

**Mrs.S.KAVITHA**

Assistant Professor,  
Department of Commerce,  
Bishop Heber College,  
Tiruchirappalli - 17.

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Web:

## Qualification

Degree	Branch	Institution / University	Year of Passing
PGDCA	Computer Science	Bishop Heber College	2020
M.Phil.	Commerce	Bharathidasan University	2007
M.Com	Commerce	Annamalai University	2001
B.Com	Commerce	Bharathidasan University	1999

## Ph.D. Details

Title of Thesis		Area of Specialization	
A Study of Brand Switching Attitude of Suscribers		Marketing	
Research Supervisor	Research Centre	Year of Award	
Dr. K. Muthulakshmi	Bishop Heber College	Pursuing	

## Additional Qualification

Name of Course	Place of Study	Date	Duration
Tally	BDPS	1	1
Diploma in office 2000-Tally	American Online Computer Education	april 2003	3
Office Automation	BDPS	3	3
Certificate Programme in Calligraphy	BHC, Trichy-17	September 2009	3

## Work Experience

Name of Institution	Address of Institution	Designation	From	To
SISI Computer Centre	1st Floor, Crystal Plaza, Trichy	Tally Faculty(Part time)	10.01.04	30.06.05
JSS	WWA, OFT - 16	Tally Faculty(Part time)	01.01.2005	31.03.2005
RBK	Phase I, Anna Nagar, Near Ganesh Temple, Trichy	Tally Faculty(Part time)	01.04.03	31.01.04
Bishop Heber College	Vayalur Road, Trichy -17	Assistant Professor	19-04-2005	Till date
IECD	Bharahidasan University,IECD Campus, Kajamalai Campus	Tally Instructor	April 2011	July 2011

## Teaching / Research Experience

**U.G. :** 12

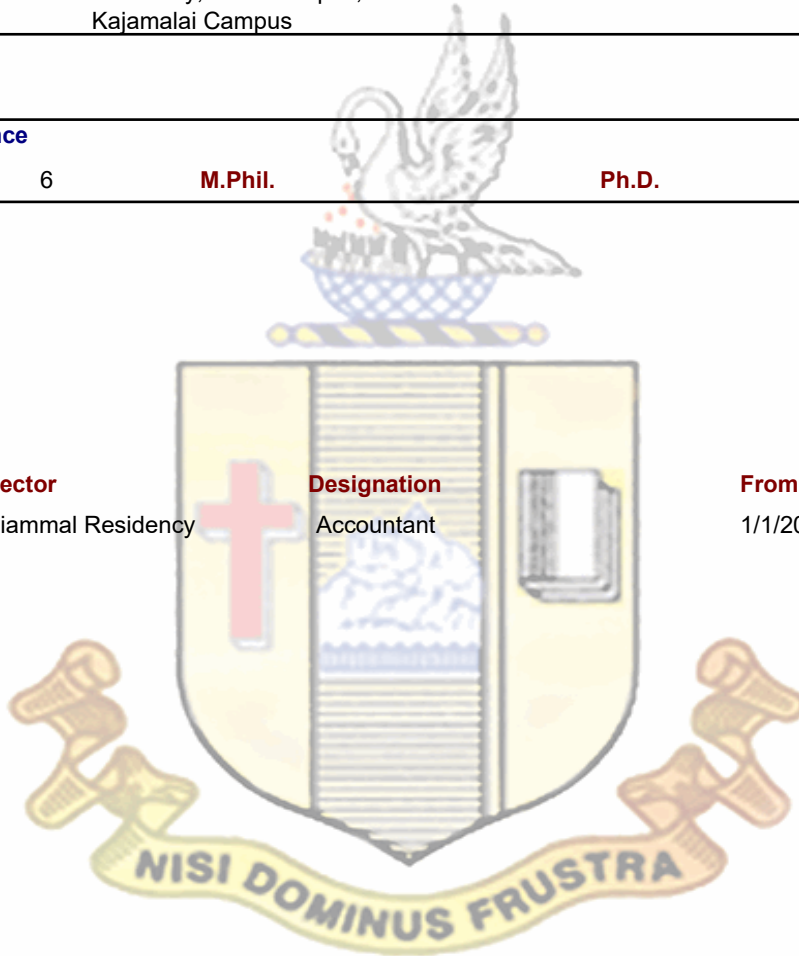
**P.G. :** 6

**M.Phil.**

**Ph.D.**

## Field Experience

Type	Name of the Sector	Designation	From	To
Industry	Annai Rukmaniammal Residency	Accountant	1/1/2015	12/31/2016



