

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.,MPHIL.,PH.D.,
DESIGNATION : ASSISTANT PROFESSOR
DEPARTMENT : ECONOMICS
DATE OF BIRTH : 02-05-1979
AGE : 41
DATE OF APPOINTMENT : 13-08-2013
TEACHING EXPERIENCE : UG: 13, PG : 03
RESEARCH EXPERIENCE : M.PHIL :01 PH.D : NIL



Academic Qualification:

Degree	Subject	College	Year completed
B. A	Economics	Lady Doak College Madurai	1999
M. A	Economics	Lady Doak College Madurai	2001
M.Phil	Economics	Arul Anandar College Karumathur	2002
Ph.D	Economics	Arul Anandar College Karumathur	2008
CGT	Gandhian Thought	Arul Anandar College Karumathur	2013
DGT	Gandhian Thought	Arul Anandar College Karumathur	2016

Area of Interest:

1. Public Finance
2. MicroEconomics

POSITIONS HELD:

Position	Committee	Period
Member	Band committee	2013-16
C0-Ordinator	Band committee	2016-18
Member	Magazine Committee	2018-19
Convener	World University Service	2019-20

I. 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,Vol- 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-realities and Challenges	0976- 2949,Vol-12	March 2017
7	Interdisciplinary innovation in Business management and	ECRM: A Concept stays here	2348-4705	August 2017

	technology			
8	Shanlax international Journal of Commerce	A Study of Cashless Economy in India	2320-4168	September 2017
9	BODHI International of research in humanities, arts and science	Corporate Social Responsibility - An Overview	3	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	School Mental Health - Multidimensional Practices	Problems of School Children	978-93-87102-17-0	August 2017
7	Contemporay practices in Commerce, Business and practices	Green Marketing In India: An overview	978-9381992-357	August 2017
8	Cashless India and Financial Inclusion: Challenges and benefits	Role of Mobile payments in India	978-93-81899-80-9	September 2017
9	Entrepreneurship In India :	Social Entrepreneurship In	978-93-87102-	January

	Opportunities and Challenges	India : Opportunities and Challenges	45-3	2018
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III. LIST OF RESEARCH PROJECTS UNDERTAKEN:NIL

IV. 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

V. 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	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	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 Challenges	Sourashtra College	Participated	1&2—2-13
4	Participated and presented in the	Fatima College	Impact of Climate	23-01-13

	UGC Autonomy grant National Seminar o Climate Change and Environmental Sustainability		change and agriculture	
5	Participated and presented in the National Seminar on Water Conservation and its impact on Indian Economy	Vivekananda College	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	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	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	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	Disasters and their management	31-03-17
10	Presented a paper in the international Conference on Recent Trend in digital Marketing in the Globalised Business	Sourastra Collge(SF)	A Study on Issues and Challenges of Digital Marketing	24-02-17
11	Presented a paper in the international Conference on The	Morappur Kongu College Of Arts and Science	Factors Influencing success in Business	09-02-17

	Secret of Business Success			
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	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	Strategic Innovation in business:challenges and opportunities	10-07-2017
14	Presented a paper in UGC sponsored National Conference on working women: Problems and prospects	VHNSN college	Role of women education in India	19th and 20 th -07-17
15	Presented a paper in the international Conference in Commerce, Business and Management	Bhaktavatsalam Memorial College for women	Green Marketing in India: An Overview	10 -08-17
16	Presented a paper in the International Conference on Interdisciplinary innovation in business and management and technology	Annai velankanni 's college for women	ECRM: Aconcept stays here	10-08-2017
17	Presented in the National conference on contemporary issues In commerce and Management sciences	Sriram College of Arts and Science.	Role of Ethics in Business	11-08-2017
18	Presented a paper in the international conference on Marketing of Tourism in Tamilnadu	Arcot sri mahalakshmi women's College	A Study of cultural- Heritage Tourism In India	30-08-17
19	Presented a paper in the	K.S.R.College of arts and	A Study of	14 th

	international conference on Status of women in Cashless Economy	science for women	Cashless Economy In India	September 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	20-09-17
21	Presented a paper in the UGC sponsored National Seminar on challenges and opportunities of Indian tourism	Government Degree College, A.P	Challenges and Opprtunities in tourism sector	21 st and 22 nd september 2017
22	Presented a paper in the international Conference on School mental health	Bharathidasan University	Problems of School Children	25 th and 26 th -10-2017
23	Presented a paper in the National Seminar on Entrepreneurship in India:opportunities and Challenges	Vivekananda College	Social Entrepreneurship in India : Opportunities and Challenges	04-01-2018
24	Participated in the state seminar on the theme 'Towards Democratic secular and inclusive growth'	MUTA IV Academics Conference	participated	06-01-2018
25	Presented a paper in the International Conference on information and communication technology for business turnaround :Sustainability,growth and innovation	Vivekananda College of arts and science for women	E Banking in India : Issues and Challenges	1 st and 2 nd -2-2018
26	Presented a paper in the national seminar on opportunities and	Gandhigram rural institute	Online marketing - Pros, Cons and	20 th 21 st -02-2018

