



## **Dr. S. GURUSAMY**

Professor and Head

Department of Commerce

School of Commerce and Management

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### **Profile Summary**

#### ***Educational Qualifications***

M. Com

M Phil

MBA

PhD

#### ***Work Experience (38 years)***

- a. **From August 20, 2009 to 30.06.2020** : **Professor and Head  
Department of Commerce  
University of Madras  
Chepauk, Chennai – 600 005**
- b. **From 2006 to 2009** : **Associate Professor in Commerce  
D.G. Vaishnav College  
(Affiliated to University of Madras)  
Chennai – 600 106**

**d. From 1995 to 2006** : **Reader in Commerce**  
**D.G. Vaishnav College**  
**(Affiliated to University of Madras)**  
**Chennai – 600 106**

**e. From 1982 to 1995** : **Assistant Professor in Commerce**  
**D.G. Vaishnav College**  
**(Affiliated to University of Madras)**  
**Chennai – 600 106**

## **Teaching & Research Interests**

Banking and Financial Markets

Financial Management

Operations Research

## **Research Areas**

- Banking
- Financial Markets
- Financial Management

## **Courses Taught**

- Financial management
- Operations Research
- Management Accounting
- Banking

## **Awards**

1. Honored with the 'Academic Achievement Award – 2012', by the University of Madras
2. SMART Journal Distinguished Life Time Achievement Award, 2020, by the Bharathidasan University

## **Scholarly Activity**

### **Projects**

- a. 'Principal Investigator' for the 'UGC-UPE Phase II 'under the Project 'Centre for Rural Development and Strategic Studies – Part II' on the research program 'Challenges faced by rural artisans in Tamil Nadu – A study with reference to Dindigul Lock maker and Thanjavur Potters for a total sum of Rs. 5,38,000 for 2-year period
- b. Project Director for the ICSSR research project on 'A study on the role and relevance of credit rating agencies in the aftermath of the Global Financial Crisis' for a total sum of Rs. 1000000 for 2-year period

c. 'Principal Investigator' for the 'UGC's Major Research Project on 'CDS' (Credit Default Swaps) for a total sum of Rs. 4, 67,200 for 2-year period

## Books & Book Chapters

### Books authored

1. **GURUSAMY S, "Financial Services and System"**, first published by **Thomson Learning, Singapore** in 2004 and later published by **M/S Tata McGraw Hill**, New Delhi in 2009
2. **GURUSAMY S, "Financial Markets and Institutions"**, first published by Thomson Learning, Singapore, 2004 and later published by M/S Tata McGraw Hill, New Delhi in 2008
3. **GURUSAMY S, "Financial Services and Markets"**, first published by Thomson Learning, Singapore, 2004
4. **GURUSAMY S, "Merchant Banking and Financial Services"**, first published by Thomson Learning, Singapore, 2005 and later published by M/S Tata McGraw Hill, New Delhi in 2006
5. **GURUSAMY S, "Banking Theory Law and Practice"**, published by M/S Tata McGraw Hill, New Delhi in 2006
6. **GURUSAMY S, "Financial Services"**, published by M/S Tata McGraw Hill, New Delhi in 2006
7. **GURUSAMY S, "Capital Markets"**, published by M/S Tata McGraw Hill, New Delhi in 2006
8. **GURUSAMY S, "Indian Financial System"**, published by M/S Tata McGraw Hill, New Delhi in 2009
9. **GURUSAMY S, "Global Financial Institutions"**, published by M/S Tata McGraw Hill, New Delhi in 2009
10. **GURUSAMY S, "Essentials of Financial Services"**, published by M/S Tata McGraw Hill, New Delhi in 2009
11. **GURUSAMY S, "Merchant Banking for UG Students"**, published by M/S Vijay Nicole Imprints, Chennai in 2014
12. **GURUSAMY S, "Financial Services for UG Students"**, published by M/S Vijay Nicole Imprints, Chennai in 2014
13. **GURUSAMY S, "Elements of Operations Research"**, published by M/S Vijay Nicole Imprints, Chennai in 2015
14. **GURUSAMY S, "Operations Research"**, published by M/S Vijay Nicole Imprints, Chennai in 2015
15. **GURUSAMY S, "Security Analysis and Portfolio Management"**, published by M/S Vijay Nicole Imprints,

Chennai in 2017

16. **GURUSAMY S, “Portfolio Management for UG”**, published by M/S Vijay Nicole Imprints, Chennai in 2018

