

SANGEETHA GUNASEKAR

Associate Professor

Amrita School of Business,

Amrita Viswavidyapeetham,

Coimbatore – 641112

g_sangeetha@cb.amrita.edu; sangeetha1000@gmail.com

ACADEMIC APPOINTMENTS

- Associate professor, Amrita School of Business, Coimbatore- Since Jan 2018
- Assistant professor, Amrita School of Business, Coimbatore- August 2013 – Jan 2018
- Assistant Professor, KPR School of Business, Arasur, Coimbatore. (May 2009- August 2010)
- Assistant professor, Xavier Labour Relations Institute (XLRI), Jamshedpur. March 2005- May 2006

EDUCATION

- Ph.D., Indira Gandhi Institute of Development Research, Mumbai, 2008
- MSc, Avinashilingam Deemed University, Coimbatore, Economics, 1999
- Data Preparation and Computer Software, Regional vocational training institute, Bangalore, 1994

RESEARCH INTEREST

- Electronic word of mouth in Tourism
- Transition economies and public sector reforms

PUBLICATIONS

Journal Articles

- **Gunasekar S** and Sarkar J. (2019). Does Autonomy Matter in State Owned Enterprises? Evidence from Performance Contract in India. *Economics of Transition and Institutional Change*, 29March; 1-38. DOI: 10.1111/ecot.12220
- **Gunasekar, S.**, & Sudhakar, S. (2019). Does hotel attributes impact customer satisfaction: A sentiment analysis of online reviews. *Journal of Global Scholars of Marketing Science*, 29(2), 180-195.
- Govindasamy, V., Suresh, K., & **Gunasekar, S.** (2018). Textile industry CSR disclosure trends: Reflections from india and malaysia. *Prabandhan: Indian Journal of Management*, 11(12), 35-50. doi:10.17010/pijom/2018/v11i12/139989

- **Gunasekar, S.**, Patri, R., & Narayanan, B. (2018). International Tourist Arrival in India: Impact of Mumbai 26/11 Terror Attack. *Foreign Trade Review*, 53(1), 12-28. <https://doi.org/10.1177/0015732516681882>

BOOK

- *Basic Econometrics* (2011), with Damodar N Gujarati and Dawn C Porter, **Sangeetha Gunasekar**, Special Indian Edition (Fifth Edition), New Delhi: Tata McGraw-Hill Publishing Company Limited. <http://mheducation.co.in/html/9780071333450.html>
- *Basic Econometrics* (2007), with Damodar N Gujarati, **Sangeetha Gunasekar**, Special Indian Edition (Fourth Edition), New Delhi: Tata McGraw-Hill Publishing Company Limited.

CHAPTERS IN BOOKS

- Jharkhand State- A profile (2010), with Reshmi Mitra and Suma Damodharan, Chapter in Shovan Ray (ed.) *Backwaters of Development- Six Deprived States of India*, Oxford University Press, Oxford, UK

ONGOING RESEARCH

- Customer satisfaction, e-wom of airline travelers
 - Customer satisfaction, e-wom of tourists staying at hotels in India
 - Tourism and e-wom (Medical tourism; wine tourism; heritage tourism; Shopping tourism)
-

CONFERENCE PROCEEDINGS

- Sureshkumar, V., **Gunasekar, S.**, & Balasubramanian, P. (2018). Spatial proximity and SWB a study across nations. *International Journal of Engineering and Technology(UAE)*, 7(2.33 Special Issue 33), 994-997
- Kaveri, A., **Gunasekar, S.**, Gupta, D., & Pratap, M. (2017). Decoding engagement in MOOCs: An indian learner perspective. Paper presented at the *Proceedings - IEEE 8th International Conference on Technology for Education, T4E 2016*, 100-105. doi:10.1109/T4E.2016.027
- Kaveri, A., Gupta, D., **Gunasekar, S.**, & Pratap, M. (2017). Convergence or divergence: MOOCs and legacy of higher education outcomes. Paper presented at the *Proceedings - 2016 IEEE 4th International Conference on MOOCs, Innovation and Technology in Education, MITE 2016*, 20-24. doi:10.1109/MITE.2016.48
- Mishra, A., **Gunasekar, S.**, & Gupta, D. (2017). Influence of product perception and discounts on the preference of online payment. Paper presented at the *2016*