	challenges in contemporary management practices		impact	
27	Presented a paper in the UGC autonomy grant national conference on Contemporary issues and its implications in India	Fatima College	Demonetisation and its Effect of life of a common people	23-02-2018
28	presented a paper in the International Conference on commerce, Economics and Management - An Interrdisciplinary perspective	Mangayarkarasi College of arts and science for women	Corporate Social Responsibility- An Overview	26-02-2018
29	Participated in the international Conference on health care technology and management	Vivekananda College of arts and science for women	participated	4 th and 5-02-2019
30	participated in the “Online International Seminar on Effective Transitioning from Traditional (T) Class to Virtual (V) Class Teaching ” held on June 02, 2020.	PUNJAB COMMERCE & MANAGEMENT ASSOCIATION	Participated	June 02, 2020.

VI. OTHER ACHIEVEMENTS

1. ADDITIONAL QUALIFICATIONS :CGT&DGT

2. RESEARCH GUIDANCE :

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

3. **Details of Ph.D., Research scholars :Nil**

4. **Acted in the key post at other College/University/Other Institutions:NIL**
(Such as University Nominee, Ext. examiner for Ph.D., Viva-Vce exam, Member of Inspection/Interview committee etc.,)

5. **Additional Responsibilities taken in our College: NIL**
(such as NSS/NCC/Various Clubs/Various Committees/etc.,)
(Kindly attach the activity report with evidence)

6. **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

7. **Attended Orientation/Refresher/FDP/webinar/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	Management of self-holistic approach	FDP	Sourashtra College	29-08-17
7	A Critique of Economic Philosophy from Pre Classical to new classical	ICSSR sponsored National level workshop	Arul Anandar College, Karumathur, Madurai.	16-18-03-17
8	Major Issues of Inclusive growth in India	Refresher Course Programme	Madurai Kamaraj University	16-11-2018 to 06-12-2018
9	An Approach for Technical Skill Enhancement	FDP	Toshniwal Arts, Commerce and Science College, Sengaon, Dist. Hingoli, Maharashtra,	05th to 10th May, 2020
10	Recent trends in artificial intelligence and impact on teaching professionals	FDP	Rathnavel subramaniam college of arts and science, coimbatore	22-04-20 to 24-04-20
11	Creation of	FDP	RBVRR women's	26/05/2020.

	Google Sites and OER"		college,hydrebad.	
12	Digital tools for smart class room	FDP	Jeyaraj Annapackiam College, Periakulam	06 -05-20 to 07-05-20
13	Emotional Intelligence	FDP	KG College of arts and science,Coimbatore.	28 th and 30 th april and may 2 nd 2020
14	Effective usage of ICT tools for E- Content Preparation	FDP	Jeyaraj Annapackiam College, Periakulam	27-04-20 and 02-05-20
15	Institutional Bench marking of best practices	FDP	Shri Mallikarjun and shri chetan manju desai college, canacona	08--06-20 to 14-06-20
16	Creation of moodle sites	FDP	RBVRR women's college,hydrabad.	08-06-20
17	Contemporary approaches in media	FDP	REVA Univerrrsity, Bengaluru	27-09-20 to 04-10-20
18	Skill Development	FDP	VELS Institute of Science, Technology and advanced studies,Chennai	31 May 2020 to 1 st June, 2020
19	Effective usage of ICT tools for smart teaching	FDP	Jeyaraj Annapackiam College, Periakulam	09-05-20 and 14-05-20
20	"APPLICATION OF STATISTICS IN RESEARCH",	FDP	SNMV College of Arts and Science, Coimbatore	28.05.2020

21	Innovative Teaching and Learning Practices'	FDP	VIMS B-School Coimbatore	13 and 19 May 2020
22	Technical Skill Development: Need of the Hour	FDP	Shaheed Mangal Pandey Government Girls (P.G.) College, Meerut (U.P.)	23 to 27 May, 2020.
23	Multidisciplinary	FDP	Bharadhiyar arts and science college, Thondamuthur.	11-05-20 to 17-05-20
24	Effects of Covid -19 on Indian Business and Post strategy	FDP	NIFT-TEA College of Knitwear and Fashion	01-06-20 and 02-06-20
25	Advanced Statistical Analysis for Management and Social Sciences	FDP	Amity Institute of Behavioural and Allied Sciences, Amity University Uttar Pradesh, Lucknow	3 rd June to 9 th June, 2020.
26	Strategies for engaging students in learning	FDP	Vellalar College for women, Erode	27-04-20
27	Gateway to Innovation	International FDP	Shrimati Indira Mahadev beharay college of arts, Maharashtra	22-06-20 to 26-06-20
28	Leadership Excellence	International FDP	Justice basheer ahamed sayeed	17-06-20 to 23-06-20

