

Dr.PADMAVATHY B

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Department of Commerce,
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Tiruchirappalli - 17.

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Qualification

Degree	Branch	Institution / University	Year of Passing
commerce	COMMERCE	Holy Cross College	2011
M.COM	COMMERCE	Bharathidaisan University	2010
B.COM	COMMERCE	Holy Cross College	2002
B.COM		Holy Cross College	2002

Cleared NET / SET :	Details	Year of Passing
SET	1202583	october2016

Additional Qualification

Name of Course	Place of Study	Date	Duration
CAREER DEVELOPMENT COURSE	BISHOP HEBER COLLEGE , TIRUCHIRAPPALLI - 620 017 , TRICHY	FEB - MARCH , 2019	TWO MONTHS

Work Experience

Name of Institution	Address of Institution	Designation	From	To
HOLY CROSS COLLEGE	HOLY CROSS COLLEGE TRICHY	ASSISTANT Professor in Commerce	19-06-2014	20-11-2014

Table of Contents

1.	Conferences / workshops / Seminars Attended	6
2.	Research Papers Presented	9
3.	Publication in Journals	11
4.	Publication in Books	0
5.	Books Published / Edited	0
6.	Conferences / Workshops / Seminars Organised	0
7.	Research Projects	0
8.	Resource Person	0
9.	Consultancy	0
10.	Awards Recieved	0
11.	Patent	0
12.	Extension Activities Undertaken	0
13.	Professional Membership	0
14.	M.Phil. / Ph.D. Produced	0 / 0

1. College level Workshop on **"Workshop on CUURICULUM DESIGN AND EVALUATION TECHNIQUES"** sponsored by Bishop Heber College organized by COLLEGE at Trichy during 21/11/2016 to 01/01/1900.
2. College level Workshop on **"CAPACITY BUILDING WORKSHOP"** sponsored by Bishop Heber College organized by INTERNAL QUALITY ASSURANCE CELL at Trichy during 23/07/2016 to 01/01/1900.
3. National level Conference on **"NATIONAL CONFERENCE ON DISASTER RISK REDUCTION"** sponsored by UGC organized by HOLY CROSS COLLEGE at Trichy during 02/10/2011 to 01/01/1900.
4. National level Conference on **"NATIONAL CONFERENCE ON E-PUBLISHING IN THE PRESENT ERA OF CONSORTIUM"** sponsored by UGC organized by HOLY CROSS COLLEGE at Trichy during 21/03/2011 to 01/01/1900.
5. National level Conference on **"NATIONAL CONFERENCE ON EMERGING TRENDS IN WOMEN LEADERSHIP IN INDIA"** sponsored by UGC organized by HOLY CROSS COLLEGE at Trichy during 03/01/2011 to 03/01/2011.
6. National level Workshop on **"WORKSHOP ON ACCESS TO LIBRARY NETWORKS AND SCHOLARLY DATABASES"** sponsored by UGC organized by BHARATHIDASAN UNIVERSITY at Trichy during 16/12/2010 to 01/01/1900.



1. **"MEDIA TOOL - PESTER POWER [CHILDREN INFLUENCING PARENTS BUYING DECISION]"** in the International conference on *CURRENT ISSUES IN INDIAN ECONOMY* sponsored by , organized by DEPARTMENT OF COMMERCE - BISHOP HEBER COLLEGE , TRICHY at TIRUCHIRAPPALLI during 08/01/2020 to 08/01/2020.
2. **"A STUDY ON CHANGING PATTERN OF PESTER POWER AND ITS INFLUENCE IN CHILDREN"** in the International conference on *SUSTAINING A COMPETITIVE ADVANTAGE IN THE CHANGING BUSINESS SCENARIO* sponsored by , organized by DEPARTMENT OF COMMERCE - BISHOP HEBER COLLEGE , TRICHY at TRICHIRAPALLI during 12/09/2018 to 12/09/2018.
3. **"A STUDY ON THE CONSUMER AWARENESS TOWARDS THE USAGE OF CREDIT CARDS IN TIRUCHIRAPALLI DISTRICT"** in the International conference on *SUSTAINING A COMPETITIVE ADVANTAGE IN THE CHANGING BUSINESS SCENARIO* sponsored by , organized by DEPARTMENT OF COMMERCE - BISHOP HEBER COLLEGE , TRICHY at TRICHIRAPALLI during 12/09/2018 to 12/09/2018.
4. **"A Study on Facebook as an Online Marketing Tool with special reference to Flipkart company"** in the National conference on *e- Marketing Trends _ A Platform for Digital thinkers* sponsored by , organized by Kongu Arts and Science College at Erode during 16/12/2017 to 01/01/1900.
5. **"A STUDY ON THE CONSUMER ADOPTION OF MOBILE WALLET"** in the International conference on *EMERGING TRENDS IN SERVICE SECTOR IN THE TRANSFORMATION OF INDIAN ECONOMY* sponsored by , organized by DEPARTMENT OF COMMERCE - BISHOP HEBER COLLEGE , TRICHY at TRICHIRAPALLI during 01/12/2017 to 01/12/2017.
6. **"A STUDY ON THE NEED FOR RURAL ENTREPRENEURSHIP DEVELOPMENT IN INDIA"** in the National conference on sponsored by START UP INDIA - A WAY TO STAND UP INDIA, organized by VIRUDHUNAGAR HINDU NADARS SENTHIKUMARA NADAR COLLEGE at VIRUDHUNAGAR during 03/03/2017 to 03/03/2017.
7. **"A STUDY ON THE IMPACT OF DEMONETISATION IN VARIOUS SECTORS OF INDIAN ECONOMY"** in the National conference on *IMPACT OF DEMONETISATION IN INDIA* sponsored by , organized by REV JACOB MEMORIAL CHRISTIAN COLLEGE at DINDIGUL during 15/02/2017 to 15/02/2017.
8. **"FUTURE OF LIBRARIES AND ROLE OF LIBRARIAN - A PERSPECTIVE"** in the National conference on sponsored by INDIAN ACADEMIC LIBRARY ASSOCIATION - TAMILNADU CHAPTER, organized by HOLY CROSS COLLEGE at TIRUCHIRAPPALLI during 21/03/2011 to 21/03/2011.
9. **"DISASTER RISK REDUCTION"** in the National conference on *NATIONAL CONFERENCE ON DISASTER MANAGEMENT* sponsored by UGC, organized by HOLY CROSS COLLEGE at Trichy during 10/02/2011 to 11/02/2011.