#### Books co-authored

1. **MURTHY A and GURUSAMY S, “Essentials of Management Accounting”**, published by M/S Tata McGraw Hill, New Delhi in 2006
2. **MURTHY A and GURUSAMY S, “Management Accounting”**, published by M/S Tata McGraw Hill, New Delhi in 2006
3. **MURTHY A and GURUSAMY S, “Essentials of Cost Accounting”**, published by M/S Tata McGraw Hill, New Delhi in 2006
4. **MURTHY A and GURUSAMY S, “Cost Accounting”**, published by M/S Tata McGraw Hill, New Delhi in 2006
5. **MURTHY A and GURUSAMY S, “Management Accounting – Theory & Practice”**, published by M/S Vijay Nicole Imprints in 2012

#### Books edited

1. Edited a book entitled ‘Banking in the New Millennium’, published by Kanishka Publishers, New Delhi in the year 2001
2. Co-edited a book entitled ‘Global Financial System in the Post-Crisis Era: Issues, Challenges and Opportunities, published by Vijay Nicole Imprints Pvt. Ltd, Chennai, March 2010 (ISBN 13 – 978 – 81 – 8209 – 267 - 9)
3. Co-edited a book entitled ‘Convergence of Indian Accounting Standards with IFRS’, published by Vijay Nicole Imprints Pvt. Ltd, Chennai, January 2011 (ISBN 13 – 978 – 81 – 8209 – 253 – 2)
4. Co-edited a book entitled ‘Emerging Trends in E-Commerce’ published by Neithal Pathippagam, Chennai, 2011 (ISBN 978 – 93 – 80890 – 26 - 5)
5. Co-edited a book entitled ‘The Emerging Landscapes of Retail and Impact on Economy, published by MJP Publisher, Chennai, 2012 (ISBN 978 – 81 – 8094 – 158 - 0)
6. Co-edited a book entitled ‘Corporate Crime and Governance – Issues, Challenges and remedies, published by Sontham Printers and Publishers, Chennai, 2013 (ISBN 9 – 789381 - 992555)
7. Edited a book (ISBN 978 93 81992 06 7) entitled “Entrepreneurship in India – The Road Ahead’ published by the Department t of Commerce, University of Madras
8. Edited a book (ISBN 978 81 925376 8 9) entitled “Strategic Human Resource Management (SHRM) – Riding the power and shaping the HR Mission: Global perspective, publicised by Sai Publication, Chennai

9. Co-edited a book entitled 'Franchising - A gateway for growth' published by MJP Publishers, Chennai, 2014 (ISBN 978 - 81 - 8094 - 224 - 2)

10. Co-edited a book entitled 'Retailing Trends in the new millennium' published by MJP Publishers, Chennai, 2015 (ISBN 978 - 81 - 8094 - 165 - 8)

### Journal Publications (accepted or published)

1. **HEMAVATHY P and GURUSAMY S, 'Financial Literacy in India – An empirical study with special reference to salaried women', 'Parishodh Journal, (Vol. IX, issue No. III, ISSN 2347-6648), March 2020, UGC CARE LIST Group I.**
2. **Prakash N and GURUSAMY S, 'Customer Perception towards organic products: An Exploratory study' Journal of Public Health Research and Development (IJPHRM), Published by Institute of Medico-Legal (Scopus index journal) Volume 10, Number 11, November 2019, ISSN-0976-0245(Print), ISSN-0976-5506(Electronic)**
3. **Monisha D and GURUSAMY S, 'Customer Perception towards adoption of Mobile Payments – A Study' Journal of Public Health Research and Development (IJPHRM), Published by Institute of Medico-Legal (Scopus index journal) Volume 10, Number 6, June 2019, ISSN-0976-0245(Print), ISSN-0976-5506(Electronic)**
4. **Monisha D and GURUSAMY S, 'Awareness of College students in the adoption of social Networking sites in creating a new learning environment', 'ANVESHAK International Journal of Management' (Vol. 8, issue No. 1, ISSN 2278-8913), published by SCES' Indira Institute of Management, Pune, January 2019). Journal is indexed in JK Real time impact factor, I2OR, Jgate, i-scholar, and UGC listed journal, Scientific Factor Impact factor 5.899**
5. **HEMAVATHY P and GURUSAMY S, 'Influence of astrological planetary effects on gold price volatility - An empirical investigation', 'ANVESHAK International Journal of Management' (Vol. 7, issue No. 2, ISSN 2278-8913), published by SCES' Indira Institute of Management, Pune, July 2018). Journal is indexed in JK Real time impact factor, I2OR, Jgate, i-scholar, and UGC listed journal, Scientific Factor Impact factor 5.712**
6. **PRAKASH N and GURUSAMY S, Indian Postal Banking Services - A study on its growth' SUMEDHA Journal of Management, (Vol. 7, No. 3, July-September 2018, (ISSN 2277-6753), (Impact Factor: Index COPERNICUS value 59.11 and Global Impact Factor 0.787, ISRA Journal factor: 2.318), UGC approved serial number 46802, indexed in Indianjournals.com, proquest data base, published by Department of Master in Business Administration, CMR College of Engineering & Technology, Hyderabad,)**
7. **JACOB DAVIS K, BALAJI P and GURUSAMY S, "Whether E-Wallets are really a Catalyst towards Expedition of Cashless Economy?: An Empirical Investigation in the Aftermath of Demonetization", IOSR- Journal of Business and Management, Conference Issue, Volume No.1, pp.50-55,**

