

Dr. I. Francis Gnanasekar
Associate professor in Commerce
St. Joseph's College (Autonomous), Trichy -2
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Skills:

Public speak

Sl. No	Place	Date
1.	Southern India Regional Council of the Institute of Chartered Accountants of India, Tiruchirappalli Branch	20 th June 2009
2.	Pondicherry University	10 th and 11 th September 2009
3.	Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli	21 st October 2009
4.	Department of Commerce, Seethalakshmi Ramaswami College, Tiruchirappalli	21 st January 2010
5.	Mukulattur Higher Secondary School, Thiruvarambur, Tiruchirappalli	3 rd February 2010
6.	Department of Commerce with Computer Applications, SNR College (Autonomous) Coimbatore	17 th March 2010
7.	Dhanalakshmi Srinivasan College for Arts and Science for Women, Perambalur	28 th July 2010
8.	BBA and Commerce Departments, Loyola College, Vettavalam, Tiruvannamalai	3 rd August 2010
9.	PG and Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli	12 th January 2011
10.	Srimad Andavan Arts and Science College, T.V.Kovil, Tiruchirappalli	4 th February 2011
11.	Bishop Heber College, Tiruchirappalli	18 th February 2011
12.	AEGIS Global Academy, Coimbatore	19 th February 2011
13.	Dhanalakshmi Srinivasan College for Arts and Science for Women, Perambalur	2 nd March 2011
14.	Department of Commerce, Government Arts College, Tiruchirappalli	13 th September 2011

15.	Department of Commerce, Urumu Dhanalakshmi College, Tiruchirappalli	11 th August 2011
16.	Roever Institute of Management, Perambalur	5 th September 2011
17.	PG and Research Department of Commerce, Cauvery College for Women, Tiruchirappalli	12 th September 2011
18.	PG and Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli	20 th December 2011
19.	Post Graduate Department of Commerce and Management Studies, St .Joseph's College for Women, Iranjalakuda, Thirrusur, Kerala	21 st December 2011
20.	Government College, Mananthavady, Wayanadu, Kerala	1 st and 2 nd February 2012
21.	Department of Commerce (SF), Jamal Mohamed College, Tiruchirappalli	4 th February 2012
22.	Urumu Dhanalakshmi College, Tiruchirappalli	10 th February 2012
23.	Department of Management Studies, Sudharsan Engine	16 th April 2012
24.	St. Joseph's College, Tiruchirappalli	20 th June, 2012
25.	Aadhvan College of Arts and Science, Manapparai	04 th August 2012
26.	Government College, Kattappanna, Idukki District,	1 st November 2013
27.	Periyar E.V.R College, Tiruchirappalli 1	24 th February 2014
28.	St. Joseph's College, Pilathara, Kannur, Kerala	17 th January 2014
29.	St. Palul' s Seminary	6 th March 2015
30.	National College, Tiruchirappalli – 1	3 rd June 2015
31.	Holy Cross College (Autonomous)	8 th July 2015
32.	National College, Tiruchirappalli -1.	17 th July 2015
33.	Holy Cross Teachers Training College, Trichy - 2.	15 th August 2015
34.	SR College (Autonomous) Tiruchirappalli	19 th January, 2016
35.	S.N.R. Sons College (Autonomous) Coimbatore – 641 006	16 th February, 2016
36.	National College (Autonomous) Tiruchirappalli 620 001	29 th February, 2016

Achievements / Award / Recognition

Achievements:

