



Name: **Dr.A.S.Gayathri**

Qualification: M.Com., A.C.S (Inter), M.Phil., Ph.D.

Designation: Associate Professor

Years of Experience: UG: 30 years PG: 24 years

Area of Specialization: Income Tax, Company Law

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MEMBERSHIP

Sl.No.	Details	State/ National/ International
1	The Madras Chamber of Commerce & Industry	State

PROJECTS

Sl.No.	Title	Duration	Funding agency	Amount sanctioned in lakhs
1	Impact of Big Five Personality Traits on Entrepreneurial Intention	1 year	Ethiraj College Management	1 lakh

RESEARCH GUIDANCE

Ph.D. Awarded	NIL
Ph.D. Guiding	5
M.Phil. Awarded	5

WORKSHOPS

Sl.No.	Organised by	Title	Level	Date
1	MOP Vaishnav College	Capacity Building for Effective Student Mentoring	State	10.06.2020
2	JNU-WETOM II	Empowering Teaching through Online Mode	International	09.05.2020 to 10.05.2020
3	Dr.SNS Rajalakshmi College of Arts and Science	Writing Research article using Latex	National	07.05.2020
4	Dr.SNS Rajalakshmi College of Arts and Science	Research Avenues in Commerce and Management	National	01.05.2020
5	Dr.SNS Rajalakshmi College of Arts and Science	Integrating Industry4.0 in Research: An Artificial Intelligence Perspective	National	30.04.2020
6	Ethiraj College for Women – ECRIC	Research Innovation and Creativity	Regional	14.09.2019
7	Ethiraj College for Women	New Framework of NAAC & Curriculum Design on New NAAC Regulations	Regional	02.03.2018
8	Association of Women's Studies, Departments/ Centers of Women Studies, University of Madras & Bharathidasan University, Ethiraj College for Women, Stella Marys College & Regional Association for Women's Studies	Documenting Contributions of Women's Movements, Women's Organisations and Women	Regional	19.02.2016

CONFERENCES ATTENDED

S.No	Organised by	Level	Participated/ Presented	Title	Date
1.	PG Department of Banking and Insurance Management & Department of B.Com Bank Management (SS)	International	Participated	NextGen Innovation – Engage, Embrace and Adapt in the Era of Digital Transformation	24 -01-2023 & 25-01-2023
2.	PG & Research Department of Commerce, Ethiraj College for Women, Chennai	International	Participated, Presentation & Publication	Circular Economy – The Frontier of Sustainability	10-1-2023 & 11-01-2023
3.	PG & Research Department of Commerce, Ethiraj College for Women, Chennai	International	Participated, Presentation & Publication	Business Renaissance- The Era of Digital Cure	20-04-2022 & 21-04-2022
4.	Department of Bank Management & Department of Accounting and Finance (SS)	International	Participated, Presentation & Publication	Reboot, Reinvent & Reignite: Reimagining the Neo Normal Era	23 -02-2022 & 24 -02-2022
5.	Deanery of Commerce and Management, Christ (Deemed to be University), Bangalore	International	Participated	Changing Business Landscape	06.02.2019
6.	PG Department of Banking & Insurance Management, Ethiraj College for Women, Chennai	International	Participated	Social Equity: A Catalyst to Inclusive Growth and Sustainability	30.01.2019 & 31.01.2019

7.	Department of Commerce, University of Madras	National	Presentation & Publication	Digital Economy: Business Opportunities and Challenges	10.01.2019
8.	Department of Commerce, Guru Nanak College, Chennai	National	Presentation & Publication	Emerging Trends in the Functional Areas of Business	26.08.2016
9.	CMR Institute of Management Studies	National	Presentation	Managing Competitiveness with Sustainable Business Growth	18.02.2016 to 19.02.2016

SEMINARS & WEBINARS

S.No.	Organised by	Seminar/ Webinar	Title	Level	Date
1	Ethiraj College for Women – Department of commerce (A & SS)	Webinar	Research Insights	National	20.12.2021 to 22.12.2021
2	Ethiraj College for Women	Webinar	Fostering Robust Skills on Ethics and Corporate Social Responsibility	State	11.12.2021
3	Ethiraj College for Women	Webinar	Enhancing the Intellect -A Case Study Discussion	State	27.11.2021
4	Ethiraj College for Women	Webinar	From Data to Decisions -The power of Data Analytics	State	29.10.2021
5	Tagore Engineering College, Department of Management Studies	Webinar	Physical health and Mental Health	National	25.06.2020
6	Incubation Cell, Ethiraj College for Women	Webinar	Scaling up the Entrepreneurial Ladder: Drawing the right Stratagem	National	22.06.2020 to 24.06.2020
7	Department of Educational Technology, Bharathiar University	Webinar	Technological tools for Digital Classroom: Hands on Online Training	National	22.06.2020
8	MOP Vaishnav College for Women	Webinar	Capacity Building for Effective Student Mentoring	National	10.06.2020
9	Bhakthavatsalam Memorial College for Women	Webinar	Relationship Enhancement	National	27.05.2020
10	Vidya Sagar Women's College	Webinar	Mind Mapping	National	23.05.2020

