



**Dr. M. GUNASEKARAN,**  
Director Self Financing Courses,  
Associate Professor and Head,  
Department of Commerce,  
(Self-Financing Courses),  
Yadava College, (Autonomous),  
Madurai - 625014.

**‘COMMERCE CHANGES THE FATE AND GENIUS OF NATIONS’**  
- Thomas Grey

<b>Personal Data</b>	
<b>Qualifications</b>	: <b>M.Com., M.B.A., M.Phil., Ph.D., H.D.S.E..</b>
<b>Post Held At Present</b>	: Associate Professor and Head
<b>Date of Appointment</b>	: <b>10.08.1998</b>
<b>Areas of Specialisation</b>	: 1. Marketing 2. Accountancy 3. Research Methodology 4. Human Resource Management 5. Cost Accounting
<b>Teaching Experience</b>	: Under Graduate Level : <b>22</b> Years Post Graduate Level : <b>18</b> Years
<b>Administrative Experience</b>	: <b>20</b> Years
<b>Address for Communication</b>	: <b>Dr.M.Gunasekaran,</b> Associate Professor and Head, Department of Commerce (Self-Financing Courses), Thiruppalai, Madurai - 625 014. <b>Mobile:</b> 9443917109 <b>e_mail id:</b> <a href="mailto:sriguna2003@gmail.com">sriguna2003@gmail.com</a>

<b>Educational Qualifications</b>				
<b>Serial. No.</b>	<b>Degree</b>	<b>Subject</b>	<b>Year of Passing</b>	<b>Name of the Institution</b>
1.	<b>Ph.D.</b>	Commerce	2011	Madurai Kamaraj University, Madurai.
2.	<b>M.Phil.</b>	Commerce	2008	Bharathiar University, Madurai.
3.	<b>M.B.A.</b>	HRM	2013	Bharathiar University, Madurai.
4.	<b>H.D.S.E.</b>	Software Engineering	1998	Aptech Computer Education, Chennai.
5.	<b>M.Com.</b>	Commerce	1995	Madurai Kamaraj University, Madurai.

<b>Title of Thesis and Dissertations of the Degree</b>		
<b>Serial No.</b>	<b>Degree</b>	<b>Title of Theses and Dissertations</b>
1.	<b>Ph.D.</b>	‘Marketing of personal computers – A study with reference to Madurai and Thiruchirappali Districts in Tamil Nadu’.
2.	<b>M.Phil.</b>	‘A study on marketing strategies of Cell Phone Companies with reference to Nokia and its users in Ramanathapuram Taluk’.
3.	<b>M.B.A.</b>	A Study on Job Satisfaction of Workers in Sri Karpagambal Mills Pvt. Ltd., Rajapalayam.
4.	<b>M.Com.</b>	Customers’ Attitude Towards Madurai Sarvodaya Sangh, Madurai.

<b>Teaching Experience</b>				
<b>Serial No.</b>	<b>Designation</b>	<b>From</b>	<b>To</b>	<b>Period</b>
1.	Associate Professor & Head	10.08.2010	23.11.2020	<b>10 Years</b>
2.	Assistant Professor & Head	10.08.2000	09.08.2010	<b>10 Years</b>
3.	Lecturer	10.08.1998	09.08.2000	<b>2 Years</b>
<b>Total</b>				<b>22 Years</b>

## Administrative Experience in Institution

Serial No.	Designation	From	To	Period
1.	Head of the Department	10.08.2000	23.11.2020	20 Years
2.	Deputy Warden	11.06.2010	29.06.2011	1 Year
3.	Assistant Warden	20.06.2002 01.06.2018	19.06.2006 31.05.2019	5 Years
4.	Sub-Warden	12.08.1998	16.08.2000	2 Years

## Membership in Academic Bodies

Serial No.	Name of Role	Name of Boards and Institutions	Period	
			From	To
1.	University Nominee	Board of Studies, <b>Lady Doak College</b> , Madurai.	13.09.2014	12.09.2016
2.	Subject Expert	Board of Studies, <b>Sourashtra College</b> , Madurai.	10.01.2015	09.01.2017
3.	<i>Member</i>	Academic Audit, <b>Saraswathi Narayanan College</b> , Madurai.	13.04.2015	12.04.2016
4.	<i>Member</i>	Question Paper Scrutiny Board, <b>Alagappa University</b> , Karaikudi	03.07.2015	02.07.2016