- a) Member IAS Academy St. Joseph's College, Trichy-2.
- b) Research Advisory Committee Member, St. Joseph's College, Trichy-2.
- c) Finance Committee Member, St. Joseph's College, Trichy-2.
- d) Salary Revision Committee Member (Both Teaching and Non - Teaching) St. Joseph's College Centre, Trichy-2.
- e) Chairman B.Com, Board and B.B.A. Board Holy Cross College, Trichy-2.
- f) Chief Superintendent – St. Joseph's College Centre, Lakshmi Vilas Bank, 2007, Trichy-2.
- g) M.Phil – Co-ordinator, (2002-2006) Department of Commerce, St. Joseph's College (Autonomous), Trichy-2.
- h) Chief Superintendent –C.A. Exams, New Delhi – St. Joseph's College Centre, Trichy 2 (2009-2012).
- i) STAFF SELECTION INTERVIEW BOARD –
 1. St. Joseph's College, Tiruchirappalli.
 2. Bishop Heber College, Tiruchirappalli.
 3. Holy Cross College, Tiruchirappalli.
 4. Theivanai Ammal College for women, Villuppuram.
 5. Cauvery College for Women, Tiruchirappalli.
 6. Hall mark business School, Trichy.

Life Member:

1. Association of economist, Tamil Nadu.
2. Commerce Kerala Congress, Kerala
3. Indian Association for Canadian Studies – New Delhi.

Award:

Dr. T. V. Antony Research Award in Arts and Humanities	St. Joseph's College
Dr. T. V. Antony Research Award in Arts and Humanities	St. Joseph's College

Recognition:

Board of Studies Member :

1. UGC – Nominee – AVC College, Dept of Commerce, Mayiladuthurai, (2005-2007).
2. Holy Cross College, Commerce Department, Tiruchirappalli – 620002 (2005).
3. UGC-nominee, Nehru Memorial College, Puthanampatti, Trichy (2007-2009).
4. ADM College, Nagappattinam (2007-2009).
5. Govt. Women College Kumbakonam (2007-2009).
6. Jeyaraj Annapakiyam College for Women Periyakulam(2007-2009).
7. Theivanai Ammal College for Women, Villupuram.
8. UGC – Nomine Jamal Mohamed College, Frictional College Tiruchirappalli (2010-2012).
9. Nirmala College for Women, Coimbatore. (2012 - 2013)
10. Theivanai Ammal College for Women, Villupuram. 27th May 2015
11. Bishop Heber College, (Autonomous) Trichy 1st September 2015
12. Scott Christian College (Autonomous), Nagercoil – 629 003, 20th February, 2016.
13. National College (Autonomous) Tiruchirappalli 620 001, 29th February, 2016.
14. ADM College for Women, Nagappattinam, 10th June, 2016.

Global competency acquired

Country visited for International conference: Sri Lanka, Bangkok

Research –Publications

Sl. No	Title of the paper	Name of Publication	Year
1.	Snippets for Women employment through entrepreneurship	Peninsular Economist, Journal of the Association of Economists of Tamilnadu and Pondicherry, Reg. No.22.82	Vol X-11, 1999-2000, 9-12
2.	Successful positioning Strategies of Indian Corporate – A replica and retrospect in	Indian journal of Marketing, Y-21, Hauz Khaz, New Delhi.	Xxx No 11-12, Nov-Dec 2000, 9-12, 16294/68
3.	Promotion of tourism Culture in India through information technology	The Economic Challenger, 76, Saveshwar Nagar, Ajmer – 305 006.	2 (9) 39-40, Oct to Dec. 2000, RNI- 70869-98.
4.	Cauvery river: Promoter of Tourism	The Cauvery – A living	March, 2001,

