

Faculty Profile



1. **Name** : Dr. R. LATHA
2. **Designation** : Assistant Professor
3. **Department** : Commerce
4. **Age & DOB** : 44 years 7 months
20.06.1977
5. **Date of first appointment** : 18.02.2008
6. **Date of joining in govt. service** : 18.02.2008
7. **Educational Qualification** :

Degree / Diploma / Certificate	Subject	Name of the Institution	Year of Passing	Remarks
B.Com.	Commerce	Bharathidasan University	Apr- 1997	
M.B.S	Commerce	Annamalai University.	May - 1999	
M.Phil.	Commerce	Annamalai university,	Jan- 2002	
Ph.D	Commerce	Bharathidasan University, Tiruchirappalli.	Mar- 2015	

Particulars of SLET/NET/SET :

Name of the test	Subject	Name of the institution	Year of passing	Remarks
SLET	Commerce	Bharathidasan University	Nov- 1999	

8. Academic/Teaching Experience

S. No.	INSTITUTION	FROM – TO
1.	A.D.M. College for Women (Autonomous), Nagapattinam	18-02-2008 to Till Date

9. **Area of specialization** : Business Management

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

11. Research Projects :

A study on the marketing of pension schemes of the select insurance sector with special reference to Nagapattinam district.

12. Research Guidance : Supervised and guided seven (7) M.Phil. Scholars**13. Campus Leadership :**

1. Associate NCC officer (SW), 8 TN Battalion, Kumbakonam.
2. Dean – Infra structure.

14. Seminars/Conferences/Workshops attended

SL NO	PROGRAMMES	ORGANISED BY	DATE
1.	Yoga For Health and Social Transformation	Department Of Physical Education, on at Thiru.Vi.Ka.Govt.Arts college, Nagapattinam.	14.03.2011
2.	International Financial Reporting Standards.	Department Of Business Administration Commerce, on at Jamal Mohammed College ,Trichy	1.10.2011
3.	Stock Market Practices	P.G and Research department of commerce, at Jamal Mohammed College ,Trichy	12.01.2012
4.	Capacity Building of Women Managers in Higher Education”	Providence College For Women, Coonoor	6th & 10th February, 2012.
5.	Scanning the Tourism and Marketing Environment.	UGC sponsored program at ADM College for Woman (Autonomous), Nagapattinam.	28.03.2012
6.	Green Chemistry and its Global Perspectives	UGC sponsored program at A.D.M. College for Women, (Autonomous) Nagapattinam.	8th & 9th March, 2013
7.	Archaeological Perspectives and Endeavors towards the Re-orientation of the History and Culture of TamilNadu.”	Dept. of History, A.D.M. College for Women, (Autonomous), Nagapattinam.	12th & 13th July 2013.
8.	Eco-consciousness reflected in the fictional world of R.K Narayan’s “MALGUDI”	UGC sponsored national seminar A.D.M. College for Women, (Autonomous) Nagapattinam.	10.04.2014 & 11.04.2014.
9.	Research methodology	Three day UGC sponsored national workshop at Arignar Anna Government arts and science college, karaikal.	27.07.2014 to 25.07.2014

10.	Free software training to UG and PG students through distance learning Programme by spoken tutorial(ICT) based software training	Conducted by Indian Institute Of Technology – Bombay and Bharathidasan University.	30.01.2015.
11.	Future potential and challenges ahead in energy and power sector in India”	Two day International seminar by Post Graduate Department of Commerce Jamal Mohamed college (Autonomous) Trichy.	13.08.2015 & 14.08.2015.
12.	Managing Stress. Teaching and Learning during this period of Social Distancing”	International faculty development program(online) jointly organized by mtc global bangalore, dhaka international university .batch -ii	10.05.2020
13.	Future Of Higher Education.	Shri Vaishnava college of commerce, Indore	14.05.2020
14.	Robotics and process Automation in Accounting & Finance. (Autonomous).	Department of Management Studies in Association with Financial Planning Academy, B.K Birla College of Arts, Science and Commerce.	20.05.2020
15.	Skillset for effective classroom teaching.	RM.K Engineering ,Kavarepettai,Chennai	23.05.2020

15. Orientation/Refresher Courses :

S.No	PROGRAMMES	THEME	ORGANISED BY	YEAR
1.	Orientation Course	Management studies	UGC - ASC, Bharathidasan University	02-05-2009 to 29-05-2009
2.	Refresher Course	Commerce and Management studies	UGC - ASC, Bharathidasan University	22-11-2011 to 12-12-2011
3.	Refresher Course	Educational Technologies and Business studies	UGC - HRDC Pondicherry University	04-12-2015 To 24-12-2015
4.	InterDisciplinary Refresher Course.	Advanced Research Methodology)	Teaching learning center, Ramanujan College, University of Delhi. & Ministry of education Pandit Madan Mohan Malaviya National Mission On Teachers And Teaching	20/08/2021- To 03/09/2021
5.	Refresher Course	Emerging trends and practice in e-commerce.	UGC - HRDC Madurai Kamaraj University	10.11.2021 To 23.11.2021

16. Papers Presentation

S.NO	NAME OF THE PAPER	ORGANIZED BY	DATE
1.	Investment opportunities and challenges	P.G & Research Department of Commerce, Jamal Mohamed College(Autonomous), Tiruchirappalli	12 -01-2011
2.	Training and Development	Adaikalamatha Institute of Management.	28.01 2011
3.	Emerging Paradigms in Management Research	Sri Ramakrishna Engineering College	25-03- 2011
4.	Work Force Diversity Research & New Ideas to Managing Employees	RVS Institute of Management Studies and Computer Application.	27.08 2011
5.	“E-services and Its Emerging Issues in the Global Business Environment.”	PG and Research Department of Commerce Cauvery college for women. Trichy.	13.09.2011
6.	Eco-Tourism Towards Sustainable Ecological Development.	A.V.V Memorial, Sri Pushpam College, Thanjavur.	10.03.2012
7.	Microfinance Performance Appraisal- Shift From Non Profit to Profit.	A.D.M.College for women, Nagapattinam	30.03.2012
8.	Eco -consciousness reflected in the fictional world of R.K.Narayan's MALGUDI.	UGC sponsored seminar conducted by ADM College for women, Nagapattinam and EXNORA innovators club.	10.04.2014

17. Papers Publications

S.No	Article	Name of the Journal	Year
1.	A Study on the Marketing of Pension Schemes the Select Insurance Sector With Special Reference To Nagapattinam .District.	Issue 7ISSN:2250-3986- A journal of Radix International Education AndResearchConsortium.	July2012
2.	Service based brand equity and its impact on brand preferences and purchase intention: a study of customers of health insurance in Thanjavur district.	International Journal of Research in Commerce &Management., Vol.7 Issue 10, p47-53. 7p.	Oct2016
3.	Healthcare hazards and its impact on health insurance business- An overview during COVID-19	Journal of Xi'an University of Architecture and Technology 12 (4):61-73	2020.
4.	Employees Group Insurance Development in Indian Public and Private Sectors - A Review	GIS Business ISSN: 1430-3663 Vol-15-Issue-5.	May-2020

18. Any Other:

- (i) Completed three month NCC – Pre-Commission course organized by NCC – officers’ training academy during 11-08-2014 to 08-11-2014 and designated asLieutenant and working as Associate NCC officer for 8 TN-Bn, Kumbakonam.
- (ii) Appointed as “Dean Infrastructure” in ADM College for Women (Autonomous),Nagapattinam.