

PROFILE



PERSONAL DETAILS

Name : **Dr.A.REVATHI**

Date of Birth : 14 June 1989

Qualification : M.Com., M.Phil., Ph.D.

Designation : Head and Assistant Professor

Department : Commerce

Community : Hindu, BC (Vadugan)

Nationality : Indian

Email ID : revathysankarmanojith@gmail.com

ACADEMIC QUALIFICATIONS

Degree	Specialization	College	University	Year of Passing
Ph.D	Commerce	Sri S.Ramasamy Naidu Memorial College, Sattur	Madurai Kamraj University, Madurai	2018-2023
M.Phil	Commerce	Sri S.Ramasamy Naidu Memorial College, Sattur	Madurai Kamraj University, Madurai	2012-2013
M.Com	Commerce	S.S.Duraisamy Nadar Mariammal College, Kovilpatti	Manonmaniam Sundaranar University, Tirunelveli	2010-2012
B.Com	Commerce	S.S.Duraisamy Nadar Mariammal College, Kovilpatti	Manonmaniam Sundaranar University, Tirunelveli	2007-2010
H.Sec.	Commerce	Government Girls Higher Sec. School, Kovilpatti	State Board	2007-2010
SSLC		Government Girls Higher Sec. School, Kovilpatti	State Board	2006-2007

ACADEMIC IDENTITY

*VIDWANID	477494
*ORCIDID	
*SCOPUS ID	
*RESEARCHER ID/PUBLONID	
GOOGLE SCHOLARLINK	

TEACHING EXPERIENCE	
Date of Appointment	05.09.2013
Date of Retirement	14.06.2049
Teaching Experience	12
UG	12
PG	
Research	

COURSES/CLASSES TAUGHT	NAME OF THE INSTITUTIONS	DURATION		Years
		From	To	
B.Com.	G.V.N College, Kovilpatti	05.09.2013	Till now	12

AWARDS RECEIVED	
1.	KALVI SEMMAL AWARD received from Muthamizh Sangam
2.	
3.	

ADMINISTRATIVE EXPERIENCE			
S. No	DESIGNATION	INSTITUTIONS	YEAR
1.	Board of Studies Member (Diploma course in Retailing Commerce)	Manonmaniam Sundaranar University	2014
2.	Board of Studies Member (Alumni)	Sri S.R.N.M.College, Sattur	2024
3.			
4.			
5.			

ORIENTATION/REFRESHERCOURSES/FACULTYDEVELOPMENT PROGRAMMEUNDERGONE

S. No	Name of the Training	Name of the Sponsoring Agency	Place and Date
1.			
2.			
3.			

DETAILSOFRESEARCH WORK

Research Stages	Title of the Thesis	University where the work was carried out
Ph.D	“Consumer Retention in Retail Industry with Reference to Tuticorin District”	Madurai Kamaraj University, Madurai
M.Phil	“A Study on viewer’s Attitude towards Tamil News Channels in Kovilpatti Town”	Madurai Kamaraj University, Madurai
M.Com	“A Study on Buyer Behaviour towards Tamil News Paper in Kovilpatti Town”	Manonmaniam Sundaranar University, Tirunelveli
B.Com.	A Study on Customer Satisfaction towards Fanta in Kovilpatti town	Manonmaniam Sundaranar University, Tirunelveli

AREAS OF RESEARCH

Marketing

PH.D.THESIS ADJUDICATED:

S.No	Name of the University	Title of the Thesis / Name of Candidate/Year
1		

STUDENT RESEARCH PROJECTS GUIDED

S. No	Student Name	Title of the Project	Year
1.			
2.			
3.			

PUBLICATIONS				
BOOKS	BOOK CHAPTERS	SCOPUS	WEB OF SCIENCE	UGC LISTED
	03	02		05
OTHER INDEXED	ASA RESOURCE PERSON	PAPERS PRESENTED IN NATIONAL AND INTERNATIONAL SEMINARS	WEBINARS, SEMINARS, WORKSHOPS ATTENDED	
		19	20	

PUBLICATIONS: BOOKS			
S. No	Title of the Book	Publication	Year
1.			
2.			
3.			