November-December 2017, (p-ISSN: 2319 -7668, e-ISSN: 2278 - 478X), Published by Department of Commerce, Bhavan's Vivekanda College, Secunderabad, Telangana (Bi-Monthly and Blind Peer Reviewed Journal with AQCI Impact Factor of 3.52 and indexed in UGC Consortia)

8. **GURUSAMY S and LEELAVATHY V, 'Financial Challenges faced by Indian pottery makers – a study with special reference to Thanjavur pottery makers',** KPCJMR, (Vol. 7, issue No. 22, ISSN 2249-6459), (Impact Factor: 8.1057) published by Kaveripakkam College of Arts and Science, January – March 2017)
9. **GURUSAMY S and MONISHA D, 'E-wallet – a conceptual framework',** KPCJMR, (Vol. 7, issue No. 23, ISSN 2249-6459), (Impact Factor: 8.1057) published by Kaveripakkam College of Arts and Science, April – June 2017)
10. **GURUSAMY S and LEELAVATHY V An empirical investigation on iron-ore price volatility with special reference to Dindigul Lock-makers' 'SMS Journal of Entrepreneurship and Innovation',** published by SMS, Varanasi, Centre for Entrepreneurship, Innovation and Skill Development (CEISD), School of Management Science, Varanasi (Vol. 3, Issue 1, December 2016, (ISSN 2349-7920), indexed with crossref, MRI and also available in [www.myresearch.com](http://www.myresearch.com), UGC-Inflibnet-e-shodh sindhu, consortium for HE e-resources
11. **HEMAVATHY P and GURUSAMY S, Spotlight on awareness of gold monetization scheme (GMS) – A kaleidoscopic investigation' 'Management Convergence – International Journal of Management,** published by Department of Management, Mizoram University, (Vol. 7, Issue 1, January 2016, (ISSN 0976-5492), also available in UGC-Inflibnet-e-shodh sindhu, consortium for HE e-resources
12. **MANIKANTAN P and GURUSAMY S, 'Impact of knowledge management process on organizational strategies – an empirical investigation' SAMZODHANA – 'Journal of Management Research',** (Vol. 6, issue No. 1, ISSN 2347-4270), published by Department of Management Studies, Eswari Engineering College, Chennai, April 2016)
13. **HEMAVATHY P and GURUSAMY S, 'Testing the causality and co-integration of gold price and the NSE (S&P CNX NIFTY) Evidence from India', 'Amity Global Business Review, February 2016, Vol. II, page 79 - 85, ISSN 0975-511X),** published by Amity International Business School, Amity University, UP, Journal is indexed in EBSCO Host, CABELLS Directory, Ulrich WEB Global Series Directory
14. **HEMAVATHY P and GURUSAMY S, Indian Working Women Gold Obsession and stock market dilemma: An empirical investigation' 'ABBS Management Business and Entrepreneurship Review'** published by Acharya Bangalore B-School, Bengaluru, (Vol. 7, Issue 1, October 2015 – March 2016, ISSN 0976-3341)
15. **MANIKANTAN P and GURUSAMY S, Impact of Knowledge sharing on project management in IT industry – an empirical investigation' SUMEDHA Journal of Management,** (Vol. 5, No. 2, April – June

2016, (ISSN 2277-6753), (Impact Factor: Index COPERNICUS value 5.20 and Global Impact Factor 0.787, ISRA Journal factor: 2.318) indexed in Indianjournals.com, proquest data base, published by Department of Master in Business Administration, CMR College of Engineering & Technology, Hyderabad,)