- IEEE International Conference on Computational Intelligence and Computing Research, ICCIC 2016*, doi:10.1109/ICCIC.2016.7919691
- Pratap, M., Gunasekar, S., Gupta, D., & Kaveri, A. (2017). Employment guarantee scheme through the lens of financial inclusion. Paper presented at the *2017 International Conference on Data Management, Analytics and Innovation, ICDMAI 2017, 230-235*. doi:10.1109/ICDMAI.2017.8073515
 - Rajan, A., Manuel, B., Hari Sankar, K. S., & Gunasekar, S. (2017). Technological advancement and tourism: A panel data analysis of ASEAN countries. Paper presented at the *2016 IEEE International Conference on Computational Intelligence and Computing Research, ICCIC 2016*, doi:10.1109/ICCIC.2016.7919705
 - Tharavath, V., Gupta, D., & Gunasekar, S. (2017). Factors influencing choice of cuisines while indian consumers eat out. Paper presented at the *2017 International Conference on Data Management, Analytics and Innovation, ICDMAI 2017, 157-160*. doi:10.1109/ICDMAI.2017.8073502
 - Venkateswaran, V., Gunasekar, S., & Gupta, D. (2017). Study of essential personality characteristics for the young indian millennial: A tobit analysis. Paper presented at the *2017 International Conference on Advances in Computing, Communications and Informatics, ICACCI 2017, , 2017-January 1882-1887*. doi:10.1109/ICACCI.2017.8126119
 - Amirthalingam, P., & Gunasekar, S. (2016). A TOBIT analysis of financial crisis impact on capital structure. Paper presented at the *International Conference on Communication and Signal Processing, ICCSP 2016, 1638-1641*. doi:10.1109/ICCSP.2016.7754439
 - Ashok, A., Viswanathan, G., Gunasekar, S., & Gupta, D. (2016). Factors that influence attitude towards 4G internet adoption. Paper presented at the *International Conference on Communication and Signal Processing, ICCSP 2016, 2051-2054*. doi:10.1109/ICCSP.2016.7754536
 - Iyer, S., Mohan, N., Gunasekar, S., & Gupta, D. (2016). Paid membership and online matrimony portals - an indian study. Paper presented at the *2015 IEEE International Conference on Computational Intelligence and Computing Research, ICCIC 2015*, doi:10.1109/ICCIC.2015.7435811
 - Iyer, S. J., Gupta, D., & Gunasekar, S. (2016). Online search tool: Case of indian matrimony portals. Paper presented at the *International Conference on Communication and Signal Processing, ICCSP 2016, 1794-1798*. doi:10.1109/ICCSP.2016.7754476
 - Kaveri, A., Gunasekar, S., Gupta, D., & Pratap, M. (2016). Decoding the indian MOOC learner. Paper presented at the *Proceedings of the 2015 IEEE 3rd International Conference on MOOCs, Innovation and Technology in Education, MITE 2015, 182-187*. doi:10.1109/MITE.2015.7375311
 - Mohan, N., Gunasekar, S., & Gupta, D. (2016). Factors affecting frequency of eating out among indians. Paper presented at the *International Conference on*

