

CAUVERY COLLEGE FOR WOMEN
(AUTONOMOUS)
STAFF PROFILE

PERSONAL INFORMATION

1. Name : Dr. P. KAVITHA
2. Date of Birth : 11. 06. 1974
3. Address :

RESIDENTIAL	OFFICE
NO. 114 & 115, RAGAVENDRA GARDEN, T.V. KOVIL, TRICHY – 620 005	ASSOCIATE PROFESSOR, DEPARTMENT OF COMMERCE, CAUVERY COLLEGE FOR WOMEN, TRICHY-620 018.

ACADEMIC INFORMATION

4. Designation & Department: Associate Professor & Commerce Department

5. Educational Qualification :

Degree	Year	College/University
B.A. ECONOMICS	1995	Indira Gandhi College, Bharathidasan University
M.Com	2004	Cauvery College for Women, Bharathidasan University
M.Phil	2005	Cauvery College for Women, Bharathidasan University
Ph.D	2012	Bharathidasan University
M.B.A	2014	Periyar University

6. Researcher ID :

1.Google Scholar

https://scholar.google.com/citations?view_op=new_articles&hl=en&imq=kavitha+prasad#

2.Scopus

<https://id.elsevier.com/settings/redirect?code=gXYmJIG-2kh7TY--keESdTdEvKUri0YVfz1WYTzq>

3.Web of Science

<https://publons.com/researcher/4335746/kavitha-prasad/>

4.Orcid

<https://orcid.org/0000-0001-6079-5800>

5.Vidwan

<https://vidwan.inflibnet.ac.in/login?email=kavitha.comm@cauverycollege.ac.in>

6.Mendeley

https://id.elsevier.com/settings/redirect?code=KDtC_XNUAYAsEGjbO38YCY29W56vv3Z01ENre2gU

7.Publons

<https://publons.com/researcher/4335746/kavitha-prasad/>

7.Experience :

Date of Joining	Institution	Year of Experience
23.06.2004	Cauvery college for women, Trichy	18

8.Areas of Specialization : Banking**9.Languages known : English & Tamil****10.Subjects Taught :**

UG	Banking Theory Law and Practice, Business Tools for Decision Making, Business Economics, Management Accounting, Financial Management, Auditing, Business Management, Business Law, Value Education, Business Communication, Computer Application In Business, Labour Laws, Human Resource Management, Entrepreneurial Development, International Trade.
PG	Managerial Economics, Quantitative Techniques, Entrepreneurial Development, Human Resource Management.
M.Phil	Teaching and Learning Skills, Advanced Functional Management.

11.Research Supervision:

	University from where guideship obtained	Thesis		
		Completed (in numbers)	Year of Completion	Pursuing (in numbers)
M.Phil	Bharathidasan University.	20	2009 - 2018	-
Ph.D	Bharathidasan University.	-	-	04

12. Details of Publications:

Journal Name & Volume	Year of Publication	ISBN/ISSN Number	Name of the Paper	Impact Factor
Cauvery Research Journal Volume-2, Issue-2	January - 2009	0975-1300	Role of Information Technology in Banking Sector	-
HRD Times Volume-2,	November - 2009		Knowledge Management in Banks	-

HRD Times Volume-12,	June - 2010		Banking Sector Reforms	-
Research Explorer, Issue 3, Volume 2	February - 2013	2250-1940	A study on the satisfaction of the customer regarding the services provided by the select public sector banks in Tiruchirappalli corporation - Tamil Nadu	-
International Journal of Functional Management,	April - June 2013	2319-1406	A study on the satisfaction of the customer regarding the services provided by the	-
Issue 2, Volume 5			select private sector banks in Tiruchirappalli corporation - Tamil Nadu	
International Journal of Management Focus, Issue 2, Volume 3	April - June 2013	2250-2971	Customer Satisfaction in ATM services: A study with the reference to Indian bank at Tiruchirappalli Corporation	-
Indo Asian Journal of Management and Entrepreneurship Volume 1, Issue 2	June - 2013	2319-2992	An Analysis of Usage Pattern of Mobile Phone among College Students at Tiruchirappalli Corporation	-
Smart Journal of Business Management Studies		0973-1598	Corporate Governance in Indian banks	-

