



I. Academic Qualifications:

Doctoral Research - Ph.D

- **University** : Bharathiar University, Coimbatore.
- **Title** : “Analysis of Profitability, Liquidity and Solvency of Selected Fast Moving Consumer Goods Companies in India”
- **Year** : 2019

Master of Philosophy

- **University** : Bharathiar University, Coimbatore.
- **Title** : “Financial Management in Agriculture: A study with special reference to Mulberry crops”
- **Year** : 2008

Post-Graduation

- **University** : Bharathiar University, Coimbatore.
- **Degree** : Master of Commerce With Computer Applications
- **Year** : 2007

Under Graduation:

- **University** : P.K.R Arts College For Women, GobichettiPalayam, Erode Dt.
- **Year** : 1994
- **Degree** : Bachelor of Commerce With Computer Applications

II. Teaching Experience:

- Under-Graduate : 8 years
- Post Graduate : 5 years
- 2008-2010 Worked as a Lecturer in Ayyan Thiruvalluvar College of Arts and Science, Punjai Puliampatti, Coimbatore District.

- 2010-2013 Worked as a Assistant Professor in Erode Arts and Science College, Erode.
- From 2020 – Working as an Assistant Professor in the self finance Stream in Mannar Thirumalai Naicker College, Madurai.

Area of Specialization

- Financial Management
- Marketing
- Banking
- Business Law
- Computer Skill

III. Short Term Courses attended:

Short- term Online Course:

- Online Course in Principles of Management conducted by NPTEL form January 2022 to March 2022.
- Introduction to The Art of Professionalism: Online Course in Art of Professionalism conducted by Dr. M.G.R Educational Research Institute, form 10th April 2023 to 17th April 2023.

IV. Chapters in Edited Books :

- **Electronic Marketing:** “Green Marketing-problems and challenge”, Narian Publications, ISBN:978-97-6738564-7, 2022
- **Digitalization of Insurance and Financial services:** “A study on impact of digitalization of Insurance among insurer in Madurai City”, Beyond Line Publishers, Madurai, ISBN: 978-93-9177280-2, Jan-2024.

2024

V. BIBLIOMETRICS OF THE PUBLICATIONS BASED ON SCOPUS INDEX /WEB OF SCIENCE OR PUBMED/H-INDEX INDIAN CITATION INDEX

S.No	Name of the Authors	Title of the Paper	Name of the Journal	Month & Year of publication	No. of Citation index	No. of Index	Indexed 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 India	Studies in Indian Place Name	March-2020	2	1	Scopus	MANNAR THIRUMALAI NAICKER COLLEGE

VI. 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.Sathyasundara i, Dr.AN.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	Vol7 No2, February2022		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, Issue1, 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

VII. 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 Raymond's Fashion wear in Madurai District	Ajaykarthick.M & Dr. G.Thenmozhi	International Educational Scientific Research Journal	March-2024	E-ISSNNO:2455-295X



2.	A Study on customer satisfaction towards Lenskart in Madurai City	Harikarthikeyan.V, Tamilselvam. S & Dr. G. Thenmozhi	International Educational Scientific Research Journal	March-2024	E-ISSNNO:2 455- 295X
3.	A study on the strategy of social media influencing Consumer decisions in selected FMCG products with special reference to Madurai District	Sakthivel.C, Vairamuthu.M,& Dr. G.Thenmozhi	International Educational Scientific Research Journal	March-2024	E-ISSNNO:2 455- 295X
4.	A study on impact of implementation of GST among retailers in Madurai City	Vigneshwaran R,Vigneshwaran.S,& Dr. G. Thenmozhi	International Educational Scientific Research Journal	March-2024	E-ISSNNO:2 455- 295X
5.	A study on Customer satisfaction towards Post office saving scheme with special Reference in Madurai City.	Yogeshwaran.S, Vimalraj. J & Dr. G. Thenmozhi	International Educational Scientific Research Journal	March-2024	E-ISSNNO:2 455- 295X
6.	A study of workers participation in management with special reference to Maruthi Suzuki motors company in Madurai City	Pavithra M.,& Dr. G.Thenmozhi	International Educational Scientific Research Journal	March-2024	E-ISSNNO:2 455- 295X
7.	A study on women's perception towards investment in gold With special reference to Madurai city.	M.Sanjeevi kumar& Dr. G. Thenmozhi	International Educational Scientific Research Journal	March-2024	E-ISSNNO:2 455- 295X
8.	An analysis of the customer's attitude towards Investment in ICICI prudential life insurance company limited in Madurai city	Swetha.M,& Dr. G.Thenmozhi	International Educational Scientific Research Journal	March-2024	E-ISSNNO:2 455- 295X
9.	A study on customer satisfaction towards GOOGLE pays in Madurai City	Jeyapriya S Reshmabanu J & Dr.G.Thenmozhi	The International journal of analytical and experimental model analysis- UGC-CARE Group 'II' Journals list-Serial No.36272	April-2023	ISSNNO: 0886-9367
10.	A study on consumer perceived risk in online shopping	Bala Dhineshan P Tamilarasu S& Dr.G.Thenmozhi	The International journal of analytical and experimental model analysis- UGC-CARE Group 'II' Journals list-SerialNo.36272	April-2023	ISSNNO: 0886-9367
11.	A study on consumer satisfaction towards the Royal enfiled MW performance exhaust with special Reference to Madurai city	Dharmesh kumar A Rajkumar P & Dr.G.Thenmozhi	The International journal of analytical and experimental model analysis- UGC-CARE Group 'II' Journals list-Serial No.36272	April-2023	ISSNNO: 0886-9367



