

Name : **Dr.D.GOMATHY**
Qualification : B.Sc., MBA., PGDLA., M.Phil., Ph.D.,
 UGC-NET & SLET (Management)
Department and Designation :Associate Professor and Head – MBA Department
 Ethiraj College for Women, Chennai.
Experience : 25 years PG Professional Course in MBA
Area of Specialisation :Human Resource Management, Behavioural
 Science, Labour Laws, Marketing.
Area of Interest and Contribution :Emotional Intelligence, Leadership Development,
 Women Entrepreneurship and Empowerment, Self
 Management and Professional Development.
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MEMBERSHIP

S.No	Details
1	Madras Management Association
2.	Indian Society for Technical Education
3.	Indian Society for Training and Development
4.	National Institute of Personnel Management
5.	Centre for Education Growth and Research
6.	AIMS

PROJECTS/ FUNDING RECEIVED

SI. No	Title of the Research Project	Name of the Funding Agency	Start Date	End Date	Role of the Investigator	Amt In Rs.	Status of the Project
1	Program Coordinator For Refresher Program Short Term Course On Building Professional And Leadership Excellence Among Faculty A Holistic Approach In Designing And Developing An	Indian Society For Technical Education	2018-07-23	2018-07-28	Program Coordinator	300000	Completed

Integrated And Inclusive Teaching Learning Ecosystem						
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RESEARCH GUIDANCE

Ph.D Awarded	1
Ph.D. Thesis Submitted	1
Ph.D Guiding	3

Courses Handled in MBA Programme	Human Resource Management, Organisational Behaviour, Management Principles, HRD, Training and Development, Organisational Change and Development, International HRM, Talent Management, Diversity Management, Cross Cultural Management, Compensation Management, Performance Management, Group Dynamics, Entrepreneurship Development, Business Policy, Marketing Management, Advertising Management.
Resource person for Orientation /	<p>Resource Person for the Soft Skill Training Programme for the MBA Students-University of Madras (Team Building), GSS Jain College and conducted a soft skill program for some small industry in Ambattur Estate (Team Building), Krishnasamy College.</p> <p>Resource Person and jury for Youth Talk conducted by ICTACT at KCG Technology</p> <p>Subject Expert for selection of Assistant Professor/Professor Department of Management Studies,SRM Institute for Training and Development, Kalaimagal Nagar, Ekkattuthangal, Chennai-32,</p>

<p>Refresher Course:</p>	<p>UGC Sponsored Refresher Course in Statistics in Social Sciences(Interdisciplinary),UGC Academic Staff College, University of Madras,Batch XI 20th Jan 2006 to 9th Feb 2006 Participated in a Refresher Course in Management Studies on the topic “Emerging Trends in Management” Conducted by UGC-HRDC University of Madras Batch II from 6th September 2017 to 22nd September 2017</p>
<p>Faculty Development Programme:</p>	<p>Pedagogy in Management – IIM (K) – 1999 One Day Faculty Development Programme on – INSPIRE – Change the Learning Path conducted by DOMS University Of Madras in Association with Madras Management Association - Aug 2016 Three day Faculty Development Program organized by PMO-IEDP (Programme Monitoring Office- Innovation and Entrepreneurship Program – conducted by Entrepreneurship Development Institute and Anna University -27th Oct 2016 Two day FDP on Business Strategy Simulation conducted by ICT Academy - March 2017</p>
<p>Panel of examiners for P.G., M.Phil&Ph.D</p>	<p>Member of the Board of Examiners of the University of Madras – Management Studies</p> <p>Member of the Board of Studies – University of Madras.</p> <p>Vice-Chancellor Nominee(University of Madras)-Board of Studies- MHRM Programme in MSW.</p> <p>Examiner – MSW, Madras University, Annamalai University, Bharathiar University, Vels University, Periyar University, Thiagaraja College-Madurai,</p> <p>Subject Expert MSSW –MAHRM and MA HR and OD</p> <p>External Examinar for the Viva Voce – PG Diploma in Hospital Management,Apollo Hospital Management, University of Madras. MSW</p> <p>Expert Member for Recruitment – Oriental Bank of Commerce , Madras School of Social Works.</p>

	Resource Person and jury for Youth Talk conducted by ICTACT at KCG Technology – Sep 2016
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Awards Received

SI. No	Name of the Award	Awarding Agency	Year of Award	Level (National / International)
1	Best Paper Award At International Conference On Multidisciplinary Research Trends In Arts Science Engineering And Technology	Dk International Research Foundation Dkirkf	2019	International
2	Best Paper Award In National Conference On Emerging Trends In Commerce And Management	Srm Institute Of Science And Technology	2019	National
3	Teacher Excellence Award	The Immaculate Training And Consulting Academy Adyar Chennai	2018	National
4	Best Research Paper Award In The International Conference On Innovation Entrepreneurship And Economy For Sustainable Development	Sai Ram Institute Of Technology In Association With Aims Mma Cii Mcci Indo Australia Chamber Of Commerce Puteri Universiti Teknologi Petrona	2018	International
5	Best Paper Award In The National Conference On Management A Changing Scenario	Panimalar Engineering College	2010	National