13.Details of Papers Presented:

Date	Organizer	Name of the Seminar	Paper Name
September 29 th & 30 th 2005	Adaikalamatha College	Food and Food Processing Industries in Trichy	Business Economics and Finance (International)
February 16 th & 17 th 2006	Holy Cross College	Consumer Rights and Awareness	The effects of Consumer Culture (National)
March 14 th & 15 th 2006	Cauvery College for Women	Contribution of India to Global GHG Emissions - past, current, future	Going Global Challenges and Opportunities (National)
March 17 th 2006	A.V.V.M. Sri Pushpam College	Corporate Governance in Micro Finance Organizations	Emerging Dimensions in SHGs (National)
February 11 th & 12 th 2006	Bharathidasan University	Consumer Awareness and Protection	Changing Scenario of Consumerism (National)

September 14 th & 15 th 2006	Jamal Mohamed College	Education in New Millennium – Challenges & Perspectives	Commerce Education in the New Millennium – Challenges & Perspectives (National)
April 7 th & 8 th 2007	Cauvery College for Women & BDU	Role of Mutual Funds in India	Emerging Paradigm in Financial Services (International)
January 8 th & 9 th 2011	Bharathidasan University	Emerging Capital Markets- Issues and Challenges	Corporate governance in Indian banks (International)
September 12 th & 13 th 2011	Cauvery College for Women	E-services and its emerging issues in the global business environment	E-Commerce (National)
September 23 rd 2011	Annai Mathammal Sheela Engineering College, Erumapatty	Challenges of Indian business in global economy	The role of banking sector in the Indian economy (International)
February 22 nd 2013	Sri Ganesh school of Business Management, Salem.	Competency building strategies in business and technology for sustainable development	A study on the satisfaction of the customer regarding the services provided by the select private sector banks in Tiruchirappalli corporation (International)
February 25 th & 26 th 2013	Rajah Serfoji Government College-Thanjavur	Recent Trend in management practices	A study on the satisfaction of the customer regarding the services provided by the select public sector banks in Tiruchirappalli corporation-Tamil Nadu (National)

14.Details of Seminars / Conferences / Workshops Attended:

Year & Date	Organizer	Title	National / International	Place
November 1 st -6 th 2004	St. Joseph's college	Statistical tools in research (spss packages)	National	Trichy
December 15 th , 16 th 2004	St. Joseph's college	Core competencies for effective human resource intervention	Regional	Trichy
January 12 th , 13 th 2005	St. Joseph's college	Financial sector reforms	National	Trichy

September 29 th , 30 th 2005	Adaikalamatha college	Business economics and finance	International	Vallam, Thanjavur
September 25 th 2006	National college	Workshop on capital market	Regional	Trichy
February 16 th , 17 th 2006	Holy cross college	The effects of consumer culture	National	Trichy
March 14 th , 15 th 2006	Cauvery college for women	Going global challenges and opportunities	National	Trichy
March 17 th 2006	A.V.V.M. Sri pushpam college	Emerging dimensions in SHGs	National	Poondi Thanjavur
February 11 th , 12 th 2006	BDU	Changing scenario of consumerism	National	Trichy
September 14 th , 15 th 2006	Jamal Mohamed college	Commerce education in the new millennium – challenges & perspectives	National	Trichy
September 25 th 2006	National college	Workshop on capital market	National	Trichy
January 20 th , 21 th 2007	BDU	Case study method of teaching in commerce/management education-case study BPL colour television	International	Trichy
April 7 th , 8 th 2007	Cauvery college for women & BDU	Emerging paradigm in financial services-Role of mutual funds in India	International	Trichy
August 18 th , 19 th 2007	Cauvery college for women & BDU	Application of statistical tools in Commerce/management research	National	Trichy
April 3 rd & 4 th 2009	Cauvery college for women	Work Shop on SPSS packages	State level	Trichy
January 8 th & 11 th 2011	BDU	Corporate Governance in Indian banks	International	Trichy
September 12 th & 13 th 2011	Cauvery college for women	E-services and its emerging issues in the global business environment	E-Commerce (National)	Trichy