12.	An analysis of electric two wheeler present trend in Madurai	Jashwaraj C Narendran G& Dr.G.Thenmozhi	The International journal of analytical and experimental model analysis-UGC-CARE Group 'II' Journals list-Serial No.36272	April-2023	ISSNNO: 0886-9367
13.	A study on customer satisfaction towards BATA footwear in Madurai City	Karthi K Muthukumar D & Dr.G.Thenmozhi	The International journal of analytical and experimental model analysis- UGC-CARE Group 'II' Journals list- SerialNo.36272	April-2023	ISSNNO: 0886-9367
14.	A study on customer satisfaction on swiggy with special reference to Madurai city.	A.Rajkumar& Dr.G.Thenmozhi	The International journal of analytical and experimental model analysis- UGC-CARE Group 'II' Journals list-Serial No.36272	April-2023	ISSNNO: 0886-9367
15.	Comparative analysis between the performance of public and private school students in Sholavandana Madurai District.	S.Veeralakshmi& Dr.G.Thenmozhi	The International journal of analytical and experimental model analysis-UGC-CARE Group 'II' Journals List-Serial No.36272	April-2023	ISSNNO: 0886-9367
16.	An analysis of consumer behavior towards green products with special reference to Madurai city	M.P.VishnuPrasad& Dr.G.Thenmozhi	The International journal of analytical and experimental model analysis-UGC-CARE Group 'II' Journal's list-Serial No.36272	April-2023	ISSNNO: 0886-9367

VIII.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.	A study on impact of Digitalization of Insurance Industry among insurers in Madurai city.	International Conference	International Conference on Digitalization of Global Business Environment	Rathinam College of Arts and Science, Coimbatore.	19.10.2023
2.	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

3.	Service Marketing in India	International Conference	International Marketing in Asia Pacific issues and challenges	GRD College, Coimbatore	8.3.2013
4.	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
5.	Online shopping in India	Seminar	E-Marketing	Erode Arts and Science College, Erode	13.9.2012
6.	Understandings security threads in virtual world	National Conference	Changes Scenario of Corporate Management	J.K.K Nattraja College of Arts and Science, Komarapalayam.	31.8.2012
7.	Innovative strategies water quality management design, financing and Sustainability consecration	National Level Seminar	Quality Consciousness in Global Marketing	Angappa College of Arts and science, Coimbatore.	7.9.2011
8.	Green Banking in India	National Level Conference	The Role of Green Banks in India	Maharaja Arts and Science College, Neelambur, Coimbatore.	24.9.2010
9.	Impact of E- banking through IT	National Level Seminar	E-Environment	Vellalar College for Women, Erode.	29.2.2008
	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
10.	Quality of work life	National Symposium	Ethics and Human values	Gobi Arts and Science College, GobichettiPalayam.	5.10.2007 and 6.10.2007

IX.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, Coimbatore	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 Janakiammal college, Sivakasi.	MSME in the direction of digitalization	978-93-83191-88-8	2022

IX.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 Webinar	Financial Empowerment through Wealth Creation	T.R.C College, Uttarpradesh	12.6.2024
2.	National Webinar	Wealth creation through Financial Planning	RTC Institute of Technology Ranchi, Jharkhand and Association of Mutual Funds in India (AMFI)	12.04.2024
3.	National Webinar	Financial Empowerment and carrier opportunities in financial and security market	Swarrnim Startup & Innovation University, Gujarat.	5.04.2024

4.	International Conference	International Conference ICOSHFS OCCUPATIONAL 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 05.6.2023
5.	National Conference	National Conference on Knowledge and Technological Dimension of Economic Development	Department of Economics, PSG College of Arts and Science, Coimbatore.	27.03.2023
6.	International Online workshop	Academic Writing Ethical	Institute of Statistical Solution	16.9.2023 to 18.9.2023
7.	National Webinar	Mutual Fund And tools For Financial Empowerment	Pandit Jawaharlal Nehru Mahavidyalaya, Aurangabad & Shivchhatrapati Mahavidyalaya Pachod, Maharashtra, Department of Economics	25.9.2023
8.	Online Workshop	Empowering Educators : Navigating Students' Mental Health	Care Max Foundation & Universal Teacher's Academy	15.10.2023
9.	National Webinar	National Webinar on Financial Empowerment through Wealth Creation	Maharaja Agrasen Institute of Technology	16.02.2022
10.	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
11.	Webinar session	Webinar session on Commodity Derivative Market	National Commodity & Derivative Exchange Limited (NCDEX).	31.08.2021



