

CURRICULUM VITAE



Name : Dr.S.PARITHI

Designation : Assistant Professor

Qualification : M.B.A.,M.Sc.(PSy),Ph.D., NET.

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Teaching Experience : 10 Years

S.No	Name of the Institution	Period of Service
1.	Sri Sarada Niketan College For Women	1.07.2013 to 12.04.2013
2.	J.J. College of Arts and Science (Autonomous)	09.06.2014 to Till Date

RESEARCH PAPERS PUBLISHED

Research Papers : 17

Book Published : Nil

Book Chapter : Nil

1. ***“Relationship of Gold Market and Stock Market – An Analysis”***, INTERNATIONAL JOURNAL OF BUSINESS AND MANAGEMENT TOMORROW - Vol -2 , No -6
ISSN: 2249-9962
2. ***“Micro, Small and Medium Enterprises in India –An Analysis”***,INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS AND MANAGEMENT -
Vol -2 , No -8ISSN: 2231-4245.
3. ***“A study on marketing feasibility of Lock manufacturing units In Dindigul District”***,INDIAN JOURNAL OF APPLIED RESEARCH - Vol -2 , No -1 October
2012ISSN: 2249-555X.
4. ***“Measuring the Gender Gap- An Overview”***, NEW FRONTIERS IN EDUCATION– Vol-
45, No- 3 July- September 2012 ISSN: 0972-1231.
5. ***“Brand image a new marketing strategy with special reference to Dindigullocks”***,ASIA
PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW – *vol.2*,
February 2013 ISSN: 2319-2836.
6. ***“Brand image creates its market with special reference to Dindigul locks”***,
ARUNA PUBLICATIONS, CHENNAI, *February 2013* ISBN:9789381790939.
7. ***“Recommendations of Financial Exclusion – Steps for Financial Inclusion”***,
RESEARCH EXPLORER – Vol 2, April 2013 ISSN: 2250-1940.
8. ***“Problems and Prospects of Women Entrepreneurs”***, RESEARCH EXPLORER – Vol 2,
Issue 10, April 2013 ISSN: 2250-1940.
9. ***“The Employability skills of management students”***, NAZARETH EDUCATIONAL
PEDAGOGY AND EDUCATIONAL RESEARCH – VOL 2, JUNE 2013.
10. ***Enhancing Employee Excellence in Organisation- A conceptual framework”***, ASIA
PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW – *vol.3 (9)*, *September*
2014
11. ***“Career opportunities in marketing for women”***, GENDER EQUITY THROUGH
WOMEN – *page No: 252-255*.
12. ***“A Study On Service Marketing of Banking sectors with special reference to nationalised
banks in Sivagangai District”***, JOURNAL OF MANAGEMENT VOL 5 , ISSUE
10,OCTOBER 2018, - VOL 4, ISSUE 2,SEPTEMBER 2017, Page No: 173-176.

13. “ *Customer service utilisation in selected public and private sector banks in Sivagangai District*”, JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH - VOL 5 , ISSUE 9,SEPTEMBERBER 2018, Page No: 468-474.
14. “ *A Study on Job Characteristics and Job satisfaction effect work performance of employees with special reference to selected manufacturing companies at Visakhapatnam District of Andrapradesh*”,JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH - VOL 5 , ISSUE 10,OCTOBER 2018, Page No: 399-404.
15. “*A study on Human Resource Planning Impact of Job characteristics on Job Satisfaction of Employees in Pharmaceutical Companies at Vishakhapatnam District of Andhrapradesh, India*”, JOURNAL OF REVIEW OF RESEARCH, VOL 8 , ISSUE 1,OCTOBER 2018, Page No: 1-8.
16. “ *Importance of working Capital Management*”,JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH - VOL 5 , ISSUE 6,ISSUE 6,JUNE 2019, Page No: 342-347.
17. “ *Investors attitude and perception towards Investment Option Available In India*”,JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH - VOL 5 , ISSUE 6,JUNE 2019, Page No: 685-691.