BOOK CHAPTERS			
S. No	Title of the Paper	Name of the Book	ISSN No., Pg.No
1.	Consumer Retention: A Study with Reference to Public Sector Banks in Tuticorin District	Paradigm Drift in Business Theory and Practices	November, 2018, Vol.1, Issue No. 3, ISBN 978-81-931500-2-3, pp. 95-99.
2.	Occupational Stress Among Women Bank Employees	Recent Trends in Commerce, Management and Economics	ISBN 978-81-953620-1-1, pp. 139-140
3.	Occupational Stress Among Women Employees in Banking Industry	Empowerment of Rural Women: Challenges and	ISBN 978-81-951746-1-4, pp. 239-241

		Opportunities	
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PUBLICATIONS:SCOPUSINDEXEDJOURNALS&WEB OF SCIENCE			
S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No
1.			
2.			
3.			
PUBLICATIONS:UGCLISTEDJOURNALS			
S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No
1.	Consumer Retention in Retail Industry with Reference to Tuticorin District	Sambodhi Journal	Volume 44, No. 01 (XXV), January- March, 2021, ISSN 2249-6661, pp. 48-51, Impact Factor- 5.80.
2.	Problems Faced by Consumers in Retail Industry in Tuticorin District – Factor Analysis	Dogo Rangsang Research Journal	Volume 12, Issue 08, No. 06, August, 2022, ISSN 2347-7180, pp. 63-70, Impact Factor- 5.127.
3.	Consumer Retention in Retail Industry with Reference to Tuticorin District	Dogo Rangsang Research Journal	Volume 12, Issue 11, No. 02, November, 2022, ISSN 2347-7180, pp. 131-135, Impact Factor- 5.127
4.	A Study on Socio Economic Profile of the Consumer in Retail Industry Tuticorin District	Research Journal of SRNMC,	Volume - 1, Special Issue, March 2023, ISSN-2395-7085.
5.	A study on Socio Economic Profile of the Consumer in Retail Industry – Tuticorin District	Dogo Rangsang Research Journal	Volume 13, Issue 5, No. 07, April, 2023, ISSN 2347-7180, pp. 143-152, Impact Factor- 5.127.

PUBLICATIONS:OTHERINDEXEDJOURNALS

S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No
1.			
2.			

ASARESOURCEPERSON

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1.			
2.			
3.			

**WEBMINARS/SEMINARS/CONFERENCES/SYMPOSIA/WORKSHOP
PAPER PRESENTED :National -International-**

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1.	Two Day National Seminar on “Micro, Small and Medium Enterprises (MSMEs) in India – Problems and Prospects	ICSSR	14 th and 15 th December, 2012
2.	State Level Seminar on “Foreign Direct Investment in Retail Trade – A Road ahead”	Mannar Thirumalai Naicker College, Madurai	2 nd February, 2013
3.	National Level Conference on “Impact of ICT on Consumerism”	UGC	27 th and 28 th December, 2013
4.	National Seminar on “Higher Education in Commerce- Challenges and Opportunities”	UGC	25 th and 26 th February, 2015
5.	State Level Seminar on “Recent Trends in E-marketing”	Don Bosco College, Keelara	16 th February, 2016
6.	National Seminar on “Emerging Trends and Challenges in Indian Business Environment”	St. John’s College, Palayamkottai	11 th March, 2016

7.	National Conference on “Startup India – A Way to Standup India”	ICSSR	3 rd and 4 th March, 2017
8.	National Conference on Less Cash Economy as a Strategy for Financial Inclusion in Rural India	ICSSR	14 th and 15 th March, 2017
9.	International conference on “Commerce, Economics and Management- a interdisciplinary Perspective	Mangayarkarasi College of Arts and Science for Women, Madurai	26 th February, 2018
10.	National Conference on “Transformation of Youth – A Lead to Skilled and Developed India”	ICSSR	27 th and 28 th February, 2018
11.	International Conference on “Innovations and Modern Practices in Global Business Management”	St. John’s College, Palayamkottai	1 st March, 2018
12.	National Seminar on “Emerging Trends in Indian Services Sector in the Global Context”	GVN College	2 nd March, 2018
13.	International Seminar on “Technology and Its Impact on Commerce and Management in the Global Era”	GVN College	27 th September, 2018
14.	National Conference on “Recent Trends in Commerce and Management”	GVN College	22 nd February, 2019
15.	State Level Seminar on “Digital Literacy and Its Impact on Indian Economy”	V.H.N.S.N. College (Autonomous), Virudhunagar	27 th September, 2019
16.	National Seminar on “Emerging Trends in Indian Economy and Trade”	UGC	16 th March, 2020
17.	National Seminar on “Entrepreneurship in Industry 4.0: A Climpse”	Mannar Thirumalai Naicker College, Madurai	16 th December, 2022
18.	National Seminar on “Sustainable Global Business: Current Trends and Challenges”	Sri Kaliswari Collge, Sivakasi	24 th and 25 th August, 2022
19.	Two Day International Conference on “Ethiopia on Prosopopoeia of Stakeholders in the Development of the Youth”	SRNM Collge, Sattur	16 th and 17 th November, 2022

SEMINARS/CONFERENCES/SYMPOSIA/WORKSHOP/ATTENDED:

