

## RESUME



### **R.PADMAVATHI**

194, Haripuram,  
Sidhapudhur,

Coimbatore-641044.

Mobile : 9976502160

Mail Id:Padmavathiramasamy@gmail.com

---

## PROFESSIONAL OBJECTIVE

To Become a member of a learning organization that provides intellectual challenges and opportunities for carrier development and to achieve academic excellence in the filed of education through teaching.

## ACADEMIC PROFILE

S. No	Examination Passed	Subjects	Specialization	Year of passing	% of Marks & Class	Name of the College/University
1	P.h.D(Pursuing)	Commerce	Marketing	--	--	Department of Commerce, BharathiarUniversity, Coimbatote
2	NET	Commerce	Commerce	Nov 2011	-	UGC
3	M.Phil	Teaching				Department of Commerce,

		methods, Research Methodology, Marketing Management	Marketing	2009	60%&I	Bharathiar University, Coimbatote
4	M.Com	Accounts, Financial Management, Human resource management, Business Research methods etc.,	Commerce	2008	73%&I	Government Arts College, Coimbatore.
5	B.Com	Accounts, Commercial Law, Business Communication, Principles of Management etc.,	Commerce	2006	62%&I	PSGR.Krishnammal college for women, Bharathiar University, Coimbatote
6	DCPA	MS-Dos,MS- Windows etc.,	-	2000	68%&I	ICE-TECH Computer Education.Coimbatore

#### UGC-NET/SLET QUALIFICATION DETAILS

S.No	Name of the Eligibility Test	Subject	Register No	Month & Year of passing
1	UGC-NET	Commerce	09080485	November 2011.

#### PRIZES, MEDALS AND OTHER HONOURS RECEIVED:

1.Second prize winner in the state level competition (Desiya Kaviyam Ramayanam) organized by Vivekananda Academy of Cultural Studies, Kanyakumari, Tamil Nadu in the year 2004.

2. Participated in the Vivekananda Quiz Competition for college students during November – December, 2004 organized by Ramakrishna Mission Vidyalaya, Coimbatore – Tamil Nadu.

### TEACHING EXPERIENCE

S.No	Institution	Position	Duration		Period of service
1	LNV College of Arts & Science, Coimbatore.	Assistant Professor	28.6.2010	28.6.2011	1 Year
2	SNMV College of Arts & Science, Coimbatore.	Assistant Professor	11.6.2012	25.8.2014	2 Years
3	Mother Teresa Women's University College, Kodaikanal	Assistant Professor	30.3.2015	Till date	-----

### PROJECT/DISSERTATION WORK UNDERTAKEN

Research Stage	Broad area of Research	Title of work/Theses	University/College where the work was carried out	Name of the Supervisor
M.com.,	Consumer Behavior	“A study on consumers preference & satisfaction towards various cell phone service providers”	Govt.Arts. College, Cbe.	Dr.Dhanalakshmi, Reader in Commerce.
M.Phil.,	Marketing management	“Prospectus of Banc assurance with reference to Coimbatore based banks”	Department of Commerce, Bharathiyar University, Cbe.	Dr.Padmasani, Assistant.Professor in Commerce.

**ACADEMIC STAFF COLLEGE ORIENTATION/REFRESHER COURSES ATTENDED:**

<b>Name of the Course</b>	<b>Name of the Academic Staff College</b>	<b>Name of the University</b>	<b>Duration</b>	<b>Sponsoring agency if any</b>
Orientation	UGC, HRDC, Bharathiar University, TamilNadu	Bharathiar University	28 days(24/05/2016 to 20/06/2016)	UGC
Refresher Course	UGC, HRDC, Kannur University, Kerala.	Kannur University	15 days(12-11-2019 to 25-11-2019)	UGC

**SEMINARS / CONFERNCES /WORK SHOPS ATTENDED PAPER PRESENTED:**

1) Participated in a Seminar on “Victims of Terrorism and Human Rights ”held in UGC-Academic Staff College, Bharathiar University, Coimbatore, December, 2008.

2) Presented a paper on “WTO & it’s Significance” in the National Level Seminar held in Karpagam University- conducted by Department of commerce, Coimbatore, 7<sup>th</sup> January 2009.

3) Presented a paper on “Sectoral Impact Due to Global Financial Meltdown in Banking & Other Sector in Indian Economy” in the International Level Seminar held in Vivekananda Institute of Information & Management Studies”, conducted by Business school for Women Institute of Engineering & Technology for Women, Namakkal District, Tamilnadu, 30<sup>th</sup> & 31<sup>th</sup> January, 2009.

4) Participated in a Workshop on “Application of Statistical Tools for Data Analysis in Research”, held in School of Commerce, Bharathiar University, Coimbatore, March, 2009.

5) Presented a paper on “Financial Crisis & Banking Sector” in the UGC Sponsored National Level Seminar held in NGM College conducted by Department of Economics, 25<sup>th</sup> & 26<sup>th</sup> August 2009.

