

Faculty Profile



1. **Name** : **Dr.N.K.Premavathi**
2. **Designation** : **Associate Professor**
3. **Department** : **Commerce**
4. **Age & DOB** : **57 Years; 20.04.1964**
5. **Date of first appointment** : **09.12.1987**
6. **Date of joining in govt. service** : **09.12.1987**
7. **Educational Qualification** :

Degree / Diploma / Certificate	Subject	Name of The Institution	Year of Passing	Remarks
B.Com.	Commerce	Holy Cross College, Tiruchirappalli.	May 1984	
M.Com.	Commerce	National College, Tiruchirappalli.	April 1986	
M.Phil.	Commerce	Bharathidasan University, Tiruchirappalli	Feb. 1993	
Ph.D.	Commerce	Bharathidasan University, Tiruchirappalli	June 2015	

8. Academic/Teaching Experience

S. NO.	INSTITUTION	FROM – TO
1.	A.D.M.College for Women (Autonomous), Nagapattinam	09.12.1987 to Till Date

9. **Area of specialization** : **Marketing**

10. **Area of Research Interest** : **Marketing**

11. Research Guidance**: M.Phil. - Produced 17 candidates.****12. Seminars/Conferences/Workshops Organized**

S. NO.	PROGRAMMES	ORGANIZED BY	DATE
1.	UGC Sponsored National Level Seminar	Department of Commerce, A.D.M. College for Women, Nagapattinam	21 st and 22 nd March 2006
2.	UGC Sponsored National Level Seminar	Department of Commerce, A.D.M. College for Women, Nagapattinam	20 th and 21 st July 2007
3.	UGC Sponsored State Level Seminar	PG & Research Department of Commerce, A.D.M. College for Women, (Autonomous) Nagapattinam	28 th March 2012

13. Membership in Academic/Professional Bodies :

- **Board of studies member** in Commerce Board (B.Com., M.Com., & M.Phil), Commerce A.D.M.College for Women (Autonomous) Nagapattinam.
- **Examiner** in B.Com., M.Com., Board at Autonomous Colleges.
- **Question Paper Setter** in the B.Com., M.Com., Board of Autonomous Colleges.

14. Campus Leadership :

- Acted as the Coordinator of the **Village Adoption Scheme** of A.D.M.College for Women, Nagapattinam.
- Acted as the Coordinator of the **Entrepreneurship Development Cell** of A.D.M.College for Women, Nagapattinam for a period of two years 2017 - 18 & 2018 - 19.
- **IQAC Coordinator** for a period of two years 2019-20 & 2020-21 (Jan. 2021).
- **Internal IQAC Member** from 2021 – 2022 onwards.

15. Seminars/Conferences/Workshops attended

S. NO.	PROGRAMMES	ORGANIZED BY	DATE
1.	Seminar on “Effective Communication”	Rotary Club of Thanjavur at Thanjavur	23 rd and 24 th September 1989
2.	COHSSIP Programme on “Business Organisation and Management”	UGC Sponsored at A.D.M. College for Women, Nagappattinam	28 th February 1990
3.	COHSSIP Programme on “Personnel Management”	UGC Sponsored at A.D.M. College for Women, Nagappattinam	28 th March 1992
4.	State Level Seminar on “Human Resource Development in Industries”	UGC Sponsored at National College, Tiruchirappalli	18 th and 19 th February 1999
5.	National Level Seminar on “A Century of Co-operation in India and its Future Challenges”	UGC Sponsored at A.V.V.M. Sri Pushpam College, Thanjavur	29 th and 30 th March 2002
6.	State Level Seminar on “Environment and its Impact in the Global Context”	UGC Sponsored at A.D.M. College for Women, Nagapattinam	10 th and 11 th September 2004
7.	State Workshop on “Women’s Education for Equality and Empowerment”	UGC Sponsored at A.D.M. College for Women, Nagapattinam	3 rd and 4 th March 2006
8.	Three-day Workshop on “Curriculum Development and Evaluation”	UGC and Tamil Nadu State Council for Higher Education, Chennai and organized by the Academic Staff College, Bharathidasan University, Tiruchirappalli, at A.D.M.College for Women, Nagapattinam	16.3.2006 to 18.3.2006
9.	National Seminar on “Disaster Management – Issues and Challenges”	UGC Sponsored at Department of Commerce, A.D.M. College for Women, Nagapattinam	21 st and 22 nd March 2006
10.	National Seminar on “Recent Trends in Indian Capital Market”	UGC Sponsored at Department of Commerce, A.D.M. College for Women, Nagapattinam	20 th and 21 st July 2007
11.	Workshop on “Research Methodology”	Poompuhar College, Melaiyur	31 st January 2008
12.	National Seminar on “Remote sensing and Digital Image processing”	UGC sponsored at A.D.M.College for Women, Nagapattinam	3 rd & 4 th July 2009
13.	National Seminar on	UGC Sponsored at	24 rd and 25 th