- Communication and Signal Processing, ICCSP 2016, 1799-1802.*
doi:10.1109/ICCSP.2016.7754477
- Nair, V. S., Gupta, D., & Gunasekar, S. (2017). Influence of values on quality consciousness among indian consumers. Paper presented at the *2017 International Conference on Data Management, Analytics and Innovation, ICDMAI 2017, 177-181.* doi:10.1109/ICDMAI.2017.8073506
 - Nekethna, M. S., & Gunasekar, S. (2017). Export behaviour and innovation-A tobit analysis. Paper presented at the *2016 IEEE International Conference on Computational Intelligence and Computing Research, ICCIC 2016,* doi:10.1109/ICCIC.2016.7919690
 - Goud, T. T., Smrithirekha, V., & Sangeetha, G. (2017). *Factors influencing group member satisfaction in the software industry.* *Proceedings of the International Conference on Data Engineering and Communication Technology: ICDECT 2016, Volume 1*doi:10.1007/978-981-10-1675-2_24
 -
 - Pillai, A. P., Ashok, A., & Gunasekar, S. (2016). Facebook as a site of information: A study in the indian context. Paper presented at the *2015 IEEE International Conference on Computational Intelligence and Computing Research, ICCIC 2015,* doi:10.1109/ICCIC.2015.7435797
 - Pillai, A. P., Gupta, D., & Gunasekar, S. (2016). Brand relationship quality of online shopping portals a study in the indian context. Paper presented at the *International Conference on Communication and Signal Processing, ICCSP 2016, 1614-1618.* doi:10.1109/ICCSP.2016.7754433
 - Poorna Prakash, J., & Gunasekar, S. (2016). Random effect approach: Global financial crisis impact on indian basic metal industry. Paper presented at the *International Conference on Communication and Signal Processing, ICCSP 2016, 1803-1806.* doi:10.1109/ICCSP.2016.7754478
 - Suresh, M., Bid, K., & Gunasekar, S. (2016). Inbound international tourism development in india: A panel data analysis on its affecting factors. Paper presented at the *2015 IEEE International Conference on Computational Intelligence and Computing Research, ICCIC 2015,* doi:10.1109/ICCIC.2015.7435790
 - Unni, S., Gunasekar, S., & Gupta, D. (2016). Impact of self concepts & person concepts on the travel frequency of an indian tourist. Paper presented at the *International Conference on Communication and Signal Processing, ICCSP 2016, 2047-2050.* doi:10.1109/ICCSP.2016.7754535
 - Unni, S., Nair, V. S., & Gunasekar, S. (2016). E-retail and online customer satisfaction: Differential impact of delivery time in indian metros. Paper presented at the *2015 IEEE International Conference on Computational Intelligence and Computing Research, ICCIC 2015,* doi:10.1109/ICCIC.2015.7435808
 - Vighnesh, K. S., & Gunasekar, S. (2016). Export earnings of telecommunication, software and ITes - A comparative study post financial crisis. Paper presented at the *International Conference on Communication and Signal Processing, ICCSP 2016, 1619-1622.* doi:10.1109/ICCSP.2016.7754435

- Vighnesh, K. S., Pavithra, A., Prakash, J. P., & Sangeetha, G. (2016). IT-ITeS sector's export performance - A comparative study using regression. Paper presented at the 2015 *IEEE International Conference on Computational Intelligence and Computing Research, ICCIC 2015*, doi:10.1109/ICCIC.2015.7435799
- Aswin.K and Sangeetha G “Factors Affecting Customer Ratings of Indian Hotels”, *Proceedings of the International Symposium on Emerging Trends in Social Science Research (IS15Chennai Symposium)* ISBN: 978-1-941505-23-6 Chennai-India, 3-5 April 2015 Paper ID: C531
URL: http://globalbizresearch.org/Chennai_Symposium/conference/pdf/C531.pdf
- Rishi Surya and Sangeetha G “Social Media and Customer reviews of Indian restaurants”, *Proceedings of the International Symposium on Emerging Trends in Social Science Research (IS15Chennai Symposium)* ISBN: 978-1-941505-23-6 Chennai-India, 3-5 April 2015 Paper ID: C534
URL: http://globalbizresearch.org/Chennai_Symposium/conference/pdf/C534.pdf