PAPERS PRESENTED IN INTERNATIONALAND NATIONAL CONFERENCES

S.No.	Title of Paper presented	Name of Programme	Organizer	Date
1	<i>TamilagathinManithavalam</i>	TamilagaAriviyalPaaravai	Alagappa University – Karaikudi	September 11 – 13, 2009 and got the Best Paper Award.
2	Impact on Financial Crises – Environmental Issues	UGC Sponsored Seminar	Department of Distance Education and School of Education at AlagappaUniversity	September 11 – 13, 2009
3	Women Entrepreneurs- Future Prospects	Managing the Future	Department of Management Studies, Sourashtra College –	February 26, 2010

			Madurai	
4	The Impacts of Tourism In India	The impact of Tourism on Indian Economy	ArumugamPillaiSeethaiAmmal College – Thiruppathur	April 5, 2010
5	Enhance Employability Skills among Management Students	Evolving Strategies for Employability of Students in Higher Education	Department of Lifelong Learning, Alagappa University – Karaikudi	April 23-24, 2010
6	Manpower Management in Lock Manufacturing Units in Dindigul Districts	International Conference on Management Practices for Sustainable Growth	Annamalai University	July 28-30, 2010
7	Role of NAAC in Quality Assurance in Higher Education	NAAC Sponsored National Seminar on ‘Quality Assurance in Higher Education: Global Perspective’	ArumugamPillaiSeethaiAmmal College – Thiruppathur	October 21-22, 2010
8	Relationship of Gold Market and Stock Market – An Analysis	UGC sponsored Sixth International Seminar on ‘Emerging Capital Markets: Issues and Challenges’	Bharathidasan University	January 8-9, 2011
9	Measuring the Gender Gap – An overview	National Conference on ‘Gender Gap In India’ (NCGG – 2011) at Centre for women Studies	Alagappa University – Karaikudi	February 2, 2011
10	Corporate Governance Of Banks	National Conference on ‘Corporate Social Responsibility and sustainable Development’	Gandhi gram Rural Institute – Gandhi gram	February 23-24, 2011.
11	Impact on LPG in small scale industry with special reference to Dindigul lock	International Seminar on ‘Impact of LPG in Indian Business Scenario’	AnnaiMathammalSheela Engineering College- Erumapatty	February 26 th 2011

	manufacturing units			
12	<i>Problems Faced By Lock Manufacturing Units in Dindigul dist.,</i>	International conference on “Business Mosaic – Sarigamapadani”	Alagappa University – Karaikudi	March 24-26, 2011
13	Dindigul Lock Manufacturing Industry-Need for Entrepreneurship	National Conference on ‘Emerging Entrepreneurial & Economic Environment’	Alagappa Institute of Management – Karaikudi	March 8-9, 2012
14	Significance of Micro, Small and Medium Enterprises	International Conference on ‘Impact of Global crises in Indian Business”	Erumappatty, Namakkal district	14 th September, 2012
15	Destination of Gender equality	National Conference on ‘Gender mainstreaming : towards Gender equality, Equity & Sustainable human development (NCGM -2012)’	Department of Women’s Studies, Alagappa University – Karaikudi	17 th September, 2012
16	Business Ethics in Micro, Small and Medium Enterprises	International Conference on ‘corporate social responsibility – The Indian Perspective’	Department of corporate secretaryship, Vellalar College for women - Erode	18 th September, 2012
17	Brand image creates its market with special reference to Dindigul locks	National Conference on ‘Recent Trends in Marketing – Opportunities and Challenges’	National Institute of Technology	20 th February, 2013
18	Internalization of Small scale Industries	International Conference on ‘The Role of Management in Global Business’	Department of Management Studies PavendarBharathidasan college of Engineering and technology	1 st March , 2013

