

## STAFF PROFILE

- 1) Name : Mrs. A.Revathy
- 2) Designation : Assistant Professor & Head
- 3) Department : Department of Commerce with E-Commerce
- 4) Qualification : M.Com, M.Phil., MBA., PGDCA., (Ph.D)
- 5) Experience : Teaching: 9 years Research : 8 years
- 6) Area of Specialization (s) : Marketing
- 7) E-mail : revathy@nirmalacollegeonline.ac.in
- 8) Academic Qualifications: M.Com. M.Phil., MBA.,PGDCA., (Ph.D)
- 9) Additional Qualifications :

Diploma/ Vocational/ Certification	Area of Specialization	Institution/ University/ Agency Name	Year
PGDCA	Computer Application	Bharathiar University	2013

### 10) Research Publications

#### International

1. A study on Indian Automobile Industry, *A Journal of Intercontinental Management Research Consortium*, (2015), ISSN : 2347-1654 & 2347-1670, Impact Factor :0.720 & 0.882 Volume – 3, Pg No :161-169, September 2015.
2. A Study on Consumer Behaviour towards Automobile Passenger Car, *Journal of InterContinental Management Research Consortium*, (2017), ISSN :2321-0346-ONLINE ISSN: 2347-1670 (PRINT) Impact Factor : 4.311, Volume-5,Issue 10, Pg.No: 81-85, September 2017.
3. Anti - Theft Security System for Vehicles, *A Journal of InterContinental Management Research Consortium*, (2019), ISSN :2321-0346-ONLINE ISSN: 2347-1670 (PRINT) Impact Factor : 6.613, Vol-7,Issue 9 Pg.No :173-179, September 2019.
4. A.Revathy, Safety and Security improvement in Passenger Car in Coimbatore, *International Journal of management and Social Science Research*, (2019), ISSN-2349-6738, ,Impact Factor : 5.646, Review,Vol-6,Issue 4, Pg.No: 11-18, April 2019.

5. A.Revathy, A Study on Buyers' attitude towards vehicle Security System with Special reference to Coimbatore District, *International Journal of Analytical and Experimental Modul Analysis* – UGC CARE Journal, (2020), ISSN :0886-9367, Impact factor: 6.3 , Vol: XII, Issue VIII,Pg.No: 1440 -1464 August 2020.

6. A.Revathy, Car Users' Inclination on Amelioration In Vehicle Security Components, GIS Science Journal – UGC CARE Journal, (2021), ISSN : 1869-9391, Impact factor: 6.1 , Vol: VIII, Issue 1, PP: 1506 -1518,Jan 2021.

## **11) Other Publications:**

### **Proceeding:**

1. A.Revathy, The Impact of Corporate Social Responsibility and Brand promotion in the Telecom Industry, UGC Sponsored National Seminar on " *Strategic Management Practices In The Globalised Scenario*" organised by PG Dept. of Commerce & CO-sponsored by Mahatma Gandhi University, Deva Matha College, Kuravilangad, Kottayam, Kerala with ISSN - 2229-4783, Jan 2015

2. Fostering Sustainable competitive advantage through Relationship Marketing in the Hospitality Industry : A Case of Hotels and Lodges in Coimbatore, National Level Conference on " *Sustainable Business Strategey - Shaping the future of India*", Department of Commerce (CA),Kongunadu Arts & Science College, Coimbatore, ISBN - 978-93-80800-39-1,(February 2015).

3. Youth Perception towards Advertising and Branding, International conference on " *Contemporary Issues & Challenges in Commerce and Management*", Department of Commerce & Management, Sri Ganesh College of Arts & Science, Salem, (February 2015).

4. A.Revathy, A Study on Customer Relationship Management Systems in Retail Sector, International conference on " *Contemporary Issues & Challenges of Indian Business in Global Scenario* ", Department of Commerce(PA), SNR SONS College, Coimbatore, ISBN - 978-93-84743-40-6, (February 2015).

## **12) Presentations in Conference**

### **International**

1. Youth Perception towards Advertising and Branding, International conference on " *Contemporary Issues & Challenges in Commerce and Management*", Department of Commerce & Management, Sri Ganesh College of Arts & Science, Salem, dated 13<sup>th</sup> Feb 2015

2. A.Revathy, A Study on Customer Relationship Management Systems in Retail Sector, International conference on " *Contemporary Issues & Challenges of Indian Business in Global Scenario* ", Department of Commerce (PA), SNR SONS College, Coimbatore, dated 20<sup>th</sup> Feb 2015.

## **National**

1. Fostering Sustainable competitive advantage through Relationship Marketing in the Hospitality Industry : A Case of Hotels and Lodges in Coimbatore, National Level Conference on " *Sustainable Business Strategy - Shaping the future of India*", Department of Commerce (CA), Kongunadu Arts & Science College, Coimbatore, dated 4<sup>th</sup> February 2015.
2. A study on Indian Automobile Industry, National Conference on “ *Emerging Dimensions in the Indian Business Scenario*”, Department of Commerce (CA), (PA) and PG Department of Commerce, Nirmala College for Women, Coimbatore. Dated 15<sup>th</sup> September 2015.
3. Anti - Theft Security System for Vehicles, “One day National conference on *Emerging Trends – Shaping the future of Indian Business*” Department of Commerce (CA), (PA) and PG Department of Commerce, Nirmala College for Women, Coimbatore. Dated 26<sup>th</sup> September 2019.