Participation in National Level Conferences

1. Gender issues at work place, UGC sponsored National seminar on Management in transition, University of Madras, Chennai Dated February 20,21 – 2003
2. HRD dimensions, challenges and approaches in the 21st century, National seminar on Emerging trends in Management, Arunodhaya'2003.
3. . IPR and HR perspectives at HRD ministry sponsored National seminar, University of

Madras, January 22nd and 23rd – 2004.

4. Venture Capital- A new dimension to industrial growth in India, UGC sponsored National seminar on Emerging trends in capital market Department of Management Studies, University of Madras, February 10th and 11th -2005.

5. Corporate Issues in Health Care Management, UGC Sponsored Golden Jubilee National Seminar on “Emerging Management Paradigms” Organised by University of Madras, Chennai- 2006.

6. “Emerging Management Paradigms in Hospitality Industry” UGC Sponsored Golden Jubilee National Seminar on “Emerging Management Paradigms” Organised by University of Madras, Chennai- 2006.

7. “Business Process Outsourcing- An HR Perspective, UGC Sponsored Golden Jubilee National Seminar on “Emerging Management Paradigms” Organised by University of Madras, Chennai- 2006.

8. “Corporate Social Responsibility and the Role of ITES Industry” International Conference on “Corporate Social Responsibility: Development with Equity” jointly organized by Dept of Anthropology and Dept of Mgmt Studies, University of Madras, Nov 5th – 7th, 2008

Participation in International Level Conferences

1. Industrial Institute Interface at International conference on Developing Competitive strength in institutions of higher learning in the changing scenario, hosted by Ethiraj college and cosponsored by UGC and NAAC, January 16th – 18th ,2004.
2. International Conference on Managing Human Resources at the Workplace,” A Study on Occupational Stress and Organisational Commitment among BPO Employees.”, 13-14 Dec 2013 SDMIMD, Mysore.
3. RDA’S 15TH International Conference on Advances and Challenges in Global Business, Management, Economics, Tourism and Information Technology, “A Study of HR Issues Among BPO Employees”, Nov 21 & 22nd 2014, Organized by Research Development Association and Research Development Research Foundation, Jaipur in Collaboration with Rajasthan Chamber of Commerce and Industry, Rajasthan, Jaipur.
4. International Conference on Managing Globalisation Trends and Challenges, “A Study on Emotional Intelligence and Job Satisfaction Among Sales People in Retail Sector”, 27th Feb 2015 conducted by Measi Institute of Management, Royapettah.
5. UGC Sponsored International conference on Innovative and Sustainable Business Practices, “A Study on Emotional Labour and Organisational Role Stress in Hotel Industry”, 10th Feb 2017 conducted by Department of Management Studies, University of Madras.

6. International Conference on Digital India – The Unfolding Opportunities and Challenges, “HR Function and Leadership Role in the Digital Era” 2nd -3rd March 2017, Conducted by Vivekanandha Institute of Information and Management Studies – Namakkal Dt., & Department of Management and Computer Science- Mother Teresa Women’s University- Kodaikanal
7. International Conference on Innovative Business Practices and Consumer Protection in Digital World, A study on employee happiness quotient at work place, 19th August 2017 Organised by Measi Institute of Management- Royapettah in Association with Department of Civil Supplies and Consumer Protection- Govt of India.
8. , Consumer Perception on Online shopping – An Analysis International Conference on Social Science Research for Sustaining Business and Economy in Global Market (ICSRSBEGM-17) ,20th and 21st September 2017 organised by Sri Sairam Institute of Management Studies
9. International Conference on Implementation Strategies for Sustainable Innovation, Impact of Hedonic Shopping Motive on online Purchase Decision, 26th October 2017 organised by School of Management, DGVaishnav College, Chennai.

