

RESUME



Dr. GOMATHI SANKAR KANDAPPAN

Cell: +91 88704 12444

+91 86681 13242

E-Mail: au.kgs39@gmail.com

- Address for Communication** : Dr Gomathi Sankar Kandappan
Assistant Professor
Department of Business Administration
Annamalai University
Chidambaram - 608 002
- Educational Qualifications** : B.Sc (Zoo)., M.B.A., M.Sc (IT)., M.Sc (App.Psy)., PhD.,
- Specialization** : Marketing & Human Resource Management
- Experiences** : 6 Years (Corporate)
13 Years in PG Teaching
- Research Guidance** : Ongoing 4 PhD Candidates
Completed 64 MBA Students

RESUME

RESEARCH PUBLICATIONS:-

- (1) **Dr. Gomathi Shankar. K Ramalakshmi Vasudevan, (2018)** Enhancing the Performance of Self Help Groups - A Boom For Socio Economic Development, department of business administration, Annamalai University, UGC-SAP DRS-I *Sponsored National Seminar Proceedings on Providing Managerial Skills to Self-Help-Groups Empowering India*, Mar 13-14, (2018).
- (2) **N.Lavanya, Dr. Gomathi Shankar, (2018) A Role of SHG in Economic Development**, Department of Business Administration, Annamalai University, UGC-SAP DRS-I *Sponsored National Seminar Proceedings on Providing Managerial Skills to Self-Help-Groups Empowering India*, Mar 13-14, (2018).
- (3) **Dr.K.Gomathi Sankar & N.Lavanya, (2018)** A Study about the Factors Influencing Consumer Buying Behaviour of Siddha Sedate among Tirunelveli District Consumers, *Star International Journal*, Vol.6, Issue 2(6), pp.22-27, ISSN: 2321-676X.
- (4) **Dr. Gomathi Shankar. K Ramalakshmi Vasudevan, et al., (2018)**, Moderating Role of Personality on Employee Performance, *Star International Journal*, Issue 2(6), pp.9-12, ISSN: 2321-676X.
- (5) **Dr.K.Gomathi Sankar & N.Lavanya, (2018)**, An Investigation on Tolerant Fulfilment Towards Tulsi Sedate (Siddha Drug), *International Seminar Proceedings on Green Marketing - Issues and Challenges at Department of Commerce Sri Sarada College for Women, Tirunelveli. ISBN No. 978-81-933821-0-3.*
- (6) **Dr.K.Gomathi Sankar & N.Lavanya, (2018)**, Green Marketing Strategies in India, *International Seminar Proceedings on Socio-Economic Environmental Ethical, Science & Technological impact on various facets of trade & commerce. ISBN No.978-81-933821-0-3.*
- (7) **A.Muthukrishnan, Dr.B.Natarajan & Dr.K.Gomathisankar**, *International Journal of Applied Management Research*, TiSSL International Publications, A Study about customer Service Satisfaction related to Financial Investment Plans in General Insurance Corporation of India, **ISSN- 09748709**, Jan, 2017. pp-27-29.