## Table of Contents

1.	<b>Conferences / workshops / Seminars Attended</b>	<b>22</b>
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4.	<b>Publication in Books</b>	<b>0</b>
5.	<b>Books Published / Edited</b>	<b>0</b>
6.	<b>Conferences / Workshops / Seminars Organised</b>	<b>1</b>
7.	<b>Research Projects</b>	<b>0</b>
8.	<b>Resource Person</b>	<b>0</b>
9.	<b>Consultancy</b>	<b>0</b>
10.	<b>Awards Recieved</b>	<b>3</b>
11.	<b>Patent</b>	<b>0</b>
12.	<b>Extension Activities Undertaken</b>	<b>0</b>
13.	<b>Professional Membership</b>	<b>0</b>
14.	<b>M.Phil. / Ph.D. Produced</b>	<b>0 / 0</b>

1. National level Seminar on **"jan andolan for covid - 19"** sponsored by Govt. of India organized by Govt. of India at Tiruchi during 20/10/2020 to 20/10/2020.
2. State level Workshop on **"E.Content Effective Tools"** sponsored by Adithnar college & Rani Anna College organized by Adithnar college & Rani Anna College at Tirunelveli during 17/06/2020 to 17/06/2020.
3. State level Workshop on **"How to crack ugc Net Exam in commerce"** sponsored by Professor Academy organized by Professor Academy at Tiruchi during 14/06/2020 to 01/01/1900.
4. National level Seminar on **"Essential Skills & Attitude for 2020"** sponsored by ADHIYAMAN ARTS AND SCIENCE COLLEGE FOR WOMEN organized by ADHIYAMAN ARTS AND SCIENCE COLLEGE FOR WOMEN at Krishnagiri during 12/06/2020 to 12/06/2020.
5. State level Workshop on **"Webinar on unlocking Online Evalution"** sponsored by Bhc organized by IQAC at Tiruchi during 22/05/2020 to 22/05/2020.
6. State level Workshop on **"Computer Application of Social Science Research"** sponsored by AGURCHAND MANMULL JAIN COLLEGE organized by AGURCHAND MANMULL JAIN COLLEGE at namakkal during 20/05/2020 to 21/05/2020.
7. College level Workshop on **"Tally with GST"** sponsored by PG and Research department of Commerce, organized by PG and Research department of Commerce, at Bishop Heber College during 30/08/2019 to 30/08/2019.
8. College level Seminar on **"GST and its Implication on business"** sponsored by PRIST UNIVERSITY organized by PRIST UNIVERSITY at TRICHY during 20/08/2019 to 20/08/2019.
9. National level Workshop on **"Research Methodology, Statistical Data Analysis and Interpretation"** sponsored by Institute for Statistics and Analytical Research organized by Institute for Statistics and Analytical Research at Chennai - 600040 during 01/04/2019 to 01/06/2019.
10. College level Workshop on **"Examinations and Evaluation Reforms"** sponsored by IQAC organized by IQAC at BHC, Trichy - 17 during 10/03/2018 to 10/03/2018.
11. International level Conference on **"Emerging Trends in Service Sector in the Transformation of the Indian Economy"** sponsored by PG & Research department of commerce organized by PG & Research department of commerce at Trichy - 17 during 01/12/2017 to 01/12/2017.
12. College level Workshop on **"Skills Building"** sponsored by BHC, Trichy organized by Dr. B.S. Swaroop Rani at BHC, Trichy during 29/01/2016 to 29/01/2016.
13. College level Orientation on **"Econometrics for Management Research Using E-Views Software"** sponsored by Gnanam School of Business organized by Mrs. Gayathri at Gnanam School of Business, Thanjavur during 27/09/2014 to 27/09/2014.
14. International level Conference on **"Integration and implementation of research to become a reflexive researcher"** sponsored by PG and Research Department of Commerce, Cauvery College for Women organized by PG and Research Department of Commerce, Cauvery College for Women at Trichy - 18 during 18/08/2014 to 19/08/2014.
15. National level Seminar on **"E-Resources of Scholarly Communication"** sponsored by Anna University Bharathidasan Institute of Technology, Trichy organized by at Anna University Bharathidasan Institute of Technology, Trichy during 28/02/2014 to 28/02/2014.
16. College level Workshop on **"Research Techniques and Use of SPSS Software for Data Analysis"** sponsored by PG & Research Department of Commerce, BHC, Trichy organized by Dr. D. Joseph Angarasu at BHC, Trichy during 12/02/2014 to 12/02/2014.

