

## STAFF PROFILE

- 1) Name : Dr.R.Kavitha  
2) Designation : Assistant Professor  
3) Department : Commerce  
4) Qualification : M.Com., M.Phil., PGDCA.,Ph.D  
5) Experience : Teaching :20 Research: 15  
6) Area of Specialization (s) : Marketing  
7) E-mail : kavithachandrapathi@gmail.com  
8) Academic Qualifications: M.Com., M.Phil., Ph.D

### 9) Additional Qualifications:

Diploma/ Vocational/ Certification	Area of Specialization	Institution/ University/ Agency Name	Year
Diploma	PGDCA	Bharathiar University	2007

### 10) Projects

#### Completed

Project Title	Agency	Amount	Duration
A Study On Customers Awareness And Attitude Towards Green Marketing In Coimbatore, Tamilnadu, South India	UGC	1,69,115	18 Months

### 11) Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	6	1
M. Phil.	12	1

## 12) Research Publications

### International

1. N.Anitha, Dr.R.Kavitha, Factors influencing the customers purchase decision towards eco-friendly products with reference to Coimbatore city, *International journal of business and administration research review*, VOL I, ISSUE 15, ISSN-2347-856X  
ISSN-2348-0653,PP 188-192.
2. N.Anitha, Dr.R.Kavitha, Factors determining level of satisfaction towards the eco –friendly product with reference to Coimbatore city, *International journal of management and social science research review*, VOL I, ISSUE-26,ISSN -2349-6746,ISSN -2349-6738,PP 179-183.
3. Santhoshini.N, Dr.R.Kavitha, Synchronisation of brand trust, brand perception, satisfaction and loyalty – an empirical study with reference to mobile phone in Coimbatore city, *International journal of marketing management and research* , VOLUME 17 ISSN:0770 4525, N-7/2017 PP 421 – 427.
4. Razia Fathima, , Dr.R.Kavitha, Customer awareness towards service quality in banks with special reference to Coimbatore city, *A journal of intercontinental management research consortium*, VOLUME 5 ISSN :2321-0346,ONLINE ISSN:2347-1670, IMPACT FACTOR 4.311,ISSUE 10,SPECIAL EDITION SEPTEMBER 2017, PP86-89
5. Razia Fathima, , Dr.R.Kavitha, Customer awareness towards service quality in banks with special reference to Coimbatore city, *A journal of intercontinental management research consortium*, VOLUME 5 ISSN :2321-0346,ONLINE ISSN:2347-1670, IMPACT FACTOR 4.311,ISSUE 10,SPECIAL EDITION SEPTEMBER 2017, PP86-89.
- 6.Lissy N.S, Dr.R.Kavitha, Impact of HR practices on Employee productivity in private banks in Coimbatore district, *International journal of business and administration research review* , VOL 3 ,ISSUE 22 ,ISSN -2347-856X ISSN-2348-0653 PP62-66.
7. Maria Abraham, Dr.R.Kavitha, A study on college students’ satisfaction on delivery of brand promises by autonomous arts and science colleges in Coimbatore city, *International; journal of management, IT & engineering*, VOL 9, ISSUE 5(1) MAY 2019
8. Dr.R.Kavitha, An analytical study on green banking with special reference to selected banks in Coimbatore city, *A journal of Intercontinental management research consortium*, VOLUME 8, SPECIAL ISSUE -I- JANUARY 2020 ISSN -2321-0346 IMPACT FACTOR 6.613/6.312/6.199.

