

CURRICULUM VITAE

Dr. GOMATHI SANKAR JEGANATHAN, B.E., MBA., PGDSRM., PGDPSY., PhD

Objective

An academician with 9 Years 9 months (6 years and 9 months of teaching experience and 3 years of research experience), who is more interested in exploring theoretical knowledge and its application to real time work context. I would like to make real difference in teaching methods and styles especially when they are shared with students at all levels. I am more passionate in carrying out research-based projects that underpin theoretical, analytical skills and understanding to identify the practical solution to the problem statement.

Academic Experience

- Working as Associate Professor in Saveetha School of Management, SIMATS; Chennai (Dec'2020 – Till date) – 1 year 7 months.
- Worked as Assistant Professor in Saveetha School of Management, SIMATS; Chennai (Oct'2015- Dec,2020) – 5 years 2 months.
- Full time Research scholar at Pondicherry Central University (Aug 2012 – Sep 2015) – 3 Years.

Research Publications

| S.No | Journals/Book Chapters/Books/Paper Presentations | No |
|------|--|-----------|
| 1. | <u>Scopus Indexed</u> | <u>07</u> |
| 2. | <u>Web of Science</u> | <u>07</u> |
| 3. | <u>Book Published</u> | <u>01</u> |
| 4. | <u>Book Chapter</u> | <u>02</u> |
| 5. | <u>Paper Presented at IIM's</u> | <u>06</u> |

Subjects Handled

- Marketing Management
- Services Marketing
- Advertisement and Sales Promotion
- Brand Management
- Sales Management
- Business Research Methods
- Management Information System
- Enterprise Resource Planning

Responsibilities and Duties

- To work along with and assist the teaching panel to devise, plan and implement a variety of learning and teaching sessions

- Conducting lectures on marketing subjects and organising MBA workshops
- To demonstrate the capability to work effectively with peers and learners within a professional environment in post-compulsory education and training.
- Mentor students regarding their professional and academic goals.
- To supervise students undertaking research projects as appropriate.
- Develop efficient and equitable procedures for the evaluation of student academic performance that reflect the achievement and progress of students enrolled in the courses.

Research Experience

- Worked as Full time Research Scholar in the department of International Business – School of Management, Pondicherry University (August 2012 – August 2015)

Academic Qualification

- Ph.D in Services Marketing from Pondicherry University (2012-2015)
- Post Graduate Diploma in Industrial Psychology (PGDPSY) from Pondicherry University (2013 – 2014).
- Post Graduate Diploma in Statistics and Research Methodology (PGDSRM) from Pondicherry University (2012 – 2013).
- M.B.A (Marketing and HR): Secured 68% in Anna University, Mepco Schlenk Engineering College, Sivakasi (2008-2010).
- BE (ECE): Secured 68% in Anna University, SAACE, Mamandur (2003-2007).
- H.S.C: Secured 84%. MSPSM .Hr.Sec.School, Dindigul (2001-2003).
- S.S.L.C: Secured 92%. MSPSM .Hr.Sec.School, Dindigul (2000-2001).

Technical Skills

- **IBM SPSS**
- **IBM SPSS AMOS**
- **STATA**

Academic Publications and Presentations

BOOK AUTHORED

- Gomathi Sankar Jeganathan., & Yarlagadda Srinivasulu. (2018). *Internal Marketing in Services Industry: A Meta-Analysis*. LAMBERT Academic Publishing.

BOOK CHAPTER

- Ganesh Kumar, Gomathi Sankar Jeganathan, & David Arokiaraj. (2022). Impact On Artificial Intelligence On Agriculture Value Chain Performance: Agritech Perspective.(Accepted for publication)
- Gomathi Sankar Jeganathan., Valan Peter., & Siranjeevi. (2020). *Digital Transformation and Innovative Services for Business and Learning*. (Vol:1, Chapter 10), IGI Global.

