

Faculty Profile

Name : Dr.K.PUSHPALATHA



Designation : ASSOCIATE PROFESSOR

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Date of Joining in Collegiate Education: 03/09/1990 (SELF FINANCE)
16/10/1998 (GOVERNMENT SERVICE)

Date of Joining in the Present College : 12/07/2006

Academic Profile : M.COM, M Phil, PhD

Degree	Institute/College	University	Period
B COM	PROVIDENCE COLLEGE(W) COONOOR	BHARATHIAR UNIVERSITY	1987
M COM	ALAMELU ANGAPPAN COLLEGE (W), KOMARAPALAYAM	UNIVERSITY OF MADRAS	1989
M Phil	DEPT OF COMMERCE, UNIVERSITY OF MADRAS [F.T]	UNIVERSITY OF MADRAS	1990
PhD	CHIKKANNA GOVT.ARTS COLLEGE,TIRUPUR.[P.T]	BHARATHIAR UNIVERSITY	2016

Teaching Experience :

- i) **Total** : 33 Years 11 Month
ii) **UG** : 33 Years 11Month
iii) **PG** : 17 Years Month

Name of the college	Position held	Period
CHIKKANNA GOVT.ARTS COLLEGE, TIRUPUR	ASSOCIATE PROFESSOR/	12.07.2006 TILL DATE

	LECTURER (SS) / (SG)	
GOVT.ARTS COLLEGE (W),SELEM-8	LECTURER (SS)	05.10.2001 AN - 11.07.2006
GOVT.ARTS AND SCIENCE COLLEGE (W) BARGUR	LECTURER	16.10.1998 - 05.10.2001 FN
VALLIAMMAL, COLLEGE(W) CHENNAI.	LECTURER	03.09.1990 - 31.05.1998

Field of Interest

- i) **Teaching** : Accountancy, Management and Banking
- ii) **Research** : Finance and Banking

Research Guidance

Guidance Number : M Phil and PhD - BHARATHIAR UNIVERSITY

16022/A2/2018 -25/07/2018

(If have more than one university, given them
Against university name)

S. No	M.Phil/Ph.D	Name of the Student	Thesis Title	Completed/ Ongoing
1	M.Phil (FT)	P.MYTHILI	Tourist Perception And Satisfaction Towards Thirumoorthy Hills, Tamilnadu.	Completed
2	Ph.D (PT)	J.SHALINI	Credibility and Impact of Online Advertisements on Consume Decision - A Perceptonal Analysis.	Completed
3	Ph.D (PT)	R.UMADEV		Ongoing
4	Ph.D (FT)	B.RAJESWARI		Ongoing
5	Ph.D (PT)	A.VIGNESH		Ongoing
6	Ph.D (FT)	D. JEEVITHA		Ongoing
7	Ph.D (FT)	P. MONICA		Ongoing
8	Ph.D (FT)	K. DEEPIKA		Ongoing

Membership in Professional Bodies :

S. No	Name of the Professional Body	Membership Detail with Number

Research Publications : Annexure - I

i) **Research Papers** : 23

National and International Conferences : Annexure - II

i) **Participated** : 3

ii) **Paper Presented** : 2

Faculty Development Programs Attended :

Course	University/Institute	Subject	Period
ORIENTATIONAL COURSE	BHARATHIAR UNIVERSITY		01.06.2002 - 28.06.2002
REFRESHER COURSE	UNIVERSITY OF MADRAS	COMMERCE	29.09.2004 -19.10.2004
REFRESHER COURSE	BHARATHIAR UNIVERSITY	COMMERCE	31.01.2006- 20.02.2006
REFRESHER COURSE	BHARATHIAR UNIVERSITY	COMMERCE	01.11.2006 - 21.11.2006

Academic Activities :

i) **Subject Handled** : Accountancy, Management, Law and Auditing

ii) **Class Advisor** : B COM ,M COM

iii) **Special Coaching** : Remedial classes

iv) **Student Community Beneficial Activities**

iv) **Co-curricular and extracurricular activities :**

1. Co-Ordinator Of TFC Anna University Online Admission 2018-2019
2. EDP Coordinator From 2018-19
3. Representation In Various Committees of college.
4. Bursar Incharge In Chikkanna Government Arts College, Tirupur
4. Principal [FAC] Chikkanna Government Arts College, Tirupur From June 2019 To September 2019
5. Principal [FAC] Government Arts And Science College, Dharapuram From June 2022 To March 2023.

Professional Activities

i) Board of Studies :

1. Member of Board of Studies in Corporate Secretaryship – Periyar University, Salem. (2001-2004)
2. Chairman of Board Studies in Commerce Bharathiar University, Coimbatore. (2022 – Till Date)

ii) Examiner/Scrutiny :

1. Chief Examiner and Examiner in Bharathiar University, Coimbatore, Periyar University, Salem.
2. University Exam Cell Incharge-1999
3. Convener and member of Inspection Commission for course Affiliation
4. CAS Committee- Subject Expert
5. GL Certificate Verification
6. TRB Confidential work

iii) Senate/Syndicate : Senate Member Bharathiar University, Coimbatore.

