



**Dr. S. GOPALSAMY**  
**Assistant Professor**

### Contact

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**Academic Qualifications: MBA., M.Sc., M.Tech., M.Phil., Ph.D.**

**Teaching Experience: 4 Years**

**Research Experience: 1 Year**

### Additional Responsibilities

Placement Cell Member, Department IQAC Member, Mentor-Mentee, Student Cells on Extra-curricular Activities, Bridge course, etc.

### Areas of Research

Marketing, Human Resource Management

### Research Supervision / Guidance

Program of Study		Completed	Ongoing
Project	PG	24	5

## Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
09	04	01	10	--

## Recent Publications

1. Dr. S. Gopalsamy, Corporate Governance Mechanisms in India. Primax., International journal of Commerce and Management Research, 2016, pp.34-40, (ISSN No: 2321-3604), (IF-2.532)
2. Dr.S.Gopalsamy,Personnel Policies And Practices Of TNSTC – A Case Study in Dindigul, International Journal of Management and Social Science Research Review. Vol.1, Issue . 12, June 2015, PP-182-195, ( E-ISSN – 2349-6746) (ISSN – 2349 – 6738) (IF 3.029).
3. Dr.S.Gopalsamy, A Comparative Study on Consumer Behavior About Colgate and Pepsodent, International Journal Of Business and Administration Research Review, Vol.2, Issue . 10, April-June 2015, PP-208-219, ( E-ISSN – 2347-856X) (ISSN – 2348 – 0653), (IF 3.072).
4. Dr.S.Gopalsamy, Export Problems And Challenges, International Journal of Multidisciplinary Research Review , Vol.1, Issue . 4 , June 2015, ( E-ISSN – 2395-1885) (ISSN – 2395 – 1877) (IF 3.567).
5. Dr.S.Gopalsamy, The Influence Of Culture On Consumer Behaviour With Special Reference To Cosmetics, International Journal of Research & Development in Technology and 2231-5756Vol 21, Issue 3, 2014, Paper ID: 053019 (ISBN- 1 -63102 - 447 – 7 )
6. Dr.S.Gopalsamy, The Role of Foreign Direct Investment in India, International Journal of Current Research, Vol. 6, Issue. 09 , September 2014, PP.8897-8901( ISSN: 0975-833X) ( IF : SJIF : 3.845).

7. Dr.S.Gopalsamy, Impact Of Yoga On School Students Performance: A Study, International Journal Of Research In Commerce, IT & Management, Vol. 5, Issue . 4, April2014( ISSN 2231 – 5756)
8. Dr.S.Gopalsamy, A Study on Consumer Preference Towards Various Brands of Shampoo in Tirupur Town, International Journal of Innovation Creativity and Management (IJICM) Vol. 1, Issue.1, January 2011, PP. 11-23( ISSN No: 2231-5500).
9. Dr.S.Gopalsamy, Consumer Protection Act, 1986: Problems and Challenges, Department Of Corporate Secretary ship,Consumer protection and Empowerment in India in the wake of Technology Domination (NSCPE – 2016),National conference – Alagappa University Karaikudi