

Dr.G.T. SASETHARAN

Curriculum Vitae

VET Institute of Arts and Science | Vellalar Institutions

Thindal, Erode-12 | Tamilnadu

Email: sasetharangt@vetias.ac.in

APPOINTMENTS

ACADEMICS

Assistant Professor VET Institute of Arts and Science (Co-Education) College, Erode	July,2022-Present
Assistant Professor Department of Business Administration Bharathidasan College of Arts and Science, Erode	June,2018-June,2022
Assistant Professor Department of Business Administration Sengunthar Arts and Science College, Erode	June,2015-March,2016
Assistant Professor Department of Business Administration Anbu Arts and Science College, Komarapalayam	March,2012-April,2015

INDUSTRY

Commodity Dealer Religare Broking	1 year
Branch Incharge Insight Share Brokers Ltd	5 years

EDUCATION

Ph.D. Bharathiar University, Coimbatore	November 2019
MBA RVS Institute of Management Studies & Research, Coimbatore.	April,2012
B. Com Gobi Arts & Science College	November,2000
M. Com (Undergoing) Bharathiar University through distance mode	

COMPUTER LITERACY

PG Diploma in Computer Applications

Diploma in Computer Hardware Engineering & Networking

PUBLICATIONS

TEXT BOOK PUBLICATION

Human Resource Management Text and Cases **2020**

Narain Publication

ISBN-978-93-87067-46-7

Authors

Dr.D. Muruganandam & Dr.G T Sasetharan

JOURNALS

International Journals

“A Study on Work cultural and Labour Behavior among Textile employees in Coimbatore”

Published on January - Nov 2022, Issue No.35 Volume XCV, ISSN 0972 - 0766 of Journal of the Asiatic society of Mumbai, UGC Care Approved, Group I.

“A Study on Job satisfaction amongst Garments Employees”

Published on January - March 2022, Issue No.1 (IX), Volume 16, ISSN 2229 - 5348 of Journal of Management & Entrepreneurship, UGC Care Listed, Group I, & 4.257 Impact Factor.

“A Study on Investors Awareness towards Mutual funds in Erode District”

Published on December 2021, Issue 11, Volume VIII, ISSN 348 - 8301, of Kanpur Philosophers: International Journal of humanities, Law and Social Sciences, UGC Care Listed, Group I, Peer Reviewed and Referred Journal by New Archaeological & Genealogical Society Kanpur, India.

“A Study on Job Stress and Its Impact on Work Life Balance Among Faculty Members of Engineering Colleges in Erode District”

Published on September 2018, Issue 3, Volume 5, E-ISSN 2348-1269, P- ISSN 2349-5138 of International journal of research and analytical reviews. UGC Approved & 5.75 Impact Factor.

“A Study on problems and prospects of online Marketing at Coimbatore”

Published on September 2018, Volume 8 ISSN 2279 – 543X of International Journal of Scientific Research and Review. UGC Approved journal No.64650 & Impact factor – 6.1

“Employees job satisfaction with special reference to Garment companies in Tiruppur”

Published on December 2018, Issue 12, Volume 8, ISSN 2394 - 2886 of Suraj Punj Journal for Multidisciplinary Research. UGC Approved & Scopus – 6.1 Impact Factor.

National Journals

“A Study on the Financial performance of Tamilnadu newsprint and paper limited, Karur”

Published on September 2013, Issue 13, Volume 1 ISSN 2319 – 2801 of Asian Academic Research Journal of Multidisciplinary.

MEMBER IN JOURNAL

Member in Indian Association of Social Science Research (IASSR) Journal

PATENTS DETAILS

Indian Patent

“Title of the Invention”-Buyer’s perception towards retail shopping in FMCG product

Filled -28.11.2021

Published-10.12.2021

LECTURER NOTES UPLOADED IN ONLINE

Training and Development, Performance Appraisal Published lecturer notes in Docsity.com
(<https://www.docsity.com/en/training-and-development-12/7954596/>)

Financial Accounting Published lecturer notes in Docsity.com
(<https://www.docsity.com/en/financial-accounting-158/7968357/>)

Business Correspondence Published lecturer notes in Docsity.com
(<https://www.docsity.com/en/business-correspondence-1/7982289/>)

PARTICIPATIONS

CONFERENCES

International Conferences

“A study on stress management in small scale industries in Erode” **28.05.2023**
Presented paper held at Varshan international, Erode

“A Study on Flood Control Techniques for an Effective Disaster Management” **28.12.2013-30.12.2013**
Presented Paper held at International Management Institute (IMI), New Delhi

National Conference

“National Conference on Knowledge Management, Higher Education and Research for Sustainable Development in India” **25.09.2014-26.09.2014**
Participated