JOURNALS (ISSN)

- Kumar, P., Kumar, A., & Sankar, J. G. (2020). Service Quality of Health Tourism In India: A Structural Equation Modelling Approach. *Solid State Technology*, 1187-1191 (SCOPUS 2020).
- Sankar, J. G., Rajeswari, M., & Dwarak, M. V. S. (2020). To Measure the Service Quality of Film and Television Technology. *Solid State Technology*, 1192-1195 (SCOPUS 2020).
- Sankar, J. G., & Kiruba Sagar M, V. (2020). Examining the Risk Factor Associated with UTAUT MODEL. *Solid State Technology*, 1196-1198 (SCOPUS 2020).
- SANKAR, J. G. (2020). Service factors influence on customer satisfaction in innovative ecommerce. *Journal of Contemporary Issues in Business & Government*, 26(2) DOI: [10.47750/cibg.2020.26.02.090](https://doi.org/10.47750/cibg.2020.26.02.090) (Web of Science 2020).
- SANKAR, J. G. (2020). Customer perception about innovative safety food delivery during lockdown. *Journal of Contemporary Issues in Business & Government*, 26(2) DOI: [10.47750/cibg.2020.26.02.091](https://doi.org/10.47750/cibg.2020.26.02.091) (Web of Science 2020).
- SANKAR, J. G. (2020). Service quality of e-Commerce logistics services. *Journal of Contemporary Issues in Business & Government*, 26(2), DOI: [10.47750/cibg.2020.26.02.094](https://doi.org/10.47750/cibg.2020.26.02.094) (Web of Science 2020).
- Arokiaraj DAVID, Ramyar Rzggar AHMED, C. GANESHKUMAR, Jeganthan Gomathi SANKAR(2020). Consumer Purchasing Process of Organic Food Product: An Empirical Analysis. *Quality Access to Success Journal of management system*, 21(177), 128-132 (SCOPUS 2020).
- Simitha, S., Mugila, P., & Sankar, J. G. (2020). A Study On Customer Relationship Management InSiemens Healthineers. *Solid State Technology*, 1199-1203 (SCOPUS 2020).
- Gomathi Sankar Jeganathan., N.Sugundan., & Siranjeevi Sivakumar (2018). MOOCs: A Comparative analysis between Indian scenario and Global scenario. *International Journal of Engineering & Technology*, 7(4.39), 854-857, DOI:10.14419/ijet.v7i4.39.26758 (SCOPUS 2018).
- Gomathi Sankar Jeganathan. (2018). Impact of make in India on FDI. *International Journal of Research*, 5(20), 285-293.
- Gomathi Sankar Jeganathan., & Dr. Yarlagadda Srinivasulu (2017). Impact of tourism on macro - economic indicators: A Comparative study of BRICS nations. *International Journal of Advance Research and Innovative Ideas in Education*, 3(4), 1895-1902.
- Sasikala, J., & Gomathi Sankar Jeganathan (2017). A Study on Employee Engagement in Information Technology (IT) Industry. *Indo-Iranian Journal of Scientific Research (IIJSR) Volume*, 1, 233-239.
- Gomathi Sankar Jeganathan., & Dr. Yarlagadda Srinivasulu (2014). A Study of Tourism Industry Impact on Macroeconomic Indicators. *GE-International Journal of Management Research*, 2(11), 344-353.
- Gomathi Sankar Jeganathan., & Dr. Yarlagadda Srinivasulu (2014). Growth Drivers of Tourism Industry in India. *The International Journal of Business & Management*, 2(11) 100-103.
- Gomathi Sankar Jeganathan., & Dr. Yarlagadda Srinivasulu (2014). Contemporary Sustainable Development Practices in Indian Hospitality Sector: Triple Bottom Line Approach. *EUROPEAN ACADEMIC RESEARCH*, 2(9). 11919-11932.

CONFERENCE PROCEEDING WITH ISBN

- Gomathi Sankar, J. "To Examine The Service Quality Dimensions In Wellness Tourism And Its Impact On Customer Satisfaction" in the *International Conclave on "Globalizing Indian Thought"* organised by IIM Kozhikode (2021).
- Gomathi Sankar, J. "Let's have a chair for them: Transgender & Organisations" in the *International Conclave on "Globalizing Indian Thought"* organised by IIM Kozhikode (2020).
- Gomathi Sankar, J. "Swadesh Darshan Scheme - Pondicherry Spiritual Circuit: Opportunity for FDI in Tourism", *International Conference on FDI and Make in India*, Alagappa University, Karaikudi (2019)
- Gomathi Sankar, J. Acceptance of Block chain Technology in Tourism & Hospitality Industry - UTAUT Model, *International Conference on Tourism & Sustainable Development - Issues, Challenges, and Best Practices*, Mangalore University, Mangalore (2019)