1. **"AN EMPIRICAL STUDY ON PESTER POWER CONSUMER BEHAVIOUR IN CHILDREN WITH REFERENCE TO TIRUCHIRAPALLI DISTRICT"** published in JOURNAL OF MANAGEMENT AND ENTREPRENEURSHIP (PEER REVIEW) Vol. 16, Issue No. 1, March 2022 ISSN : 2229-5348.
2. **"AN EMPIRICAL STUDY ON PESTER POWER CONSUMER BEHAVIOUR IN CHILDREN WITH REFERENCE TO TIRUCHIRAPALLI DISTRICT"** published in TURKISH ONLINE JOURNAL OF QUALITATIVE INQUIRY (PEER REVIEW) Vol. 12, Issue No. NO 6, July 2021 ISSN : 1309-6591.
3. **"CHILD " S USE OF PESTER POWER IN TIRUCHIRAPPALLI DISTRICT"** published in EFFLATOUNIA (PEER REVIEW) Vol. , Issue No. , July 2021 ISSN : 1110-8703.
4. **"A STUDY ON THE REQUEST STRATEGIES ADOPTD TOWARDS PESTER POWER CREATION BY THE CHILDREN IN TIRUCHIRAPPALLI DISTRICT"** published in JOURNAL OF FUNDAMENTAL AND COMPARITIVE RESEARCH (NON PEER REVIEW) Vol. VII, Issue No. NO 4, June 2021 ISSN : 2277-7067.
5. **"AN IMPACT ON TELEVISION ADVERTISING CREATING PESTER POWER AMONG CHILDREN IN TIRUCHIRAPALLI DISTRICT"** published in ANVESAK (PEER REVIEW) Vol. 51, Issue No. 01, June 2021 ISSN : 0378-4568.
6. **"A STUDY ON PESTER POWER CREATION AMONG CHILDREN WITH REFERENCE TO TIRUCHIRAPPALLI DISTRICT"** published in PRIMAX INTERNATIONAL JOURNAL OF COMMERCE AND MANAGEMENT RESEARCH (NON PEER REVIEW) Vol. , Issue No. SPECIAL ISSUE, August 2019 ISSN : 2321-3604.
7. **" A STUDY ON PESTERING AMONG PRE-SCHOOLERS WITH REFERENCE TO TIRUCHIRAPALLI DISTRICT."** published in OUR HERITAGE (NON PEER REVIEW) Vol. , Issue No. , February 2019 ISSN : ---.
8. **"A Study on the consumer awareness towards the usage of credit cards in Trichirapalli Town"** published in Primax foundation (PEER REVIEW) Vol. , Issue No. , September 2018 ISSN : 2279_543X.
9. **"A Study on facebook as an online Marketing tool with special reference to Flipkart company"** published in International Journal of Business and Administration Research Review (PEER REVIEW) Vol. 1, Issue No. 20, December 2017 ISSN : 2348-0653.
10. **"A Study on facebook as an online Marketing tool with special reference to Flipkart company"** published in International Journal of Business and Administration Research Review (PEER REVIEW) Vol. 1, Issue No. 20, December 2017 ISSN : 2348-0653.
11. **"A STUDY ON PESTERING AMONG CHILDREN WITH REFERENCE TO PUDUKOTTAI DISTRICT"** published in KALA - JOURNAL OF INDIAN NATIONAL CONGRESS (PEER REVIEW) Vol. , Issue No. , January 1900 ISSN : ---.

