

**Name** : G.Gayathiri  
**Staff ID** : RCAS03340  
**Designation** : Assistant Professor  
**Department** : Visual Communication  
**Experience** : 10 Years  
**Qualification** : MJMC  
**Specialization:** Reporting, Advertising, Event Management



### ACADEMICS

Degree	Branch	Institution / University	Year of Completion
B.Sc	Visual Communication	Avinashilingam University for Women	2011
MJMC	Journalism & Mass Communication	PSG College of Arts & Science	2013

### RESEARCH AND PUBLICATIONS

#### SEED MONEY

Title	Institution	Amount	Year	Status
A comparative study of customer satisfaction towards private FM and All India Radio Stations, with special reference to Rathinavani 90.8 Community Radio.	Research & Development Cell, Rathinam College of Arts & Science	53,500	2024-25	Approved

#### Journal Publications

- Gayathiri, G., and T. J. Raju. "A Study on the Influences of the World's Great Movies in Tamil Cinema." Humanities and Social Science Studies, vol. 13, no. 1, no. 24, June 2024. ISSN 2319-829X.
- Raju, T. J., and G. Gayathiri. "Social Media and Its Impact on News Coverage among Youths in Malawi." IPE Journal of Management, June 2024. ISSN 2249-9040.
- Gayathiri, G., and T. J. Raju. "Case Analysis – Impact of Youth on Social Media: A Psychological Approach." History Research Journal, Apr. 2024. ISSN 0976-5425.
- Raju, T. J., and G. Gayathiri. "Analysis of the Impact of YouTube among Influencers as a Powerful Marketing Tool." History Research Journal, Mar. 2024. ISSN 0976-5425.
- Gayathiri, G., and T. J. Raju. "The Double-Edged Screen: Exploring Trends and Troubles in Digital Media." CIIT Publications, Feb. 2025. ISBN 978-93-6126-818-2.
- Raju, T. J., and G. Gayathiri. "Analysis of the Usage of Radio Listenership among People in Kovilpalayam Region, Coimbatore, Tamil Nadu." International Conference

on Expression of Culture through Literature, Media and Fashion (LIMFA'25), CIIT Publications, 2025. ISBN 978-93-6126-818-2.

- Gayathiri, G. "Digital Banking and Tasks Confronted to Achieve the Customer Desires." Artificial Intelligence in Business Management (ICAIBM-2024), Mar. 2024. ISBN 978-93-340-2610-8.

### Book Chapters

- Gayathiri, G. "The Global Footprint of Indian Culture on World Cinema." Culture through Language and Literature, edited by Dr. A. Kabilath Begum, Clever Fox Publication, Chennai, Dec. 2024. ISBN 978-93-6707-519-7.

### Proceedings

- Raju, T. J., and G. Gayathiri. "Analysis of the Usage of Radio Listenership among People in Kovilpalayam Region, Coimbatore, Tamil Nadu." International Conference on Expression of Culture through Literature, Media and Fashion (LIMFA'25), CIIT Publications, 2025. ISBN 978-93-6126-818-2.
- Gayathiri, G. "Advertising's Effect on Consumers' Purchasing Decisions, Customer Purchasing Trends and Behaviours." LIMFA Conference, Rathinam College of Arts and Science, 2024.
- Gayathiri, G. "Digital Banking and Tasks Confronted to Achieve the Customer Desires." Artificial Intelligence in Business Management (ICAIBM-2024), Mar. 2024. ISBN 978-93-340-2610-8.
- Gayathiri, G. "Case Analysis: Impact of Youth on Social Media – A Psychological Approach." ICSSR-Sponsored Conference on 'Viksit Bharat @ 2027', Tumkur University, Karnataka, 2024.
- Gayathiri, G. "The Double-Edged Screen: Exploring Trends and Troubles in Digital Media." LIMFA Conference, CIIT Publications, Feb. 2025. ISBN 978-93-6126-818-2.

### PRESENTATIONS

	State Level	National	International
<b>Conference</b>	-	1	-

### PARTICIPATION

	State Level	National	International
<b>Seminar</b>	-	1	-
<b>FDP/PDP</b>	4	-	-

### AWARDS, HONORS AND RECOGNITION

Awards / Honors / Recognition	Agency / Institution	Year of Award
Golden Gurus Award	GRT Jewellers	2025