11	Department of Economics and Commerce, MOP Vaishnav College for Women	Webinar	Panel Discussion on POST COVID 19 Economy	National	23.05.2020
12	School of Management Studies, Vels University	Webinar	Improving Academic Standard in Management and Commerce Education to Match with industry requirements	National	21.05.2020
13	JNN Arts & Science College	Webinar	EVOLVE	National	20.05.2020 to 26.05.2020
14	Dept of Economics, JBAS and Tamil Nadu Advanced Technical Training Institute	Webinar	Impact of Covid 19 on Economy	National	20.05.2020
15	Department of Bank Management, Ethiraj College for Women	Webinar	Managing Finance Post COVID-19	National	20.05.2020
16	Tagore Engineering College	Webinar	Easy Way to excel in MS EXCEL	National	16.05.2020
17	Department of Commerce, Ethiraj College for Women, Miles Education and Wiley	Webinar	Impact Factor, H-Index and Google Scholar	National	16.05.2020
18	Department of Commerce, Women's Christian College	Webinar	Managing your Finances & Investments during Covid-19	National	15.05.2020
19	Tagore Engineering College	Webinar	Home Maker-Noble Profession	National	15.05.2020
20	Department of Economics, Ethiraj College for Women	Webinar	Covid-19 Emerging Economic Issues and Challenges	National	15.05.2020
21	Bhakthavatsalam Memorial College for Women	Webinar	Psychological Impact of Covid 19 Outbreak	National	15.05.2020
22	Tagore Engineering College	Webinar	Challenges of SMEs and Strategies to Cope-up	National	13.05.2020

23	Department of Bank Management, Ethiraj College for Women, Chennai	Webinar	Challenges and Changes during Covid 19 Pandemic	National	11.05.2020
24	Tagore Engineering College	Webinar	Futuristic Career Opportunities	National	11.05.2020
25	Tagore Engineering College	Webinar	Hiring and working style changes post COVID19	National	09.05.2020
26	MOP Vaishnav College	Webinar	Impact of COVID 19 and Management	National	09.05.2020
27	Tagore Engineering College	Webinar	Desipreneur 0.0 – How to think before you start a business	National	08.05.2020
28	Tagore Engineering College	Webinar	Secrets behind Making Money Online	National	07.05.2020
29	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	Safeguarding Savings	State	06.05.2020
30	University Of Madras	Webinar	Use of Elsevier Tools in Research Workflow	National	05.05.2020
31	Shri Chandraprabhu Jain College, Minjur	Webinar	Entrepreneurship and Family Business	National	04.05.2020
32	SSS Jain, IQAC and School of Commerce	Webinar	Impact of Covid on the Economy and Management of Finances during this period	National	04.05.2020
33	SKP	Webinar	Build yourself towards global opportunities and scholarships	National	01.05.2020
34	Data Teach AI	Webinar	Essential Guidelines for Writing a Research Paper	National	30.04.2020
35	Dr.SNS Rajalakshmi College of Arts and Science	Webinar	Integrating Industry4.0 in Research: An Artificial IntelligencePerspective	National	30.04.2020

36	Dr.SNS Rajalakshmi College of Arts and Science	Webinar	Anti-plagiarism in research writing	National	29.04.2020
37	Dr.SNS Rajalakshmi College of Arts and Science	Webinar	Model Building in Social Science Research	National	28.04.2020
38	S.A.College of Arts and Science	Webinar	Intellectual Property Rights and Entrepreneurship	National	26.04.2020
39	Data Teach AI	Webinar	Research Outcomes: Technical Paper Writing, Research Proposals and Patent Filing	National	22.04.2020

FACULTY DEVELOPMENT PROGRAMME

S.No.	Organised by	Title	Level	Date
1	PG and Research Department of Commerce, Ethiraj College for Women	Investor Education and Awareness	National	02.12.2021 to 04.12.2021
2	MOP Vaishnav College	Impact of Covid on the Economy and Management of Finances during this period	National	05.09.2020
3	G.Venkataswamy Naidu College	Research Methodology-A Roadmap for Application of Statistical Tools and Techniques for Social Science Research	National	25.06.2020 to 01.07.2020
4	Ethiraj College for Women	Rejuvenation of Body, Mind and Soul	National	15.06.2020 to 19.06.2020
5	PG & Research Department of Commerce, Ethiraj College for Women	Progressing Amidst Hindrance-Turning Adversity into Opportunity	International	08.06.2020 to 14.06.2020

