

RESUME



Dr. R. PADMAVATHI

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PROFESSIONAL OBJECTIVE

To become a member of a learning organization that provides intellectual challenges and opportunities for carrier development and to achieve academic excellence in the field of education through teaching.

ACADEMIC PROFILE

S. No	Examination Passed	Subjects	Specialization	Year of passing	% of Marks & Class	Name of the College/University
1	PGDCA	C-Program, Operating Syatem,Software Engineering, Digital Funtamantals and Computer Architecture	Computer Science	Pursuing	--	Bharathiar University, Coimbatore

2	Ph.D	Commerce	Marketing	2022	Awarded	Department of Commerce, Bharathiar University, Coimbatore
3	NET	Commerce	Commerce	Nov 2011	-	UGC
4	M.Phil	Teaching methods, Research Methodology, Marketing Management	Marketing	2009	60%&I	Department of Commerce, Bharathiar University, Coimbatore
5	M.Com	Accounts, Financial Management, Human resource management, Business Research methods&etc.. ,	Commerce	2008	73%&I	Government Arts College, Coimbatore.
6	B.Com	Accounts, Commercial Law, Business Communicati on, Principles of Management &etc.,	Commerce	2006	62%&I	PSGR.Krishnammal college for women,Bharathiar University Coimbatore.
7	DCPA	MS-Dos,MS- Windows &etc.,	-	2000	68%&I	ICE-TECH Computer Education.

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UGC-NET/SLET QUALIFICATION DETAILS

S.No	Name of the Eligibility Test	Subject	Register No	Month & Year of passing
1	UGC-NET	Commerce	09080485	November 2011.

TEACHING EXPERIENCE

S.No	Institution	Position	Duration		Period of service
1	LNV College of Arts & Science, Coimbatore.	Assistant Professor	28.6.2010	28.6.2011	1 Year
2	SNMV College of Arts & Science, Coimbatore.	Assistant Professor	11.6.2012	25.8.2014	2 Years
3	Mother Teresa Women's University College, Kodaikanal	Assistant Professor	30.3.2015	Till date	-----

ADDITIONAL RESPONSIBILITIES

S.No	Designation	Period
1	Admission Committee Member	2017
2	Special Coaching and Professional Development	2019
3	NSS-Program Officer	2021

RESEARCH AREAS

Marketing, Human resource Management, Banking

PROJECT/DISSERTATION WORK UNDERTAKEN

Research Stage	Broad area of Research	Title of work/Theses	University/College where the work was carried out	Name of the Supervisor
M.com.,	Consumer Behavior	“A study on consumers preference& satisfaction towards various cell phone service providers”	Govt.Arts. College, Cbe.	Dr.Dhanalakshmi, Reader in Commerce.
M.Phil.,	Marketing management	“Prospectus of Banc assurance with reference to Coimbatore based banks”	Department of Commerce, Bharathiyar University, Coimbatore.	Dr.Padmasani, Assistant. Professor in Commerce.
Ph.D.,	Marketing	“Determinants of Impulse Buying Behavior of Mall Shoppers at Coimbatore City, Tamilnadu”	Department of Commerce, Bharathiyar University, Coimbatore.	Dr.Padmasani, Assistant. Professor in Commerce.

ACADEMIC STAFF COLLEGE ORIENTATION/REFRESHER COURSES ATTENDED:

Name of the Course	Name of the Academic Staff College	Name of the University	Duration	Sponsoring agency if any
Orientation	UGC, HRDC, Bharathiar University, TamilNadu	Bharathiar University	28 days(24/05/2016 to 20/06/2016)	UGC
Refresher Course	UGC, HRDC, Kannur University, Kerala.	Kannur University	15 days(12-11-2019 to 25-11-2019)	UGC
Refresher Course	UGC, HRDC, Maduari Kamaraj	Kannur University	14 days(10.11.2021 to 23.11.2021.)	UGC

	University, Madurai.			
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SEMINARS / CONFERNCES /WORK SHOPS ATTENDED PAPER PRESENTED:

1) Participated in a Seminar on “Victims of Terrorism and Human Rights “held in UGC-Academic Staff College, Bharathiar University, Coimbatore, December, 2008.

2)Presented a paper on “WTO &it’s Significance” in the National Level Seminar held in Karpagam University- conducted by Department of commerce,Coimbatore,7thJanuary 2009.

