

SOURASHTRA COLLEGE, MADURAI – 625 004

(An Autonomous Institution Re-Accredited with 'B' Grade By NAAC)
VILACHERY ROAD, PASUMALAI, MADURAI – 625 004

NAME : DR.K.GNANAGURU
QUALIFICATION: M.A., M.PHIL., PH.D.,
DESIGNATION : ASSISTANT PROFESSOR
DEPARTMENT : ECONOMICS
DATE OF BIRTH : 02-05-1979
AGE : 38
DATE OF APPOINTMENT : 14-08-2013
TEACHING EXPERIENCE : UG :12 , PG :02



ACADEMIC ACTIVITIES - JUNE 2011 TO MAY 2017

LIST OF RESEARCH PUBLICATIONS (with ISSN)

S.No	Name of the Journal (Nat'l / Int'l)	Paper Title	ISSN	Month & Year
1	Shanlax international journal	Women Empowerment in India	2320-4168, Vol-4,No-4.	October 2016
2	ROOTS international journal of multidisciplinary Research	Impact of Advertising on Consumer Behaviour	2349-8684, Vol-3,No-6	September 2016
3	International Research Journal of management and humanities	Role of Banks in Economic Development	2347-3274, V01-4,Issue-1	February 2017
4	Shanlax International Journal of Commerce	Emotional Intelligence and leadership	2320-4168, Vol-5,No-1	March 2017
5	Shanlax International Journal of Commerce	A Study on Issues and Challenges of Digital Marketing	2320-4168, Vol-5,Issue-1	April 2017
6	SVNC Research Journal	Women Empowerment-	0976-2949,	March

		realities and Challenges	Vol-12	2017
7	International Journal of Business Intelligence and innovations	ECRM:A Concept Stays here	2348-4705, Vol-1	August 2017
8	Shanlax International Journal of Commerce	A Study of Cashless economy in India	2320-4168, Vol-5.	September 2017
9	Bothi International journal of research in humanities, arts and science	Corporate social responsibility –An overview	2456-5571 Impact factor 2.135	April 2018

II .PAPERS PUBLISHED IN EDITED VOLUMES (with ISBN)

S.No	Topic /Publishers (State / Nat'l / Int'l)	Paper Title	ISBN	Month & Year
1	Bio-Degradable waste- Environmental Issues and Sustainability	Impact of E-Waste on human health and Environment	978-9380686- 202	February 2013
2	Water Conservation and its impact on Indian Economy	Methods of Water Conservation in Various Sector	978-80686-04- 2	February 2015
3	Value Education (Edited Book)		978-81- 919458-0-4	2015
4	Recent Advancements in Business Practices	Disaster and their management	978-93-86537- 27-0	March 2017
5	Working Women: Problems and prospects.	Role of Women Education in India	978-93-81723- 72-2	July 2017
6	Contemporary practices in Commerce,Business and Management	Green Marketing in India: An Overview	978-93-81992- 35-7	August 2017
7	Cashless India and Financial Inclusion- Challenges and benefits	Role of mobile payments in India	978-93-81899- 80-9	September 2017

8	School Mental Health- Multidimensional Perspectives	Problems of school children	978-93-87102- 17-0	October 2017
9	Entrepreneurship in India: Opportunities and Challenges	Social Entrepreneurship in India: Challenges and Opportunities	978-93-87102- 45-2	January 2018

LIST OF SEMINARS / CONFERENCES / WORKSHOPS ORGANIZED

S. No.	Topic (State / Nat'l / Int'l)	Position (Organizing Secretary/Convenor)	Organized by Dept.	Date
1	Globalisation and its impact on Indian Economy(National level)	Co-Convener	Economics	04-02-15

LIST OF SEMINAR/ CONFERENCE ATTENDED/PAPER PRESENTED

S. No.	Topic (State / Nat'l / Int'l)	Organized by Dept./University/College	Paper Title	Date
1	Participated in the State level Seminar on "Foreign University Bill-2010"	Francis Xavier Engineering College, Palayamkottai.	Participated	26-08--12
2	Presented and participated a seminar in the National level conference on Bio-degradable waste –Environmental Issues and sustainability	Sri Meenakshi Government Arts college, Madurai.	Impact of E-Waste on human health and Environment	15&16-02-13
3	Participated in the UGC Sponsored National Seminar on Foreign Direct Investment in Retail Trade-Opportunities and	Sourashtra College, Madurai.	Participated	1&2-2013

	Challenges			
4	Participated and presented in the UGC Autonomy grant National Seminar o Climate Change and Environmental Sustainability	Fatima College, Madurai.	Impact of Climate change and agriculture	23-01-13
5	Participated and presented in the National Seminar on Water Conservation and its impact on Indian Economy	Vivekananda College, Cholavandhan.	Methods of water conservation in various sectors	27-02-15
6	Presented a paper in the National Conference on Innovational needs in Commerce, Economics and Management to meet the present crisis and craze	Mangayarkarasi College of Arts and science for women, Madurai.	Impact of advertising on Consumer behaviour	24-09-16
7	Presented a paper in the international Conference on Reforms in the Globalised Era: new vistas	Patrician college of arts and science , Chennai.	Role of Banks in Economic Development of India	18-02-17
8	Presented a paper in the international conference on Contemporary Issues of Commerce, Management and IT	Mangayarkarasi College of Arts and science for women, Madurai.	Emotional Intelligence and leadership	04-03-17
9	Presented a paper in the National Conference on Recent advancement in Business Practices	Nehru Institute of Management studies, Coimbatore.	Disasters and their management	31-03-17
10	Presented a paper in the international Conference on Recent Trend in digital Marketing in the Globalised	Sourastra Collge(SF), Madurai.	A Study on Issues and Challenges of Digital Marketing	24-02-17