	culture in tiruchirappalli	Museum (Book) Director, Indra Gandhi, RAshtriya Manav Sangrahalaya, Shamila Hills, Bhopal – 462 013.	385-391.
5.	Consumer satisfaction and E-Commerce: Faith Praise and Harsh Criticism	The Economic Challenger, 76, Saveshwar Nagar, Ajmer – 305 006	4(13) Oct-Dec, 2001, 27-30, RNI- 55727/91
6.	Indian Brands and Foreign eyes	Kisan World, 101, Mount road, Chennai – 600 032	28 (4)46, 2001, ISSN: 0971-9229
7.	Commerce and Management in the next millennium – A prophetic a amplification	Indian Economic Panorama, L-7, Rajouri Garden, New Delhi – 110 027	12(2)July 2002, 36-44, RNI- 55727/91
8.	Culture: A factor that influence buyer behavior in Canada and India	Indian Economic Panorama, L-7, Rajouri Garden, New Delhi – 110 027	13(3) Oct 2002, 42-49. RNI- 55727/91
9.	Impact of Globalisation on Indian Culture	Third Concept, LB-14, Prakash Deep Bldg., 7, Tolstoy Marg, New Delhi – 110 001	17(196)37-40, June 2003, ISSN- 0970-7247
10.	Globalisation and WTO – Indian insight	Kisan World, 101, Mount Road, Chennai – 600 032.	30(3)March 2003, 36-37, ISSN- 0971-9229
11.	Mercy is Twice Blessed: Health or Wealth?	Peninsular Economist, Journal of the Association of Economists of Tamilnadu and Pondicherry, Reg. No.22.82	Vol: XVI, No. 1, 2003-2004, 173-175.
12.	Globalisation and Consumerism Status of Developed and Developing National in the Asia – Pasific social context	Third Concept, LB-14, Prakash Deep Bldg., 7, Tolstoy Marg, New Delhi – 110 001	18(209) July 2004, 1-20, ISSN-0970-7274
13.	Rhyme, Retham: Cultural Globalisation in India and Canada	Globalisation Myth and Reality book edited by Govind Prasad and Anil Dutta Mishra – Concept Publication Company, New Delhi.	ISBN: 81-8069-128-4, 2004, 279-287.
14.	Emerging Trade in Indian Health Care Services	Peninsular Economist, Journal of the Association of Economists of Tamilnadu and Pondicherry, Reg. No.22.82	Vol: 17, 270, 2005
15.	Enhancement of Milk Production by Cross Breeding Technology	Peninsular Economist, Journal of the Association of	Vol: 17, 146, 2005

		Economists of Tamilnadu and Pondicherry, Reg. No.22.82	
16.	Mini Bus Operation in Tiruchirappalli District	Peninsular Economist, Journal of the Association of Economists of Tamilnadu and Pondicherry, Reg. No.22.82	Vol: 17, 40, 2005
17.	Diversification of Household Savings Habits:- Canada and India	Indian Economic Panorama, L-7, Rajouri Garden, New Delhi – 110 027	Vol – 15, 57-58, 2005, RNI-55727/91
18.	Narcissism and Advertising: Youth centre marketing	Indian journal of Marketing	Vol: XXXV No.8, 35, 21-29, 42005, 16294/68
19.	India `s Growth and Challenges in Global Pharmaceutical Industry - Indian Journal of social development, 6 (2) Dec 2006	International	2006
20.	WTO and Indian dairy industry: Implication and consequences in the PoWTP era - Journal of World Intellectual Property Rights - Serial Publication, New Delhi, 2 (1-2) Jun-Dec 2006	National	2006
21.	Status and Prospectus for diary cooperative in Tamilnadu - Peninsul Economist 18:33	Regional	2006
22.	National income - Income - Dinamalar 1st October 2006	Regional	2006
23.	Prospectus of health tourism in India in the context of WTO `s and GATS Proposal - Jamal Academic Research Journal: An interdisciplinary, 3(1),2006	Regional	2006
24.	Health is the vital factor for economic growth and human development, peninsula economist, xix(1), 2006-07, 246	Regional	2006
25.	Triumph of information Technology Culture in Canada and India with reference to Television - Indian Economic panorama, New Delhi, 16(4), Jan 2004	National	2006`
26.	Prospects of health tourism in India in the context of WTO's and GTAs	Jamal Academic Research Journal: an interdisciplinary	3(1) Jan-Jun 2006, 29.