PRESENTED IN CONFERENCE

- Sangeetha Gunasekar and Sofi Dinesh, “The impact of corporate governance and firm performance on chief executive officer's compensation: Evidence from central state owned enterprises in India”, , *International Conference on Data Management, Analytics & Innovation, 2017*
- Dinesh, Sofi and GunasekarSangeetha, “Major Public Enterprises in India: 2000-2013”, presented at *Major public enterprises in a global perspective, XIV Milan European Economy Workshop, Milan, Italy, 25-26 June 2015*
- Kaveri, Gupta, Gunasekar and Pratap , “*Decoding Engagement in MOOCs: An Indian Learner Perspective*”, presented at *4th Biennial Indian Academy of Management Conference, 2015*
- Maheshwar Pratap,Dr. Sangeetha Gunasekar, Dr Deepak Gupta and Anitha Kaveri “*Empowering Women Through Employment Guarantee Scheme:Evidence from India*”, presented at *57th Annual Conference of the Indian Society of Labour Economics (ISLE), 2015*
- Maheshwar Pratap,Dr. Sangeetha Gunasekar, Dr Deepak Gupta and Anitha Kaveri, “The Impact of Transparency Enablers on Social Welfare Schemes : Evidence from NREGA “presented at *4th Biennial Indian Academy of Management Conference, 2015*

- Nair, Smitha and Gunasekar, Sangeetha, “Measuring and Explaining Efficiency of Indian banking sector” presented at Twelfth AIMS International Conference on Management, IIM Kozhikode, January 2-5 2015
- Venugopal Gopikumar and Gunasekar Sangeetha, “Rapid Loan Growth and its Effects on Credit Risk of Indian Banks” presented at Twelfth AIMS International Conference on Management, IIM Kozhikode, January 2-5 2015
- Poreddi, Umamahesh and Gunasekar Sangeetha, “Impact of global financial crisis (2008) on technical efficiency of Indian software companies”, presented at 2nd International Conference on Applied Research in Engineering and Management ICAREM, 2015, organized by Professional Group of Institutions, Coimbatore, 27 Feb 2015.
- Saikumar, Chitta Manoj Venkata and Gunasekar, Sangeetha, “Key Influencing Factors for countries Innovation: A Cross country analysis” presented at 2nd International Conference on Applied Research in Engineering and Management ICAREM, 2015, organized by Professional Group of Institutions, Coimbatore, 27 Feb 2015.
- Sangeetha Gunasekar and Sofi Dinesh “Impact of Board Characteristics on Firm Performance: A comparison of private sector firms with SOEs in India”, presented at NSE-IGIDR International Conference on Corporate Governance, 2014, organized as NSE- IGIDR corporate governance research initiative, Mumbai, during July 10-11, 2014.
- Sangeetha Gunasekar and Sofi Dinesh , “Impact of Board Independence on Firm Performance: A comparison of private sector firms with SOEs in India”, presented at 5^{1st} Annual Conference of the Indian Econometric Society (TIES), organized by The Department of Economics and Centre for Research in Economic Change, Punjabi University, Patiala during December 12-14, 2014.
- Deepika M G and Sangeetha G, “For Profit v/s Not- for- Profit MFIs in India: An analysis of difference in their performance using ANOVA and the factors influencing the performance of MFIs using Panel data Regression” presented at 51st Annual Conference of the Indian Econometric Society (TIES), organized by The Department of Economics and Centre for Research in Economic Change, Punjabi University, Patiala during December 12-14, 2014.

- *Trade and Access to Credit in Import Destinations: Evidence from India's Exports to Africa*-RojalinPatri, Badri Narayanan. G, **SangeethaGunasekar**, presented at **Yale-Great Lakes 9th International Research Conference**, Chennai- 29 December 2014
- *Ranking Airline Competitiveness - An Indian Scenario*- Swathik H & **SangeethaGunasekar**, presented at **Yale-Great Lakes 9th International Research Conference**, Chennai- 29 December 2014
- *Estimating tourism demand in India*- Subramanian R, Badri Narayan &**Sangeetha Gunasekar**, presented at **Yale-Great Lakes 9th International Research Conference**, Chennai- 29 December 2014
- **Gunasekar S** and Sarkar J. (2005). Impact of Environmental and Ownership Reforms on Profitability of Public Sector Enterprises: Evidence from India, **7th Annual Conference on Money and Finance in Indian Economy**, Indira Gandhi Institute of Development Research, Feb 11-12, 2005.
- **Gunasekar S** and Sarkar J. (2004). Impact of Environmental and Ownership Reforms on Profitability of Public Sector Enterprises: Evidence from India, **Winter Research Conference in Finance, Indian School of Business**, December 19-21 2004.