## External Examiners in Universities / Colleges

Serial No.	Name of Boards	Name of Institutions
1.	UG and PG of <b>Commerce and Management</b> Boards	<b>Bharathidasan University</b> , Thiruchirappalli.
2.	<b>Commerce</b> Boards for UG and PG	<b>Alagappa University</b> , Karaikudi.
3.	<b>Commerce</b> Board	<b>Madurai Kamaraj University</b> , Madurai.
4.	<b>Commerce and Management</b> Boards	Many Autonomous Colleges affiliated to Various Universities

## Workshop and Seminar Participation, Presentation and Publications of Papers

Serial No.	Name of Programme	Place/Sponsoring Agency	Title	Date
1.	<b>Publication on Service Sectors in India- (ISBN No: 978-93-86088-50-5)</b>	<b>Issues, Challenges and Opportunities in Service Sector published by ABS Books, New Delhi.</b>	Opportunities and Challenges on FDI in Retailing in India	2019
2.	<b>MHRD Sponsored Training Programme</b>	<b>Aligarh Muslim University and Crescent College of Education for Women, Madurai.</b>	Academic Leadership	25.01.2018 To 28.01.2018
3.	<b>International Conference (ISBN No: 978-93-5235-798-7)</b>	<b>GRD Institute of Management, and GRD International Business Coimbatore.</b>	Influence of Brand Name in Indian Clothing Market	18.09.2015 and 19.09.2015
4.	<b>Faculty Development Programme</b>	<b>PSG Management Education, Coimbatore and OAA-MAVMM School of Management, Madurai.</b>	Academic Research – Writing and Publishing Research Papers	24.01.2014
5.	<b>Government of India sponsored National Seminar</b>	<b>Yadava College, Madurai.</b>	Research on Tribal Welfare	30.12.2009
6.	<b>NAAC sponsored National Seminar</b>	<b>Yadava College, Madurai.</b>	Quality Enhancement Strategy for Excellence	31.08.2009 and 01.09.2009
7.	<b>UGC sponsored - National Seminar</b>	<b>Yadava College, Madurai.</b>	Ethics and Human Values	17.09.2008
8.	State Level <i>Symposium</i>	<b>S.Vellaichamy Nadar College, Madurai.</b>	The Role of Educational Institutions in Strengthening Indian Economy	22.03.2007
9.	Inter-Collegiate workshop	<b>Yadava college, Madurai</b>	<i>Industry-Institution Interface</i>	21.03.2006
10.	Inter-Collegiate Workshop	<b>Saraswathi Narayanan College, Madurai.</b>	Statistical Tools for the Interpretation of Research Data	10.03.2005
11.	Seminar	<b>Department of commerce, MKU and NIIT, Madurai.</b>	Financial Meet	06.04.1995

Virtual Workshop / Webinar Participation and Presentation				
Serial No.	Type/Level of Programme	Organising Institution/ Place	Title	Date
1.	National	Govt. Arts College for Women Nilakkottai.	Top 5 tools of Co-Creation of MOOCs Courses	15.07.2020
2.	National	Rathinam College of Arts and Science Coimbatore	NAAC Accreditation Process for Autonomous Colleges	21.06.2020
3.	National	Rathinam College of Arts and Science Coimbatore	Outcome Based Education Through Bloom's Taxonomy: Stepping up the Learning Domain	19.06.2020
4.	National	Tamilnadu Teachers Education University and Meston College of Education, Chennai.	A New Direction in Social Science Reserch	15.06.2020
5.	National	Alpha Arts and Science College, Porur, Chennai.	Blockchain: A Future Changing Technology in Banks.	13.06.2020
6.	National	St.Joseph's College of Arts and Science, Cuddalore.	Entrepreneurship Development	30.05.2020
7.	International	Tamilnadu Open University and Meston College of Education, Chennai	Excellence of Qualitative Research in Social Science	28.05.2020
8.	National	G.T.N. Arts College, Dindigul.	Next Generation Skill set for Managers	27.05.2020
9.	National	IKSHIT Solar and Consumer Rights Organisation, <b>Rajasthan.</b>	'Can India Push Covid 19 ans Its effect on Consumer'	24.05.2020
10.	International Faculty Development Programme	SHASUN Jain College foe Women, Chennai.	Artificial Intelligence based Proctoring in Next Generation Education	23.05.2020
12.	National	Kalinga University, Raipur, <b>Chattisgarh.</b>	Forest and Biological Diversity – Too Precious to Lose	22.05.2020

13.	National	Sri Rmakrishna Mission Vidyalaya College of Arts and Science, Coimbatore.	Conquering the Invisible Enemy: Strategies for Cooperative in the Pandemic world	22.05.2020
14.	On Line Training Programme	Department of Social Work UGC-SAP-DRS-1 <b>Bharathidasan University</b> Thiruchirappalli.	Research Methodology for Social Sciences	18.05.2020 To 20.05.2020
15.	National	Thakur College of Science and Commerce, <b>Mumbai</b>	Mind your Mind During Covid 19 Times	20.05.2020