## **13) Participation in Conference**

1. International Conference on “Challenges and Opportunities for the Sustainable Growth of Business in India” *Department of Commerce, Nirmala College for Women, 07.01.2020.*
2. National Level Symposium on “ Exploration of Research innovations : Its Trends and Challenges, organised by Department of Library, Nirmala College for Women, Coimbatore on 11-01-2020

## **14) Participation in Seminar:**

1. Participated in the UGC Sponsored National Seminar on " *Strategic Management Practices In The Globalised Scenario*" organised by PG Dept. of Commerce & CO-sponsored by Mahatma Gandhi University, Deva Matha College, Kuravilangad, Kottayam, Kerala, dated 13<sup>th</sup> & 14<sup>th</sup> Jan 2015
2. Participated in the National seminar on “ Academic Integrity & Plagiarism, Referece Manager (Mendeley) & Citation Analysis, Organised by Department of Library, PSG College of Arts & Science, Coimbatore dated 24<sup>th</sup> Jan 2018.
3. Participated in the Webinar on “ A Mental Health Awareness Campaign” Just Attention Seeking ? Organised by Ponkalamman College of Education, Karur, Tamilnadu on 11.06.21 & 12.06.21

## 15) Participation in Workshop:

1. Outcome Based Education, *UGC Sponsored Programme, Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, 24.03.2018.*
2. Outcome Based Education (Programme Outcomes, Mapping, Question Paper Setting, Course Attainment), *UGC Sponsored Programme, Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, 22.06.2018 & 23.06.2018.*
3. Outcome Based Education, *UGC Sponsored Programme, Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, 13.10.2018.*
4. Open Access E-Resources for Research and INFLIBNET-Resources, *Department of Library and Information Science, Nirmala College for Women, Coimbatore, 09.11.2018.*
5. Intellectual Property Rights, Patent and Copyrights, *UGC Funded, Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, 02.02.2019.*
6. One day workshop on " Testing and Evaluation" Internal Quality Assurance Cell and Department of Tamil(UA),*Kongunadu Arts & Science College, 26.02.2019*
7. Revised Guidelines for the Accreditation Process of NAAC, *Funded under the UGC Autonomous Grant, The Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, 07.03.2020.*
8. Innovative Eco-Systems, Incubation Centres and Start-Ups for Higher Education Institutions, *Under UGC Autonomous Grant, The Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, 19.03.2020.*
9. Workshop on "Research Methodology and Data Analysis organised by Dr.G.R.Damodaran College of science, Coimbatore from 02.03.2021 to 03.03.2021
10. One day international Virtual Workshop on " Technology Fusion in Shaping Innovation" organised by the Department of Commerce with Accounting & Financing and PG & Research department of Mathematics, Sri Ramakrishna College of Arts & Science, Coimbatore on 26.03.21
11. Online Hands-on Workshop on " Data Analysis Using 'R'" organised by Inspira Research Association (IRA), Jaipur from March 30 to April 03,2021
12. Six Days Online Workshop on " Innovative Techniques for Statistical Data Analysis using R- Programming" organised by k.S.Rangaswamy College of Technology, Tiruchengode form 31.05.2021 to 05.06.2021
13. Online Workshop on E- Content Development organised bt St. Ann's College, Kokrajhar, Assam from 07.06.2021 to 12.06.2021.

**16) Participation in Orientation Programme/ Induction Programme/ Short term Courses:**

1. Short term Course on “Self Promotion on Social Media” organised by Department of Commerce, Nirmala College for Women, Coimbatore from 01.06.2020 to 03.06.2020

**17) Participation in Faculty Development Programme:**

1. Faculty Development Program organised by *IBS, Business School, Hotel, The GrandRegent, Coimbatore* , 07.08.2015.
2. Faculty Development Program on “ Environment Audit of Infrastructure, Extension Activity and Institutional Social Responsibility” *Curriculum Development Cell, Nirmala College for Women, Coimbatore*,30.10.2015
3. One day Faculty Development Program organised by *Tally Education Pvt Ltd., and the School of Commerce, Bharathiar University, Coimbatore*, 08.01.2016.
4. Faculty Development Program on “Innovative Teaching Strategies” *Curriculum Development Cell, Nirmala College for Women, Coimbatore*, 30.10.2019.
5. Faculty Development Program on “ Research Funding Projects & IPR (Part III) organised by R & D Cell, IQAC and Department of EXTC, Computers & IT form 07.06.21 to 09.06.2021
6. Faculty Development Program on “E- Content Skill Development “ organised by department of mathematics , Coimbatore from 14.06.2021 to 19.06.2021.
7. Faculty Development Program on “ Pedagogy of Teaching and Tools on E- Content Development from Effective Teaching “ organised by IQAC, Christopher Arts & Science College (Women)from 05.07.2021 to 14.07.2021

**18) Editorial/ Review Board Member**

1. Editorial Board Member for the "Journal of Intercontinental Management Research Consortium”.

**19) Book Publication:**

1. Published an book chapter in peer viewed edited book entitled “Emerging Trends in Multidisciplinary Subjects for research” (October 2021), ISBN: 978-93-91479-77-0-4, Red shine publication, October 2021.