September 23 rd 2011	Annai mathammal sheela engineering college	Challenges of Indian business in global economy	The role of banking sector in the Indian economy (International)	Erumapatty
March 15 th 2012	Cauvery college for women	Workshop	World consumer day (National)	Trichy
September 20 th & 21 th 2013	Cauvery college for women	Seminar	Contemporary trends in the avenues of commerce and management (National)	Trichy
August 18 th & 19 th 2014	Cauvery college for women	Conference	Integration and implementation of research to become a reflexive researcher (International)	Trichy
October 21 st & 22 nd 2016	Pimax foundation	Workshop	Research methodology statistical data analysis and interpretation by using SPSS and AMOS(National)	Hotel Royal Court auditorium Madurai.

15. Details of Seminars / Conferences / Workshops Organized:

Year	Date	Title	National / International	Topic	Resource Person
-	-	-	-	-	-

16.Details of Orientation / Refresher Course Attended:

Date	Title of the Course	Organizer
09.11.2005 - 06.12.2005	UGC- 47 th orientation course	Bharathidasan university
25.10.2007 – 14.11.2007	UGC sponsored refresher course in commerce	Bharathidasan university

17. Details of Study Materials / Books written and published:

18. Details of Chairing as Resource Person:**19. Administrative Positions held in the College:**

Nature of Position	Year
Camp officer & Additional Camp Officer - Central Valuation, Bharathidasan University	April 2008 – November 2014.

20. Details of In-Charge / Membership in Committees for Autonomous:

1. Student welfare committee
2. Anti-sexual harassment committee
3. Examination and valuation committee
4. Admission committee
5. Extracurricular activity committee (NCC)
6. Calendar committee

21. Details of In charge / Participation in Extracurricular Activities:

(NSS, NCC, Sports, Games, Voluntary Association and Cultural Activities):

Nature of Activity	Period of Incharge
NCC Lieutenant Dr. P. Kavitha Associated NCC Officer Captain	1st October 2008 to Till date [1 st October 2008 to August 2009 (care taker) 7 th September 2009 to 5 th December 2009 (PRCN course)] July - 2019

22. Details of Participation in Consultancy, Training, Development etc..:**23. Details of Membership in Academic Bodies/ Board of Studies:**

College Name	Department	Period	Academic Bodies
St. Joseph's college (Autonomous)	Commerce- Computer Application	21.10.2017- 21.10.2020	Board of studies
Srimad Andavan Arts & Science College (Autonomous)	Commerce	November 2018 Semester Examination (03.10.2018)	Member For The Question Paper Scrutiny Board
NGM College Pollachi	B.com(finance)	May 2021	Board of studies

24. Details of Membership of Professional Bodies:

25. Country visited:**26. Any other information if any: -**

S.NO	NAME OF THE CAMP	PLACE	PERIOD
1	BLC camp	Cauvery College for Women	25.05.2009 - 05.06.2009
2	NIC camp	Vel - Tech Engineering College, Avadi	12.12.2010 - 21.12.2010
3	Pre-RDC training camp	Pasumpon Muthuramalinga Thevar College - Usilampatti	22.07.2011 - 31.07.2011
4	CATC Camp	Periyar Maniyammai University, Vallam	12.01.2012 - 21.01.2012
5	All India Rock Climbing Training Camp	Neyyar Dam - Thiruvananthapuram (Kerala)	14.05.2012 - 25.05.2012
6	CATC Camp	Periyar Maniyammai University, Vallam	04.06.2012 - 13.06.2012
7	CATC – RDC IGC camp	Boys Higher Secondary School - Kailasapuram	23.09.2012 - 02.10.2012
8	IUC camp	BHEL Boys School - Kailasapuram	16.06.2013 - 25.06.2013
9	CATC camp	Periyar Maniyammai University, Vallam	04.07.2013 - 13.07.2013
10	IGC- National Sports Camp	St. Joseph matriculation school, Salem	23.09.2013 - 02.10.2013
11	CATC cum RDC/TSC	Anna University, Trichy	22.06.2014 - 29.06.2014
12	TSC Camp	Karaikudi	10.09.2014 - 15.09.2014
13	Pre RD Training Camp	BHEL , Kailasapuram	16.09.2014 - 25.09.2014
14	RDC - IGC Camp	St. John's HSS, Tirunelveli	27.09.2014 - 06.10.2014
15	TSC Camp	Delhi	19.09.2014 - 30.09.2014
16	Best ANO Award	Trichy Rockfort Group	16.02.2015
17	CATC Camp	Periyar Maniyammai University, Vallam	23.05.2015 - 01.06.2015
18	International Yoga Day	Periyar Maniyammai Girl's HSS, Trichy	20.06.2015 - 21.06.2015
19	TSC launch	St. Paul's College for Education, Devokottai	03.07.2015 - 12.07.2015
20	TSC – IGC camp	Rani Anna College, Tirunelveli	13.07.2015 - 22.07.2015