			college for women, Chennai	
29	"Research Challenges and Innovations in Renewable Energy Systems" Department of	International FDP	AVIT, Chennai	11-05-2020 to 16-05-2020.
30	Educational Strategies for Universal Leaders	International FDP	VISTAS , Chennai	22-06-20 to 24-06-20
31	Develop the ability to write research proposal	International FDP	AIMIT, Bengaluru	24-04-20
32	An Overview of Indian capital market and Indian Economy	National FDP	VSIT,	-1-06-20 to 05-06-20
33	Future of Examinations: Bloom's Taxonomy and Multiple Assessment Tools	National FDP	G. T. N. Arts College Dindigul	08.06.2020.
34	Advancing Digital Economy for sustainable Development	Online Course	ADBI Institute	09-04-2020

	growth in Asia			
35	Energy economics, Environment and policy	Online Course	ADB Institute	06-04-2020
36	Fostering Growth and Inclusion in Asia's Cities	Online Course	ADB Institute	7 April 2020
37	GREEN BUILDINGS	Online Course	SRM IST RAMAPURAM CAMPUS FACULTY OF ENGINEERING AND TECHNOLOGY	27.04.2020
38	Use of statistical tools and techniques for social science research	Online Course	Devangere University	20-04-20 to 23-04-20
39	Personality Development	Online Course	Vivekananda College of arts and science for women	17-04-20 to 18-04-20
40	Strategies to address the softskill gap	Online Course	International Journal of Advance Study and Research Work	27-04-20 to 01-05-20
41	Stress Management	Online Course	AVS College of arts and science	13-04-20 to 17-04-20
42	Introduction to sustainable	Online Course	ADB Institute	04-04-20

	development in Asia and the Pacific			
43	Participated in the National level quiz on Environmental studies	Quiz	Sri parasakthi college for women	06-10-20
44	Participated in online quiz on stress management	Quiz	Shankarrao Chavan Mahavidyalaya	15-06-20
45	Participated in general awareness quiz on COVID-19	quiz	Chandigarh group of schools	04-04-20
46	Participated in quiz on impact of COVID-19	Quiz	Bhagwan Mahavir University	28-04-20
47	participated in the Fourth JNU Workshop) on the theme 'Going Online: Classroom, Field Work & Research'	Workshop	Jawaharlal Nehru University	July 11-12, 2020.
48	participated in the Third JNU Workshop on Theme 'Online	Workshop	Jawaharlal Nehru University	June 13-14, 2020.

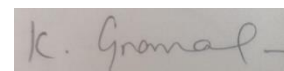
	Assessment and Evaluation’			
49	Participated in the national workshop on “Socio Economic and Cultural Impact of Corona in India ”	workshop	Government Arts College for Women	01. 06. 2020
50	Participated in the workshop for empowering teaching through online mode	workshop	Jawaharlal Nehru University	May 09-10, 2020.
51	Workforce Development through credible assessment	International Webinar	Colombo Plan Staff College	20-04-20
52	ICT application in teaching and learning	International Webinar	Colombo Plan Staff College	22-04-20
53	Blue Ocean Strategy	International Webinar	Colombo Plan Staff College	24-04-20
54	Test items Development techniques for TVET teachers	International Webinar	Colombo Plan Staff College	29-04-20
55	ICT tools for teaching,testing	International Webinar	Stella Marys College	25-05-20

	and Evaluation			
56	Covid-19:Paradigm shift I teaching-learning and learner's physical and mental well-being	International Webinar	Govt. Raza PG college, U.P.	31-05-20
57	The Economic impact of covid-19 and strategies for post pandemic survival and regeneration	International Webinar	J. J. College of arts and science	10-06-20 to 11-06-20
58	Four day international webinar series	International Webinar	Sankara College of Science and Commerce	10-06-20 to 13-06-20
59	An effective research paper writing skill	Webinar	Bhagwan mahavir University	13-4-20 to 16-04-20
60	Research Outcomes Technical paper writing , research proposal, patent filing	Webinar	Data tech.ai Institute	22-04-20
61	Current socio Economic Challenges and	National Webinar	GUHAR	03-05-20

	opportunities			
62	Stress management- New direction, New Hope	National Webinar	Dr. M.G.R . Educational & Research Institute	23-05-20
63	Role of teachers in building future leaders	National Webinar	B.V.V. Sangha's institute of management studies	27-05-20
64	Cultural Studies	National Webinar	Late pushpadevi patil arts and science college	30-05-20
65	Decoding DNA for professional success: Uncertainty to certainty	National Webinar	B.V.V. Sangha's institute of management studies	03-06-20

8. Guest lectures delivered : Acted as a chief guest for the stress management program held on 08-02-2018 in Sermathai Vasan College for women , Madurai.

9. Any other Acheivements: Co-ordinated a one week training programme on women Entrepreneurship to girls Students of Sourashtra College from 30-1-17 to 2-2-17.



Signature of the Staff