19	Recommendations of Financial Exclusion – Steps for Financial Inclusion	UGC sponsored National Seminar on ‘Financial Inclusion for Inclusive Growth – Issues & Challenges’	Department of Commerce , Periyar E.V.R. College	26 th & 27 th April 2013
20	Problems and Prospects of Women Entrepreneurs	National Seminar on ‘Issues and Challenges of Women in Indian Society’	Department of Women’s Studies, Bharathidasan University	29 th & 30 th April 2013
21	Challenges of Women Empowerment	International Conference on ‘Social Exclusion and Inclusion of Women’	Centre of Women’s Studies, Alagappa University	20 th &21st August 2013
22	Enhancing Employee Excellence	International Conference on ‘Management Excellence Triumphs Ahead’	Sri Sarada Niketan College for Women, Amaravathipudur.	20 th &21stSeptember 2013
23	Impact of FDI in Indian Economy	Emerging Trends in FDI	Ananda College	11th & 12th December 2013
24	Green Computer – An Innovative way of Excellence	International Conference on “Innovation and implementation of technology in Global Business”	Kongu Arts & Science College	3rd February 2014
25	Enhancing knowledge of green computer for controlling E-waste	International Conference on “Emerging Dimensions of Management – Issues and Challenges”	J.J.College of Arts & Science	5th & 6th September 2014
26	Entrepreneurial education and Training – An Analysis	International Conference on “Management Excellence Triumphs	Sri Sarada Niketan College for Women, Amaravathipudur.	18th & 19th September 2014

		Ahead”		
27	Analysis of Emotional Intelligence among nurses with special reference to Chennai	International Conference on “ICBM”	J.J.College of Arts & Science	5th & 6th August 2016

FACULTY DEVELOPMENT / TRAINING PROGRAMMES ATTENDED

S.No.	Programme Nature	Name of the Programme	Organiser	Date
1	Faculty Development Programme	<i>Entrepreneurship</i>	Alagappa Institute of Management, Karaikudi	5-4-2011 to 19-4-2011.

CONFERENCES / WORKSHOPS / SEMINARS ATTENDED

S.No.	Programme Nature	Name of the Programme	Organiser	Date
1	Workshop	Art of Writing Research Article	Department of Commerce and Financial studies, Bharathidasan University	October 23-24, 2010
2	Workshop	Corporate Readiness Program	Department of Corporate Secretary ship, Alagappa University	January 31-February 1, 2011
3	Symposium	Women in Administration: Trends, Challenges & Opportunities	Department of Women’s Studies, Alagappa University	March 8, 2012

4	UGC National Seminar	Reminiscences of Pandit Jawarhalal Nehru: Contemporary perspectives	Centre or Nehru studies, Alagappa University	March 28th&29th, 2012
5	UGC sponsored National workshop	Methodological Metrics in Business Research	Department of International Business and Commerce, Alagappa University	April 23rd& 27th, 2012
6	National Seminar	Role of cooperatives in Agricultural Development	Department of Economics and Rural Development, Alagappa University	October 16, 2012
7	National Conference	Retailing	K.S.R. School of Management	December 12, 2012

Research Guidance

- | | | | |
|---|----------------|--------------|---|
| 1 | Ph.D. | Guiding : 08 | Synopsis Submitted : 2
Completed : Nil |
| 2 | M.Phil. | Guiding : 01 | Completed : 13 |

Awards and Achievements:

- Research Advisor in Bharathidasan University.
- Acted as a Board of study member in J.J. college of Arts & Science (Autonomous), Pudukkottai and Fatima College (Autonomous), Madurai.
- Doctoral Committee Member for 5 Ph.D. Scholars in Bharathidasan University.
- External examiner in Bharathidasan University affiliated colleges for M.Phil and M.B.A. viva-voce.
- International conference co-ordinator (2016 & 2019) in J.J. college of Arts & Science (Autonomous), Pudukkottai.
- Organised workshop, special lecture programmes for our department.
- Sent research project proposals for UGC, DST, ICSSR and IMPRESS.