6	TLC, Ramanujan College, University of Delhi (Sponsored by MHRD Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)	Open-Source Tools for Research	National	08.06.2020 to 14.06.2020
7	IIDE & St.Xaviers College	Online Teaching and e Content	National	03.06.2020 to 04.06.2020
8	Quaide-E-Millath Government College for Women	Designing a Competitive Curriculum in Commerce	National	04.06.2020
9	PG Department of Banking and Insurance Management, Ethiraj College for Women, Chennai	The Unlock Down – Challenges and Opportunities in Business Post Covid	National	01.06.2020 to 08.06.2020
10	PG and Research Department of Commerce, Ethiraj College for Women	Supercharge your Teaching – The Digital Way	State	27.05.2020 to 29.05.2020
11	Business Standard	Post Covid World: Skills and Strategies for Faculty	National	25.05.2020
12	Geetha Jeevan Arts and Science College	Redefining Education through Gamification	National	19.05.2020
13	TLC, Ramanujan College, University of Delhi (Sponsored by MHRD Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)	Managing Online Classes and Co-Creating MOOCs: 2.0	National	18.05.2020 to 03.06.2020
14	SSS Jain College for Women, IQAC and SKC	Statistical Applications using SPSS	National	16.05.2020 to 17.05.2020
15	Puducherry Academic Researcher's Association, Pondicherry	Innovative Teaching and Research Practices	International	07.05.2020 to 08.05.2020
16	Sri Kanyaka Parameshwari Arts and Science College for Women IQAC & Department of Management Studies & Department of Corporate Secretaryship	Building Partnership and Resources-What India and South East Asia can learn from each other during the Covid-19 Pandemic: An International Perspective	International	08.05.2020
17	S.A. College of Arts and Science, Chennai	I5-Innovation, Incubation, Intrapreneur, Invention & Intellectual Property	State	26.04.2020 to 09.05.2020

18	Ethiraj College for Women – IQAC	Quality Publications & E-Learning	State	19.09.2018
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SYMPOSIUM

S.No.	Organised by	Title	Level	Date
1		Innovative and Research-Intensive Teaching in Higher Education – A Global Perspective	International	08.04.2018
2	IQAC, Ethiraj College for Women (Autonomous)	From Potential for Excellence in Higher Educational Institutions	National	18.07.2016 and 19.07.2016

COURSES

S.No.	Organised by	Title	Level	Date
1	Department of Commerce, M.P.Mirji College of Commerce, Karnataka.	Research Methodology – An Overview	National	05.05.2020 to 06.05.2020

JOURNAL PUBLICATIONS

Sl.No.	TITLE OF THE PAPER	JOURNAL NAME	UGC/ SCI/ SCIE/ WOS	ISBN / ISSN NUMBER	REFERENCE	DATE OF PUBLICATION
1.	Social Media Influencers' Marketing	Journal of the Asiatic Society of Mumbai	UGC	ISSN No: 0972-0766 Vol: XCV, No.13		February 2022
2.	User Generated Content (UGC), Customer Brand Engagement and Purchase Intention	Shodha- Prabha	UGC	ISSN No: 0974 8946		April 2022
3.	Pester Power Strategies of Children and their Influence on the Purchasing Behavior of Mothers	Journal of the Asiatic Society of Mumbai	UGC	ISSN No: 0972-0766 Vol: XCV, No.2		January 2022
4.	Impact of the Factors of Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) on Behavioral Intention to	Shodha- Prabha	UGC	ISSN No: 0974 8946		April 2022

	Adopt Mobile Wallets					
5.	Understanding the Underlying Structure – A Rokeach Value Survey in the Banking Sector	Journal of Management and Entrepreneurship	UGC	ISSN No: 2229-5348 Vol.16, No.1 (III)		January -March 2022
6.	Impact of E-Service Quality on E- Satisfaction and E-Loyalty	Journal of the Asiatic Society of Mumbai	UGC	ISSN No: 0972 – 0766 Vol.XCV, No.5		March 2022
7.	Does Work-Life Balance Influence Work Engagement? Evidences from Educational Institutions in Chennai	Journal of the Asiatic Society of Mumbai	UGC	ISSN No: 0972 – 0766 Vol.XCV, No.5		March 2022
8.	Impact of Psychological Capital and Job Crafting on Work Engagement	Journal of the Asiatic Society of Mumbai	UGC	0972-0766 Vol. XCV, No.3	https://www.researchgate.net/profile/Rajalakshmi-A-2/publication/358278499_IMPACT_OF_PSYCHOLOGICAL_CAPITAL_AND_JOB_CRAFTING_ON_WORK_ENGAGEMENT_Journal_of_the_Asiatic_Society	February 2022

