

## RESUME

**Dr.M.GOMATHY**

No: 12, Geetha nagar,  
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Chennai-600120.

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### OBJECTIVE

To obtain a Working Post in your organization which will enable me to use my talent, creativity and ability to the maximum and contribute to the growth of your organization as well as myself.

### EDUCATIONAL QUALIFICATION

EDUCATION	INSTITUTION	YEAR PASSED	PERCENTAGE
SSLC	Sahayamatha Hr.Sec.School	2003	89%
H.S.C.	Sahayamatha Hr.Sec.School	2005	74%
B.Sc Comp. Science	Queen Mary's College(Regular)	2008	76%
MBA (MRKT & HRM)	Annamalai University(Regular)	2011	72%
M.Phil (marketing)	Shrimathi Indira Gandhi college(Regular)	2014	90%
Ph.D (marketing)	Annamalai University (Regular)	2017	Feb 8th 2019 viva voce completed

**Ph.D awarded title : "Influence of Brand Attributes on Purchase Decision of Modular Kitchen in chennai city".**

### ADDITIONAL QUALIFICATION

- Knowledge of MS Office & SPSS Packages.
- Certificate Course in Multimedia (2007).
- Attended the Le'Spark workshop-successful life (one day program, 2007)

- Attended two day SPSS workshop (with certificate, 2010).
- Attended business research methodology workshop (with Certificate, 2010)
- Attended yoga and meditation retreat 15 days program (with Certificate, 2010)
- Participated in the neurobics (super memory) seminar (2010).
- Successfully completed the “Born to Win” program by “Only Success” learning technologies (2010).
- Participated International conference on management practices for sustainable growth (ICMPSG) (with Certificate, 2010).
- Attended Inter-Disciplinary research methodology workshop (with Certificate, 2016)
- Participated in the UGC sponsored national colloquium on "RECONSTRUCTING HUMAN RIGHTS IN THE DIGITAL ERA: CHALLENGES AHEAD" (with Certificate, 2017).
- Attended two-day faculty development programme on GST held on 13 th and 14 th december, 2018 at University of madras.
- Attended one day Work Shop on Basic Diploma Programme on Organized by Powertech Innovations Ambattur on 30<sup>th</sup> Jan 2019.
- Attended faculty enrichment program on experience learning (career graph.com) conducted by university of madras on 25/03/2019.
- Attended one day faculty development programme on Transform & Develop the Research work into Patent held on 21<sup>st</sup> June 2019 at Jerusalem College of Engineering Chennai.

### **PROJECTS DONE**

1. Mini Project - SME (Small Medium Enterprise) project report on kashuribai company (2010).
2. Main Project - "A study of Customer Retention on Karvy Consultant" (2011).
3. Summer Project - "A study on customer relationship management in retail stores" (2013).
4. Worked as an organizer in UGC SAP offered entrepreneurial development training programme (2018).

### **PUBLICATIONS**

1. Published an article in an International conference, Title of “Brand Awareness and Customer Satisfaction of Sakthi Soya Products” –ISSN: 2250-1940.
2. Published an article in an International conference, Title of “Consumer Preference and Purchase Intention of Green Products” –ISSN: 0975-3915.

3. Published an article in college magazine "MOTLEY" -2013-2014 (Dept.of.mgt), in Shrimati Indira Gandhi College.
4. Gomathy M. (2015). " A Study on the Awareness of Consumption of Health Food Drinks by Children, Adolescents and Young Adults with Special Reference to Woriyur", *International Journal of Art & Humanity Science*, ISSN: 2349-5235, volume: 2, Issue: 2, Pp: 01-07.
5. Gomathy M. (2015). "An Overview of Financial Inclusion and Rural Development in India", *International Organization of Scientific Research*. ISSN: 2319-7668, Volume: 17, Issue: 8, Pp: 6-11.
6. Gomathy M. (2015). "A Study on Retailer's Perception on Soya Products with Special Reference to Thiruvallur District", *International Organization of Scientific Research*. ISSN: 2319-7668, Volume: 17, Issue: 12, Pp: 22-25.
7. Gomathy M. et.al (2016) presented an article titled "Strategies to Improve the Effectiveness of Self Help Groups" in the UGC-SAP-DRS-1 sponsored national seminar on "Managerial Skill Development for Self-Help-Groups (SHGs).
8. Gomathy M. & Sabarirajan K.K. (2016). "Brand Personality's Influence on the Purchase Decision of Modular Kitchen", *International Journal of Management Focus*. ISSN: 2250-2971, Volume: 6, Issue: 4, Pp: 12-17.
9. Gomathy M. & Sabari Rajan K.K.(2016). "Influence of Non-Product Attributes on Purchase Decision of Modular Kitchen in Chennai City", *International Journal of Advanced Multidisciplinary Research*, ISSN: 2393-8870, Volume: 3, Issue-12.
10. Gomathy M. & Sabarirajan K.K. (2017). "Role of Product Design in Consumers Purchase Decision of Modular Kitchen in Chennai City", *International Journal of Global Business Management and Research*. ISSN: 2278-8425, Volume: 6, Issue: 2, Pp: 32-36.
11. Gomathy M. & Sabarirajan K.K. (2017). "Influence of Product Attributes on Purchase Decision of Modular Kitchen in Chennai City", *Asian Journal of Science and Technology*, ISSN-0976-3376, Volume: 8, Issue – 01.
12. Gomathy M. & Sabarirajan K.K.(2017). "A Study on Consumer Buying Behavior of Modular Kitchen in Chennai City", *Journal of Exclusive Management Science*, ISSN: 2320-866X, Volume: 6, Issue-4.Pp:7-11.