ANNEXURE - I

PUBLICATION IN ISSN BOOK

1.Dr.K.PUSHPALATHA, Dr.P.JAYALAKHSHMI," E-BANKING CHALLENGES IN AN EMERGING ECONOMY", International Journal Of Finance (Pijf), Voulme No 2 Issue No.1,July -December 2014, ISSN No: 2348-0475, Page No: 64-71

2..Dr.K.PUSHPALATHA, Dr.P.JAYALAKHSHMI," FACTORS INFLUENCING CUSTOMERS TO AVAIL E-BANKINGSERVICES' International Journal Of Management And Business Studies(Ijmbs), Voulme No :20,N.2
ISSN No: 1380-1171,IMPACT FACTOR 1.38 , in,2015 Page No: 107 -111.

3. Dr.K.PUSHPALATHA." PROFITABILITY STATUS OF SBI AND ICICI BANKS DUE TO THE IMPLEMENTATION OF ELECTRONIC SERVICES (E BANKING)", Shanlax International Journal Of Commerce, Voulme No2 Special Issue 3,, ISSN NO: 2320-4168, IMPACT FACTOR 3.017, in March-2018, Page No: 7-12.

4. Dr.K.PUSHPALATHA, 'IMPACT OF E BANKING ON THE PERFORMANCE OF SBI AND ICICI BANKS IN INDIA AND CUSTOMERS PERCEPTION TOWARDS E BANKING SERVICES- AN EMPRICAL STUDY WITH SPECIAL REFERENCE TO TIRUPUR DISTRICT", Global Journal For Research Analysis, Volume No7 Issue No 5 In May 2018, ISSN No: 2277-8160, IMPACT FACTOR 5.156,in MAY 2018,Page No: 42-45.

5. B.RAJESWARI , DR.K.PUSHPALATHA, "BASICS OF GOODS AND SERVICES TAX AND ITS REVENUE TREND", Rabindra Bharati Journal Of PhilosophY, Voulme No : XXIII,NO: 3,ISSN No: 0973-0087,in 2022, Page No: 135-140.

6. A.VIGNESH , DR.K.PUSHPALATHA, "LIQUIDITY AND SOLVENCY ANALYSIS OF THE HOTEL INDUSTRY IN INDIA", Journal Of Education: Rabindra Bharati University, Voulme No : XXIV, No. :1(XII), ISSN No : 0972-7175, in 2022, Page No: 156-163.

- 7 . **A.VIGNESH , DR.K.PUSHPALATHA**, “A STUDY ON GROWTH AND DEVELOPMENT OF INDIAN HOTEL INDUSTRY”, Indian Journal Of Research, Voulme No : 11, Issue-07, ISSN No : 0974-8946, in 2022, Page No: 48-54.
8. **J.J.SHALINI , DR.K.PUSHPALATHA**, “ MILLENNIALS ATTITUDE OF ONLINE ADVERTISEMENTS ON CONSUMERS' PURCHASE DECISION - LITERATURES REVIEW”, Indian Journal Of Research, , Voulme No : 11, Issue-07, ISSN No : 2250 - 1991, in JULY 2022, Page No: 5-6.
9. **J.J.SHALINI , DR.K.PUSHPALATHA**, “ SENSIBILITY OF ONLINE ADVERTISEMENTS - AN ANALYSIS ON INTERNET USERS' PERCEPTION”, Journal of Emerging Technologies and Innovative Research, Voulme No :9, Issue-10, ISSN No : 2349-5162,, in OCTOBER 2022, Page No: c454-1460.
10. **J.J.SHALINI , DR.K.PUSHPALATHA**, “ PROSPECTS OF ONLINE ADVERTISEMENTS AND ITS INFLUENCES - A PERCEPTIONAL STUDY AMONG INTERNET USERS”, International Journal of Novel Research And Development, Voulme No : 7, Issue- 10, ISSN No : 2456-4184, in OCTOBER 2022, Page No: a 844-a849
11. **D.JEEVITHA , DR.K.PUSHPALATHA**,” GST IN RETAIL SECTOR - LITERATURE REVIEW” Rabindra Bharati Journal Of Philosophy, Voulme No : XXIII, No:12 , Issue-, ISSN No : 0973-0087, in 2022, Page No: 41-45.
12. **R.UMADEVVI , DR.K.PUSHPALATHA**,”LITERATURE REVIEW ON E-HRM AND ITS PRACTICES “Shodha Prabha (UGC CARE Journal, Voulme No : 47, Issue. 01, No.4 , ISSN No : 0974-8946, in 2022, Page No: 170-176.
13. **R.UMADEVVI , DR.K.PUSHPALATHA**,”AN OVERVIEW AND ANALYSIS OF IMPLEMENTATION STRATEGIES OF E-HRM IN INDIA AUTOMOBILE INDUATRY “South Indian Journal Of Social Sciences , Voulme No : XXI, NO 17, Issue., No, ISSN No : 0972-8945, in JAN-JUNE 2023, Page No: 47-51.
14. **D.JEEVITHA , DR.K.PUSHPALATHA**,” TRENDS OF GST REVENUE COLLECTION IN INDIA”, Shodha Prabha (UGC CARE Journal, Voulme No : 48, Book No 3, ISSN No : 0974-8946, in 2023, Page No: 54-59.
15. **P.MONICKA, DR.K.PUSHPALATHA**,” AN OVERVIEW AND EVOLUTION OF ELECTRIC VEHICLE (EV)”, Shodha Prabha (UGC CARE Journal, Voulme No : 48, Book No 3, ISSN No : 0974-8946, in 2023, Page No: 60-65.