16. **K. MONEESH KUMAR and GURUSAMY S, 'Managing NPAs in the banking Industry – An Empirical Study'**, Vidyasagar University Journal of Commerce, (Vol. 21, ISSN 0973-5917), published by Department of Commerce with farm Management, Vidyasagar University, March 2016 (Index with cite factor)
17. **RAMILA and GURUSAMY S, 'Impact of Green Banking Initiatives adopted by foreign banks on banks' profitability' 'jims 8 M', International Journal of Indian Management and Strategy'**, (Vol. 21, Issue No.1, January – March 2016, (ISSN 09739335), published by Jagannath International management School and Jangan Institute of Management Studies, Bhuvaneshwar (Indexed/abstracted J gate, EBSCO, Discovery, Google's scholar, Indian Science Abstract, Indian Citation Index, Summon (Proquest)
18. **RAMILA and GURUSAMY S, 'Impact of Green Banking Initiatives adopted by public sector banks on banks' profitability' SAMZODHANA – 'Journal of Management Research'**, (Vol. 5, issue No. 2, ISSN 2347-4270), published by Department of Management Studies, Eswari Engineering College, Chennai, October 2015)
19. **GURUSAMY S and HEMAVATHY P, Navigating the Insight of SARAs (Sale of Articles of Rural Artisans Society) Fairs : Holistic Marketing Gateway for Rural Artisans' SUMEDHA Journal of Management**, (Vol. 5, No. 1, January – March 2016, (ISSN 2277-6753), (Impact Factor: Index COPERNICUS value 5.20 and Global Impact Factor 0.305, ISRA Journal factor: 2.318) indexed in Indianjournals.com, proquest data base, published by Department of Master in Business Administration, CMR College of Engineering & Technology, Hyderabad,)
20. **HEMAVATHY P and GURUSAMY S, Dynamics involved in stock market participation - An empirical study' 'Pratibimba – The Journal of imis**, published by Institute of Management and Information Science, Buvaneshwar, (Vol. 17, Issue 2, July-December 2016, ISSN 0972-5466), published by Institute of Management & Information Science, Buvaneshwar, indexed in Proquest
21. **HEMAVATHY P and GURUSAMY S, an empirical investigation on exploring the insight of gold price volatility in India' 'International Journal of Business Insights and Transformation**, (Vol. 8, Issue 1, October-March 2015, ISSN 0974-5874), published by ITM Business School, Navi Mumbai, listed in EBSCO Data Base, Ulrich's Periodicals Directory, USA and Listed in CABELL' Directory, USA

22. **HEMAVATHY P and GURUSAMY S, India Gold Rush Sentiment – an empirical investigation'** *Wealth – International Journal of Money, Banking and Finance (IJMBF)*, (Vol. 4, Issue 2, January-July 2015, ISSN 2277-9388), published by ITM Business School, Navi Mumbai, listed in EBSCO Data Base, Ulrich's Periodicals Directory, USA
23. **GURUSAMY S, Vengatesan C, and Hemavathy P, 'Role and significance of credit rating with special reference to Indian retail equity investors – An empirical investigation', 'jims 8 M', International Journal of Indian Management and Strategy', (Vol. 21, Issue No.1, January – March 2016, (ISSN 09739335), published by Jagannath International management School and Jangan Institute of Management Studies, Bhuvaneshwar (Indexed/abstracted J gate, EBSCO, Discovery, Google's scholar, Indian Science Abstract, Indian Citation Index, Summon (Proquest)**
24. **MONEESH KUMAR and GURUSAMY S, Perception of loan officers on the factors contributing to the incidence of NPAs in the banking industry – An empirical investigation'** *SUMEDHA Journal of Management*, (Vol. 4, No. 4, October – December 2015, (ISSN 2277-6753), (Impact Factor: Index COPERNICUS value 5.20 and Global Impact Factor 0.305, ISRA Journal factor: 2.318) indexed in Indianjournals.com, proquest data base, published by Department of Master in Business Administration, CMR College of Engineering & Technology, Hyderabad,)
25. **HEMAVATHY P and GURUSAMY S, Financial literacy of Indian working women'** *ARASH – A Journal of ISMDR, International Refereed Research Journal of Management*, (Vol. 5, No. 1 and 2, January-July 2015, ISSN 2231-2072), published by Indian Society for Management Development and Research, Allahabad, Listed in CABELL' Directory, USA, Ulrich's Periodicals Directory, USA, impact factor 0.343, 2013, GIF
26. **HEMAVATHY P and GURUSAMY S, Exploring the stock market volatility with BRIC countries – an empirical investigation'** *Management Insight – The Journal of Inclusive Analysis (bi-annual)*, (Vol. XI, No. 1, June 2015, ISSN 0973 – 936 X), published by School of Management Sciences, Varanasi (available in OJAS of inflibnet, UGC)
27. **RAMILA and GURUSAMY S, 'Impact of Green banking Initiatives on banks' profitability – A comparative study of public, private and foreign banks', 'Commerce Spectrum' (Vol. 3, issue No. 1, ISSN 2321-371X), published by PG & Research Department of Commerce, St. Peters College, Kolenchery, Kerala, June 2015). Journal is indexed in JK Real time impact factor**
28. **HEMAVATHY P and GURUSAMY S, 'Perception of Indian working women considering equity as an investment avenue: An empirical study', 'USHUS Journal of Business Management' (Vol. 14, issue No. 32, ISSN 0975-3311), published by Christ University, Bangalore, 2015). Journal is indexed in JK Real time impact factor**