<b>Conference/Seminar/Symposia/Workshop Organised</b>			
<b>Serial No.</b>	<b>Type of Programme / Title</b>	<b>Date</b>	<b>Role as in the Event</b>
1	<i>Seminar</i> on 'Universality of Management Principles'	<b>1.10.2001</b>	Convener
2	<i>Seminar</i> on 'Globalisation and India	<b>26.2.2002</b>	Convener
3	<i>Workshop</i> on 'Careers in Management'	<b>8.2.2002</b>	Convener
4	<i>Debate</i> as 'Arattai Arangam' on Parents or Teachers are standing with today's youths growth'	<b>7.3.2002</b>	Coordinator
5	<i>Debate</i> on 'For and Against Social Responsibility of Business'	<b>14.2.2003</b>	Coordinator
6	<i>Interaction</i> on 'Practical Accounting'	<b>9.1.2003</b>	Convener
7	<i>Seminar</i> on 'Modernisation of Banking'	<b>22.1.2003</b>	Convener
8	<i>Special Lecture</i> on 'Impact on VAT '	<b>22.2.2005</b>	Coordinator
9	<i>Special Lecture</i> on 'Emerging Environmental Issues in India'	<b>7.2.2006</b>	Coordinator
10.	<i>State level Intercollegiate meet</i>	<b>29.2.2008</b>	Chairman
11	<i>Rally on Awareness of Paying Tax</i>	<b>01.03.2010</b>	Coordinator
12	Seminar on ' <b>Goods and Services Tax</b> '	<b>21.02.2018</b>	Coordinator
13	<i>Special Lecture</i> on 'Positive Thinking'	<b>11.01.2019</b>	Coordinator
14	<i>Seminar on</i> 'Life Ethical Education – Better Citizen for a Better Nation'	<b>09.03.2020</b>	Coordinator

<b>Selected Extension Activities Organised</b>				
<b>Serial No.</b>	<b>Title / Type of Activity</b>	<b>Date</b>	<b>Role as in the Event</b>	<b>Output / Beneficiaries</b>
1.	<i>Sales Campaign</i> of Co-optex Cloths with Cooptex, Madurai to help weavers by involving students at South Masi Street, Madurai	<b>26.01.2003</b>	Coordinator	<i>Sales Made worth Rs.5 Lacs/Weavers</i>
2	<i>Extension Activity</i> on 'Awareness on Internet Usages' to Govt. School Students at Thiruppalai.	<b>24.03.2016</b>	Coordinator	<i>50 Students</i>
3	<i>Extension Activity</i> on 'Awareness campaign' of Postal Insurance and Savings Schemes to farmers at Kodimangalam Village	<b>14.02.2019</b>	Coordinator	<i>100 Farmers</i>

<b>Other Responsibilities in the Institution</b>			
<b>Serial No.</b>	<b>Name of Committee</b>	<b>Post held</b>	<b>Date</b>
1.	College Magazine	Editor	2017 – 2019
2.	Parents – Teachers Association	Member	2010 – 2011, 2016 – 2017 & 2018 - 2019
3.	Awards Committee	Member	2011 – 2013 & 2015 - 2017
4.	Disciplinary Committee	Member	2006 – 2020
5.	IQAC	Member	2006 – 2013 and 2019 -2020
6.	Extension Activities	Coordinator	2009 -2010

## Testimonials from Superiors



### YADAVA COLLEGE

Govindarajan Campus,  
Thiruppalai, Madurai - 625 014. Tamil Nadu. India.

(O) 0452 - 2680362

Fax : 0452 - 2682180

(R) 0452 - 2681868

(R) 0452 - 2682888

**Dr. G. Thiruvassagam**, M.Com., B.Ed., LL.B., M.Phil., Ph.D., R.Ph.D.,  
Principal

Date :

### TESTIMONIAL

**Prof.M.Gunasekaran,M.Com.,H.D.S.E.**, Head of the Department of Commerce is serving in our college since 1998. He is known for his academic excellence and hard work. Students are highly satisfied about his subject knowledge and effective teaching. He deserves all encouragement and support . Wish him all success.

PRINCIPAL

**Dr. G. THIRUVASAGAM**  
Principal  
Yadava College Madurai-14.





Date : 8.12.04.