	“Strategizing for the Future Challenges of Women”	A.D.M.College for Women, Nagapattinam	July, 2009
14.	State level Workshop on “Stock Market Practices”	UGC Sponsored at Jamal Mohamed College, Thiruchirappalli	11 th on and 12 th January, 2012
15.	National Conference on “Green Chemistry and its Global Perspectives”	UGC Sponsored at A.D.M.College for Women, (Autonomous) Nagapattinam	8 th & 9 th March, 2013
16.	National Seminar on “Archaeological Perspectives and Endeavours towards the Re-orientation of the History and Culture of Tamilnadu”	UGC Sponsored at A.D.M.College for Women, (Autonomous) Nagapattinam	12 th & 13 th July, 2013
17.	One Day Seminar on “Banking Sector – Challenges and Opportunities”	Sponsored by The Karur Vysya Bank Ltd. Karur at National College (Autonomous), Thiruchirappalli	21 st January 2014
18.	Two Day National Seminar on “Current Needs of Marine Food Processing and Preservation Technology”	UGC sponsored and organized by the PG and Research Department of Zoology under National Skill Qualification Framework at A.D.M.College for Women, Nagapattinam	13.03.20 & 14.03.20
19.	National Webinar on “Open Educational Resources and Research Metrics”	Department of Physics, A.D.M.College for Women, Nagapattinam	05.06.2020
20.	International Webinar on “Business Challenges and Opportunities”	PG & Research Department of Commerce, A.D.M.College for Women, Nagapattinam	12.06.2020
21.	National Webinar on “Job Opportunities for Graduates in Banking Sector”	PG & Research Department of Commerce, A.D.M.College for Women, Nagapattinam	14.06.2020
22.	National Webinar on “Digital Transformation Management”	PG & Research Department of Commerce, A.D.M.College for Women, Nagapattinam	04.07.2020
23.	National Webinar on “Personality Development Skills”	PG & Research Department of Commerce, A.D.M.College for Women, Nagapattinam	28.08.2020

16. Orientation/Refreshment Courses

S. NO.	PROGRAMMES	THEME	ORGANIZED BY	YEAR
1.	Orientation Course		Academic Staff College, Bharathidasan University, Tiruchirappalli.	22.08.1988 to 18.09.1988
2.	Refresher Course	Commerce	Academic Staff College, Pondicherry University, Pondicherry.	07.07.2000 to 27.07.2000
3.	Refresher Course	“Kalaichol Uruvakkam”	Tamil University, Thanjavur	09.11.2005 to 29.11.2005

17. Papers Presentation

S. NO.	NAME OF THE PAPER	ORGANIZED BY	DATE
1.	“The Consumer Disputes Redressal in India”	National Conference on “Consumer Rights and Protection” at Annamalai University, Annamalai Nagar	27, 28 th March 2009
2.	“Eco-Tourism towards Sustainable Ecological Development”	UGC Sponsored “State Level Seminar on Emerging Trends in Tourism Marketing” at A.D.M.College for Women, (Autonomous) Nagapattinam	28 th March 2012
3.	“The Transformation of Micro Finance Sector in India”	UGC Sponsored “National on Micro Finance – A Performance Appraisal” at A.D.M.College for Women, (Autonomous) Nagapattinam	30 th & 31 st March 2012
4.	“Rural Women Entrepreneurs and SHG’s Opportunities and Challenges.”	ICSSR Sponsored “International Seminar on International Challenges of Global Entrepreneurship in 21 st Century.” at Bon Secours College for Women, Thanjavur	30 th & 31 st August 2012

18. Any Other

- Received **Savithri Bai Phule Award** given by Lions club of Nagapattinam, Port town, Nagapattinam on 29th September 2019 for achievements in the field of education.
- Acted as **External Member** for the **External Academic Audit** of A.V.C.College (Autonomous), Mannampandal, Mayiladuthurai on 04.02.2021.
- Acted as **External Member** for the **Mock Visit (NAAC)**, Thiru.Vi.Ka.Govt. Arts College, Thiruvavur 20.02.2021.
- Acted as **External Member** for the **Mock Visit (NAAC)**, Dharmapuram Adhinam Arts College, Mayiladuthurai on 09.11.2021.