



Dr.A.Gopinath, B.E., M.B.A., Ph.D  
Assistant Professor  
PG & Research Department of Business Administration  
Government Arts College, Paramakudi  
9894224050

### **Teaching Experience: 16 Years**

14 Years worked as Assistant Professor in the Department of Business Administration, Annamalai University. (08/02/2005 to 22/02/2019)

Presently working as Assistant Professor in PG & Research Department of Business Administration, Government Arts College, Paramakudi. (23/02/2019 onwards)

### **Guidance:**

1. One M.Phil. Degree awarded under my guidance
2. Four Ph.D. Scholars Pursuing under my guidance.

### **Achievements:**

1. Best Research Paper award in International Conference titled “Management 4.0: Disruptions in Business and Millennial at the Workplace” Organized by Krupanidhi School of Management, Bengaluru.

2. Acted as Resource Person in National and International Conferences.

3. Organized three National Conferences and many student level programmes.

4. Participated and Presented Research Paper in Many International and national Conferences.

### **Roles in University/College Level:**

1. Acted as a Placement Coordinator in University Level.
2. Acted as a Sports Coordinator.

### **Publications in International & National Journals**

1. A. Ekanthalingam & Dr.A.Gopinath (2021) “A Study on the Attributes that influence the Purchase Decision of Residential Property” Sambodhi UGC Care Journal, Volume: 44, Issue: 1(II): January-March, 2021, Page Number: 186-190. ISSN: 2249-6661.
2. Nishanta Kumar & Dr.A.Gopinath (2020) “A Study on the Effect of Digital Marketing on Consumer Relationship” Dogo Rangsang Research Journal, UGC Care

group I Journal, Volume 10, Issue 07, July 2020, Page Number : 44-49, ISSN 2347 – 7180.

3. A. Ekanthalingam & Dr.A.Gopinath (2020) “A Study on the Relationship between factors that influence the Purchase decision of Residential Property” Tathapi UGC Care Journal, Volume: 19, Issue: 53, June, 2020, Page Number: 22-33. ISSN:2320-0693.
4. Dinesh Halan & Dr.A.Gopinath (2020) “A Study on the Digital Payment/Platform Growth in India” Purakala UGC Care Journal, Volume: 31, Issue: 49, June, 2020, Page Number: 01-08. ISSN: 0971-2143.
5. Dinesh Halan & Dr.A.Gopinath (2020) “Digital Technology & Service for MSME’s – With reference to Digital Payment (E-Wallet Adoption) ” Our Heritage UGC Care Journal, Volume: 68, Issue: 30, February, 2020, Page Number: 9083-9088. ISSN: 0474-9030.
6. A. Ekanthalingam & Dr.A.Gopinath (2019) “Influence of Social Media Marketing Towards Purchase of Residential Property” Restaurant Business, Volume: 118, Issue: 6: June, 2019, Page Number: 145-149. ISSN: 0097-8043.
7. A. Ekanthalingam & Dr.A.Gopinath (2019) “Attributes that Influence the Purchase Decision of Residential Property” International Journal of Advance and Innovative Research, Volume: 6, Issue: 1(IV): January-March, 2019, Page Number: 49-53. ISSN: 2394-7780.
8. Dr.A.Gopinath & Dr.J.John Adaikalam (2019) “Satisfaction Level of Rural Consumers towards FMCG Products with reference to Product Attributes” AJANTA – An International Multidisciplinary Quarterly Research Journal, UGC Listed Journal, Journal Number: 40776, Volume: VIII, Issue: I, January – March, 2019, Page Number: ter17-26, ISSN 2277-5730, Impact Factor: 5.5.
9. Vijayalakshmi & Dr.A.Gopinath (2018) “Foreign Institutional Investor FIIs a trigger and a catalyst for Indian stock Exchange” Journal of Emerging Technologies and Innovative Research, Volume 5, Number 11, November 2018, Page Number : 332-336, ISSN 2349 – 5162.
10. Dr.A.Gopinath (2018) Behavioural Intention of Rural Consumers towards Branded FMCG Products, International Journal of Scientific Research in Computer Science Applications and Management Studies, Volume 7, Number 5, October 2018, Page Number: 115-121.
11. Vijayalakshmi & Dr.A.Gopinath (2018) “Foreign Institutional Investor FIIs on Indian Stock Exchange” International Journal of Research and Analytical Reviews, Volume 5, Number 4, October 2018, Page Number: 83-89, ISSN 2349-5138.
12. A. Ekanthalingam & Dr.A.Gopinath (2018) “Disruptions in the Realty Market – A Realty Check” International Journal of Advance and Innovative Research, Volume: 5, Issue: 4(III): October-December, 2018, Page Number: 13-16. ISSN: 2394-7780.
13. Dr.A.Gopinath (2018) “Perceived Value and Satisfaction are Bonded Together - An Evaluation” International Journal of Advance and Innovative Research, Volume: 5, Issue: 4(XV): October-December, 2018, Page Number: 622-628. ISSN: 2394-7780.
14. Dinesh Halan & Dr.A.Gopinath (2018) “Technology Impact on Global Economy - With reference to Wallet Services (Smart Phone Users) ” International Journal of Advance and Innovative Research, Volume 5, Number 4(XV), Dec 2018, Page Number: 644-647. ISSN2394-7780.

15. Chidambaram & Dr.A.Gopinath (2018) "Attitude of Salaried Individuals towards Retirement Planning" International Journal of Advanced Scientific Research & Development, Volume: 5, Issue: 3, September, 2018, Page Number: 99-106. ISSN2394-8906, Impact Factor: 3.151.
16. Dr.A.Gopinath (2018) "Expectancy of Rural Consumers with reference to Bathing Soap" International Journal of Research in Humanities, Arts and Literature, UGC Listed Journal, Journal Number: 40893, Volume: VI, Issue: 10, October, 2018, Page Number: 112-118, ISSN 2347-4564, Impact Factor: 3.7985.
17. M.Revathi & Dr.A.Gopinath (2017) "Relationship Between Occupational Stress and Emotional Intelligence among College teachers in Cuddalore District" International Journal of Applied Management Research, Volume: 9, Issue: 1, January – June 2017, Page Number: 61-64, ISSN 0974-8709.
18. Dr.A.Gopinath & Dr.M.Arul, (2012) "Satisfied Consumers Pay More for their FMCG Products – A Special reference to Pudhucherry Region" International journal of Information Sciences & Computing, Volume 6, Number 2, July 2012, Page Number: 13-17.
19. Dr.A.Gopinath & Dr.M.Arul, (2011) "Rural Consumer's - An Opportunity for Fast Moving Consumer Goods Manufacturers", Annamalai Business Review, Volume 6, Number 1, Jul 2011, pp. 10-15. 2011.

### **Publications in Book**

1. Dr.A.Gopinath (2019) "Sanitation Makes a Country Richer in all Forms – A Study" Water Resource Management – Issues and Prospects, Shanlax Publications, January 2019, Page Number: 129-134, ISBN 97-893-88398-64-0.

### **Personal Information**

Name: Dr.A.Gopinath

Designation: Assistant Professor

Educational Qualification: B.E., M.B.A., Ph.D.

Date of Birth: 27/11/1980

Date of Joining in Service: 08/02/2005 (Annamalai University)

Date of Joining in Government Arts College, Paramakudi: 23/02/2019(Deputation)

Aadhaar Number: 9116 6674 9779

**Place: Paramakudi**

**Date: 20/05/2021**

**Signature**