CONFERENCES & PAPER PRESENTATION

- Presented a paper entitled "Factors influencing adoption of Digital Payment System - An application of UTAUT2 model" in "Conference on excellence in research and education" organised by **IIM, Indore** (03 - 05 June, 2022).
- Presented a paper entitled "Influence of Internal Marketing on Employees' Organisational Commitment in Hospitality Industry" in "Business Management and Analytics Conference" organised by **NIT, Tiruchirappalli** (28 - 29 January, 2022).
- Presented a paper entitled "Impact of culture on Internal Marketing and Employee Satisfaction relationship" in "International Conference on Management of MSMEs" organised by **IIM Amritsar** (22 - 23 January, 2022).
- Presented a paper entitled "Dining intention and experience after Covid - 19 Lockdown" in ISDSI-Global Conference 2021 "Leading Business in a Fluid world" organised by **IIM Nagpur** (27 - 29 December, 2021).
- Presented a paper entitled "To Examine The Service Quality Dimensions In Wellness Tourism And Its Impact On Customer Satisfaction" in the International Conclave on "Globalizing Indian Thought" organised by **IIM Kozhikode** (16 - 18 December, 2021).
- Attended one day National seminar on "IOT: New Era of Digitization" organised by Tuljaram Chaturchand College- Maharashtra (08 January, 2022).
- Attended one day National seminar on "HRM TRANSFORMATIONS FOR BUILDING AN ADAPTIVE WORKFORCE" organised by **IIM Sirmaur** (17 December, 2021).
- Attended one day National conclave on "UBA Institutes of Himachal Pradesh and Uttarakhand : Discussing the Rural Issues and Roadmap" organised by **IIM Sirmaur** (06 December, 2021).
- Gomathi Sankar, J. 2019, "Acceptance of Block chain Technology in Tourism & Hospitality Industry - UTAUT Model", *International Conference on Tourism & Sustainable Development - Issues, Challenges, and Best Practices*, **Mangalore University, Mangalore**, (27 - 28 December)

- Gomathi Sankar, J. 2019, “An Empirical Investigation of Service Quality of Health Tourism in India”, National Colloquium on Good Health and Well Being, Department of Sociology, **University of Madras**, Chennai, (17 – 18 October).
- Gomathi Sankar, J. 2019, “The Challenges of OER and factors that influence students to accept OER – An empirical evidence”, OER 2 OEP: A paradigm Shift, Department of Education, **Alagappa University**, Karaikudi, (12 – 13 September).
- Gomathi Sankar, J. 2019, “Swadesh Darshan Sceme – Pondicherry Spiritual Circuit: Opportunity for FDI in Tourism”, International Conference on FDI and Make in India, **Alagappa University**, Karaikudi, (30 – 31 August).
- Gomathi Sankar, J. 2018. “Impact of Artificial Intelligence in Social Media Marketing”, International Conference on Bridging and Securing: The responsibilities and aesthetics in media, society and literature, Kodaikanal Christian College, Kodaikanal, (11 September).
- Gomathi Sankar, J. 2014. “Significance of employee empowerment in services industry,” National Conference on Perspectives on Human Capital Formation and Utilisation in India, **Berhampur University**, Berhampur, (20 – 21 December).
- Gomathi Sankar, J. 2014. “Study of Government policies and initiatives: An instrument to drive the Tourism and Hospitality industry towards the growing horizon in India”, International Conference on Business Paradigms in Emerging Markets, **NIT, Rourkela**, (12 – 13 December).

WORKSHOPS

- Participated in two days’ workshop on Intellectual Property Rights conducted by Saveetha Dental College, Chennai from 5th and 6th July, 2019.
- Participated in two days’ workshop on Research Writing and Publication in Business Studies conducted by Department of Commerce, Central University of Tamil Nadu from 8th and 9th February, 2019.
- Participated in two days’ workshop on Enterprise Resource Planning conducted by Department of Management Studies, Saveetha Engineering College from 1st and 2nd August, 2016.
- Participated in two days’ workshop on Research Methods & Quantitative Techniques conducted by Department of Economics, Pondicherry University from 2nd and 3rd May, 2014.
- Participated in ten days Research Methodology (Social Sciences) workshop conducted by NIT-ROURKELA from 3rd to 12th February, 2014.
- Participated in ten days workshop on “Applied Econometrics” organized by Econometric Society of India at SK University Bellary from 23rd November to 3rd December 2013.
- Participated in four days’ workshop on R software conducted by Department of Economics, Pondicherry University from 1st to 3rd August, 2013.
- Participated in two days’ workshop on Structural Equation Modeling using AMOS package conducted by VIT Business School, VIT Chennai from 20th and 21st May, 2013.

