



Dr.J.GAYATHRI

Professor

Contact

Address : Department of Commerce and Financial Studies
BharathidasanUniversity
Tiruchirappalli – 620024
Tamil Nadu, INDIA

Employee Number : BDU1790846

Date of Birth : 13-07-1979

Contact Phone (Office) : +91 4312407029

Contact Phone (Mobile) : +91 09962008661

Contact e-mail(s):gayajayapal@gmail.com; gayathri.j@bdu.ac.in

Academic Identity

ORCID: <https://orcid.org/0000-0003-4234-5851>

Scopus: <https://www.scopus.com/authid/detail.uri?authorId=54916869300>

Google Scholar: <https://scholar.google.com/citations?user=emNF0XoAAAAJ&hl=en&oi=ao>

Academic Qualifications: B.Com, M.Com. M.B.A,ICWA., (Inter)., Ph.D.

Teaching Experience: (From June 2008 till date) 16Years

Research Experience: (2001 to 2005) 5 Years

Additional Responsibilities

1. Industrial Visit Coordinator
2. Exam Coordinator
3. Coordinator, Centre for Entrepreneurship and Skill Development
4. Programme Coordinator, MBA (International Business)

Areas of Research

Financial Management and International Finance

Research Supervision / Guidance

Program of Study		Completed	Ongoing
Research	Ph.D.	03	04
	M.Phil.	16	--
Project	PG	118	20
	UG / Others	--	--

Publications

International Journals	National Journals	Included in Scopus Author Profile	Edited Books
33	29	23	17

Paper Presentations

International Conferences/ Seminars	National Conferences/Seminars
45	33

Conference/ Workshops and Webinars Attended

Conferences/ Seminars/ Workshops	Webinars
57	23

Patents Published / Granted

2

Title of the Patent, Application No. and Date	Web Link
System for Prediction of Firm Performance Application No.: 2022/09666, Dated: 30/08/2022	https://patents.google.com/patent/ZA202209666B/en
System for impact analysis of social media on investment decision making of retail investors, Application No.: ZA2022/13674A, Dated: 19/12/2022	https://patents.google.com/patent/ZA202213674B/en

Research Credentials

Citation (as per Scopus) : 53
h-index (as per Scopus) : 4
Citation (as per Google Scholar) : 519
h-index (as per Google Scholar) : 8
i10 index (as per Google Scholar) : 8

Funded Research Projects

Completed Projects

S. No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1	University Grants Commission	2012	2014	Testing the Efficiency of Foreign Exchange Market in India	4,19,500

Awards

Best Researcher Award by Puducherry Academic Researchers Association, Puducherry on 15th March 2020.

Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized: 17

1. Two Day International Seminar on Financial Markets: Issues and Challenges, 6th and 7th January 2018
UGC Sponsored National Workshop on Writing and Publishing Research Article in Commerce and Management, 19th and 20th November 2011.
2. UGC Sponsored Two Day International Seminar on Financial Markets: Issues and Challenges, 4th and 5th January 2014
3. UGC Sponsored Two Day International Seminar on Financial Markets: Issues and Challenges, 10th and 11th January 2015
4. Day Long International Workshop on Art of Doing Good Research and Publishing on 4th July 2015
5. UGC Sponsored Two Day International Seminar on Financial Markets: Issues and Challenges, 7th and 8th January 2017

