

**Sri Vasavi College, Erode.**

**(Self –finance wing)**



**Dr.R.LATHA**

Head and Assistant Professor

Department of B.Com (CA)

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**Brief Bio**

Head and Assistant professor with 12+ years of teaching experience in both graduate and post graduate levels. As commerce faculty ought to inspire the students to pursue academic and personal excellence. Consistently strive to create a challenging environment where students become life -long scholars and learners.

**Education Qualification**

Qualification	Board / University	Year of Completion
HSC	State board	2002
UG	Bharathiar university	2005
PG	Bharathiar university	2007

M.Phil.	Bharathiar university	2008
PGDCA	Bharathiar university	2008
MBA	Bharathiar university	2011
Ph.D.	Bharathiar university	2020

## 1. Research

### ❖ Research Areas/Interests

1. Marketing
2. Finance

### ❖ Publications paper presentation

- R.Latha, 2012 Consumer behaviour towards cosmetics with reference to Erode City, Journal of management and Science, Special issue X, Vol 3 ISSN 2250-1819/EISSN 2249-1260.
- R. Latha, 2014 A study on “ Whether Taxation is a selling tool for life insurance “ with reference to ICICI prudential Limited – Coimbatore Journal of management and Science, Special issue XIV on Globalisation and its Impact on Indian Economy, Vol 8 printed ISSN 2249-1260 Online ISSN: 2250-1819.
- R. Latha, 2019 A Study on Consumer Awareness on Consumer privileges In Erode District IJEDR Vol 7 issue 4 October 2019. ISSN: 2321-9939.

S.No	Seminar/ conference /workshop/ symposium	Title of the paper	Organizer	Date
1.	National level seminar on E-Environment	E- Commerce	Department of Corporate secretary ship Vellalar college for women , Erode	29.02.2008
2	National level seminar on Emerging trends in the Indian Retail Industry	Indian retail Industry Opportunities, Challenges and	Department of Commerce with computer applications Vellalar college for	03.03.2008

		strategies.	women, Erode.	
3	State Level seminar on What impacts Indian Capital Market?	Foreign institutional Investment and ICM	Department of BBA Sri Vasavi College Erode	20.03.2010
4	Workshop	Preparation of Accreditation - NAAC	Faculty development cell Sri Vasavi College (SF Wing) Erode	04.12.2010
5	Workshop	Aptitude and reasoning	Faculty development cell Sri Vasavi College (SF Wing) Erode	19.12.2010
6	India –an emerging power issues and challenges	Growth of services sector in Indian economy	Navarasam Arts and science college for women Arachalur, Erode	30.12.2010
7	National conference on Emerging Trends in Indian Business Environment – Opportunities and challenges	Foreign Direct Investment and Its Impact	Sri Kandhan College of Arts and Science Erode	24.02.2012
8	International conference corpcorna 2012 on corporate social responsibility – The Indian perspective	Ethical Marketing	Department of Corporate secretary ship Vellalar college for women , Erode	18.09.2012
9	State level seminar and inter collegiate meet	Impact of MNC's In domestic retailers	Department of Commerce with computer applications Nandha Arts and Science college , Erode.	29.02.2012
10	International conference on new vistas of Indian Business in Global Scenario	Innovative insurance marketing practices for	Brahma school of Business Chennai	19.10.2013

		global competitiveness		
11	International conference on Globalisation and its impact on Indian Economy	Impact of Globalisation in Marketing	Department of Management SriVasavi College( SF Wing ) Erode.	02.01.2014
12	International symposium on Recent trends in research in the field of management and commerce	-	Department of Management SriVasavi College( SF Wing ) Erode.	31.12.2014
13	International conference on innovations in research in the field of social science	Consumer protection and awareness	Department of Management SriVasavi College( SF Wing ) Erode.	21.07.2015
14	National symposium on study on qualitative and quantitative research in library and information science	-	Department of Library Sri Vasavi College( SF Wing ) Erode.	23.03.2016
15	International conference on service marketing – taking the show abroad	Marketing Ethics	Department of Management PKR Arts college for women Erode	19.08.2016
16	International symposium on Contemporary issues on modern Research	-	Department of Management studies Nandha Arts and Science college Erode	07.09.2016
17	International conference on Sustainable development and economic Growth on Global perspective	Need for consumer protection in E Marketing	Department of Commerce and Business management Bharathiar university Arts and Science college , Valparai	15 .09.2016 and 16.09.2016
18	National seminar on Rural women entrepreneurship skill	Consumer protection	Department of Management PKR	22.09.2016