21	All India Rock Climbing Training Camp	Gwalior	26.10.2015 - 06.11.2015
22	Best ANO Award	Trichy Rockfort Group	19.02.2016
23	International Yoga Day	Cauvery College for Women	21.06.2016
24	CATC Cum TSC Launch	Periyar Maniyammai University, Vallam	03.07.2016 - 12.07.2016
25	TSC – IGC camp	James College of Engineering & Technology, Navalkadu, Nagercoil	13.07.2016 - 22.07.2016
26	TSC (B&G) LAUNCH/VSC TRG II	Periyar Maniyammai University, Vallam	07.07.2017 - 16.07.2017
27	CATC CUM IGC TSC	NTA Idaiyapatti, Madurai	17.07.2017 - 26.07.2017
28	CATC	Periyar Maniyammai University, Vallam	21.07.2018 -29.07.2018
29	International Yoga Day	Cauvery College for Women & Sowdambika School	21.06.2018

LOCKDOWN ACTIVITY REPORT

SEMINARS AND WORKSHOP

S.NO	DATE	SEMINAR/WORKSHOP/RESOURCE PERSON	COLLEGE / INSTITUTION DETAILS	ONLINE MODE
1	05-05-2020	“Education 4.0” Dr.K.Karunakaran M.SC, PH.D principal & secretary Sri Ramakrishna Arts and Science College Autonomous Coimbatore.	FDP – Dept. of Bio technology, Cauvery College for Women(A)	Google Meet
2	06-05-2020	“Fitness For Women During Lockdown” Dr. Baby shakila, Physical Director, Cauvery College for Women (A)	FDP - Cauvery College for Women (A)	Google Meet
3	08.05.2020	“Faculty to Administrator” Dr. Godwin Tennyson, Dean (Administration),	Dept. of BBA Cauvery College for Women(A),	Google Meet
		Chairperson (PG programme in Mgt.) Professor (operation mgt.and Quantitative Techniques), IIM, Trichy.		
4	09-05-2020	“The Art of Story Telling In Academic Writing” Dr.Thamaraiselvan Natarajan, Professor, Dept.of Management Studies, National Institute of Technology,Tiruchirappalli.	Dept. of BBA Cauvery College for Women(A),	Google Meet
5	11 & 12-05-2020	“Virtual Teaching Tool-MOODLE” Mr.Parveen Kumar Sharma. Asst Professor at maharishi Markandeshwar University Mullana.	FDP – IQAC, Cauvery College for Women (A)	Google Meet
6	13-05-2020	“Digital Tools For Engaging Students” Mr.G.Laxminarayanan, BE,BE(EEE), B.TECH, PGDM Associate Director. Deloitte, Bengalore.	FDP - IQAC, Cauvery College for Women (A)	Google Meet