					<p>_of_Mumbai/links/61fa87344393577abe0875ef/IMPACT-OFPSYCHOLOGICAL-CAPITAL-AND-JOB-CRAFTING-ONWORKENGAGEMENT-Journal-of-the-AsiaticSociety-of-Mumbai.pdf</p>	
9.	A Study on Religiosity, Spiritual Intelligence, Mindfulness and Ethical Attitude	Journal of the Asiatic Society of Mumbai	UGC	0972-0766 Vol. XCV No.2	<p>https://www.researchgate.net/profile/Ms-VidhiModi/publication/358041899_A_Study_on_Religiousity_Spiritual_Intelligence_Mindfulness_and_Ethical_Attitude_JOURNAL_OF_THE_ASIATIC_SOCIETY_OF_MUMBAI/links/61ed54dcdafcdb25fd4755da/A-Study-on-ReligiositySpiritual-Intelligence-Mindfulness-and-Ethical-Attitude-JOURNAL-OF-THEASIATIC-SOCIETYOF-MUMBAI.pdf</p>	January 2022

10.	Pester Power Strategies of Children and Parenting Styles of Mothers	ANVESAK Vol. 51, No.1(XXIV)	UGC Care Group 1 Journal	0378 – 4568	https://www.researchgate.net/profile/AmbalurGayathri/publication/353908978_PESTER_POWER_STRATEGIES_OF_CHILDREN_AND_PARENTING_STYLES_OF_MOTHERS/links/6117f8da1ca20f6f86225a2e/PESTER-POWER-STRATEGIES-OF-CHILDREN-ANDPARENTING-STYLES-OF-MOTHERS.pdf	August 2021
11.	Impact of Social Media Influencers' Reviews on Consumers' Purchase Intention	EduIndex –Our Heritage Journal	UGC	ISSN 0474-9030		February 2020
12.	Consumers' Perception of the Credibility of Social Media Influencers and Its Impact on Purchase Intention	Adalya Journal	UGC	ISSN 1301-2746	https://www.researchgate.net/profile/AmbalurGayathri/publication/349945797_Consumers'_Perception_of_the_Credibility_of_Social_Media_Influencers_and_its_Impact_on_Purchase_Intention/links/60488ac2a	October 2019

					6fdcc9c7825a854/Consumers-Perception-of-the-Credibility-of-Social-Media-Influencers-and-its-Impact-on-Purchase-Intention.pdf	
13.	Employees' Perception of Corporate Social Responsibility (CSR) Activities of Vodafone	Journal of Emerging Technologies and Innovation Research Vol.6		ISSN – 2349 5162		January 2019
14.	Financial Inclusion and its Impact on Economic Growth in India	International Multidisciplinary Quarterly Research Journal Vol. VIII, Issue I				January 2019

15.	Impact of Digital Branding on Online Consumer Behaviour-A Study with respect to Amazon	IJRAR Volume 6, Issue 1		2349-5138	https://www.researchgate.net/profile/AmbalurGayathri/publication/350061905_IMPACT_OF_DIGITAL_BRANDING_ON_ONLINE_CONSUMER_BUYING_BEHAVIOUR_A_STUDY_WITH_RESPECT_TO_AMAZON/links/604eeb18299bf13c4f08950c/IMPACT-OF-DIGITAL-BRANDING-ON-ONLINECONSUMER-BUYINGBEHAVIOUR-A-STUDY-WITH-RESPECT-TO-AMAZON.pdf	February 2019
16.	E-Governance – A Study on the Awareness, Perception, Expectations and Attitude of College Students	AJANTA Vol 8, Issue 1				2019

AWARDS

Name of the Award	Name of the Organisation	Year
Award of Recognition for “Commitment to Excellence in Enabling Students to be Industry – Ready”	Christ University, Bangalore	2019-2020
Best Paper Award	Women's Christian College	2019-2020
Best Paper Award	Ethiraj College for Women	2021-2022

RESOURCE PERSON

Name of the Organization	Name of the Event	Year
PERI College of Arts and Science, Chennai	University Nominee, Re-Inspection Commission	2022
MOP Vaishnav College	External Examiner, Research Advisory Committee	2022
MOP Vaishnav College	Member, Board of Studies	June 2022
Guru Nanak College	Member, Board of Studies	March 2022
Ethiraj College for Women	External Examiner, Research Advisory Committee	2022
MOP Vaishnav College	External Examiner, Research Advisory Committee	2021
MOP Vaishnav College	Member, Doctoral Committee	2021
University of Madras	External Examiner for M.Phil. Viva-Voce examination	2021
Ethiraj College for Women	Member, Doctoral Committee	Since 2020
JBAS College	Member, Board of Studies	2018
SDNB Vaishnav College for Women, Chennai	Member, Inspection Commission	2018
DG Vaishnav College	Panel of Examiners	2016 till date