### National

- 1.Vidya T.S, Dr.R.Kavitha, A study on Emerging Dimensions in E-Marketing, *BONFRING*,ISBN 978-93-82338-8PP 18-21.
- 2.N.Anitha, Dr.R.Kavitha, Green Marketing -Challenges and its Concepts, *Nirmal Annual Research Congress*, ISBN:978-0-9894254-3-8
- 3.Razia Fathima, , Dr.R.Kavitha, Corporate Governance, *Nirmal Annual Research Congress*, ISBN:978-0-9894254-3-8

4. Santhoshini.N, Dr.R.Kavitha, An evaluation of brand extension towards various mobiles, *Nirmal Annual Research Congress*, ISBN:978-0-9894254-3-8
5. Razia Fathima, , Dr.R.Kavitha, A study on role of E-banking services in India, *Nirmal Annual Research Congress*, ISBN:978-0-9894254-3-8
6. N.Anitha, Dr.R.Kavitha, Green marketing & corporate social responsibility, *Nirmal Annual Research Congress*, ISBN: 978-1-9415053-4-3
7. Vidya T.S, Dr.R.Kavitha, Retailing in India-growth & opportunities, *Nirmal Annual Research Congress*, ISBN: 978-1-9415053-4-3
8. Vidya T.S, Dr.R.Kavitha, Perception of consumer towards organizes retailing in India, *The kongu regional educational and research foundation*, NOV 2014, VOL -1 ISSN NO.2393-9796/ /ISSUE-1/.PP7-11
9. . Vidya T.S, Dr.R.Kavitha, Factors influencing shoppers selection of retail apparel showrooms in chennai city, *The kongu regional educational and research foundation* NOV 2015, VOL -2 ISSN NO.2393-9796/ /ISSUE-2/, PP40-45
10. Razia Fathima, , Dr.R.Kavitha, Customers attitude towards influencing factors for adoption of technology service in selected companies in banking sector with special reference to Coimbatore city, *Nirmala annual research congress (narc – 2017)*, ISBN 978-93-5279-759-2,PP 278-281.
11. Maria Abraham, Dr.R.Kavitha, A study on college students' perception on factors building the brand image of autonomous arts and science colleges in Coimbatore, *Narc – 2018, Nirmala annual research congress*, ISBN\_978-93-5321-859-1 PP(338-344).
12. K.Kavitha, Dr.R.Kavitha, A study on level of customer awareness towards online banking (with special reference to Nirmala college students), *Narc – 2018, Nirmala annual research congress 2018*, ISBN\_978-93-5321-859-1 PP(344-347)

### **13) Participation in Seminar:**

1. **Nirmala Annual Research Congress (NARC 2016)**. IQAC, Nirmala College for Women (Autonomous), Coimbatore. 28.01.2016.
2. **Nirmala Annual Research Congress (NARC – 2017)**, Nirmala College for Women (Autonomous), Coimbatore. 06.12.2017.
3. **Nirmala Annual Research Congress (NARC – 2018)**, Nirmala College for Women (Autonomous), Coimbatore. 04.12.2018.
4. **Nirmala Annual Research Congress (NARC – 2019)**, Nirmala College for Women (Autonomous), Coimbatore. 27.11.2019.

### **14) Participation in Workshop:**

1. Workshop on **Out Come Based Education**, IQAC, Nirmala College for Women(Autonomous), Coimbatore 24.03.2018.

- 2.UGC Sponsored Workshop on **Outcome Based Education (Programme outcomes, Mapping, Question Paper setting, Course Attainment)** IQAC, Nirmala College for Women (Autonomous), Coimbatore 22<sup>nd</sup> and 23<sup>rd</sup> June 2018.
- 3.UGC Funded Workshop on Intellectual Property Rights, Patents and Copy Rights IQAC, Nirmala College for Women (Autonomous), Coimbatore 02.02.2019.
- 4.Workshop on “A venture into incubation centers and startups for Lift Sciences by Nirmala college for women on June 4<sup>th</sup> 2021
- 5.Workshops on Best practices Evolving Bench Marks in Higher Education Institutions on 28<sup>th</sup> June 2021 by IQAC Nirmala college for Women, Coimbatore.
- 6.NAAC Sponsored National virtual conference on ‘Best practices and their success studies in Higher Educational Institutions’ by Rathinam college of Arts & Science, Coimbatore on 25.6.2021 & 26.6.2021
- 7.Two-day International Conference on. “Augmented Reality in Education: Learning Beyond Imagination” by Department of Educational Technology, Bharathiar University, Coimbatore on 7<sup>th</sup> & 8<sup>th</sup> July 2020