29. **HEMAVATHY P and GURUSAMY S, 'Banishing retail equity investors in the India stock market – A state of melancholy and gold rush – an empirical study'**, 'GITAM Journal of Management' (Vol. 13, issue No. 3, ISSN 0972-740X), published by GITAM Institute of Management, GITAM University, Vizag, July – September 2015). Journal is indexed in JK Real time impact factor
30. **HEMAVATHY P and GURUSAMY S, 'Exploring the factors resisting the stock market participation among Indian working women-An empirical investigation'**, 'ANVESHAK International Journal of Management' (Vol. 4, issue No. 2, ISSN 2278-8913), published by SCES' Indira Institute of Management, Pune, July 2015). Journal is indexed in JK Real time impact factor, I2OR
31. **MONEESH KUMAR and GURUSAMY S, 'Impact of NPAs on Bank Performance'**, 'Commerce Spectrum' (Vol. 3, issue No. 2, ISSN 2321-371X), published by PG & Research Department of Commerce, St. Peters College, Kolenchery, Kerala, December 2015). Journal is indexed in JK Real time impact factor
32. **PRABHA RAJAGOPALAN and GURUSAMY S, 'Risk perception of investors in repeated gamble – an empirical study'**, NICE Journal of Business, (Vol. 9, No. 1 and 2, ISSN 0973-449X), published by Shobhit University, Meerut, Listed in Cabell's Directory, USA, included in EBSCO-S Database, USA, included in ULRICH Directory of Periodicals, USA (January – December 2014)
33. **HEMAVATHY P and GURUSAMY S, 'Navigating the insights of Indian Working Women's Stock Market resistance – An empirical investigation'**, 'SIDDHANT Journal of Decision Making' (Vol. 15, issue No. 2, ISSN 2231-0649), published by Regional College of management, Bhubaneswar, Orissa, April – June 2015). Journal is indexed/ abstracted in Index Copernicus, India Science Abstract, J-gate, Indian Citation Index, Google's Scholar, SUMMON (ProQuest), EBSCO Discovery data base
34. **Bing Hu and GURUSAMY S, 'Winner or loser? Hidden Crisis Behind China's surplus and stabilized RMB Policy in International Trade'**, published in Theoretical and Methodological approaches to Social Science, Economics and Management Science (ISBN 978-1-60595-220-8), February 2015, also published in DEStech Publications, DEStech ED-ROM indexed in ISTP CPCI and Google Book Search
35. **PRABHA RAJAGOPALAN and GURUSAMY S, 'Relationship between personality traits and psychological bias of retail investors – an empirical study'**, Vidyasagar University Journal of Commerce, (Vol. 20, ISSN 0973-5917), published by Department of Commerce with farm Management, Vidyasagar University, March 2015 (Index with cite factor)
36. **GURUSAMY S and RANGAN T S, Adequacy of SEBI regulations: An empirical study based on the perception of the corporate managers in India'**, 'Finance India' (Vol. XXIX, issue No. 1, ISSN 0970-3772), published by Indian Institute of Finance, Delhi, the Journal is index/ abstracted in CABELLS Directory of Publishing Opportunities in Accounting, Economics and Finance, International

Bibliography of Social Sciences of the London School of Economics and Political Sciences, ECONLIT, JEL on CD, e-JEL, the Journal of Economic Literature, ProQuest, ULRICH Periodicals Directory, Gale Directory of publication and Broadcast Media, EDIRC, FI-ICP, ISID Research Reference of Institute of Studies in Industrial Development, All India Index to periodical Literature by NEXUS Information Services Company (NISC), on-line public access catalogue of IIM, Ahmadabad, South Asian Economic Abstract (SOASEA), British Library of development Studies (BLDS) of Institute of Development Studies (UK), Information Bulletin on Management (IIM, Ahmadabad), Financial Step, Social Science Information Gateway (SoSIG), Finance-wise, ABDC (Australian Business Deans Council), Australia