Publications

1. “ A Study on BPO as a career opportunity among college-goers conducted among women students in Chennai city”-Indian Economic Panorama- A Quarterly Journal of Agriculture, Industry, Trade and Commerce April 2007.
2. “ A Study on Emotional Intelligence among IT and ITES employees in Chennai City” Anuragam Publishers, ISBN No. 978-93-80627-14-4, 2010
3. “HR issues – Changing Dimensions in BPO industry”, Proceedings of National conference on Management- A Changing Scenario”, ISBN No. 978-81-904760-3-4, 2010.
4. “A Study on Occupational Stress and Organisational Commitment among BPO Employees” ISBN 978-81-922146-5-8.
5. “A Study on HR Issues among BPO Employees”, Research Indian Journal of Management, (ISSN NO. 2277-3304) Vol 3 No. 2 (September 2014 Issue).Pg3 -12
6. “E-Learning – An Educational Approach and a Study Medium”, International Journal of Business Intelligence and Innovations, (ISSN NO. 2348 -4705), Vol 1 Issue 1- Oct 2015. Pg 105 -112.
7. “A Study on Emotional Intelligence and Job Satisfaction Among Sales People in Retail Sector”, MIM International Journal of Management Research, (ISSN NO. 2394 -6997), Vol 1, Issue 2- July 2015, Pg 33 -41
8. “ A Study on Training Effectiveness Using Krikpatrick’s Model” , Journal of Management in Manufacturing and Services, (ISSN NO.2350 -1480), Vol 3, Issue 18, Sep 2016. Pg 39 -47.

9. "A Study on Emotional Labour and Organisational Role Stress in Hotel Industry", International Journal of Business Intelligence and Innovations, (ISSN NO.2348 - 4705), Issue 4, February 2017. Pg102-110
10. "HR Function and Leadership Role in the Digital Era", Recent Trends in Management and Computer Applications, Shanlax Publications, Madurai, First edition 2017, ISBN 978-93-85977-88-6. Pg.150-153.
11. "A Study on Employee Happiness Quotient at Work Place", Shanlax International Journal of Management, Vol 5 , Special Issue 3, Aug 2017, ISSN No. 2321 4643.
12. "Consumer Perception on Online shopping – An Analysis", AIJBSR Annamalai International Journal of Business Studies and Research, Vol 8, Issue 3 September 2017, ISSN No. 0975-749X pg. no. 136-145.
13. "Impact of Hedonic Shopping Motive on Online Purchase Decision", Journal of Management, IAEME Publication Vol 4, Issue 2, October 2017. ISSN No. 2347 3940. Pg no. 519 -524.
14. "The Raising Women Entrepreneurs Through The Self Help Group In India", An International Multidisciplinary Quarterly Research Journal Ajanta, Vol. 8, Issue 1, Jan 2019, pg. 254-260, ISSN. NO. 2277-5730
15. "A Study On Training Effectiveness Using Krikpatrick's Model", Journal Of Management In Manufacturing And Services, Sep 2016, Vol. 3, Issue 18, Pg. 39-487, ISSN. No. 2350-1480
16. "A Study On Consumer Behaviour Towards Service Quality In Online Shopping", Shanlax International Journal Of Management, Feb 2018, Vol. 5, issue 2, Pg.309-316, ISSN No. 2321-4643
17. "Shopping Motivation On Internet A Study With Reference To Hedonic Value", Journal Of Emerging Technologies And Innovative Research, Dec 2018, pg. 147-158, ISSN NO. 2349-5162.
18. "A Study On The Role Of Emotional Intelligence In Influencing Tem Performance A Sustainable Hr Practice", Journal Of Emerging Technologies And Innovative Research, Dec. 2018, Pg. 215-220, ISSN No. 2349-5162.

19. "Learning Management System In Maritime Education Faculty Satisfaction", Studies In Indian Place Names, Studies In Indian Place Names, March 2020, Issue 40, Vol. 50. Pg 1775-1787, ISSN NO. 2394-3114
20. "Effectiveness Of Seafarers Training Using Maritime Simulators", Journal Of Management, May 2019, Vol. 6, Issue 3, n Pg. 14-20, ISSN NO. 2347-3940.
21. "Workplace Stress Among Seafarers In Indian Maritime Industry An Emprical Study", Journal Of Management, Nov. 2018, Issue. 5 Vol 6, Pg. 13-19, ISSN NO. 2347-3940
22. "Factors Influencing Career Choice Among The Cadets Pursuing Maritime Studies A Review With Reference To Cadets In Chennai", International Journal Of Mechanical And Production Engineering Research And Development, Dec 2018, Vol. 8, Issue 3, Pg872-877, ISSN NO. 2249 6890.
23. "Relationship Between Motivation And Socio Economic Considerations In Choosing A Marine Career" Test Engineering And Management, Jab 2020, pg. 16548-16552, ISSN NO. 0193-4120
24. "A Study On Intrinsic Motivation And Its Impact On Cadets Career Choice", International Journal Of Advanced Science And Technology, Apr 2020, Vol.29, Issue.3, Pg. 1138-1145, ISSN NO. 2207 6360
25. " Covid -19 and its impact on mental health of Marine engineering Cadets: An empirical study", Elementary Education Online ISSN NO. 1305- 3515
26. "Covid-19 and Marine Engineering Online Virtual Practical Training Challenges of Cadet Education" Kalyan Bharati Online, ISSN NO. 0976 -0822