13. Gomathy M. & Sabarirajan K.K.(2017). "Influence of Price and Perceived Quality on Purchase Decision of Modular Kitchen-A Study with Special Reference to Chennai City", *International Research Journal Business and Management*, ISSN: 2322-083X.
14. Gomathy M. & Sabarirajan K.K.(2017). "Influence of product features on Purchase Decision of consumers' with special reference to modular Kitchen in Chennai City", *published in 7th international conference on social science research for sustaining business& economy in global market (ICSRSBEGM-17) in Sai Ram institute of management studies.*
15. Gomathy M. & Sabarirajan K.K. (2018). "Product Features and Purchase Behaviour of Consumers'- with Special Reference to Modular Kitchen", *Sankalpa Journal of Management and research*, ISSN: 2231-1904, vol. 8, issue (1). Pp: 72-77. *(UGC approved journal)*
16. Gomathy M. & Sabarirajan K.K.(2018). "Influence of Brand Experience on Brand Loyalty and Consumers' Satisfaction of Modular Kitchen in Chennai City", *published in 8th international conference on innovation, entrepreneurship and economy for sustainable development, in Sai Ram institute of management studies.*
17. Gomathy M. & Sabari Rajan K.K. (2018). " The Effect of Marketing Mix Elements on Brand Equity", *International Journal of Advance and Innovative Research*, Issn 2394-7780, vol.5, Issue 4 (XV): October.
18. Gomathy M. & Sabari Rajan K.K. (2018). "Influence of Brand Attitude on Purchase Intention of Modular Kitchen in Chennai City" 20th & 21st Dec 2018 ICRTMDR-18 ISBN:978-81-939399-6-3.
19. Gomathy M (2019). "Influence of product quality on Purchase Decision of Modular Kitchen in Chennai City", *NATIONAL CONFERENCE On CONTEMPORARY TRENDS INMANAGEMENT RESEARCH* in M P Birla Institute of Management at Karnataka on 30/08/2019.
20. Mohan .M & Gomathy M (2019). "Challenges and Opportunities in Digital Marketing", *NATIONAL CONFERENCE on CONTEMPORARY TRENDS*

INMANAGEMENT RESEARCH in M P Birla Institute of Management at Karnataka on 30/08/2019.

21. Udhaya kiran .R & Gomathy M (2019). "New Trends in Reverse Logistics", NATIONAL CONFERENCE On CONTEMPORARY TRENDS INMANAGEMENT RESEARCH in M P Birla Institute of Management at KAKARNATAKA on 30/08/2019.

#### **EXTRA CURRICULAR ACTIVITIES**

- Secured second place in “Net Fundu”-SDNB Vaishnav College for women (2007).
- Participated in debugging in the intercollegiate computer festival-K.C.S. Kasi Nadar College of arts and science (2007).

#### **WORK EXPERIENCE**

1. Worked as a Teacher in Annai Paruvathamma Matriculation School.
2. Worked as a Teacher in Aai Mathaji Matriculation School.
3. Worked as a Retail Trainer in IHT Network Saidapet branch.
4. Worked as an Assistant Professor in JNN Arts and Science Women's College.
5. Worked as an Assistant Professor in Gojan School of Business and Technology.
6. Having experience on ISO and NAAC documentation works.
7. Can deliver lecture and can conduct workshop.
8. Worked as an Assistant Professor in Kumaran Institute of Technology.

#### **SUBJECTS HANDLED:**

**Principles of Management, Business Research Methods, Intellectual Property Rights.**

#### **PERSONAL PROFILE**

Date of Birth	:	12/04/1988
Sex	:	Female
Father's Name	:	K.Muthu Pandi
Nationality	:	Indian
Languages known	:	Tamil, English

#### **DECLARATION**

I declare that all the particulars furnished above are true and correct to the best of my knowledge.

Place: Chennai

Date: 11.08.2020

by  
**(M. GOMATHY)**