PROFESSOR

NAME: Dr.B GAYATHRI

DESIGNATION: ASSISTANT

DEPARTMENT: BUSINESS ADMINISTRATION

Mobile :9629122522

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Dr.B.Gayathri

Career Objectives:

To Secure a challenging position in reputable institution and utilize my knowledge to

assist the students in reaching their potential and ensuring positive learning environment and to promote analytical thinking.

ACADEMIC QUALIFICATION

Degree University / Board		Year of Passing
HSC	State Board	1996
SSLC	Matriculation	1994
B.Sc	Bharathiar University	1999
MCS	Bharathiar University	2001
M.Phil	Bharathiar University	2005
MBA	Alagappa University	2009
Ph.D	Bharathiar University	March 2018

Additional Qualification:

PGDCA	Computer applications	Alagappa University	2009
Hindi	Rastrabasha	Dakshin Bharat Hindi Prachar sabha	
NPTEL	Leadership	IIT Mumbai	2019
NPTEL	Introduction to marketing Essentials	IIT Mumbai	2020

NPTEL	E-Business	IIT Mumbai	April2022
NPTEL	Logistics and Supply chain Managemant	IIT Mumbai	October 2024
NPTEL	Product and Brand Management	IIT Mumbai	October 2025

2.Research

Area of Specilization: Finance

Recent Publications: International journal : 7

1. *Gayathri, B. (2025, October). Measuring the effectiveness of working capital management in Cipla Limited. International Journal of Innovative Research in Technology (IJIRT), 12(5). ISSN: 2349-6002*

2. *Gayathri, B. (2025). The role of technology in driving operational efficiency: A correlation model between D2C brands and logistics & supply chain integration. International Journal of Science, Engineering and Technology, 13(4). Zenodo. https://doi.org/10.5281/zenodo.17061623*

3. *Gayathri, B. (2025, March). Transforming the medical industry through AI innovations. ComFin Research, 13(S1-i1), 212–219. https://doi.org/10.34293/commerce.v13iS1-i1-Mar.8682*

4. *Gayathri B (2021) "Liquidity Analysis Of District Consumers Cooperative Wholesale Stores In Erode."International journalof Business and Administrative Research Review and refereed journal,Volume 8,Issue -3 july-september 2021,pp.27-31*

5. Gayathri B and Rajini k(2017) "*Financial reform to reflect the need of India Demonetisation-An inductive study"*

6. Gayathri B and Rajini k(2015)" *The synergy between Indian Stock Market Indices and selected Asian Pacific and European market –An econometric Analysis"* International Journal of Exclusive management Research pp.191-199

7. Gayathri B and Rajini k(2013)"*Innovation to a key to social contributions for Employment employability and education-A study*" International journal of logistics and supply chain management perspectives pp.263-265

Teaching Experience

Institution	Department	Year	Experience
Sri Vasavi College(SFW) Erode	Business Administration	December 2017-Till date	8 years
Excel Business School, Namakkal Dt	Management studies	August 2012-June 2013	10-months
Sri Vasavi college(SFW) Erode	Corporate Secretaryship	July 2001-May 2012	10 years

Institutional Academic Responsibilities

- Academic Coordinator Since August 2021 onwards
- Member NAAC as Criterion 1 Coordinator
- Addon course coordinator- Real time digital marketing
- Reserve for Bharathiar university examination(online) December 2021

- Convenor in conducting model examinations
- Coordinator for MOOC's Online course Swayam
- Chief Editor : Vasavi Voice 2025 – Multidisciplinary Technical magazine

Notable Event Organisers

- Organising committee member for *VASAVI YOUNG ENTREPRENEUR EXHIBITION 2022*
- Organised 5 days skill training programme on Herbal products jointly with
- Central Palmgur and Palm products & Khadi Village industries commission (KVIC),Chennai.Sept 2025

Departmental Activities

- Class mentor
- Organized Guest lecture ,Workshops, Webinars, Intra department Competitions
- Editor for Bulletin –Vasavi Executive