## TESTIMONIAL

- I am immensely glad to certify that I know Mr.M.Gunasekaran for the past ten years. He has maintained a consistently good academic record right from his school days.
- As the Director of self-finance courses, I have had a number of opportunities to observe him closely and I can confidently say that he has proved himself to be an inspiring teacher.
- He has won the admiration of all his students and the appreciation of his superiors.
- In addition to his committed teaching, he has also made many solid and innovative contributions for the all-round development of students and the institution.
- I am sure he will rise up to the occasion if the proper opportunity is given and he will leave no stone unturned to prove his mettle on all occasions.

S. Manoj Kumar  
DIRECTOR 8/12/04  
M. S. S. COLLEGE, TAMIL NADU  
GOVINDARAJAN CAMPUS  
THIRUPPALAI, MADURAI  
TAMIL NADU, INDIA



# YADAVA COLLEGE

Autonomous  
(Accredited with "A" Grade by NAAC)  
Co-Educational Institution  
Govindarajan Campus, Thiruppalai, Madurai - 625 014.  
Tamil Nadu, India

Ph : 0452 - 2680362  
Fax : 0452 - 2682180

Date :

## TESTIMONIAL

This is to certify that Mr. **M.Gunasekaran**, has served in our college as Lecturer and Head of the Department of Commerce. He is well versed in his subject and executed the assignments entrusted with him up to the satisfaction of his superiors. He is known for his Commitment and Hard work. He has proved his ability by his sincerity and dedication. He deserves all support and encouragement.

*P.R.*  
PRINCIPAL

Prof. **P. RENGAN** M.Sc., M.Phil.,  
Principal  
YADAVA COLLEGE, MADURAI-14.

*P.K. Srinivas*

Place: Madurai.

Date: 04.12.08.





# YADAVA COLLEGE

(An Educational Institution established by Yadava Kalvi Hathi) web: [www.yadavacollege.org](http://www.yadavacollege.org)

Ph : 0452 - 2680362

Fax : 0452 - 2682180

(Re Accredited with "A" Grade by NAAC)

An Autonomous & Co-Educational Institution

Govindarajan Campus, Thiruppalai, Madurai - 625 014, Tamil Nadu, India.

**Dr. T. RETNAKUMAR, M.Com., Ph.D.,**

Principal in-charge

## TESTIMONIAL

05.12.2013

I am immensely glad to certify that I know **Dr.M.Ganasekaran**, Associate Professor and Head of the Department of Commerce (Self-Financing Course), Yadava College (Autonomous) for the past 18 years.

As the Principal of this college, I have had a number of opportunities to observe him closely and I can confidently say that he has proved himself to be an inspiring teacher. He is a dedicated teacher who strives hard to impart valuable education to enrich the students. He produces a high result in all his classes that he handles for both Undergraduate and Post Graduate Students.

Apart from Teaching he is a valuable staff in the college who involves himself in assignments with his dedicated working style. At present, he is contributing a lot to the development of this institution.

He is always ready to extend his services for the overall development of the Institution and takes special interest in welfare of the students which is appreciable. A dependable and honest person, he can stand up to any expectations for professional work.

I am happy to provide this testimonial to Dr.M.Ganasekaran, who in my opinion would be an asset to any institution which employs him. I am sure that he will rise up to the occasion if the proper opportunity is given and he will leave no stone unturned to prove his mettle on all occasions.

**Dr. T. Retnakumar, M.Com., Ph.D.,**

Dr. T. RETNAKUMAR, M.Com., Ph.D.,

PRINCIPAL IN CHARGE

YADAVA COLLEGE, MADURAI-14.





## YADAVA COLLEGE

[An Educational Institution established by Yadava Kalvi Trust]

Reg. No 95/1962

(Accredited with 'A' Grade by UAC)

An Autonomous & Co-Educational Institution

Govindarajan Campus, Thiruppalai, Madurai - 625 014

**Dr. K. Alagusundaram, M.Com., M.B.A., M.Phil., Ph.D.,**

Principal in-charge

Mob : 91 94420 58234

College : 0452 2682362

Fax : 0452-2682182

Email: alagusundar@yadava.com

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Dr.M.Gunasekaran, M.Com., M.Phil., Ph.D., Associate Professor and Head of the Department of Commerce (Computer Applications) offered under self financing stream has been known to me for the past 16 years. He is a sincere, and dedicated teacher and an able administrator. His contributions to the college on various occasions are commendable. We wish him a prosperous and promising career.

MADURAI - 14  
05.06.2012

( Dr.K.ALAGUSUNDARAM)

PRINCIPAL in/c

Dr. K. ALAGUSUNDARAM,

Principal In-charge,

Yadava College,

Madurai-625 014

*Dr. M. Gunasekaran*  
6/6/12