6. Two Day International Seminar on Financial Markets: Issues and Challenges (FIMIC 2018), 6th and 7th January 2018
7. Two Day International Seminar on Financial Markets: Issues and Challenges (FIMIC 2019), 12th and 13th January 2019
8. National Workshop on World Class Curriculum for Business Finance, 16th and 17th March 2019.
9. Two Day International Seminar on Financial Markets: Issues and Challenges (FIMIC 2020), 11th and 12th January 2020.
10. Two Day International Seminar (Webinar) on Dynamics of Emerging Business Innovation and Trends – Academia Industry Role (DEBIT AIR – 2021) during 29th and 30th January 2021.
11. Served as Coordinator for Refresher Course in Social Sciences, Organised by UGC – HRDC, Bharathidasan University from 10th November to 23rd November 2021.
12. Two Day International Seminar (Webinar) on Dynamics of Emerging Business Innovation and Trends – Academia Industry Role (DEBIT AIR – 2022) during 7th and 8th January 2022.
13. TANSCHÉ Sponsored Two Day International Conference on Emerging Trends in the Present Pandemic Era during 22nd and 23rd April 2022.
14. Two Day International Seminar (Webinar) on Dynamics of Emerging Business Innovation and Trends – Academia Industry Role (DEBIT AIR – 2023) during 6th and 7^h January 2023.
15. Two Day Workshop on Softskills for Budding Executives during 21st and 22nd November 2023.
16. Faculty Development Programme on Proactive Accounting: Driving the Future of Industry Transformation on 16th February 2024.
17. Entrepreneurship Awareness Programme on 13th March 2024.

Events Participated

Conferences/ Seminars / Workshops: 57

1. Training on Social Research Methodology organised by Centre for Development Research Methodology, Chennai-17, 18th to 28th September 2000.
2. Social Development Research Methodology Course organised by Institute of Development Alternatives, Chennai -41, 3rd to 22nd December 2001.

3. Research Methodology Workshop organised by Department of Commerce, Annamalai University, 28th February to 4th March 2002.
4. Research Methodology Workshop organised by Department of Economics, Annamalai University, 27th and 28th April 2002.
5. UGC Sponsored National Seminar on Recent Trends in Banking Industry organized by Department of Commerce, Annamalai University, 5th& 6th March 2003.
6. State Level Workshop on Application of Statistics in Research in the field of Commerce organised by Sri Ramakrishna College of Arts and Science for Women, Coimbatore-4, 26th and 27th September 2003.
7. Training Course on Computer Applications in Social Sciences organised by Centre for Social Studies, Surat-7, 23rd February 2004 to 3rd March 2004.
8. National Conference on Empowerment of Self Help Groups organized by Department of Commerce, Annamalai University, 15th& 16th March 2004.
9. National Seminar on Copyrights organized by Department of Business Administration, Annamalai University, 23rd April 2004.
10. Research Methodology Workshop organised by Department of Economics, Annamalai University, 28th and 29th April 2004.
11. International Conference on “Reinventing Paradigms in Liberal Arts Education organised by Women’s Christian College, Chennai, 10th and 11th August 2007.
12. National Conference on Innovations in Higher Education – Quality Enhancement and Sustenance organized by the Internal Quality Assurance Cell, Women’s Christian College, Chennai, 7th and 8th March 2008.
13. Faculty Training Workshop in Equity, Futures and Options organized by Department of Commerce and Financial Studies in association with NSE, 7th& 8th November 2008.
14. Faculty Training Workshop in Financial Markets organized by Department of Commerce and Financial Studies in association with NSE, 14th August 2009.
15. National Workshop on Scholarly Information Access organized by University Library, Bharathidasan University, 23rd& 24th October 2009.
16. One Day Workshop on Investors’ Awareness on Current Capital Market Scenario organized by Department of Commerce and Financial Studies, 3rd April 2010.
17. Two Day Workshop on Research Publications in Commerce and Management organized by Department of Commerce and Financial Studies and SMART Journal of Business Management Studies, 24th& 25th April 2010.