3) Presented a paper on “Sectoral Impact Due to Global Financial Meltdown in Banking &Other Sector in Indian Economy” in the International Level Seminar held in Vivekananda Institute of Information &Management Studies”, conducted by Business school for Women Institute of Engineering &Technology for Women, Namakkal District, Tamilnadu, 30th&31th January, 2009.

4) Participated in a Workshop on “Application of Statistical Tools for Data Analysis in Research”, held in School of Commerce, Bharathiar University, Coimbatore, March, 2009.

5) Presented a paper on “Financial Crisis &Banking Sector” in the UGC Sponsored National Level Seminar held in NGM College conducted by Department of Economics, 25th&26th August 2009.

6) Presented a paper on “Internet Banking” in the National Level Seminar held in Sri Gee College of Arts &Science conducted by Department of commerce, Coimbatore 3rd March 2009.

7) Participated in national level workshop on” Application of Statistical Tools for Data Analysis in Research” Organized by Department of commerce, Bharathiyar university, Coimbatore, from 4th to 6th March 2009.

8) Presented a paper on “Prospectus &Problems in internet Marketing” in the International Level Conference held in Karpagam University, Coimbatore conducted by Department of commerce, 24th&25th September 2009.

9) Presented a paper on “Consumer Behaviour in Mobile Phones” in the National Level Seminar held in Kongunadu College of Arts &Science, Coimbatore , conducted by Department of commerce 29thSeptember 2009.

- 10) Presented a paper on “Global marketing strategies” in the National Conference held in Ramakrishna Mission Vidhyalaya , Coimbatore, conducted by Department of commerce 28th August 2012.
- 11) Presented a paper on “Pricing Challenges in global trends” ” in the National Conference held in Nirmala College of Arts &Science, Coimbatore 4thOctober 2012.
- 12) Participated in faculty Development Program on “Five steps process of research in management” at SNMV College of Arts &Science on 31STNovember 2012.
- 13) Participated in seminar on “Bridging the Knowledge Gap for Sustainable Community Based solution in WATER, SANITATION AND HYGINE” organized by Water Sanitation and Hygiene (WASH) Institute, Kodaikanal, 22nd July 2015.
- 14) Presented a paper on “Role of Co-operative Societies in Agricultural Sector” in the seminar of “Crisis in Indian Agriculture” held in Mother Teresa Women’s University, Kodaikanal, 25th July 2015.
- 15) Presented a paper on “Role of Indian agricultural Sector in Indian Economy” in the seminar held in Mother Teresa Women’s University, Kodaikanal, 25th July 2015.
- 16) Participated in regional level seminar on “Recent trends in marketing system” held in Mother Teresa Women’s University, Kodaikanal, 14th October 2015.
- 17) Participated in State level conference on “Future of Commerce”, titled “What’s up to?” held on 16th October 2015, by Department of Commerce, MTWU College, Kodaikanal.
- 18) Participated in One day National Seminar on”E-resources for Effective Research” held on 21st April 2016, by IQAC, MTW University, Kodaikanal.
- 19) Presented a paper in One day International Conference on ”Sustainability for Business :Initiatives/ Ideas &Challenges”, paper titled, ”A Impact of Smartphone’s on Consumer Behaviour” held on 01.09.2016 by PG& Research Department of Commerce ,MTW University, Kodaikanal.
- 20) Participated in One day National Seminar on ”Impact of Demonetization in the Indian Economy” ,held on 11/01/2017,by Department of Commerce, MTWU College, Kodaikanal.

- 21) Presented a paper in Global Conference on "Evolving Trends in Business Models & Markets" paper titled "Intrinsic & Extrinsic Factors affecting impulsive buying behaviour" held on 03rd February 2017 by Department of Management Studies, Nehru Institute of Technology, Coimbatore.
- 22) Participated in UGC sponsored one day national conference on "Green Entrepreneurship Development-Opportunities & Challenges held on 23rd March 2017, by Department of Management Studies, MTWU College, Kodaikanal.
- 23) Participated in One day National level Technical Workshop on "Today's Banking Scenario", held on 23/03/2017, by Department of Commerce, MTWU College, Kodaikanal.
- 24) Presented a paper in "Prospects and Challenges in Cashless Economy" Paper titled "Cashless Economy and Economic Development" held on 26th February 2020, by Kovai Kalaimagal College of Arts and Science, Coimbatore.
- 25) Participated in Five days Virtual Faculty Development Program on "New Normal Business Trends" level, held from 05/07/2021 to 09/07/2021, by Department of Commerce and Faculty Development Cell, Rathinam College of Arts and Science, Coimbatore.
- 26) Participated in International level Webinar on "Fake Journals And Publishers Identification Criteria's", held on 10/07/2021, by Seshadripuram Academy Of Business Studies, Kengeri Satellite Town, Bengaluru - 560 060 .
- 27) Participated in "THREE DAYS INTERNATIONAL WORKSHOP ON RESEARCH METHODOLOGY" organized by Department of Commerce (Bank Management) on 20, 21 and 22 July 2021 in Covid era.
- 28) Participated in Seven days International Professional Develop Program on "Strategies for Effective Class room Teaching", held from 26/07/2017 to 01/08/2021, by Department of Corporate Sectarayship (Shift1), Patrician College of Arts and Science ,Chennai.
- 29) Participated in Five days National level Faculty Development Program on "Strategies for Investing in Stock Market" held from 26/07/2021 to 30/07/2021, by organized by Faculty Research Cell – Samshodhana, School of Commerce , JAIN (Deemed-to-be University), Bangalore in association with Securities and Exchange Board of India (SEBI).