17. National level Workshop on **"Statistical Tools And Techniques"** sponsored by Srtinivasan College of Arts and Science, Perambalur organized by Department of Commerce and Management Studies, Srinivasan College of Arts and Science, Perambalur at Srinivasan College of Arts and Science, Perambalur during 23/12/2013 to 24/12/2013.
18. College level Workshop on **"Workshop on Research Techniques and Data Analysis"** sponsored by PG & Research Department of Commerce, BHC, Trichy organized by Dr. G. Gnanaraj at BHC, Trichy during 21/10/2013 to 21/10/2013.
19. National level Conference on **"Developing Skills for Knowledge Resource Centres Management"** sponsored by UGC organized by Dr. A. Manoharan at BHC, Trichy during 22/02/2013 to 23/02/2013.
20. College level Workshop on **"Application of Statistical Tools in Business Research"** sponsored by ICSSR organized by Department of Management Studies, Periyar Maniammai University, Vallam, Thanjavur at Department of Management Studies, Periyar Maniammai University, Vallam, Thanjavur during 19/01/2012 to 20/01/2012.
21. College level Workshop on **"Examination Reforms & Evaluation"** sponsored by BHC, Trichy organized by Internal Quality Assurance Cell at BHC, Trichy during 25/03/2011 to 26/03/2011.
22. College level Seminar on **"Science, Society and Religion"** sponsored by Indian Institute of Science and Religion, Pune organized by BHC, Trichy at BHC, Trichy during 19/02/2011 to 19/02/2011.

#### Research Papers Presented

- 6

1. **"The influence on smartphone in Bishop Heber College: A Study"** in the International conference on *Digital Transformation in Banking & Finance* sponsored by -, organized by Department of Commerce at Bishop Heber College, Trichy - 17 during 23/03/2022 to 24/03/2022.
2. **"A Study of Utilisation and Impact of SNS Among School Students"** in the International conference on *Sustaining a Competitive Advantage in the Changing Business Scenario* sponsored by , organized by PG & Research Department of Commerce, Bishop Heber College at Tiruchirappalli - 17 during 09/12/2018 to 09/12/2018.
3. **"A Study on Customers Satisfaction on Service Quality in Femina Shopping Mall, Trichy"** in the International conference on sponsored by , organized by PG & Research Department of Commerce at Trichy-17 during 10/08/2014 to 01/01/1900.
4. **"A Study on IT Competency among Non-CS Students, Bishop Heber College"** in the National conference on *Talent Management* sponsored by PG & Research Department of Commerce, BHC, Trichy, organized by Dr. D. Fennela Agnes Ilin at BHC, Trichy during 05/10/2012 to 05/10/2012.
5. **"A Studyon Brand Preference of Mobile Phone Users of College Students in Tiruchirappalli"** in the International conference on sponsored by , organized by PG & Research Department of Commerce at Trichy-17 during 01/01/1900 to 01/01/1900.
6. **"A Study on Evaluation of Onlie Marketing Attributes with Special Reference to JABONG.Com"** in the International conference on sponsored by , organized by PG & Research Department of Commerce at Trichy-17 during 01/01/1900 to 01/01/1900.



1. **"The Influence on Smartphone on Bishop Heber College: A Study"** published in Journal of the Oriental Institute (PEER REVIEW) Vol. 71, Issue No. 01, March 2022 ISSN : 0030-5324.
2. **"A Study on Utilisation and Impact of SNS among School Students"** published in International Journal of Scientific Research and Review (PEER REVIEW) Vol. 7, Issue No. 2276-543X, December 2019 ISSN : ---.
3. **"Customer Relationship Management in the Present Scenario"** published in B-Digest Publications (CONFERENCE PROCEEDING) Vol. , Issue No. , September 2013 ISSN : ---.