	development in India	movements in India	Arts college for women Erode.	and 23.09.2016
19	Workshop on dimensions of preparing effective research papers for international journals	-	Research forum Sri Vasavi College ( SF Wing ) Erode.	05.11.2016
20	National workshop on learn the art of analysing any balance sheet	-	Research forum Sri Vasavi College (SF Wing) Erode.	13.10.2017
21	Intercollegiate Workshop on knowledge mapping in Research	-	Research forum Sri Vasavi College (SF Wing) Erode.	20.03.2018
22	Workshop	ICT teaching and learning perspective	IQAC and Research forum SriVasavi College (SF Wing) Erode.	28.08.2018
23	National level seminar on impact of demonetization on Indian financial sector	impact of demonetization on Banking sector	Sasurie College of Arts and Science Tirupur	28.08.2018
24	International conference on creativity and innovation Enhance business growth and success	Recent innovation in Banking sectors	Department of PG and Research department of commerce and Management association India Sri Vasavi College Erode.	24.02.2023
25	International symposium on Volatility in Global Markets	-	VET institute of Arts and Science College Erode	23.08.2023
26	International conference on Exploring the Digital entrepreneurship	Networking and relationship – building in	Kaamadhenu Arts and Science college	28.02.2024

	development with future technology	developing an entrepreneurial mindset	sathyamangalam	
27	State level seminar seminar	Hygienic and health management	PG and Research department of Commerce and Commerce CA Bharathiadasan College of Arts and Science Erode.	29.02.2024
28	International symposium on strategic financial planning	-	PG and Research department of Commerce and Commerce CA Bharathiadasan College of Arts and Science Erode.	27.09.2024

### Experience

<b>Total work experience as on (31.12.2024)</b>			
<b>Institution Name</b>	<b>Designation</b>	<b>Period from</b>	<b>Period to</b>
<b>Sri vasavi college (self finance wing) Erode</b>	<b>Assistant professor</b>	<b>01.06.2009</b>	<b>Till date</b>

- Recognized Research Guide leading to M.PhilBharathiar University
- Guided 2 M.Phils in Bharathiar University
- Question Paper Setter Autonomous Colleges.

### Participation in Department and college General Activities

1. Motivated students for presented papers and seminars, and also make arrangements and attend for skill enhancement programme.

2. Motivated students to give articles to News bulletin and successfully released Vasavi Boom in every year.

3. Maintain students discipline and encouraging students for their studies.

4. organized intra department function “**COMMERCIA** every year .

5. conducted more no of workshops and gust lecture programmes

6.Co- Ordinator in Students counseling committee.

7. Co- ordinator in Merit prize.

8. Coordinator in NAAC - Criterion III Report Preparation

9. In previous years acted as Spiritual forum and Placement Co-Ordinator

10. 8 Years worked As Legal literacy club co-ordinator and contacted more than 12 programs in related with legal awareness.

11. Acted as Examiner in Bharathiar university , Additional chief in Bharathiar university Distance education

12. As an Invigilator in TANCET, TNPSC Group exams Annamali University distance education and Bharathiar university examinations.

13. Actively participated in introduction of guest faculty and very much interest in MOC in Tamil.

14. As a member in Para legal volunteer in Erode district legal aid

### **Personal qualities**

- Excellent inter personal skill
- Excellent in planning organizational and negotiation strengths
- Ability to lead , reach consensus, establish goals

### **Key responsibilities handled**

- Manage the teaching plan for students
- Provide them practical knowledge
- Identify the weak point of students

- Organize various events to enhance the skill of students
- Regularly meet with parents and tell them the positive and negative of the students
- Supervising abilities of students.