	Proposal		
27.	Herbal Health Care in India	Retell Journal, St.Joseph's College (Autonomous) Trichy.	5(1) Dec, 2006, ISSN: 0973-404X
28.	Emerging trend in Pharmaceutical marketing	South Asian Journal of Social Political Studies, Kollam, Kerala	6(2) Jan-Jun, 2006, 78-83, ISSN 0972-4613
29.	Factors Analysis and Multi-dimensional scaling techniques - Research Methodology in commerce - Deep and Deep Publications Pvt. Ltd, New Delhi PP 232-259, Jun-Dec 2007	National	2007
30.	Citizen of the world: Female; Female labour participation in Canada and Indian - Indian Economic Panorama, New Delhi	National	2007
31.	WTO and consumer protection in pharmaceutical industry, WTO and Indian economic reforms, serial publications, New Delhi, 2008 pp. 1 to 10	National	2008
32.	Credit rating , financial services, deep and deep publications (P.) Ltd., New Delhi, 2008, pp.276-280	National	2008
33.	Do shades shape the buyer performance?? Economic challenger 10(40), 2008	National	2008
34.	Cosmopolitan of the world: female labour participation in India and Canada Indian economic panorama 18(2) 2008	National	2008
35.	Giffen good crowned on the year of potato 2008: an overview management report, xxii (6) 2008, Nepal	International	2008
36.	Recession and its Impact on automobile Industry in India	Peninsular Economist, Journal of the Association of Economists of Tamilnadu and Pondicherry, Reg. No.22.82	XXII (2), 2009 - 10
37.	Life Insurance in the post liberalization era- sectoral reforms in India, Resal Publications, New Delhi,	National	2009

	2009, PP 91-108		
38.	Tourism and Employment, Indian tourism industry in 21st Century, Challenges and responses, MD Publications, New Delhi, PP.176-183	National	2009
39.	Recession and its impact on automobile industry in India Peninsular Economist XXII(2), 2009-2010	Regional	2009
40.	Service Quality in Trichy Hospitals – An Empirical Study Health Economics and Management Proceeding of ICMR and THSCST 16 and 17 Dec 2010.	International	2010
41.	Role of corporate social responsibility exploring ways to slum of Wellers	Indian Economic Panorama, L-7, Rajouri Garden, New Delhi – 110 02	20(1),2010
42.	Private Hospital Service: An Empirical Study with reference to Maternity Cases	International Journal of Applied Management Research	2(1)2010
43.	Service Quality in Tiruchirappalli Hospitals: An Empirical Study (Health Economics and Management)	Proceeding of ICMR and THSCST	16-17, 2010
44.	WTO and Agri-Business: An Asian union for diary sector, WTO and Asian union (2009) 7, PP.,	Deep and Deep Publications Pvt. Ltd., New Delhi-110 02	2010, 625-634
45.	E-Banking: Pin Number and Enter are the Heart Beats of e-banking to the customer for e-finance	Cauvery Research Journal, Trichy	163-166, 2011
46.	To Bear the Lion on his own Den: E-Advertising is the art of Making whole lies out of half truths	Cauvery Research Journal, Trichy	1-4, 2011
47.	Tourism in Tamil Nadu	Sai Balaji Publications (P) Ltd, Thiruvannamalai	220 -222, 2011
48.	Dalal Street: We Pluck this Flower, Safety through Mutual Funds	SELP Publication, Trichy	255-260, 2011
49.	A Blue Sky Thinker in Venture Capital	Ideal Publishing House, Trichy	245-248, 2011
50.	Tourism in Service Marketing: The Traveler sees what he sees; the tourist sees what she has come to see	SELP Publication, Trichy	183-182, 2011