18. Two Day Workshop on Art of Writing Research Article in Commerce and Management organized by Department of Commerce and Financial Studies and SMART Journal of Business Management Studies, 23rd& 24th October 2010.
19. Five Day National Workshop on Applied Econometrics for Finance and Management organized by Department of Commerce and Financial Studies and Funded by The Indian Econometric Society and UGC, 5th to 9th February 2011.
20. Faculty Development Programme on Recent Trends in Securities Markets organized by Department of Commerce and Financial Studies in association with NSE, 4th February 2012.
21. Haselfre Pact Workshop on “Quality and Value Education” organized by Department of Library and Information Science & Department of Education, CDE, 23rd to 25th April 2012.
22. Two Day National Workshop on Publishing Research Articles in Business Management organized by Department of Commerce and Financial Studies and SMART Journal of Business Management Studies, 3rd& 4th November 2012.
23. Second International Workshop on Effective Teaching of Finance organized by Department of Commerce and Financial Studies, SMART Journal of Business Management Studies and Sam Houston State University, USA during 27th& 28th July 2013.
24. Six Day National Workshop on Application of Financial Econometrics organized by Department of Commerce and Financial Studies and Funded by The Indian Econometric Society and SMART Journal of Business Management Studies, 10th to 15th November 2013.
25. One Day Workshop on “Quality Research Report Writing” organized by the Curriculum Development Cell of Bharathidasan University, Tiruchirappalli on 27th February 2014.
26. Two Day National Workshop on Accounting in the 21st Century-Some Emerging Dimensions organized by Department of Commerce, Annamalai University, Annamalai Nagar on 3rd and 4th March 2014.
27. National Workshop on “Resources and Technologies for Scholarly Information” organized by Department of Library and Information Science, Bharathidasan University, Tiruchirappalli on 12th August 2014.
28. International Workshop on “Derivatives and Risk Management” organized by PG and Research Department of Commerce, Cauvery College for Women, Trichy in association with SMART Journal of Business Management Studies on 11th December 2015.
29. UGC Sponsored One Day National Seminar on “Library Technologies for Teaching, Learning and Research” organized by Department of Library and Information Science, Bharathidasan University on 12th August 2016.

30. Day Long International Workshop on “Good Writing and Publication” organized by Department of Commerce and Financial Studies, Bharathidasan University and Departments of Management Studies & Commerce, Shrimathi Indira Gandhi College and SMART Journal of Business Management Studies on 29th June 2017.
31. Seminar on Developing New Curriculum 2017 organized by State Council of Educational Research and Training at Anna University, Chennai on 21st July 2017.
32. Text Book Writing Workshop for Class XI organized by State Council of Educational Research and Training at Sai Ram Engineering College, Tambaram from 28.11.2017 to 01.12.2017.
33. Higher Secondary (Accountancy & Auditing) Book Writing Workshop organized by State Council of Educational Research and Training at DIET, Chennai from 07.12.2017 to 09.12.2017.
34. Higher Secondary (Accountancy & Auditing) Book Writing Workshop organized by State Council of Educational Research and Training at DIET, Chennai on 21.12.2017 and 22.12.2017.
35. UGC-Sponsored Two Day Workshop for Academic Administrators on “Institutional Assessment and Accreditation” organized by UGC-Human Resource Development Centre & Internal Quality Assurance Cell, Bharathidasan University on 12th and 13th March 2018.
36. DST Sponsored Two Day National Workshop on “Big Data, Research Data & Libraries” organized by Department of Library and Information Science, Bharathidasan University on 23rd – 24th March 2018.
37. Orientation Workshop on SWAYAM, jointly organized by Department of Library and Information Science and UGC- Human Resource Development Centre, Bharathidasan University on 03-05-2018.
38. Orientation Workshop on SWAYAM, jointly organized by Department of Library and Information Science and UGC- Human Resource Development Centre, Bharathidasan University on 29-06-2018.
39. Higher Secondary (Accountancy & Auditing) Book Writing Workshop organized by State Council of Educational Research and Training at SCERT, Chennai on 23.07.2018 and 24.07.2018.
40. Seminar cum Workshop on “A Primer on Intellectual Property” organized by IPR Cell, Bharathidasan University on 20.08.2018.
41. Day Long International Workshop on “The Pathway to Successful Research Agenda” organized by Department of Commerce and Financial Studies, SMART Journal of Business Management Studies and Sam Houston State University, USA on 14th November 2018.