37. **HEMAVATHY P and GURUSAMY S, 'Indian working women's preference for different forms of gold – An empirical study'**, 'IPE Journal of Management' (Vol. 5, issue No. 1, ISSN 2249-9040), published by Institute of Public Enterprise, Osmania University campus, Hyderabad, January – June 2015). Journal is indexed in Cabell's Directory, ProQuest, EBSCO data base, Ulrichsweb
38. **PRABHA RAJAGOPALAN and GURUSAMY S, 'Financial Behaviour of investors - an empirical study'**, Crescent Journal of Business, (Vol. 4, issue No. 1, ISSN 2231-2994), published by Crescent Business School, BS Abdur Rahman University, Chennai, December 2014
39. **VENGATESAN C and GURUSAMY S, 'Usage and benefit of credit rating – an empirical study on the perception of retail equity investors'** published in edited volume entitled 'Globalization – Trends and Challenges' (ISBN 978-81-929959-2-2) brought out by the MEASI Institute of Management, Chennai, as part of the one-day International Conference organized by them on February 27, 2015
40. **RAMILA M and GURUSAMY S, 'Green Banking initiatives by the Indian banking sector – a study with reference to SBI'** published in edited volume entitled 'Globalization – Trends and Challenges' (ISBN 978-81-929959-2-2) brought out by the MEASI Institute of Management, Chennai, as part of the one-day International Conference organized by them on February 27, 2015
41. **RAMILA M and GURUSAMY S, 'Impact of Green Banking Initiatives on the level of carbon foot print - an empirical study'**, SUMEDHA Journal of Management, (Vol. 4, issue No. 1, ISSN 2277-6753), (Impact Factor: Index COPERNICUS value 5.20 and Global Impact Factor 0.305) indexed in Indianjournals.com, proquest data base, published by Department of Master in Business Administration, CMR College of Engineering & Technology, Hyderabad, January – March 2015)
42. **GURUSAMY S and VENGATESAN C, 'Role and relevance of credit rating – As study with special reference to retail equity investors in India'**, SUMEDHA Journal of Management, (Vol. 4, issue No. 1, ISSN 2277-6753), (Impact Factor: Index COPERNICUS value 5.20 and Global Impact Factor 0.305) indexed in Indianjournals.com, proquest data base, published by Department of Master in Business Administration, CMR College of Engineering & Technology, Hyderabad, January – March 2015)

43. **PRABHA RAJAGOPALAN and GURUSAMY S, 'Behavioural Biases and perception of retail investors in stock markets - an empirical approach'**, SUMEDHA Journal of Management, (Vol. 4, issue No. 1, ISSN 2277-6753), (Impact Factor: Index COPERNICUS value 5.20 and Global Impact Factor 0.305) indexed in Indianjournals.com, proquest data base, published by Department of Master in Business Administration, CMR College of Engineering & Technology, Hyderabad, January – March 2015)
44. **RAMESH M and GURUSAMY S, 'Motivating Factors among unorganized retailers – an empirical study'**, 'IPE Journal of Management' (Vol. 4, issue No. 2, ISSN 2249-9040), published by Institute of Public Enterprise, Osmania University campus, Hyderabad, July-December 2014). Journal is indexed in Cabell's Directory, ProQuest, EBSCO data base, Ulrichsweb
45. **PRABHA RAJAGOPALAN and GURUSAMY S, 'Influence of Demographic variables on the personality traits of retail investors – an empirical study'**, 'Commerce Spectrum' (Vol. 2, issue No. 2, ISSN 2321-371X), published by PG & Research Department of Commerce, St. Peters College, Kolenchery, Ernakulum, Kerala, affiliated to Mahatma Gandhi University, Kottayam, Kerala, December 2014)
46. **VALARMATHI and GURUSAMY S, Empirical study on the role of CDS (Credit Default Swaps) with special reference to global financial crisis'** SUMEDHA Journal of Management, (Vol. 3, issue No. 4, ISSN 2277-6753), (Impact Factor: Index COPERNICUS value 5.20 and Global Impact Factor 0.305) indexed in Indianjournals.com, proquest data base, published by Department of Master in Business Administration, CMR College of Engineering & Technology, Hyderabad, October – December 2014)
47. **HEMAVATHY and GURUSAMY S, Gold mania – A comparative study of India, China and United States'** SUMEDHA Journal of Management, (Vol. 3, issue No. 4, ISSN 2277-6753), (Impact Factor: Index COPERNICUS value 5.20 and Global Impact Factor 0.305) indexed in Indianjournals.com, proquest data base, published by Department of Master in Business Administration, CMR College of Engineering & Technology, Hyderabad, October – December 2014)
48. **GURUSAMY S and RANGAN T, Adequacy of SEBI regulation: an Empirical study based on the perceptions of the corporate managers in India**, Finance India, the quarterly Journal of Finance, published by India Institute of Finance, New Delhi (Vol. XXIX, issue No. 1, ISSN 2277-6753), March 2015
49. **PRABHA RAJAGOPALAN and GURUSAMY S, 'Influence of Demographic variables on the psychological biases of retail investors – an empirical study'**, SAMZODHANA – 'Journal of Management Research', (Vol. 3, issue No. 1, ISSN 2347-4270), published by Department of Management Studies, Eswari Engineering College, Chennai, October 2014)
50. **PRABHA RAJAGOPALAN and GURUSAMY S, 'Perception of Indian retail Investors in the aftermath of the global financial crisis – A study with reference to their portfolio decision making'** Management