WORKING PAPERS

- "Major Public Enterprises in India: 2000-2013" (2015), with Sofi Dinesh (2015), Working Paper No.159, July 2015, Amrita School of Business, Amrita ViswaVidyapeetham, India.
- "For Profit v/s Not- for- Profit MFIs in India: An analysis of difference in their performance using ANOVA and the factors influencing the performance of MFIs using Panel data Regression" (2015) with Deepika MG and Nadine Sander, Working Paper No.157, April 2015, Amrita School of Business, Amrita ViswaVidyapeetham, India.
- "*Does Autonomy Matter in State Owned Enterprises? -Evidence from Performance Contracts in India*" with Jayati Sarkar (2014), Working Paper , Indira Gandhi Institute of Development Research, WP-2014-034. <http://www.igidr.ac.in/pdf/publication/WP-2014-034.pdf>
- Sangeetha Gunasekar and Sofi Dinesh "Impact of Board Characteristics on Firm Performance: A comparison of private sector firms with SOEs in India", working paper at **NSE-IGIDR** Corporate Governance Research Initiative 2013-14 <https://www.nseindia.com/research/content/NSE-IGIDR-WP1.pdf>

- Gunasekar, Sangeetha., & Patri, Rojalin. (2014) international tourist arrival in India: impact of Mumbai 26/11 terror attack", Working Paper No.155, Aug 2014 , Amrita School of Business
-

INTIVED SPEAKER

- Three Day National Workshop on 'Quantitative Techniques in Social Science Research, Organized by PG Department of Economics, Govt. Victoria College, Palakkad sponsored by Directorate of Collegiate Education, 24th to 26th of September, 2018.
 - National workshop on Basic Econometrics –Organized by St. Teresa's College, Ernakulam and The Indian Econometric Society, 20th and 21st January 2016.
 - Panel Data and Time Series Econometrics – Jointly organized by Amrita School of business and The Indian Econometric Society, Faculty Development programme – Jan 6-8 2015, at Amrita School of Business, Amrita University, was the coordinator for ASB and resource person for TIES
-

HONORS, AWARDS AND GRANTS

FUNDED PROJECTS

- *"Innovation Management in the Indian IT Industry and to Develop strategies for commercializing innovative IT products and services"*, project funded under NSTMIS Scheme, DST, India- Approved in 2015, ongoing. (Other team members: Dr. Amalendu Jyothishi , Satheesh Kumar and Dr. Rajiv Kishor)
- *"Impact of Board Characteristics on Firm Performance: A comparison of private sector firms with SOEs in India"* with Sofi Dinesh, sponsored by NSE-IGIDR Corporate Governance research initiative, Mumbai, India- approved in 2013. <https://www.nseindia.com/research/content/NSE-IGIDR-WP1.pdf>
- *'Coimbatore 2025'*- Project for The Indian Chamber of Commerce and Industries, Coimbatore.

FELLOWSHIP & AWARDS

- *PhD Scholarship* - Indira Gandhi Institute of Development Research, Mumbai, (1999 – 2005).
- *Gold Medalist*, MSc (Integrated course- Economics), Avinashilingam Deemed University, 1999
- *Won merit scholarship* sponsored by management at Avinashilingam Deemed University, 1995-96; 1996-97; 1997-98; 1998-99.

- *Second Prize in All India open essay writing competition* conducted by the Indian Institute for Public Administration, New Delhi, 1995.
 - *Certificate of Honor* for outstanding contribution in school, Kendriya Vidyalaya Army Secondary Core, Bangalore, 1992.
-

PROFESSIONAL AFFILIATIONS AND SERVICE ACTIVITIES

- Life member of The Indian Econometric Society
- Reviewer for Journal of Tourism Perspective and Journal of Quantitative Economics