30) Participated in Online Short Term Course on “Integration of ICT Tools in Teaching and Learning” Organized by Senthil Research Advocacy forum of V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar, TamilNadu from 26-07-2021 to 30-07-2021.

31) Participated in Five day National Workshop on “Research Methodology & Data Analysis using SPSS”, held on 03/08/2021 to 07/08/2021, by Department of Business Management and IQAC, St. Pious X Degree & PG College for Women.

32) Participated in “5 Days National workshop on Innovation & Research in Academic Institutions” organized by Patrician Institution's Innovation Council (PIIC), Patrician Internal Quality Assurance cell & Rajapalayam Raju’s Innovation Council and IQAC in association with Tamil Nadu State Council of Science and Technology from 5th to 10th August 2021.

33) Participated in Six day National level Faculty Development Programme on “Digital Teaching Methods in Higher Education”, held on 23/08/2021 to 28/08/2021, by Department of Commerce (CA), Hindustan College of Arts and Science, Coimbatore.

SEMINAR ORGANISED:

1. Organized a state level Conference on the topic “Towards to Your Destiny” in Department of Commerce, Mother Teresa Women’s University College, Kodaikanal, 16th October 2015.
2. Organized a “One Day Extension Activity on Innovation of Young Women Entrepreneurs” through Department of Commerce, MTWU College, Kodaikanal, held on 04/02/2019.
3. Organized a Students Extension Activity on “Commerce Expo”-a place for meeting entrepreneurial skilled students” held on 19th February 2019 at MTWU College, Kodaikanal.
4. Organized a regional level seminar on “Integration of Business & Law”, Seminar title “Role of Law System in Business”, Department of Commerce, at MTWU College, Kodaikanal, held on 20th February 2019.
5. Organized a regional level seminar on “Banking & Economic Development ”, Seminar title “Significance of Insurance Sector & Mutual Funds in Indian Economic Development”, at MTWU College, Kodaikanal, held on 1th march 2019,
6. Organized a regional level seminar on ”Law Education for Commerce ”, Seminar title “Significant Aspects in Insurance Law”, at at MTWU College, Kodaikanal, held on 11th march 2019,

7. Organized a regional level seminar on “Cost Estimation In Business” at MTW University Research and Extension Centre, Coimbatore, held on 23rd September, 2019.
8. Organized a regional level seminar on “Importance of Capital Budgeting” at MTW University Research and Extension Centre, Coimbatore, held on 30th October 2019.
9. Organized a regional level seminar on “Performance Appraisal in HRM” at MTW University Research and Extension Centre, Coimbatore, held on 3rd October 2019.
10. Organized a regional level seminar on “Emerging trends and Issues in Marketing” at MTW University Research and Extension Centre, Coimbatore, held on 4th October 2019.
11. Organized a National seminar on ”Recent Trends in Banking and Insurance”, at MTW University Research and Extension Centre, Coimbatore, held on 28th January 2020,
12. Organized a Three Day National Workshop, on “Self Equipment for Employability Skills” at MTW University Research and Extension Centre, Coimbatore, held from 29th to 31st January 2020,
13. Organized One Day Webinar, on “Healthy life Style and Precautionary measures in Pandemic”- A Super Woman Story at MTW University, NSS CELL held on 18th August 2021.
14. Organized One Day Webinar, on “National, State and District Organization in Disaster Management”- at MTW University, NSS CELL held on 31th August 2021.
15. Organized an International Webinar, on “Gandhisim and today’s society” at MTW University, NSS CELL held on 02/10/2021- from 8 am to 10 pm and made world record through NOBLE WORD RECORDS.