Insight – The Journal of Inclusive Analysis (bi-annual), (Vol. X, No. 2, December 2014, ISSN 0973 – 936 X), published by School of Management Sciences, Varanasi (available in OJAS of inflibnet, UGC)

51. **GURUSAMY S and JAYASANKAR, After sales service – then and now'** KPCJMR, (Vol. 4, issue No. 12, ISSN 2249-6459), (Impact Factor: 5.4723) published by Kaveripakkam College of Arts and Science, September 2014)
52. **GURUSAMY S and RAMILA M 'A study on the role of credit rating agencies in India'** KPCJMR, (Vol. 4, issue No. 12, ISSN 2249-6459), (Impact Factor: 5.4723) published by Kaveripakkam College of Arts and Science, September 2014)
53. **GURUSAMY S and VENGATESAN C 'Green Banking – A conceptual framework'** KPCJMR, (Vol. 4, issue No. 12, ISSN 2249-6459), (Impact Factor: 5.4723) published by Kaveripakkam College of Arts and Science, September 2014)
54. **GURUSAMY S and HEMAVATHY P, Gold Investment Avenues in Global and Indian Markets – An Overview'** KPCJMR, (Vol. 4, issue No. 11, ISSN 2249-6459), published by Kaveripakkam College of Arts and Science, June 2014)
55. **HEMAVATHY P and GURUSAMY S, Impact of Domestic Gold prices on Indian stock market indices with reference to global financial crisis – An empirical study'** Management Insight – The Journal of Inclusive Analysis (bi-annual), (Vol. X, No. 1, June 2014, ISSN 0973 – 936 X), published by School of Management Sciences, Varanasi (available in OJAS of inflibnet, UGC)
56. **GURUSAMY S and BALAJI P, Managing Global Software Projects through knowledge sharing - A study with reference to co-located and globally distributed software teams, Independent Business Review** (Vol. 6, issue No. 2, ISSN 1996-3572, July 2013), published by School of Business, Plot No. 16, Block-B, Affabuddin Ahmed Road, **Bashundhara**, Dhaka - 1229, Bangladesh
57. **GURUSAMY, Moneesh Kumar and Valarmathi, Future of CDS (Credit Default Swaps) in India - The Game just begins'** Business Spectrum' (Vol. III, No. 2, July - December 2013, ISSN 2249 - 4804) Journal of Department of Commerce and Farm Management, Vidyasagar University
58. **Valarmathi D and GURUSAMY S, Techniques of NPA (Non-performing Assets) Management - An Overview,** Kaveripakkam College of Journal of Management Research, ISSN: 2249 – 6459, Impact Factor: 3.5691, June 2013, pp 1 - 6
59. **Gangadharan and GURUSAMY S, 'Reducing Public Debt – Is it a realizable objective of Privatization? – A Study with reference to the Indian Privatization Program,** CARE Journal of Management, ISSN: 2249 – 2216, Vo. 2, November 2012

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## Conference/Symposium

1. Two-day National Conference on 'Gold and Gold Markets' organized by the IIM (A) and India Gold Policy Centre, New Delhi on February 7 and 8, 2020
2. One-day National Conference on 'Indian Commerce & Industry: Problems and Prospects', organized by the Department of Commerce, Ramakrishna Mission Vivekananda College, Chennai, on February 28, 2020
3. One-day UGC sponsored International Conference on 'Innovations and Challenges in Global Business' organized by the Department of Commerce, The New College, Chennai, on March 3, 2020
4. Two-day International Conference on 'Financial Markets - Issues and Challenges (FMIC 2020)' organized by the Department of Commerce and Financial Studies, Bharathidasan University, Trichirappalli, on January 11 and 12, 2020
5. One-day International Conference on 'Emerging Trends in the Realm of Finance' organized by the Department of Commerce and CII-Young Indians, GSS Jain College for Women, Chennai on September 18, 2019
6. Two-day International Conference on 'Paradigm shift in taxation, accounting, finance and Insurance' organized by the Department of Commerce, Bhavan's Vivekananda College, Secundrabad on December 8 and 9, 2017
7. 70<sup>th</sup> All-India Commerce Conference organized by the Faculty of Commerce and Management, IIS University, Jaipur between 12<sup>th</sup> October 2017 and 14<sup>th</sup> October 2017
8. Consultative meeting on Draft Rules relating to Registered Valuers under the Companies Act, 2013 under the aegis of the IBBI (Insolvency and Bankruptcy Board of India) of the MCA (Ministry of Corporate Affairs), organized by the Valuation Standards Board of the SIRC of ICAI, Chennai on 14<sup>th</sup> June 2017
9. One-day National Conference for Awareness on National Academic Depository (NAD) organized by the UGC in association with the Ministry of Human Resource Development (MHRD) held at the Vigyan Bhavan on September 9, 2016
10. Two-day International Seminar on 'Strategies for Global Business Issues and Challenges of emerging economies' organized by the Department of Commerce, JBAS College, Chennai, on August 17 and 18, 2016

