

CURRICULUM VITAE



Name : K. PUNITHA
Designation : Assistant Professor
Qualification : M.C.S, M.Com, M.B.A, M.Phil, PGDAS.
,Ph.D, SET
Date of Birth : 25.11.1971
E-mail ID : puniselva71@gmail.com
Mobile Number : 9524939959
Address : 139,Nizam Colony , Pudukkottai.622001
Teaching Experience : 24 Years

S.No	Name of the Institution	Period of Service
1.	J.J. College of Arts and Science (Autonomous)	10.02.2005 to Till Date

Publications

Research papers : 10
Citations / h – index / i 10 - index : Nil
Cumulative Impact Factor : 20.028
Book (s) Published : Nil
Book Chapter : Nil

- 1) K.Punitha,"Challenges and opportunities in marketing of specialty egg"
Journal of financial services and management –ISSAN-0976-1632 vol-2,oct-dec2011.
- 2) K.Punitha," "A new marketing strategic to take advantage of new opportunity:Rebranding"
Jamal institution of management –JMC-trichy –ISBN-978-81-909104-08-jan-2011
- 3 K.Punitha., and Dr. A. Selvarani"Evolution of employee engagement-review"
Journal of international academic research for multidisciplinary-ISSN 2320-5083 Impact factor-1.393-VOL -1 issue-2 .Dec 2013.
- 4) K.Punitha., and Dr. A. Selvarani, An analytical study on employee team building process in textile firm-trippur india" International journal of commerce,business and management-ISSN 2319-2828 vol.3.No.1.feb.2014.
- 5). K.Punitha., and Dr. A. Selvarani,A Study on Employee Engagement inChettinad Cement Corporation limited,Puliyur, Karur.International Journal of Management, Volume 6, Issue 1, January (2015), pp. 646-655 Journal Impact Factor (2014): 7.2230 (Calculated by GISI)
- 6) K.Punitha,"Work Life Balance issues of Women Employees in Educational sector Inclusive Economic Growth –Jamal Academic Research Journal : A Interdisciplinary (volume III)-ISSN-0973- 0303 -Jamal Mohamed College (Autonomous)- Tiruchirappallai
- 7 Dr.K.Punitha,") Paradigm shift of administration in working finance with special reference to Indian commercial vehicle industry, International Journal of advance Research , Ideas and Innovations in Technology Volume 4, Issue 5 ISSN:2454-132X Impact Factor :4.295 and Available online at : www.ijariit.com.
- 8.Dr. K.Punitha," A Study on Career Self-Efficacy Beliefs on Career exploration among Students (with Special reference to MBA Students in Tiruchirappallai District – Tamilnadu. International Journal of Management Studies Volume –V Issue-4(8)-October2018 – ISSN 2249-0302 ISSN (online) 2231-2528- Impact Factor (IBI) - 2.26- UGC Approved Journal NO: 44925 <http://www.researcherworld.com/ijms>
- 9 . Dr.K.Punitha,"CAREER DEVELOPMENT, PLANNING AND MANAGEMENT FROM THE ORGANISATIONAL PERSPECTIVE The International journal of analytical and experimental modal analysis Volume XII, Issue II, February/2020 ISSN NO: 0886-9367 Page No:1725- 1739
10. Dr.K.Punitha,"A STUDY ON CAREER PREFERENCE AND FACTORS INFLUENCING AMONG STUDENTS (with special reference to MBA students in Madurai District)The International journal of analytical and experimental modal analysis , Volume XI, Issue IX, September/2019 impact Factor6.3 UGC Approved Journal.

Paper Presentation in Conference/Seminar/Workshop

S.No.	Presented/ Participated	Date & Place	Topic
1	Presented	21- 22 Sep. 2006 Global Business and Policy	A Pyramids Shift in the Indian Retailing

		Modelling “ at Adikalamatha College, Thanjavur	
2	Presented	21-22- Sep -2006 Global Business and Policy Modelling “ at Adikalamatha College, Thanjavur	Private Label-Booming in Retail Sectors
3	Presented	24, Sep 2011“Marketing Research in Emerging Global Scenario” at Sri Venkateswara College of Arts and Science	A Role of Strategic in Modern Industries- CRM
4	Presented	3, Feb 2012,Managerial Challenges for Contemporary Business” Karpaga Vinayaga Institute of Management KIM, Pudukkottai	Employee Branding – Enterprising Selves
5	Presented	24, April 2013 “Future of Workplace – Employee Expectation and Perception” at Karpaga Vinayaga Institute of Management KIM, Pudukkottai	Challenges and Strategies- Diversity in Work Place

Research Guidance

1	Ph.D.	Guiding : 0	Completed : 0
2	M.Phil.	Guiding : 02	Completed : 01

Research Guidance

1	Ph.D.	Guiding : 0	Completed : 0
2	M.Phil.	Guiding : 01	Completed : 1

Awards and Achievements

1. Acted as Chair person in National Seminar on “Innovation and Strategic Business Practices in Global Economy” conducted at M.R. Govt College, Mannargudi- January 23, 2015
2. Resource Person – Park College Triupur National Seminar – 26, Jan 2020