42. Six Day Training Programme on “Global Business Research Dimensions” organized by Department of Commerce and Financial Studies sponsored by Government of Tamil Nadu under Inviting Renowned Professors Of Foreign Universities during 26th October to 31st October 2018
43. Faculty Development Programme on “Enhancing Learning Outcomes through Effective Teaching” organized by UGC-Human Resource Development Centre & Internal Quality Assurance Cell, Bharathidasan University on 28th November 2018.
44. Higher Secondary (Accountancy & Auditing) Book Writing Workshop organized by State Council of Educational Research and Training at SCERT, Chennai on 21.12.2018.
45. Higher Secondary (Accountancy & Auditing) Book Writing Workshop organized by State Council of Educational Research and Training at SCERT, Chennai on 13.02.2019.
46. One Day Workshop on Global Innovative Research on Finance held at Bharathidasan University, Tiruchirappalli, Tamil Nadu on 7th May 2019.
47. Seven Days Research Workshop on Advanced Data Analysis organized by Bharathiar School of Management and Entrepreneur Development, Bharathiar University, Coimbatore during 13th to 19th May 2019.
48. Day Long International Workshop on “Responsible Research and Innovation in Article Writing” organized by Department of Commerce and Financial Studies on 31st May 2019.
49. Day Long International Workshop on Innovative Research Publication in Finance organized by SMART Journal of Business Management Studies in association with Department of Management Studies (MBA – AICTE Approved) & Department of Commerce, Shrimati Indira Gandhi College, Trichy on 5th July 2019.
50. National Symposium on Digital Technologies for Research Impact and Information Quality organized by the Department of Library and Information Science, Bharathidasan University, Tiruchirappalli on 22nd and 23rd August 2019.
51. Five Day Workshop on Data Analysis using Partial Least Square & Structural Equation Modelling organized by National Institute of Technology, Trichy during 7th September 2019 to 11th September 2019.
52. Faculty Development Programme in Securities Markets organized by National Institute of Securities Markets & Department of Commerce and Financial Studies on 15th February 2020.
53. Awareness Programme on Intellectual Property Rights organised by Centre for Entrepreneurship and Skill Development, Department of Commerce and Financial Studies in association with MSME Development Institute, Chennai on 10th February 2021.

54. Faculty Development Program on Financial Markets jointly organised by NSE Academy and Department of Commerce, Bharathidasan University on 1st December 2021.
55. One Day National Symposium on “Relevance of Libraries and Higher Education Research” organised by Department of Library and Information Science on 12th August 2022.
56. “Teacher’s Conference – Empowering Educators” organised by the Institute of Company Secretaries of India in association with Bharathidasan University on 15th September 2022.
57. Faculty Development Programme on Proactive Accounting: Driving the Future of Industry Transformation organized by Department of Commerce and Financial Studies, Bharathidasan University in association with ACCA, Chennai on 16th February 2024.

Webinars Participated

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1. One Day Webinar on Insurance for Business Enterprise organized by Department of Commerce, Kalasalingam Business School, Srivilliputhur on 15.05.2020.
2. Webinar on Trends in Commerce Study through Online Learning organized by PG & Research Department of Commerce, G.T.N Arts College, Dindigul on 18.05.2020.
3. Webinar on Monetary Policy: Prominence on Financial Management organized by Department of Commerce with Accounting & Finance, PSG College of Arts & Science, Coimbatore on 20.05.2020.
4. Webinar on Data Analysis in Management Research organized by Department of Master of Business Administration, St. Martin’s Engineering College, Secunderabad on 24.05.2020.
5. National Webinar on Fashion Your Future with Right Investment Choices organized by Sri Parasakthi College for Women, Courtallam on 29.05.2020.
6. Webinar on Business & COVID-19 organised by Research Department of Business Administration, APSA College, Tiruppattur on 30.05.2020.
7. One Day Webinar on Art of Publishing a Research Article organized by Department of Commerce and Financial Studies, Bharathidasan University on 02.06.2020.
8. Webinar on World Environment Day 2020 Time for Nature-Celebrate Biodiversity organized by Department of Economics, Sacred Heart College, Tirupattur on 05.06.2020.
9. One Week Online Research Methodology Workshop on BFSI Sector organized by Pandit Madan Mohan Malviya National Mission on Teachers and Teaching (PMMNMTT), MHRD, New Delhi from 08.06.2020 to 12.06.2020.