11. One-day International Conference on 'Financial Sector Reforms – New vistas and new priorities', organized by the Department of Commerce, GSS Jain College for Women, Vepery, Chennai in association with the Institute of Cost Accountants of India, held on Thursday, the 16<sup>th</sup> December 2015
12. Three-day 2015 International Conference on 'Management, Economics and Social Development (ICMESD 2015), February 6 – 8, 2015, Wuhan, Hubei, China, ICMSED-2015 Conference sponsored by Advance Science, Technology and Industry Research Centre (ASTIRC), Beijing Technology and Business University, Hebei University, China
13. One-day International Conference on 'Managing Globalization – Trends and Challenges', organized by the MEASI Institute of management, Chennai on February 27, 2015
14. **One-day National Conference** on "Managerial research in Changing climate – MRCC 2014" on Friday, the 17<sup>th</sup> October 2014 organized by the Department of Management Studies, Eswari Engineering College, Chennai
15. **One-day Workshop** on "Union Budget 2014 - 2015" on Saturday, the 12<sup>th</sup> July 2014 at Hotel GRT Grand (Convention Centre), Chennai, jointly by the Madras Chamber of Commerce & Industry and the ICSI (Institute of Company Secretaries of India), SIRC, Chennai
16. **One-day National Seminar** on "Development of Maritime Infrastructure in Southern India: Horizon 2020" on Friday, the 29<sup>th</sup> November 2013 at Hotel ITC Grand Chola, Guindy, Chennai-600 032, jointly by the Madras Chamber of Commerce & Industry and the Belgian Ministry of Economy and Foreign Trade
17. **One-day National Conference** on 'Indian Financial Code', organized by the ICSI (Institute of Company Secretaries of India), SIRC, Chennai, on September 30, 2013
18. **One-day National Conference** on 'Impact of FDI Entry on the Retail Industry' organized by the Department of Commerce, Adiparasakshi College, Kalavai on March 6, 2013
19. **One-day National Conference** on 'FDI in Retail Markets: Issues, Challenges and Remedies' organized by the Department of Commerce, Kanchi Sri Krishna College, Kanchipuram, on February 24, 2013
20. **Two-day International Conference** on 'Contemporary Issues and Challenges of Indian Business in Global Scenario, organized by the Department of Commerce, Jamal Mohamed College, Trichirappalli, on February 13 and 14, 2013
21. **Two-day National Conference** on 'Ethics and Governance in Business, organized by the Department of Commerce, AJK College of Arts and Science, Coimbatore, on February 7 & 8, 2013

22. **One-day National Conference** on 'Profundity of Small Scale Industrial Sector organized by the Department of Commerce, SIVET College, Chennai on February 2, 2013
23. **Interactive Consultative Workshop** on the scheme of Civil Services Examination (Main) conducted by the UPSC and held at IIM (B) on Friday, the 1<sup>st</sup> June 2012
24. **National Conference on FDI in India** – Issues & Challenges, organized by the PG and Research Department of Commerce, The New College, Chennai on February 8 and 9, 2012
25. **International Conference** on 'Corporate and Business Response to climate change – From awareness to adoption' organized by the Department of Commerce, Periyar University, Salem on December 7, 8 and 9, 2011
26. **Global Commerce Education Summit** organized by the ICAI, New Delhi on 5<sup>th</sup> December 2011
27. **National Seminar** on 'the rise of Indian Brands' organized by the SRM B School, SRM University, Chennai on 8<sup>th</sup> and 9<sup>th</sup> September 2011
28. **Round-table Conference** on Commerce & Accountancy Education in India: Issues and Challenges, organized by the ICAI, New Delhi on 26<sup>th</sup> September 2010
29. **Research Conference**, organized by the Department of Commerce, Cochin College, Ernakulum on 17<sup>th</sup> August 2010
30. **International Conference** on 'Global Financial System in the Post-Crisis Era: Issues, Challenges and Opportunities' organized by Department of Commerce, University of Madras on March 16 and 17 2010

## Patents

- In reverse chronological order (most recent first)