LIST OF PUBLICATIONS (BOOKS / BOOK CHAPTERS):

S.No.	Title of the Book / Chapter with Page No. & ISBN	Publisher
1	“Bancassurance Practices of Banks in Coimbatore City”, 10 – 15, 978-93-80812-05-2.	Sri Maruthi Publishers, Chennai.

2	“Consumer Behaviour towards Mobile phones”, 978-93-82338-20-8.	Bonfring, Coimbatore.
3	“Pricing Challenges in Global Trade”, 179 – 185, 978-81-910472-4-0.	Laser Park Publishing House, Coimbatore.
4	Sustainability for Business :Initiatives/ Ideas &Challenges-81-86520-27-9	PG &Research Department of Commerce, MTW University, Kodaikanal.
5	Evolving Trends in Business Models &Markets, paper titled ”Intrinsic & Extrinsic Factors affecting impulsive buying behaviour”-ISSN 2230-7974,Volume:1,Issue:16,February 2017	Nehru Journal of Management and Research
4	“Buying Behaviour Of Coimbatoreans In Shopping Malls”, ISSN UGC Approved- 2349-5162(Journal Number:63975),Volume:6,Issue:6,DOP: 04/06/2019	Journal of Emerging Technologies and Innovative Research
5	“Drivers of Impulse Buying Behavior of Mall Shoppers”,ISSN-2394-5125,Vol- 7,Issue 10,2020,16 June 2020, http://www.jcreview.com/index.php?iid=2020-7-10.000&&jid=197&Ing=	Journal of Critical Reviews
6	“Impact of Factors of on Impulsive Buying Behavior of Mall Shoppers”,ISBN-978-81-947435-1-4,September 2020.	Emerging Issues and Challenge in Commerce and Management, TRIPRIME Publications

MEMBERSHIP IN VARIOUS ACADAMIC BODIES

I.PROFESSIONAL BODIES

1. Life Member in Indian Accounting Association.
2. Life Member in Indian Commerce Association.
3. Life Member in Indian Academic Researchers Association.
4. Life Member in All India Management Association.
5. Life Member in Madurai Management Association.

II.EDITORIAL BOARD MEMBER

1. MEMBER IN SKRGC Publication Member- Research Group of Companies (SKRGC) (SKRGC – PRESS – OPEN ACCESS),

III. VARIOUS ROLES HELD

1. Acted as a Coordinator for Anti-Ragging Committee in SNMV Arts and Science College, Coimbatore, Tamilnadu.
2. Examiner for UG/PG paper valuation in Bharathiar University, Coimbatore, Tamilnadu.
3. Examiner for UG/PG paper valuation in Periyar University, Salem,Tamilnadu.
4. Question paper setting for Mother Teresa Women’s University,Kodaikanal,

CO-CURRICULAR ACTIVITIES

- Actively involved in the Red Cross at College Level(April 2006)
- Actively involved in camp Participation in Vivekananda Kendhra, Kanyakumari from 19.2.2004 to 22.2.2004.
- Attended Social Service and citizenship Training Camp (2006-2007).

EXTRA-CURRICULAR ACTIVITIES

- Prize Winner and Participation Certificates in Essay Writing Competition-“Desiya Kaviyam Ramayanam” held by Vivekananda Kendhra,Kanyakumari,2004

PRIZES, MEDALS AND OTHER HONOURS RECEIVED:

- Second prize winner in the state level competition (Desiya Kaviyam Ramayanam) organized by Vivekananda Academy of Cultural Studies, Kanyakumari, Tamil Nadu in the year 2004.

- Participated in the Vivekananda Quiz Competition for college students during November – December, 2004 organized by Ramakrishna Mission Vidyalaya, Coimbatore – Tamil Nadu.

PERSONAL PROFILE

Date of Birth : 13/10/1985
Father's Name : S.Ramasamy
Gender : Female
Nationality : Indian
Religion : Hindu
Marital Status : Married

Mother Tongue : Tamil

Languages Known : Tamil & English
Blood Group : 'B'+ve
Hobbies : Reading Books & Listening Music
Permanent Address : 194, Haripuram,
Sidhapudhur,
Coimbatore-641044.

DECLARATION

I hereby declare that all the above information is true and fair to the best of my knowledge and belief. I am confident of working to your expected standards.

Place: Kodaikanal

Yours truly,

Date: 20/05/2022.

(Dr.R.Padmavathi)