7	14,15,16-05-2020	“Economic Downturn & phenomenal progress” 1. Dr.K.Ramesh Kumar, Asst Professor & Economics & Rural development Alagappa University Karaikudi. 2. Mrs. Sandra Shamir Almeida. Asst Professor of commerce viva college of arts, commerce and science Mumbai(VIRAR) 3. Dr. M.Neela , Associate Professor Dept. of Business Administration Cauvery College for Women (A)	Nallamuthu Gounder Mahalingam College(A), Pollachi	Google Meet
8	18 th and 19 th May - 2020	Listen...Learn...Then Lead Developing Leadership Skills and Stress Free Leadership. 1. Dr. M.Neela , Associate Professor Dept. of Business Administration Cauvery College for Women (A) 2. Dr. K. Veerakumar NGM College, Pollachi	Bharathiyar Arts and Science College for Women, Deviyakuriche,Attur	Google Meet
9	20-05-2020	‘Entrepreneurship In India Opportunities & Challenges’ P.Gowri Sankar Managing Director. Sri Saraswathi Cafe _____ Tiruchirappalli.	Dept. of Commerce, National College , Trichy.	Google Meet
10	19.05.2020	International webinar “Contactless Teaching and Learning Pedagogy”	IQAC, St. Xavier’s College for Women, Aluva	Google Meet
11	20.05.2020	Role of Artificial Intelligence in E-Commerce T.Vigneshwaran Founder and CEO Nandha Infotech	Dept. of Commerce Cauvery College for Women	Google Meet
12	23.05.2020	Challenges of higher education: E-Learning during covid - 19	National College(A),Trichy	Google Meet
13	26.05.2020	“Skills to stay relevant in the 21st century”	KPR College of Arts Science and Research, Avinashi Road, Arasur.	Google Meet
14	28.05.2020	“An Overview of GST and impact of COVIG – 19 on GST” Mr. M.S. VIJAYAKUMAR	Dept. of Economics and Commerce, Govt. Arts College	Google Meet
		Assistant Commissioner (State Tax)(retd) Madurai	for Women (A) , Pudukkottai	
15	28.05.2020	World Menstrual Hygiene day -2020 Breaking the silence – way forward Dr. Ramani devi	Centre for women studies BDU and NSS Cauvery College for Women(A)	Google Meet
16	28.05.2020	Virtual Board of Studies Meeting	Dept. of Commerce Cauvery College for Women	Google Meet
17	31.05.2020	PSYMAN 1.0 PROF. R. AMJAD HASAN International Affilliate American Psychological Association (APA)	IQAC & AURORA CLUB Cauvery College for Women	Google Meet
18	02.06.2020	Do you want to Join NCC/Army	NCC, Trichy Group.	Google Meet

19	01.06.2020 to 05.06.2020	FDP – Empowering the Millennial mentors	Yuvakshetra Institute, Kerala	Google Meet
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QUIZ

S.NO	DATE	TOPIC FOR THE QUIZ	COLLEGE / INSTITUTION DETAILS
1	01-05-2020	TRADE COM Quiz	Jamal Mohammed College, Trichy
2	06.05.2020	QUIZ ON COVID-19 AWARENESS PROGRAM	UNNAT BHARAT ABHIYAN, Government of India, Cauvery College for Women
3	08.05.2020	IGOT -“Covid-19 Training For NCC cadets”	Dept. of personnel & Training-DIKSHA
4	17-05-2020	“Test your Immunity on fact versus Fake news on covid-19”	SIIMS – Sakthi Institute of Information and Management Studies. Pollachi
5	21.05.2020	E-Quiz on “General Economics”	PG & Research Department of Economics, ADM College for Women, Nagapattinam.
6	23. 05.2020	“Covid – 19 Awareness Quiz”	Seethalakshmi Ramasamy College, Trichy
7	23. 05.2020	National Level online Quiz contest on “Exercise NCC Yogdan” – Covid -19	NCC Army Wing , 7(TN) Bn, Thiagarajar College, Madurai
8	01.06.2020	Social efforts in a pandemic crisis	NCC - Holy Cross College, Trichy
9	01.06.2020	National Level NCC E-Quiz 2020 on Drill and Weapon Training	Govt. Arts College(A), Kumbakonam
10	04.06.2020Na	National Level NCC E-Quiz 2020 on “Miscellaneous”	1,coy,8 TN BN NCC Govt. Arts College(A), Kumbakonam

Other Details:

1. NCC cadets Yalini priya III physics and Gayathri I B.A English Voluntarily involved in COVID -19 Social Service Activity under the guidance of ANO and the NCC UNIT.
2. Integrated Government of training IGOT -“Covid-19 Training For NCC cadets” which is organized by Dept. of personnel & Training-DIKSHA, Central Government, 1 ANO and 24 cadets participated and got the certificate.
3. “Do you want to join NCC/Army” – Organized by NCC Trichy Group, Participated ANO and 31 cadets.