10. Webinar on Skills for Employability organized by National Service Scheme (NSS), Sri Sarada College for Women, Salem on 15.07.2020.
11. Webinar on COVID -19 Challenges and Initiatives by National Service Scheme organized by National Service Scheme (NSS), Sri Sarada College for Women, Salem and ChikkaiahNaicker College, Erode on 24.07.2020.
12. Webinar on Role of Women in Independence War organized by National Service Scheme (NSS), Sri Sarada College for Women, Salem on 15.08.2020.
13. Presented Paper on “Effectiveness of Priority Sector Lending for Inclusive Growth of India” on the Sixteenth International Seminar (Webinar) on Dynamics of Emerging Business Innovation and Trends – Academia Industry Role (DEBIT AIR – 2021) organised by Department of Commerce and Financial Studies in association with SMART Journal of Business Management Studies during 29th and 30th January 2021.
14. Presented Paper on “A Study of Priority Sector Lending – Trend and Growth of Selected Banks in India”, on the Seventeenth International Seminar (Webinar) on Dynamics of Emerging Business Innovation and Trends – Academia Industry Role (DEBIT AIR – 2022) organised by Department of Commerce and Financial Studies in association with SMART Journal of Business Management Studies during 7th and 8th January 2022.
15. Webinar on ‘Practical Approach to Securities and Investment Market’ organised by AUGN Book Club and Amity College of Commerce and Finance, Amity University Greater Noida Campus on 28th January 2022.
16. Webinar on ‘Personal Finance Support and Wealth Creation for Startups – A Roadmap’ organised by Department of Commerce, Annamalai University, Annamalai Nagar, in collaboration with Association of Mutual Funds in India on 31st January, 2022.
17. Workshop on “Case-based Methodology: A Pedagogical Tool for Teaching” organised by Case Development Cell (CDC) of Dr. D. Y. Patil B School from 24th March to 25th March 2022.
18. 7-Day Virtual Professional Development Program on “Decoding Statistics for Data Analysis” organised by CMS Business School, JAIN (Deemed-to-be University) in collaboration with Institute of Analytics (UK) during 21st – 28th March 2022.
19. National Level Webinar on Investor Awareness Program organised by Department of Commerce in association with Ambition Learning Solutions on 20th September 2022.
20. Presented Paper on “Forecasting of Trends in Production and Import of Edible Oil in India using ARIMA Model”, on the Regional Conference on Specialty Agriculture in the Context of Farm Economy of Himalaya Region organised by Division of Agricultural Economics and Agribusiness Management, Sher-e-Kashmir University of Agricultural Sciences and Technology of Jammu in collaboration with Indian Society of Agricultural Economics, Mumbai during 21st and 22nd September 2022.

21. Online Faculty Development Programme on Fast Evolving Securities Markets in India – A Refresher Course organised by National Institute of Securities Markets from 10th February 2023 to 11th February 2023.
22. Presented Case Study entitled, “From Startup to Industry Leader: The Rise of PhonePe in India’s Digital Payments Landscape” in the 3rd Case Writing Competition & Conference, 2023 organised by All India Management Association India Case Research Centre during 13th – 15th April 2023.
23. Seven Days National Level Virtual Faculty Development Programme on Business Analytics: Concepts, Building Blocks and Applications organized by the Department of Commerce (PG), KristuJayanti College (Autonomous), Bengaluru from 2nd to 9th November 2023.