6) Presented a paper on “Internet Banking” in the National Level Seminar held in Sri Gee College of Arts & Science conducted by Department of commerce, Coimbatore 3<sup>rd</sup> March 2009.

7) Participated in national level workshop on” Application of Statistical Tools for Data Analysis in Research” Organized by Department of commerce, Bharathiyar university, Cbe, from 4<sup>th</sup> to 6<sup>th</sup> March 2009.

- 8) Presented a paper on “Prospectus & Problems in internet Marketing” in the International Level Conference held in Karpagam University, Coimbatore conducted by Department of commerce, 24<sup>th</sup>&25<sup>th</sup> September 2009.
- 9) Presented a paper on “Consumer Behavior in Mobile Phones” in the National Level Seminar held in Kongunadu College of Arts & Science, Coimbatore , conducted by Department of commerce 29<sup>th</sup> September 2009.
- 10) Presented a paper on “Global marketing strategies” in the National Conference held in Ramakrishna Mission Vidhyalaya , Coimbatore, conducted by Department of commerce 28<sup>th</sup> August 2012.
- 11) Presented a paper on “Pricing Challenges in global trends” ” in the National Conference held in Nirmala College of Arts & Science, Coimbatore 4<sup>th</sup> October 2012.
- 12) Participated in faculty Development Program on “Five steps process of research in management” at SNMV College of Arts & Science on 31<sup>ST</sup> November 2012.
- 13) Participated in seminar on “Bridging the Knowledge Gap for Sustainable Community Based solution in WATER, SANITATION AND HYGINE” organized by Water Sanitation and Hygiene (WASH) Institute, Kodaikanal, 22nd July 2015.
- 14) Presented a paper on “Role of Co-operative Societies in Agricultural Sector” in the seminar of “Crisis In Indian Agriculture” held in Mother Teresa Women’s University, Kodaikanal, 25th July 2015.
- 15) Presented a paper on “Role of Indian agricultueral Sector in Indian Econmoy” in the seminar held in Mother Teresa Women’s University, Kodaikanal, 25th July 2015.
- 15) Participated in regional level seminar on “Recent trends in Marketing system” held in Mother Teresa Women’s University, Kodaikanal, 14<sup>th</sup> October 2015.
- 16) Participated in State level conference on “Future of Commerce”, titled “What’s up to?” held on 16<sup>th</sup> October 2015, by Department of Commerce, MTWU College, Kodaikanal.

- 17) Participated in One day National Seminar on "E-resources for Effective Research" held on 21<sup>st</sup> April 2016, by IQAC , MTW University ,Kodaikanal.
- 18) Presented a paper in One day International Conference on "Sustainability for Business :Initiatives/ Ideas & Challenges", paper titled, "A Impact of Smartphone's on Consumer Behavior" held on 01.09.2016 by PG& Research Department of Commerce ,MTW University, Kodaikanal.
- 19) Participated in One day National Seminar on "Impact of Demonetization in the Indian Economy" ,held on 11/01/2017, by Department of Commerce, MTWU College, Kodaikanal.
- 20) Presented a paper in Global Conference on " Evolving Trends in Business Models & Markets" paper titled "Intrinsic & Extrinsic Factors affecting impulsive buying behavior "held on 03<sup>rd</sup> February 2017 by Department of Management Studies, Nehru Institute of Technology, Coimbatore.
- 21) Participated in UGC sponsored one day national conference on "Green Entrepreneurship Development-Opportunities & Challenges held on 23<sup>rd</sup> march 2017, by Department of Management Studies, MTWU College, Kodaikanal.
- 22) Participated in One day National level Technical Workshop on "Today's Banking Scenario", held on 23/03/2017, by Department of Commerce, MTWU College, Kodaikanal.
- 23) Presented a paper in "Prospects & Challenges in Cashless Economy" Paper titled "Cashless Economy and Economic Development" held on 26<sup>th</sup> February 2020, by Kovai Kalaimagal College of Arts and Science, Coimbatore.

**SEMINAR ORGANISED:**

1. Organized a state level Conference on the topic "Towards to Your Destiny" in Department of Commerce, Mother Teresa Women's University College, Kodaikanal, 16th October 2015.
2. Organized a "One Day Extension Activity On Innovation Of Young Women Entrepreneurs" through Department of Commerce, MTWU College, Kodaikanal, held on 04/02/2019.
3. Organized a Students Extension Activity on "Commerce Expo"-a place for meeting entrepreneurial skilled students" held on 19<sup>th</sup> February 2019 at MTWU College, Kodaikanal.