12.	Workshop	Online Workshop on Creation of Research ID's,	Patrician College of Arts & Science	03.07.21
13.	National level webinar	"Strategy for effectively managing personal finance and creation of wealth with special reference to Mutual funds"	Subarna khamadha vidyalaya Jhargram- West Bengal	06.07.21
14.	National level webinar	"A Dive into the world of Artificial Intelligence Machine learning and Deep Learning"	Parvathy's Arts & Science College, Dindigul.	07.06.21
15.	National level webinar	Research funding opportunities- Cardom	Planter's Association College, Bodinayakanur	20.4.2021
16.	National level webinar	Financial Education and consumer Training	IQAC INITIATIVES, ST Carts, commerce, BBA,BCA,BSC College , PG & research center, Banhatti.	06.07.2021
17.	Webinar	Recent Trend in Management-	SCAD College of engineering & Technology	19.03.2021
18.	National level workshop	Research Data Analysis using SPSS	Centre for Research & Consultancy Services	29.05.2021
19.	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
20.	Workshop	Workshop-Preparing for Admission during Covid-19	Master soft ERP Solution Pvt.Ltd, Nagpur	05.05.2021

21.	Webinar	Project Management & Best Practices”	G.S Mandal’s Maharashtra Institute of Technology, Aurangabad	25.6.2021
22.	National level webinar	Financial Market and Opportunities ahead	Report Academy, Erode.	28.7.2021
23.	National Level Webinar	National Level Webinar on “Adiver into the World of Artificial Intelligence, Machine Learning and Deep Learning”	Gen Association, Department of Computer Science	07-06-2021
24.	National Level Webinar	National Level Webinar on Strategy for Managing Personal Finance including Mutual Funds	Joint Collaboration to Department Science, KMM Institute of Technology and Association of Mutual Funds in India	06.08.2021
25.	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
26.	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
27.	National Workshop	Research in Social Science :withers or Not	Sree Saraswathi Thiyagaraja College, Pollachi	2.4.2013 and 3.04.2013
28.	State Level Workshop	Research Methodology in Economics	Erode Arts and Science College, Erode.	24.2.2012

29.	National Workshop	Retailing and e-Tailing	PKR Arts and Science College for Women, Gobichettipalayam.	15.03.2005
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X. 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.	State level FDP	Consultancy and Corporate Training	MannarThirumalaiNaicker College, Madurai	17.03.2023
2.	Training Programme	IIT Spoken Tutorial Project Certificate on HTML	Manna Thirumalai Naicker College Madurai	Feb-2023
3.	Training Programme	IIT Spoken Tutorial Project- Certificate for Completion of Libre office Suite Writer 6.3 training	Mannar Thirumalai Naicker College, Madurai	December-2023
4.	Faculty Development Programme	Enhancing quality by under earthing innovative	Mannar Thirumalai Naicker College, APC Mahalakshimi College for women IQAC Cluster	18.4.2022 to23.4.2022 7Days
		Practice-EQUIP-2022		
5.	Training Programme	IIT Spoken Tutorial Project- Front Accounting-2.4.7 training	Mannar Thirumalai Naicker College	April- 2022-
6.	State level FDP	Dynamics of Research Publications	Mannar Thirumalai Naicker College	15.9.2022 & 16.09.2022 -Two 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.	National level webinar	Biodiversity life Insurance for our changing world	MannarThirumalai Naicker College	26.5.2021

9.	Faculty Development Programme	21 st Century Skills	Mannar Thirumalai Naicker College	March- 2020
10.	Faculty Development Programme	Quality Assurance and Sustenance in Higher education	Mannar Thirumalai Naicker College	March- 2020
11.	Faculty Development Programme	Online National Faculty Enrichment Programme	Mannar Thirumalai Naicker College	May-2020
12.	Webinar	Bio Diversity	Mannar Thirumalai Naicker College	May-2020
13.	Webinar	Webinar on-Lead By Example 'Impress, Inspire & Influence'	Department of Computer Science, Mannar Thirumalai Naicker College	June- 2020

X. 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	MANNARTHIRUMALAI NAICKER COLLEGE
2.	25-01-2023	Guest Lecture- Awareness on Financial Literacy	Organising secretary	MANNARTHIRUMALAI NAICKER COLLEGE
3.	22-02-2023 & 23-02-2023	Trade Fair	Organising secretary	MANNARTHIRUMALAI NAICKER COLLEGE
4.	05-03-2022	Student Exchange Programme	Organising secretary	MANNARTHIRUMALAI NAICKER COLLEGE
5.	15-03-2022	World Consumer Day Celebration	Organising secretary	MANNARTHIRUMALAI NAICKER COLLEGE
6.	18-03-2022 & 19-03-2022	A Two days' workshop on Data Analysis using SPSS	Organising secretary	MANNARTHIRUMALAI NAICKER COLLEGE

XI. 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