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1.	Two Days Faculty Development Programme on “Advanced Presentation Skills”	ICT Academy Tamil Nadu	13 th to 14 th July, 2015
2.	Two Day Faculty Development Programme on “Personal and Professional Transformation”	Organized by Internal Quality Assurance Cell,	G. Venkataswamy Naidu College, Kovilpatti held on 1 st and 2 nd December, 2016.
3.	Faculty Development Programme on “Effective Teaching Pedagogy and Enabling Positive Values”	Internal Quality Assurance Cell	G. Venkataswamy Naidu College, Kovilpatti on 24 th April, 2018.
4	“One day Orientation Programme on Re-accreditation Process”	Organized by Internal Quality Assurance Cell,	G. Venkataswamy Naidu College, Kovilpatti held at 25 th April, 2019
5	Faculty Development Programme on “Stress Management”	Organized by Internal Quality Assurance Cell,	G. Venkataswamy Naidu College, Kovilpatti on 13 th June, 2019
6	one Day National Level Faculty Development Programme on “The Art of Writing and Publishing Research Paper in Reputed Journals”	Organized by Department of Business Administration	SSDM College, Kovilpatti on 22 nd February, 2020
7	One Week Faculty Development Programme on “ICT Tools for Effective Teaching and Learning”	Amar Sewa Mandal’s Kamala Nehru Mahavidyalaya,	Nagpur from 23 rd to 28 th May, 2022
8	Two Day National Level Virtual Faculty Development Programme on “Development and Psychometric Analysis using EFA and CFA”	Organized by Department of Commerce (SF),	VHNSN College, Virudhunagar on 29 th and 30 th August, 2022
9	Six Days Faculty Development Programme on “Digitalization in Accounting and Finance”	Organized and Department of Commerce PA	KG College of Arts and Science, on 08 th to 14 th November, 2022
10	One Week Faculty Development Programme on “Upskill Your Resources”	Organized by Department of BBA (SF)	ANJA College (Autonomous), Sivakasi from 07 th to 13 th July, 2023
11	Investor Awareness Programme	Organised by The Institute of Chartered Accountants of India	Sivakasi, on 03 rd November, 2012
12	State Level Workshop on “Entrepreneurship Development Programme”	Organised by Department of BBA (SF)	ANJA College (Autonomous), Sivakasi, on 07 th and 08 th March, 2013
13	Two Day “Staff Competence Building Programme”	Organised by IQAC	GVN College Kovilpatti, on 03 rd and

			4 th June, 2014
14	Two National Seminar on “Rural Women Empowerment”	Organised by Department of Commerce	ANJA College, Sivakasi, on 09 th and 10 th January, 2019
15	Workshop on “Introduction to SPSS Package”	Organised by Department of Management Studies,	V.H.N.S.N. College (Autonomous), Virudhunagar, on 19 th February, 2015
16	One Day National Level Workshop on “Practical Applications of GST and It’s Impact on Indian Economy”,	Organised by Department of Commerce SF,	VHNSN College, Virudhunagar, on 06 th September, 2019
17	One Day National Level Workshop on “Promotion of Academic Integrity and Prevention of Plagiarism”,	Organised by Senthil Research Advocacy Forum	V.H.N.S.N. College (Autonomous), Virudhunagar, on 07 th January, 2020
18	One Day State Level Workshop on “Entrepreneurial Skill Development Programme (ESDP)”,	Organised by Department of Commerce SF,	V.H.N.S.N. College (Autonomous), Virudhunagar, on 17 th March, 2022
19	State Level Technical Workshop on “Intellectual Property Rights”,	Organised by IQAC	GVN College (Autonomous), Kovilpatti, on 21 st and 22 nd July, 2023
20	One Day Workshop on “Role of Artificial Intelligence in Modern Management”	Organised by Sri Vidya College of Engineering & Technology	Virudhunagar, on 13 th October, 2023

SEMINARS/CONFERENCES/WORKSHOPORGANISED:			
S. No	Nameof the Event	Name of the Sponsoring Agency	Place and Date
1	Two Day National Level Virtual Research Development Programme on “Development and Psychometric Analysis using EFA and CFA”		GVNC, 29 th & 30 th August 2022
2	One Day State Level Workshop on “GST E – Filling with Computerized Accounting Software”		6 th February, 2023
3	One Day National Level Seminar on “Indian Accounting Standards and Techniques”		28 th August, 2023
4			

REVIEWERININTERNATIONALJOURNALS			
S. No	Nameof the Journal	Publishers	ISSN/ EISSN
1			
2			
3			
4			
5			
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7			

MEMBERS IN PROFESSIONAL BODY			
S. No	Nameof theBody	Member ID	Location of the BOdy
1			
2			
3			
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Date :

Signature