51.	A study on the Determinants of Corporate Image, Satisfaction, and Loyalty of Inpatients of Private Hospitals in Trichy	SELP Publication, Trichy	183-182, 2011
52.	Social Networking Services: World Become a Global Village in Communication	SELP Publication, Trichy	183-182, 2011
53.	The Future will be a better tomorrow: Innovation through Viral Marketing	Neithal Pathippagam, Chennai	706-712, 2011
54.	Trends and fluctuations of seasonable and annual rainfall in Tamil Nadu and its impact	Peninsular Economist, Journal of the Association of Economists of Tamilnadu and Pondicherry, Reg. No.22.82	XXIII(1)60, 2011
55.	Corporate Governance: A Gate Way to Implement Government Plan on Literacy	Indian Economic Panorama, L-7, Rajouri Garden, New Delhi – 110 02	20(3A), 2011
56.	Speciality Hospitals? a hope for enhanced quality service	Anuragam Publishers, Chennai - 600 017.,V.No.:-,Page No.:73-75,ISSNO.:978-93-81568-67-5	2012
57.	The hand that sweeps the hearth protects the earth	Right to sustainable environment - subaltern perspective, V.No.:-,Page No.:42-47,ISSNO.:-	2012
58.	Efficiency of Financial Risk Tolerance of Portfolio Investors in their Financial goals using Data Envelopment Analysis	Himalaya Publishing House (P) Ltd, Mumbai - 400 004.,V.No.:-,Page No.:16-19,ISSNO.:978-98-5097-314-1	2012
59.	Risk tolerance: A case study on financial time horizon using data envelopment analysis	Jazym Publications, 146-150. ISBN: 978-93-81521-28-1	2013
60.	India`s growth and challenges in global pharmaceutical industry, understanding health approaches and issues	Global publications, New Delhi - 110 002.,V.No.:-,Page No.:50-63,ISSNO.:-	2013
61.	Financial Risk Tolerance using Data Envelopment Analysis ? A Case Study.	ZENITH International Journal of Business Economics & Management Research, ZIJBEMR. Impact Factor : 0.503	2013
62.	Fair Is Foul and Foul Is Fair ? Brand Loyalty, Promiscuity and Double Jeopardy.	International Journal of Management and Development Studies (A Double-blind Peer	2013

		Reviewed Journal).	
63.	Risk Tolerance: A Case Study on Financial Decision Using Data Envelopment Analysis.	International Journal of Commerce and Management Research (PIJCMR)	2013
64.	Risk tolerance of women entrepreneurs: Success in walking from failure to failure without loss of enthusiasm Women entrepreneurship: issues and challenges	Sai Publication	2013
65.	Risk Tolerance: A Case Study on Financial Goals using Data Envelopment Analysis	Emerging Trends in Business	2013
66.	Construction Of Optimal Portfolio Using Sharpe'S Index Model: A Comparative Analysis Of Indian Private And Public Sector Banks In Post Global Financial Crisis Period	Golden Research Thoughts International Recognized Multidisciplinary Research Journal Impact Factor : 2.2052	2014
67.	Bear the lion on its own den: successful young entrepreneur in sanitary napkin market - a case study	Indo global journal of applied management science	2014
68.	Excitement in Indian Stock Markets (BSE and NSE) Exit Polls and States Election Results	ZENITH International Journal of Business Economics & Management Research, ZIJBEMR. Impact Factor : 0.503	2014
69.	Data Envelopment Analysis: Jeopardy Can Never Be Defeat Without Taking Financial Risk Tolerance	Indian Journal of Applied Research, Impact Factor: 2.1652	2014
70.	"Social Networking Site Services: A Study on Commerce Alumini / Ae Association Members of St. Joseph's College (Autonomous), Tiruchirappalli.	Indian Journal of Applied Research, Impact Factor: 2.1652	2014
71.	Efficiency Of Financial Risk Tolerance Of Female Portfolio Investors In Their Fiancial Goals Using Data Envelopment Analysis	International Journal of in Multidisciplinary and Academic Research (SSIJMAR) 4 (1) February 2015, pp. 1-16	2015
72.	Capital Adequacy Ratio Of Public And Private Sector Banks In India; A Comparative Study	Indian Streams Research Journal, 5 (3) April 2015 pp. 1-11	2015

73.	A study on job satisfaction of workers in Chettinad Cement corporation pvt.ltd.-puliyur	Intercontinental Journal Of Human Resource Research Review, 3 (11) November 2015, pp. 646-655	2015
74.	Performance evaluation of selected dividend infrastructure Mutual fund schemes	International Journal of Advanced Research in Management and Social Sciences, 4 (12) December 2015 pp. 73-86 (Impact Factor 5.890)	2015
75.	Evaluating the soundness of selected Infrastructure mutual fund scheme of State Bank of India from 2010 to 2014	International Journal of Management, IT and Engineering, Impact Factor: 5.299, (ISSN: 2249-0558)	2016
76.	Is there any miracle on Monday! Day of the week effect in NSE (CNX NIFTY) index; evidence from GARCH (1, 1) model	International Journal of Research in Social Sciences, Impact Factor: 5.650, (ISSN: 2249-2496)	2016

