

Name : Gowthami M
Staff ID : RCAS05519
Designation : Assistant Professor
Department : Department of Commerce
Experience : 1 year
Qualification : M.Com., M.A.,
Specialization: Finance
Mail ID : gowthami.cm@rathinam.in



ACADEMICS

Degree	Branch	Institution / University	Year of Completion
M.A	History	Bharathidasan University	2025
M.Com	General	Chikkanna Government Arts College, Tirupur	2021
B.Com	General	L.R.G. Government Arts College, Tirupur	2019

Journal Publications

1. Gowthami, M. (2025, January–June). A study on the evolution of content marketing. International Journal of Cultural Studies and Social Sciences, 22(1), No. 11. ISSN 2347-4777. (UGC CARE Listed; IF = 7.138; Double-blind, peer-reviewed, refereed, open access).
2. Gowthami, M. (2025, January–June). The role of data privacy in marketing. Business Studies, 46(6). ISSN 0970-9657. (UGC CARE Approved; Peer-reviewed, refereed; IF = 6.986).
3. Gowthami, M. (2025, January–June). The power of storytelling in branding. IPE Journal of Management, 15(12). ISSN 2249-9040. (UGC CARE Listed; IF = 7.138; Double-blind, peer-reviewed).
4. Gowthami, M. (2025, January–June). A study on the role of virtual reality in marketing. IPE Journal of Management, 15(12). ISSN 2249-9040. (UGC CARE Listed; IF = 7.138; Double-blind, peer-reviewed).
5. Gowthami, M. (2025, January–June). The influence of visual content in marketing. IPE Journal of Management, 15(12). ISSN 2249-9040. (UGC CARE Listed; IF = 7.138; Double-blind, peer-reviewed).

- Gowthami, M. (2025, January-June). The role of data privacy in marketing is listed twice in your files. XLVI, No:06. ISSN: 0970-9657; Double-blind, peer-reviewed).

Book Chapters

- Gowthami M. (1st Eds .). *Emergence of insures startups in India*. CiiT Publications. ISBN 978-86-6179-578-4.
- Gowthami M. (Eds.). (2025). “*India’s foreign direct investment surge: geopolitical shifts, policy reforms, and the path to global manufacturing leadership*”. (1st ed.) Forschung. <https://doi.org/ISBN-978-93-9562-41-7>
- Gowthami M. (Vol 2.) (2025). ”*Contactless payment system: from cash to biometrics*” (Vol. 1). The Wordss wiggle Publication. ISBN 978-93-49882-13-3.

Proceedings

- Gowthami M. (Vol 1.) “*Beyond non-violence: Bhagawad Gita, Gandhian ethics and the leadership of conscience – a comparative study*” ISBN 939-74-6179-578-5.
- Gowthami M. (Eds.). “*Indian knowledge system in education: a framework for social awareness and inclusion in diverse classrooms*” ISBN 978-86-6179-578-4.

PARTICIPATION

	State Level	National	International
FDP/PDP	1	3	3

AWARDS, HONORS AND RECOGNITION

Awards / Honors /Recognition	Agency / Institution	Year of Award
Golden Guru	GRT Jewellers	2025
Indian Icon Award	Magizhchi Foundation	2025