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

- 1.**NSS Orientation Training Programme for NSS Programme Officers** conducted by Avinashilingam University Impanelled Training Institution- National Service Scheme from 21.02.2014 to 27.12.2014.
2. **UGC Sponsored 118<sup>th</sup> Orientation Programme** Conducted by UGC-ASC (University Grants Commission – Academic Staff College) Bharathiar University, Coimbatore – 46, from 17.11.2017 to 14.12.2017.
3. **Refresher Course in Commerce and Management** conducted by HRDC Bharathidasan University, Tiruchirappalli, from 20.09.2019 TO 03.10.2019.
4. **MOOC’s, E Content Development and Open Educational Resources** – Workshop - UGC – HRDC Bharathiar University, Coimbatore 04.12.2019 to 10.12.2019.

#### **16) Participation in Faculty Development Programme:**

- 1.National Level FDP on Higher Education in the WCA World on 28.5.2020 conducted by IQAC Of Nirmala college for Women,
- 2.National Level FDP on paradigm Shift in Teaching & Learning Conducted by St. Joseph’s College of arts and Science for Women, Hosur on 1<sup>st</sup> to 3<sup>rd</sup> July 2020
- 3.Five days FDP on “ Evaluation from offline to online Teaching” conducted by Satish Pradhan Dnyana Sadhana College, Thane from 30.5.2020 to 3.6.2020
- 4.National Faculty Develop Program on E- Context making from 22.6.2020 to 26. 6.2020 conducted by Servite Arts and Science College for women, Karur,

5.FDP on “Resilient Business Strategies Preparing for a Pandemic World” from 14.5.2020 to 16.5.2020 conducted by Sri Ramakrishna College of Arts and Science for Women, Coimbatore

6.Programmed on “Entrepreneurship Education in commerce Curriculum” Nehru Arts and Science college, Coimbatore on 1<sup>ST</sup> June 2021

7.FDP on “Research Finding Projects & IPR” ( Part II) Organized by R & D cell, IQAC K.C College of Engineering and Management Studies & Research Thane, 7<sup>th</sup> June 2021 9<sup>th</sup> June 2021

### **17).Participation in Webinar:**

1.PSG College of arts and science Webinar on “Covid19 After Math in World Economy” on 6, 7 & 8 May 2020

2.Webinar on “Growth implications of Covid19 Pandemic on Indian Economy” Conducted by Department of Economics Nirmala College for Women on 14.5.2020

3.International Webinar on “Conquering chos”, Bharthidasan College of Arts & Science on 29.5.2020

4.National Webinar on “Covid19 & Indian Economy on 9.6.2020 -11.6.2020 by SHODH & School of social science Central University of Gujarat.

5.Government of India, Regional Outreach Bureau, Ministry of Information & Broad casting, Tamil Nadu and Puducherry, Webinar on International yoga day- Yoga as a Preventive strategy for Covid-19 on 21<sup>st</sup> June 2021.

6.UGC, HRDC, Bharthidasan University, UGC Sponsored Webinar on MOOC’s development and delivery” on 26.8.2021.

7.UGC HRDC, Bharathidasan University UGC Sponsored Webinar on “NEP 2020 Perspective and Prospects” on 18.08.2021

### **18) Member in Board of Study:**

1.Hindustan College of Arts and science- **BOS -University Representative 2018-2020**

2. **Member of Doctoral Committee** AJK College of Arts and Science, Coimbatore, 2018-2019

3.**Member of Inspection Committee**, Government Arts College, Karamadai, 2019

## **19) Awards and Achievements**

**1. Best Faculty Award** by Nehru Group of Institutions on June 2015

**2. Scholastic Excellence Award** (For producing 3 Ph.D during the year 2018-2019) by Nirmala College for Women.

**3. Scholastic Excellence Award** (For producing 2 Ph.D during the year 2019-2020) by Nirmala College for Women.