Max Foundation & Universal Teacher's Academy	15.10.2023

Workshop/Conference/FDP/ Training Programme Attended in MTNC:

S.No	International/National/ State Level	Title of the Workshop/Conference	Name of the Institution/University	Month and Year
1.	Faculty Development Programme	21 st Century Skills	Mannar Thirumalai Naicker College	March-2020
2.	Faculty Development Programme	Quality Assurance and Sustenance in Higher Higher education	Mannar Thirumalai Naicker College	March-2020
3.	Faculty Development Programme	Online National Faculty Enrichment Programme	Mannar Thirumalai Naicker College	May -2020
4.	Webinar	Bio Diversity	Mannar Thirumalai Naicker College	May - 2020
5.	Webinar	Webinar on-Lead By Example 'Impress,Inspire & Influence'	Department of Computer Science, Mannar Thirumalai Naicker College	June-2020
6.	Faculty Development Programme	Enhancing quality by underearthing innovative Practice-EQUIP-2022	Mannar Thirumalai Naicker College, APC mahalakshimi College for womem IQAC Cluster	18.4.2022 to 23.4.2022 7 DAys
7.	State level conference	State level conference on India Emerging as a Global Leader	Mannar Thirumalai Naicker College, Madurai -Indian Institute of Public Administration	27.09.2022

8	State level FDP	Consultancy and Corporate Training	MannarThirumalaiNaicker College, Madurai	17.03.2023
9	State level FDP	Dynamics of Research Publications	MannarThirumalaiNaicker College, Madurai	15.09.2022 & 16.09.2022 - Two days
10	National level webinar	Biodiversity life Insurance for our changing world	Mannar Thirumalai naicker college	26.05.2021
11	Tranning Programme	IIT Spoken Tutorial Project-Front Accounting-2.4.7 training	Mannar Thirumalai Naicker College	April - 2022-
12.	Tranning Programme	IIT Spoken Tutorial Project Certificate on HTML	Manna Thirumalai Naicker College Madurai	Feb-2023

Short-term Courses

S.No	Course	Duration	Institution
1	Short term course –NPTEL-Principles of Management	Jan –Apr 2022 4 months	NPTEL
2	The Art of Professionalism- Short-term course	10.04.2023 to 17.04.2023 8 days	Dr.M.G.R Educational Research Institute

CHAPTERS IN EDITED VOLUMES :

S.No	Title of the chapter in edited volume	Title of the Book	Name of the Publisher	ISBN No	Year
1.	GREEN MARKETING-PROBLEMS AND CHALLENGES	ELECTRONIC MARKETING	NARIAN PUBLICATIONS	978-97-67385-64-7	2022

BIBLIOMETRICS OF THE PUBLICATIONS BASED ON SCOPUS INDEX/ WEB OF SCIENCE OR PUB MED / H-INDEX INDIAN CITATION INDEX

S.No	Name of the Author/s	Title of the Paper	Name of the Journal	Month & Year of publication	No. of Citation Index	No. of Index	Index ed in Scopus / Web of Science	Name of the Institution
1.	G.Thenmozhi	A study on short-term and Long-term solvency position of selected FMCG companies in	Studies in Indian Place Name	March-2020	2	1	Scopus	MANNAR THIRUMALAI NAICKER COLLEGE

		India						
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NUMBER OF CONFERENCES, SEMINARS, WORKSHOPS AND OTHER PROGRAMMES ORGANIZED:

S. No	Date	Name of the Programme	Role	Name of the Institution
1.	21.10.2023	Prelude Conference on “New Paradigms of Governance”	Organising secretary	MANNAR THIRUMALAI NAICKER COLLEGE
2.	25-01-2023	Guest Lecture-Awareness on Financial Literacy	Organising secretary	MANNAR THIRUMALAI NAICKER COLLEGE
3.	22-02-2023 & 23-02-2023	Trade Fair	Organising secretary	MANNAR THIRUMALAI NAICKER COLLEGE
4.	05-03-2022	Student Exchange Programme	Organising secretary	MANNAR THIRUMALAI NAICKER COLLEGE
5.	15-03-2022	World Consumer Day Celebration	Organising secretary	MANNAR THIRUMALAI NAICKER COLLEGE
6.	18-03-2022 & 19-03-2022	A Two days workshop on Data Analysis using SPSS	Organising secretary	MANNAR THIRUMALAI NAICKER COLLEGE

Other Services Rendered in the College :

(NAAC, IQAC, Sports, Cultural Activities, Hostel, Department Association, Placement, Club, Examination, etc.,)

S. No	Name of the Activity	Period	Remarks
1.	IQAC- member	2020-2024	Criterion-1