## Conferences / Workshops / Seminars Organised

- 1

1. College level Workshop Entitled **"Tally Prime"** at Bishop Heber College, Trichy, sponsored by Kalvi, during 22/04/2022 to 23/04/2022.

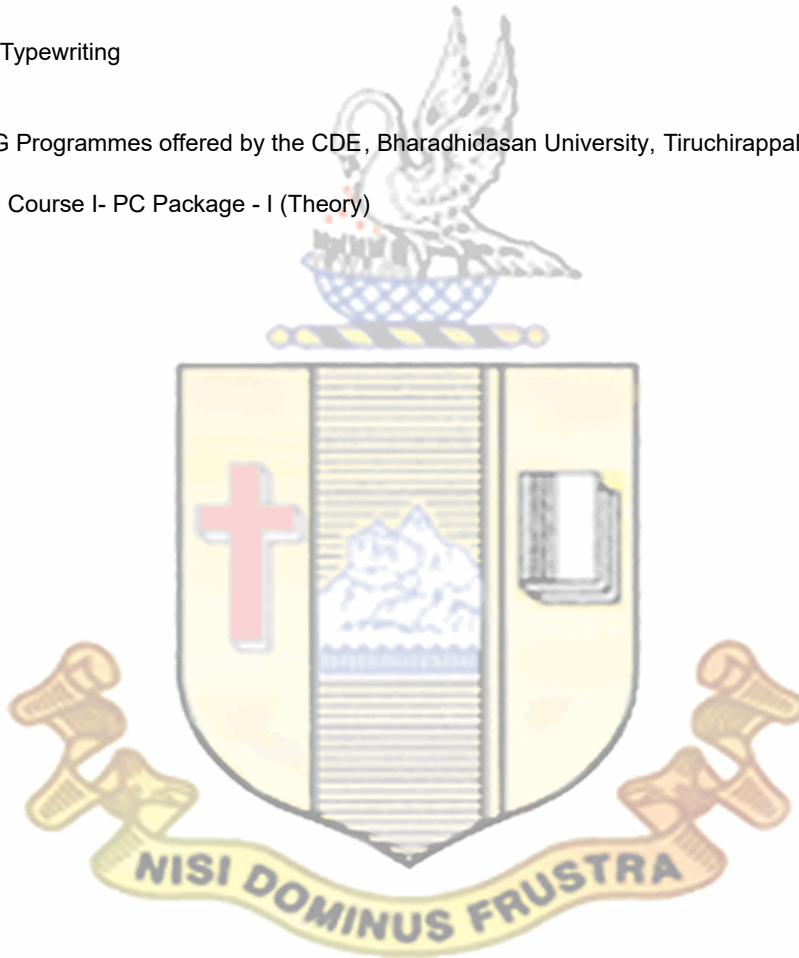
## Awards Recieved

- 3

Award Name	Presented by	Year	Level	Instituted by / Place	amount
Second Prize in Rangoli	Dr. Vijayarani	12/03/2012	COLLEGE	SADHANA (Cell for Women), BHC, Trichy	
Second Prize in Cooking Competition(Sweet)	Dr. Vijayarani	08/03/2011	COLLEGE	SADHANA (Cell For Women)	
Second Prize in Cooking Competition	Dr. Geetha. V	22/02/2010	COLLEGE	SADHANA (Cell for Women), BHC, Trichy	

## Additional Information

- @ SET - Additional Chief in 2016
  
- @ Resource Person for:  
Young Student Scientist Programme - 2008 at Bishop Heber College From 01-05-2008 to 30-05-2008
  
- @ Resource Person for UG Programmes offered by the CDE, Bharathidasan University, Tiruchirappalli - 24  
Course :- III B.Com.  
Title of the Paper:- Applied Paper-I- Management Accounting and Financial Management  
Date 15-12-2016
  
- @ Nomination of Hall Superintendents for TANCET 2011 on 28th and 29th May 2011 at BHC, Trichy-17
  
- @ Technical Qualification: Typewriting  
Junior Grade - English  
Higher Grade - English
  
- @ Resource Person for UG Programmes offered by the CDE, Bharathidasan University, Tiruchirappalli -24. Course:- I. B.Com(CA)  
Title of the Paper: Allied Course I- PC Package - I (Theory)  
Date: 18-12-2013



**Signature of Staff**  
**(S.KAVITHA)**