

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: 8 years Research : 8 years
- 6) Area of Specialization (s) : Marketing
- 7) E-mail : revathyaruchamy@gmail.com
- 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. **Dr.S.M. Yamuna & 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. **Dr.S.M. Yamuna & 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.

11) Other Publications:

Proceeding:

1. **Dr.S.M. Yamuna & 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 Strategy - 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. **Dr.S.M. Yamuna & 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 13th Feb 2015

2. **Dr.S.M. Yamuna & 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 20th 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 4th 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 15th 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 26th 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 13th & 14th Jan 2015
2. Participated in the National seminar on " Academic Integrity & Plagiarism, Referece Manager (Mendeley)& Citation Analysis, Organised bt Departemnet of Library, PSG College of Arts & Science, Coimbatore dated 24th Jan 2018.

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.*

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 Grand Regent, 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.*

18) Editorial/ Review Board Member

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