Other Training Programme

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1. 59th - Orientation Programme organized by Academic Staff College, Bharathidasan University, Tiruchirappalli- 620 023, Tamil Nadu, from 16.12.2008 to 12.01.2009.
2. Refresher Course in Commerce organized by Academic Staff College, Bharathidasan University, Tiruchirappalli- 620 023, Tamil Nadu, from 10.11.2010 to 30.10.2010.
3. Refresher Course in Commerce organized by Academic Staff College, Bharathidasan University, Tiruchirappalli- 620 023, Tamil Nadu, from 03.07.2013 to 23.07.2013.
4. ARPIT Refresher Course in Commerce organised by Shri Ram College of Commerce, New Delhi during 1st September 2019 to 15th January 2020.
5. ARPIT Refresher Course in Data Analysis for Social Science Teachers organised by HRDC, University of Hyderabad during 1st October 2019 to 20th January 2020.
6. ARPIT Course in Financial Markets and Emerging Business Models organised by University of Kerala during 1st December 2020 to 31st March 2021.
7. Online Refresher Course in Management organised by BanasthaliVidyapith during 1st December 2020 to 31st March 2021.

Membership

Professional Bodies

Life Member, Indian Commerce Association

Life Member, Association for Economists of Tamil Nadu

Life Member, Indian Social Science Academy

Editorial Board

1. **Assistant Editor, SMART Journal of Business Management Studies** (English – Biannual), Tiruchirappalli, Tamil Nadu, India.
2. **Editorial Review Board Member of Amity Journal of Management Research** - An International, Biannual, Refereed Journal of Management Research, Noida, Uttar Pradesh, India.
3. **Editorial Board Member of VIT Press International Journal of Finance Management**, Chennai.
4. **Editorial Board Member of VIT Press International Journal of Financial Services**, Chennai.

Academic Bodies (such as Board of Studies etc.,)

1. Member, Board of Studies in the Department of Commerce of Financial Studies, Bharathidasan University, Trichy from 2008 to Till Date.
2. Member, Board of Studies, B.Com and B.Com (C.A), Bharathidasan University, Trichy from 2008 to 2011.
3. Member, Board of Studies, B.Com, Bharathiar University, Coimbatore from 2015 to 2018.
4. Member, Board of Studies, M.Com, AVC College, Mannampandal from 2019 to 2021.
5. Member, Board of Studies, B.Com, JayarajAnnapackiam College for Women (Autonomous)Periyakulam, Theni Dt. from 2020 to 2022.
6. Member, Board of Studies, B.Com, PSG College of Arts and Science, Coimbatore from 2020 to 2022.
7. Member, Board of Studies in B.Com. (C.A.), Government Arts College (Autonomous), Karur from 2021 to 2023.
8. Member, Board of Studies in Commerce (UG), Nehru Memorial College (Autonomous), Puthanampatti from 2021 to 2023.
9. Member, Board of Studies, B.Com, SrimadAndavan Arts & Science College (Autonomous), Trichy from 2021 to 2023.
10. Member, Board of Studies, Commerce, KunthavaiNaachiyaar Government Arts College for Women (Autonomous), Thanjavur from 2021 to 2023.
11. Member, Board of Studies, Commerce, Government College for Women (Autonomous), Kumbakonam from 2021 to 2023.

12. Member, Board of Studies, Hotel Management (UG and PG), Bharathidasan University, Trichy from 2021 to 2023.
13. Member, Board of Studies, B.Com. BPO, Holy Cross College (Autonomous), Tiruchirappalli – 620 002 from 1.6.2022 to 23.12.2022.
14. Member, Board of Studies, Commerce, Cauvery College for Women (Autonomous), Tiruchirappalli – 620018 from 2022 to 2024.
15. Member, Board of Studies, B.Com. Computer Applications, A. Veeriyavandayar Memorial Sri Pushpam College (Autonomous), Poondi- 613 503 from 18.06.2022 to 16.12.2024.
16. Member, Board of Studies, Commerce and Administration of ThassimBeeviAdbul Kader College for Women, Kilakarai from 2022-23 to 2024-25.
17. Member, Board of Studies in Business Administration (BBA & BBA – Aviation and Ground Handling), Bishop Heber College (Autonomous), Tiruchirappalli – 620 027 from 2022 to 2024.
18. Member, Board of Studies, Commerce (Regular), Holy Cross College(Autonomous), Tiruchirappalli – 620 002 from 2023 to 2025.
19. Member, Board of Studies, Commerce (Regular),Bon Secours College for Women (Autonomous), Thanjavur – 613 006 from 2024 to 2026.
20. Member, Board of Studies,B.Com. Computer Applications,SrimadAndavan Arts & Science College (Autonomous), Tiruchirappalli – 620 005 from 31.05.2024 to 26.07.2024.
21. Member, Board of Studies,B.Com. (Professional Accounting), National College (Autonomous), Tiruchirappalli – 620 001 from 2024 to 2026.