	Business			
11	Presented a paper in the international Conference on The Secret of Business Success	Morappur Kongu College Of Arts and Science,Dharmapuri.	Factors Influencing success in Business	09-02-17
12	Presented a paper in National Conference on Resilience,Resistance and identity of women in a Changing world	N.M.S.S.Vellaichamy Nadar College,Madurai.	Women Empowerment-Realities and Challenges	08-03-17
13	Presented a paper in the international Conference on Strategic Innovation in Business	AVS College of Arts and Science,salem	Strategic Innovation in Business:Challenges and oportunities	10-07-2017
14	Presented a paper in National Conference on working women:Problems and Prospects.	V.H.N.Senthikumara Nadar College,Virudhunagar.	Role of women Education in India	19& 20-07-2017
15	Participated and presented a paper in international Conference on Interdisciplinary Innovation in Business management and tecchnology	Annai veilankanni's college for women,chennai	ECRM:A Concept stays here	10-08-2017
16	Presented a paper in the National conference on Contemporary issues in Commerce and Management studies	Sriram college of arts and science,Thiruvalluvar Dt.	Role of Ethics in business	11-08-2017
17	Participated and presented a paper in international Conference on Marketing of tourism	Arcot sri mahalakshmi Women's College,Vellore	A study of cultural heritage tourism in India	30-08-17

18	Presented a paper in International conference on Contemporary practices in Commerce, Business and management	Bhaktavatsalam College for women,Chennai.	Green Marketing in India: An Overview	10 & 11-08-2017
19	Presented a paper in international conference on Status of women in cashless economy	K.S.R.College of arts and science for women,tiruchengode	A study of Cashless economy in India.	14-9-2017
20	Presented a paper in the conference on Cashless India and Financial Inclusion- Challenges and Benefits	Madras Christian College	Role of Mobile payments in India	20& 21-09-2017
21	Presented a paper in the National seminar on Challenges and opportunities of Indian Tourism	Government Degree College, A.P.	Challenges and opportunities in tourism sector	21& 22-9-2017
22	Participated in international Conference on School Mental health	Bharathidasan University, Tiruchirapalli.	participated	25 and 26-10-17
23	Participated and Presented a paper in National Seminar on Entrepreneurship in India: Opportunities and Challenges.	Vivekananda College, Madurai.	Social Entrepreneurship in India: Opportunities and challenges	04-01-2018
24	Participated in MUTA Academic Conference on Towards democratic,secular & inclusive higher education	Angala Eswari Hall, Palani	Participated	06-01-2018
25	Participated and Presented a paper in international	Vivekananda college of arts and sciences for	e-banking in India:issues and	2-2-18

	conference on Information and communication technology for business turnaround:sustainability,growth and innovation.	women,tiruchengode	challenges	
26	Participated and Presented a paper in national conference on opportunities and challenges in contemporary management practices	Gandhigram rural institute, Dindigul	Online marketing – pros, cons and impact	20-2-18
27	Participated and Presented a paper in national conference on contemporary issues and its implications in india	Fatima college, madurai	Demonetisation and its effect of life of a common people	23-02-18
28	Participated and Presented a paper in national conference on Commerce,Economics,and management –An Interdisciplinary perspective	Mangayarkarasi college of arts and science for women ,Madurai	Corporate social responsibility – An overview	26-02-18

1. **ADDITIONAL QUALIFICATIONS** :CGT&DGT
2. **RESEARCH GUIDANCE** :

S.No.	Research Degree	No.of Research Scholars	
		Completed	On going
1.	M.Phil.,	01	

3. **Additional Responsibilities taken in our College:**

S.No	Name of the committee	position	year
1	Band committee	Member	2013-2016
2	Band committee	Convener	2017 to till date
3	Magazine committee	Member	2016 to till date
4	World University service	Convener	2017 to till date

Acted as Resource Person / Chair Person / Member of Editorial Board / Other

S.No.	Topic	Sem/Conf/ Journal/Other (State / Nat'l / Int'l)	Name of the College/University	Date/Period
1	Acted as a Chair person in the UGC Autonomy grant National Seminar o Climate Change and Environmental Sustainability	Fatima College(National)	Impact of Climate change and agriculture	23-01-13

4. Attended Orientation/Refresher/FDP/Other Programme

S.No.	Topic	Orientation/Refresher/FDP	Name of the College/University	Date/Period
1		Orientation Programme	Madurai Kamaraj University	26-05-16 to 22-06-16
2	Teaching Methods and Interpersonal Relationships	FDP(Under UGC Autonomy Grant)	Sourashtra college	15-03-14
3	Teachers on Teacher Effectiveness	FDP(Under UGC Autonomy Grant)	Sourashtra college	07-03-15
4	Redefined role of Teachers	FDP(Under UGC Autonomy Grant)	Sourashtra college	05-03-16
5	Digital Learning and quality	FDP(Under UGC Autonomy Grant)	Sourashtra college	11-03-17
6	A Critique of Economic Philosophy from Pre Classical to new classical	ICSSR sponsored National level workshop	Arul Anandar College, Karumathur,	16-18-03-17

			Madurai.	
7	Management of self - A Holistic Approach	FDP	Sourashtra College	29-08-2017

5. Delivered a guest lecture on “Kalaigalum vazhgaiyum” organised by fine arts club of sourashtra college on 20-07-2016.
6. Delivered a guest lecture on “stress management” organized by sermathai vasan college on 08-02-18.

7. Any other Achievements:

Co-ordinated a one week training program for girls Students on Business skill and Women Empowerment of Sourashtra College from 30-1-17 to 2-2-17

Signature of the Staff