

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 organized 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 22nd and 23rd June 2018.

3.UGC Funded Workshop on Intellectual Property Rights, Patents and Copy Rights IQAC, Nirmala College for Women (Autonomous), Coimbatore 02.02.2019

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 118th 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) 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

17)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.