Other Academic Activities

1. Member of Seating Arrangement Committee for the Annual Convocation, Bharathidasan University, Tiruchirappalli during 2013, 2015, 2018.
2. Stage Committee Member for BARD FEST during 2017,2018 and 2019.
3. Inspection Committee Member for provisional affiliation to start B.Com and B.Com (Computer Application) in various colleges affiliated to Bharathidasan University.
4. Inspection Committee Member for provisional affiliation to start B.Com and B.Com (Computer Application) in various colleges affiliated to Thiruvalluvar University.

Resource persons in various capacities

Number of Invited / Special Lectures delivered: 37

Others

1. No. of PhD Thesis evaluated : 16
2. No. of PhD Public Viva Voce Examination conducted : 16

Papers published in the International Journals

33

1. J.Gayathri and P.Bhuvaneswari. Performance analysis of Exchange Traded funds in India, SMART Journal of Business Management Studies, Vol.5, No.1, Jan-June 2009, pp.65-69. (Web of Science Indexed Journal) (ISSN: 0973 – 1598).
2. Selvam.M, Vanitha.S, Gayathri.J, Bennet .E and Nageswari.P, “The determinants of shareholders’ wealth of acquiring firms in India”, Journal of Modern Accounting and Auditing, David Publishing Company, USA, Vol.6, No.1, Serial Number – 56, pp 46-54. (ISSN: 1548 – 6583).
3. Jeyachitra.A, Selvam.M and Gayathri.J, “Portfolio Risk and Return Relationship – An Empirical Study”, Asia-Pacific Business Review, Vol 6, No.4, October – December 2010. pp 41-47. (UGC Approved Journal – 64415) (ISSN: 0973 – 2470).
4. Rangarajan.R, Srinivasan.B and Gayathri.J, “Impact of Foreign Institutional Investors in Globalised Indian Capital Market”, SMART Journal of Business Management Studies, Vol. 7, No.1, Jan-June 2011. pp 30-36. (Web of Science Indexed Journal). (ISSN: 0973 – 1598)
5. Nageswari.P, Selvam.M and Gayathri.J, “An Empirical Analysis of Semi-Month and Turn of the Month Effects in Indian Stock Market”, International Journal of Research in Commerce, Economics and Management, Vol. 1, No.3., July 2011, pp 104-109. (ISSN: 2231 – 4225)
6. Gayathri.J, Yuvaraj.D and Sathya.J, “Testing the Efficiency of Foreign Exchange Market in India”, Journal of Commerce and Management Research, Vol.1, Issue.4, December 2011, pp.105-113. (ISSN: 2249 – 0442)
7. GayathriMahalingam, SelvamMurugesan and GayathriJayapal, "Persistence and Long Range Dependence in Indian Stock Market Returns", International Journal of Management and Business Studies, Vol 2, Issue 4, October - December 2012, pp 72-77. (ISSN: 2230-9519)
8. Gayathri J and Kalaivani C, “Stock Market Growth and Economic Development in Developing Countries”, Asian Journal of Research in Business Economics and

