

Faculty Profile



Name : Dr.M.Kavitha
Designation : Assistant professor
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Mill, palladam Road Tirupur-4.
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Date of Joining in Collegiate Education : 14.12.2020
Date of Joining in the Present College : Chikkanna Government Arts College
Academic Profile :

Degree	Institute/College	University	Period
B.Com.	Tirupur Kumaran college for Women	Bharathiar	1996-99
M.Com.	Annamalai University	Annamalai University	1999-2001
M.Phil.	Annamalai University	Annamalai University	2007
Ph.D.	Chikkanna Government Arts College	Bharathiar University	2018-22

Teaching Experience : 3 years
i) **Total** : **YearsMonth**
ii) **UG** : Years 3 Month 3
iii) **PG** : Years 2 Month 3

Name of the college	Position held	Period
Chikkanna Government Arts College	Assistant professor (T)	2020– till date

Honors and Research Awards :-

Field of Interest : Marketing

- i) **Teaching** :Income tax, Indirect taxes, Company Law, EDP, Business Law, Investment management. Marketing of Health services and Financial Accounting.
- ii) **Research -**
- iii) **Proficiency in instrumentation** :-

Research Guidance

Guidance Number :

(Ifhave more than one university, given them against university name)

S. No	M.Phil/Ph.D	Name of the Student	Thesis Title	Completed/ongoing

Funded Projects :

Membership in Professional Bodies :

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

Research Publications

:

- i) **Research Papers** : Attach paper list - with doi and http link of thePaper (Annexure – I)

Paper Publication

1. “E.Marketing In India.” In the International Conference on **MARKETING CHALLENGES IN THE 21ST CENTURY** held on 28th August, 2018.
2. “E.Marketing Rural Awareness in India “ICSSR-NI SFIRU-2018 Special Issue Oct 2018.
3. PERIYAR UNIVERSITY Two days National Seminar “GLOBALIZATION INNOVATIONS IN TECHNOLOGY AND CONSUMER PROTECTION.” At this seminar my paper presentation was “**SOCIAL AND PSYGOLOGICAL FACTORS RELATED TO CONSUMERISM AND CONSUMER BEHAVIOUR CONSUMER PERCEPTION.**” On 2019.
4. “**Problems and Benefits of the Health Insurance** “, Dogo Rangsang Research Journal ISSN:2347-7180. UGC Care Group I JournalVol 10 No 12 July 2020
5. Published a research article on “ **Customers Awareness and Satisfaction of Health Insurance In Rural Area of Tirupur District**” **SAMBODHI (UGC CARE Journal), ISSN 2249-6661, Vol-44 No.-01 (II) January -March (2021).**

ii) **Book/Book Chapters** : Details with ISBN number

iii) **Patent** :

National and International Conferences

: Attach separate list (Annexure – II)

- i) **Participated**
ii) **Paper Presented : 2**

1. V.V.Vanniaperumal College For Women 2nd International Research Conference on Recent Developments and Innovations in Social Science, Arts and Humanities on April 2022 Online mode. My paper presentation was “**INTELLECTUAL PROPERTY RIGHTS.**”

2. SANKARA COLLEGE OF SCIENCE AND COMMERCE One day International Conference on Technology and Innovation in Business “**FUTURE BUSINESS TURNS UNDER CLOUD ACCOUNTING.**” This is my paper presentation in the date of 22 APRIL 2022.

iii) Poster Presented

Conference/Seminars Organized :

Workshop attended :

Resource Person/Invited Lectures :

Faculty Development Programs Attended :

Course	University/Institute	Subject	Period

Academic Activities :

i) Subject Handled:Income Tax, indirect Taxes, EDP, Business communication, Company Law, Management Accounting, Advanced Accounting, Financial Accounting and Business Law

ii) Class Advisor: 19th Batch B.Com.(A)class, (21-23) M.Com.Batch student

iii) Special Coaching: Foundation courses

iv) Student Community Beneficial Activities

v) Co-curricular and extracurricular activities

Professional Activities :

i) Reviewer

ii) Board of Studies/UR

iii) Examiner/Scrutiny

iv) Senate/Syndicate

National/ International Collaborations :