PUBLICATION IN ISBN BOOK

- 1.Dr.S.RAMAIAH, , Dr.P.JAYALAKHSHMI and Dr.K.PUSHPALATHA** “INTERNET BANKING SERVICES IN INDIA”, National Conference On E-Dealings, Organised By Sankara College Of Science And Commerce ,Coimbatore, On 19 Th September 2014, ISBN No 978-93-83459, 84-1, Page No: 39-41.
- 2.Dr.K.PUSHPALATHA, Dr.P.JAYALAKHSHMI** “AN OVERVIEW OF RURAL BANKING” National Seminar On Problems And Prospects Of Rural Banking And Its Impact On Empowerment Of Rural Households, Organised By Dr.N.G.P. Arts And Science College, Coimbatore , On 18th December 2014, ISBN No 978-81-920808,: 6-4, Page No:891-895.
- 3. D.JEEVITHA , DR.K.PUSHPALATHA,”** PROS AND CONS DIGITAL BANKING IN INDIA”International Conference On Digital Transformation In Finance, Insurance And Corporate Sectors, Organised By Rathinam College Of Arts And Science, Coimbatore, Laser Park Publishing House, Vol 1, On 06 Th April 2022 ,ISBN No 978-93-92032-15-8, ,Page No: 145-148.
- 4. P.MONICKA, DR.K.PUSHPALATHA,”** DIGITAL MARKETING AND ITS IMPACT ON BUYING BEHAVIOUR OF YOUTH”, International Conference On Digital Transformation In Finance, Insurance And Corporate Sectors, Organised By Rathinam College Of Arts And Science, Coimbatore, Laser Park Publishing House, Vol. 1, 06 Th April 2022 ,ISBN No :978-93-92032-15-8, Page No: 123-128.
- 5. B.RAJESWARI , DR.K.PUSHPALATHA,** “MOBILE BANKING SERVICES AND IT'S BENEFITS”, International Conference On Technology And Innovation In Business Organised By Sankara College Of Science And Commerce, Coimbatore,On 22nd April 2022 ISBN No , 978-93-5626-961-3, Voulme No : 1, ,Page No: 138-141
- 6. D.JEEVITHA , DR.K.PUSHPALATHA** “AN OVERVIEW OF FORENSIC ACCOUNTING AND AUDITING IN INDIA” International Conference On Technology And Innovation In Business, Organised By Sankara College Of Science And Commerce, Coimbatore,On 22nd April 2022 ISBN No , 978-93-5626-961-3 Voulme No : 1, Page No: 210-214.

7. **R.UMADEV I , DR.K.PUSHPALATHA,"E-HR SYSTEM: STRENGTH AND WEEKNESSES"**, International Conference On Technology And Innovation In Business, Organised By Sankara College Of Science And Commerce, Coimbatore, On 22nd April 2022 ISBN No , 978-93-5626-961-3 Voulme No : 1, Page No: 259-263.

8. **R.UMADEV I , DR.K.PUSHPALATHA," AN EVALUATION ON OUTCOMMES OF ELECTRONIC HUMAN RESOURCE MANAGEMENT IN SERVICE INDUSTRIAL"**, Multidisciplinary Academic Research And Global Invitation [**Icmargi**] Organised By Kg College Of Arts And Sceince, In 2023, ISBN No : 978-93-5813-236-6, Page No: 376-383.

ANNEXURE -II

PARTICIPATION IN SEMINAR

1. Participated in the UGC sponsored One day seminar on **"NAAC BENCHMARKING POINTERS"** Organized By Iqac Of Chikkanna Government Arts College,Tirupur, On 10 th January 2015
- 2.Participated in the One day International conference On**"E-ECONOMY AND ITS IMPACT IN INDIA"**. Organised By Tirupur,Kumaran College For Women,Tirupur ,On 19th July 2018.

PAPER PRESENTED IN SEMINAR/CONFERENCE

1. Presented a paper on **"GREEN MARKETING"** in National Seminar On Green Marketing In India Problems And Prospects Organised By M.R.Government Arts College,Tiruchirapalli On 12 Th December 2014.
2. Presented a paper on **"WOMEN EMPOWERMEMNT THROUGH EDUCATION"** Icssr Two Day National Seminar On Human Rights And Women Empowerment In India,.Organised By , P.K.R.Arts And Science College For Women, Gobichettipalayam On 2nd And 3 Rd January 2015.
3. Presented a paper on **"THE HIGHER EDUCATION SYSTEM IN INDIA AND ITS IMPACT ON THE ECONOMY"** in National Conference On Higher Education In India: Opportunities And Challenges, Organised By Government Arts College, Karur,On 30th January 2015.