Projects undertaken:

1. 'The effectiveness of advertisement among youth in select districts of Tamil Nadu' – UGC- Sponsored – Hyderabad, ₹ 60,000 (Completed).
2. 'A Survey of Iron folic acid tablets distribution programme by ICDS project for the eradication of anemia in Tiruchirappalli district' – UGC- Sponsored – Hyderabad, ₹ 45,000 (Completed).
3. 'Customer Relationship Management (CRM) in health care sector – a study of master health check in private hospitals in Tiruchirappalli Corporation' – UGC- Sponsored – Hyderabad, ₹ 70,000 (completed)
4. Behavioural Finance: A Detail Analysis of Financial Instruments for Investors in Tiruchirappalli Corporation - UGC- Sponsored – Hyderabad, ₹ 1,30,000 (ongoing)

Ph.D Supervised:

S.No	Name of the Candidate	Ref.No	Broad Research Topic
1	S Rajeswari	16783	A study on commuters satisfaction with mini bus service in Tiruchirappalli district
2	Wright Rowena	19249	An empirical study on the brand switching of soft drinks among college students in Mangalore city,

			Karnataka
3	C. Machimai Arul Ignatius	10566	A study on the effectiveness of advertisement in ethical perspective, among youth in Tiruchirappalli Corporation
4	S. Lilly Rosari	08814	A study on the marketing mix of life Insurance Companies in Tiruchirappalli District
5	A. Sahayilla	08304	A study on the marketing functions performed by the members of women self-help groups carrying on dairy business in Tiruvallur District
6	T. Revathi	26298	A study on the level of satisfaction of consumers in the peri-urban area of Tiruchirappalli on the marketing mix for packet milk
7	R. Krishnaraj	6449	A study on strategy adopted for marketing hematonic oral solid formulations in Tiruchirappalli head quarters
8	Mr. R ARUL	27693	Data Envelopment Analysis: Efficiency Of The Portfolio Investors On Risk Tolerance In India
9	Mr. G Suresh	41066	A Study On Preferences Of Online Shoppers Through Social Networking Sites In Tamil Nadu
10	Mrs. Josephine Lourdes De Rose		An Empirical Study On The Quality Of The Maternity Private Hospitals In Tiruchirappalli Corporation

Education Qualification: Ph.D, M.Phil., M.B.A., M.Com., B.Ed.,

Title of Theses:

M.Phil : Readers behaviour in Tamil Newspapers in Trichy Urban Agglomeration, Bharathidasan University, 1988 – 90.

Ph.D. : Brand positioning of Detergent Soaps and Powders in Tiruchirappalli Town, Bharathidasan University, 1998.

In service Training Program attended (orientation/Refreshers):

Course	Place	Date
Orientation	Academic staff college, Bharathidasan University, Trichy	4 th April to 2 nd May 1989
Refresher	Academic staff college, Bharathiyar University, Coimbatore	23 rd March to 12 th April 1995
Refresher	Academic staff college, Bharathidasan University, Trichy	4 th March to 31 st March 1998
Refresher	Academic staff college, Bharathidasan	29 th November to 19 th

	University, Trichy	December 2002
Career Advancement	Department of Commerce, Loyola College, Chennai	2 nd May to 8 th May 1993
Orientation	Bharathidasan University, Trichy	4 th March 2005
Orientation	Centre for University Industry Collaboration, Bharathidasan University, Trichy	30 th October 2012

Books:

Sl.No	Book Title	Publication	ISBN No.
1	Effectiveness of advertisement	Discovery Publishing House	978-93-5056-257-4
2	Marketing Strategy of insurance companies	Discovery Publishing House Pvt. Ltd, New Delhi – 110 002	978-93-5056-281-9
3	Marketing Functions: Women Self Help Groups Carrying on Dairy Business	Scholars Press	978-3-639-71292