SYMPOSIUM/SEMINAR

“Quality Excellence Through Academic Audit” **22.09.2021**
Seminar organized by IQAC Vellalar College for Women, Erode under UGC-PARAMARSH Scheme

“Teaching Pedagogy and Psychology” **27.07.2019**
National Seminar at Bharathidasan College of Arts and Science, Erode

“Demonetization and its impact on SME’s” **24.03.2017**
State Level Seminar at Bharathiar University PG Extension Centre, Erode

“Recent Business Trends for Management Students” **07.08.2015**
International Seminar at Sengunthar Institute of Management Studies, Tiruchengode

“Advanced Research Methods for Management” **11.10.2013**
National Seminar at Coimbatore Institute of Management and Technology

WORKSHOPS

“Contemporary Trends in Finance” **04.03.2023**
National Level workshop at Dr.N.G.P. Institute of Technology, Coimbatore

“Planning and Writing Successful Grant Proposals in the Science, Arts and Humanities” **06.07.2019**

National Level Workshop at Kongu Arts and Science College, Erode

“Investor Awareness Programme” **18.12.2018**

Participated in One day Sponsored by Ministry of Corporate
at Vivekananda College of Arts and Science for Women, Tiruchengode

**“Application of Research Methods in
Business and Engineering”**

12.07.2013 & 13.07.2013

AICTE Sponsored Two Days Workshop at
Bannari Amman Institute of Technology, Sathya Mangalam.

WEBINARS

“NEP2020: Perspectives and Prospects”

18.08.2021

Participated in the Webinar organized by UGC – MHRD and Bharathidasan University

**“Basic Author workshop Research Article writing &
Reference Management using Mendeley”**

22.06.2020

Participated in the Webinar organized by the Annamalai University in collaboration with
Elsevier

“Future of Higher Education – Nine Mega Trends”

30.06.2020

Participated in the Webinar organized by ICT Academy

“Future of Education”

18.06.2020

Participated in the Webinar organized by ICT Academy

“Accelerating industry 4.0 – A post covid paradigm”

25.05.2020

Participated in the Webinar organized by ICT Academy

FACULTY DEVELOPMENT PROGRAMME

“Transitioning from Pedagogy to Andragogy”

10.06.2023

One day Faculty Development Program organized by Happy Valley Business school,
Coimbatore

“Adoptive Approaches for Modern Teaching and Research” **15.11.2021-23.11.2021**

8 Days online Faculty Development Programme organized by SNMV College of Arts and
Science, Coimbatore

“Rural Entrepreneurship and Sustainability”

06.10.2021-10.10.2021

5 Day online Faculty Development Programme organized by Mahatma Gandhi National
Council of Rural Education, Ministry of Education, Government of India

“Recent Advances in Business Studies – 2020”

07.08.2020-13.08.2020

One Week online Faculty Development Programme organized by Karpagam Academy of
Higher Education

“Gender Equality”

06.07.2020 -10.07.2020

Five days Faculty Development Programme organized by Institute of Advanced Study in
Education

“Emerging Trends in Business and Society”

26.06.2020- 02.07.2020

Seven days Faculty Development Programme organized by Kalasalingam Academy of
Research and Education

“Innovative Approaches in Management Education” **27.05.2020-31.05.2020**
Five days Faculty Development Programme organized by Srinivasan College of Arts and Science in Association with Trichy District Tiny & Small-Scale Industries Association

“Challenges in Higher Education during post covid – 19” **18.05.2020- 23.05.2020**
Six days Faculty Development Programme organized by Kovai Kalaimagal College of Arts and Science

“Art of Effective Teaching” **11.05.2020- 15.05.2020**
Five days Faculty Development Programme Organized by Excel College for Commerce and Science

“Programme Monitoring Office – Innovation & Entrepreneurship Development Programme” **21.02.2020-22.02.2020**
Two days Faculty Development Programme Organized by the PMO-IEDP at PKR Arts College for Women, Gobichettipalayam

Faculty Enrichment Programme **10.06. 2019**
Attended at Bharathidasan college of Arts and Science, Erode

“Personal Effectiveness to Organizational Excellence” **09.01.2015**
One day Faculty Development Programme organized by CII-Education & Skill Panel and KBSS

SHORT TERM COURSE

“Emerging Trend in Research Methodology & Hi-Impact Leadership” **19.11.2015- 20.11.2015**
Participated in the Short-Term Course at Pondicherry University – UGC – HRDC

AS A RESOURCE PERSON

“National Level Symposium Fachmann Junior 14” **07.03.2014**
KSR College of Engineering

AWARDS / ACHIEVEMENTS

Obtained certificate of “Best Teacher excellence” awards in the year 2015.

Guided NCFM Examination to students – 19 Students were Placed.

Obtained certificate of “Outstanding dedication in teaching & producing 100 % result” in the academic year 2022 – 23.