- Management, Vol. 4, No 9, September 2014, pp 31-38. (UGC Approved Journal - 1260) (ISSN: 2250-1673). (Indian Citation Index) (Impact Factor – 5.444)
9. Gayathri J and Rajalakshmi M, “ Investor Behavior Towards Investment in Mutual Funds” Research Explorer, Vol-3, Issue 9, July-December 2014, pp 121-126. (UGC Approved Journal - 63185) (ISSN: 2250 – 1940) (Impact Factor – 0.389)
 10. MurugesanSelvam, JayapalGayathri, VinayagamoorthiVasanth, KasilingamLingaraja&SigoMarxiaOli, “Determinants of Firm Performance: A Subjective Model”, International Journal of Social Sciences Studies, Vol.4, No.7, July 2016, pp 90 – 101. (ISSN: 2324-8033; E-ISSN: 2324-8041)
 11. Zakiya Begum Sayed and Gayathri. J, “Can Compatible Financial Markets Strengthen the Strategic Bilateral Partnership Among Countries? - A Case Study of India and Saudi Arabia”, International Journal of Research in Commerce, Economics and Management, Vol. 6, Issue 8, August 2016, pp 43- 49. (ISSN: 2231-4245).
 12. Felix Sophia S and Dr.J. Gayathri, “R&D Intensity and Market Valuation of MNC Subsidiaries in India”, International Research Journal of Commerce and Law, Vol I, Issue 1, September 2017, pp 103-108. (ISSN: 2349-705X).
 13. S.Felix Sophia and Dr.J. Gayathri, “International Trade and R&D Investments of Multinational Firms”, IOSR Journal of Business and Management, Vol 19, Issue 10 (Version – VIII), October 2017, pp 17-23. (e-ISSN: 2278-487X), (p-ISSN : 2319-7668) (UGC Approved Journal).
 14. K. Maheswari and Dr.J. Gayathri, “Determinants on Capital Structure of Multinational Companies” Asian Journal of Multidimensional Research (AJMR), (Double Blind Refereed & Reviewed International Journal) (UGC Approved Journal), (ISSN: 2278-4853), Vol 7, Issue 1, January 2018, PP-90-97, Impact Factor: SJIF=4.708.
 15. K. Maheswari and Dr.J. Gayathri, “Capital Structure and Firm Performance: With Reference to S&P BSE Auto Index Constituents” Research Explorer, ISSN-2250-1940 (Print), 2349-1647 (Online), Vol:VI, February 2018, PP-228-234, Issue-16.
 16. S.Felix Sophia and Dr.J. Gayathri, “Firm Size and Performance with special reference to Multinational Pharmaceutical Firms”, Pacific Business Review International, Vol 10, Special Issue 8, February 2018, pp 33-38. (ISSN : 0974-438X).
 17. S.Felix Sophia and Dr.J. Gayathri, “Research and Development Intensity and its Impact on the International Trade Performance of Automobile Firms”, International Journal of Management Studies, Vol 5, Issue 3 (5), July 2018, pp 25-31. (ISSN(Print) 2249-0302 ISSN (Online)2231-2528) (UGC Approval No 44925).
 18. S.Felix Sophia and Dr.J. Gayathri, “Research and Development Intensity and Trade Performance with Reference to the Multinational Pharmaceutical Firms in India”, Unnayan International Bulletin of Management and Economics, Vol 9, July 2018, pp 199-208. (ISSN (Online) 2349-7165) (UGC Approval No 64424).

19. Zakiya Begum Sayed and Gayathri Jayapal, "Equality in the Foreign Exchange Exposure of IT and FMCG Sector Firms", *International Journal of Advanced Scientific Research and Management*, Volume 3, Issue 7, July 2018, pp 257-262. (ISSN-2455-6378), (UGC Approval Journal No 63502).
20. J. Gayathri and Leema Roseline "A Study on Capital Structure of Disinvested Public Sector Undertakings in India" *International Journal of Human Resource Management and Research (IJHRMR)* Volume 8, Special Issue, December 2018, PP 393-402 ISSN (P): 2249-6874; ISSN (E): 2249-7986. Impact Factor (JCC): 7.2092, (UGC Approval Journal No 63238).
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