4. Organized a regional level seminar on "Integration of Business & Law", Seminar title "Role of Law System in Business", Department of Commerce, at MTWU College, Kodaikanal, held on 20<sup>th</sup> February 2019.
5. Organized a regional level seminar on "Banking & Economic Development", Seminar title "Significance of Insurance Sector & Mutual Funds in Indian Economic Development", at MTWU College, Kodaikanal, held on 1<sup>th</sup> march 2019,
6. Organized a regional level seminar on "Law Education for Commerce", Seminar title "Significant Aspects in Insurance Law", at at MTWU College, Kodaikanal, held on 11<sup>th</sup> march 2019,
7. Organized a regional level seminar on "Cost Estimation In Business" at MTW University Research and Extension Centre, Coimbatore, held on 23<sup>rd</sup> September, 2019.
8. Organized a regional level seminar on "Importance of Capital Budgeting" at MTW University Research and Extension Centre, Coimbatore, held on 30<sup>th</sup> October 2019.
9. Organized a regional level seminar on "Performance Appraisal in HRM" at MTW University Research and Extension Centre, Coimbatore, held on 3<sup>rd</sup> October 2019.
10. Organized a regional level seminar on "Emerging trends and Issues in Marketing" at MTW University Research and Extension Centre, Coimbatore, held on 4<sup>th</sup> October 2019.
11. Organized a National seminar on "Recent Trends in Banking and Insurance", at MTW University Research and Extension Centre, Coimbatore, held on 28<sup>th</sup> January 2020,
12. Organized a Three Day National Workshop, on "Self Equipment for Employability Skills" at MTW University Research and Extension Centre, Coimbatore, held from 29<sup>th</sup> to 31<sup>st</sup> January 2020,

**LIST OF PUBLICATIONS (BOOKS / BOOK CHAPTERS):**

<b>S.No.</b>	<b>Title of the Book / Chapter with Page No. &amp; ISBN</b>	<b>Publisher</b>
1	"Bancassurance Practices of Banks in Coimbatore City", 10 – 15,  978-93-80812-05-2.	Sri Maruthi Publishers,  Chennai.

2	“Consumer Behaviour towards Mobile phones”, 978-93-82338-20-8.	Bonfring, Coimbatore.
3	“Pricing Challenges in Global Trade”, 179 – 185, 978-81-910472-4-0.	Laser Park Publishing House, Coimbatore.
4	Sustainability for Business :Initiatives/ Ideas &Challenges-81-86520-27-9	Pg &rResearch Department of Commerce,MTW University,Kodaikanal.
5	Evolving Trends in Business Models &Markets,paper titled ”Intrinsic & Extrinsic Factors affecting impulsive buying behavior”-ISSN 2230-7974,Volume:1,Issue:16,February 2017	Nehru Journal of Management and Research
4	“Buying Behaviour Of Coimbatoreans In Shopping Malls”,ISSN UGC Approved-2349-5162(Journal Number:63975),Volume:6,Issue:6,DOP:04/06/2019	Journal of Emerging Technologies and Innovative Research
5	“Drivers of Impulse Buying Behaviour of Mall Shoppers”,ISSN-2394-5125,Vol-7,Issue 10,2020,16 June 2020, <a href="http://www.jcreview.com/index.php?iid=2020-7-10.000&amp;&amp;jid=197&amp;Ing=">http://www.jcreview.com/index.php?iid=2020-7-10.000&amp;&amp;jid=197&amp;Ing=</a>	Journal of Critical Reviews

**AREA OF INTEREST**

Marketing

Human resource Management

Business Environment



Ms-Office

Financial Management

Managerial Economics

Business Law

Auditing

### **VARIOUS ACADEMIC BODIES**

- ◆ Acted as a Coordinator for Anti-Ragging Committee in SNMV Arts and Science College,Coimbatore, Tamilnadu.
- ◆ Examiner for UG/PG paper valuation in Bharathiar University,Coimbatore,Tamilnadu.
- ◆ Examiner for UG/PG paper valuation in Periyar University,Salem,Tamilnadu.
- ◆ Question paper setting for Mother Teresa Women's University,Kodaikanal, Tamilnadu.
- ◆ Acted as member in admission Committee at Mother Teresa Women's University,Kodaikanal,Tamilnadu.
- ◆ Acting as member in Special Coaching and Skill Development Cell at Mother Teresa Women's University,Kodaikanal, Tamilnadu.

### **CO-CURRICULAR ACTIVITIES**

- Actively involved in the Red Cross at College Level(April 2006)
- Actively involved in camp Participation in Vivekananda Kendhra, Kanyakumari from 19.2.2004 to 22.2.2004.
- Attended Social Service and citizenship Training Camp (2006-2007).

### **EXTRA-CURRICULAR ACTIVITIES**

- Prize Winner and Participation Certificates in Essay Writing Competition-"Desiya Kaviyam Ramayanam" held by Vivekananda Kendhra,Kanyakumari,2004

## PERSONAL PROFILE

Date of Birth : 13/10/1985  
Father's Name : S.Ramasamy  
Gender : Female  
Nationality : Indian  
Religion : Hindu  
Marital Status : Married  
  
Mother Tongue : Tamil  
  
Languages Known : Tamil & English  
Blood Group : 'B'+ve  
Hobbies : Reading Books & Listening Music  
Permanent Address : 194, Haripuram,  
Sidhapudhur,  
Coimbatore-641044.

## DECLARATION

I hereby declare that all the above information is true and fair to the best of my knowledge and belief. I am confident of working to your expected standards.

Place: Kodaikanal

Yours truly,

Date: 04/09/2020

(R.Padmavathi)