

**Name** : S. Latha  
**Designation** : Assistant Professor  
**Department** : Commerce with Computer Applications  
**Qualification** : M. Com., M. Phil.  
**Experience** : Teaching: 2 Years Industry: 8 Months  
**Area of Specialization(s)** : Marketing, Management  
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#### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
M. Phil.	Commerce	PSGR Krishnammal College for Women	2016
M. Com.	Commerce	Kongunadu College of Arts and Science	2015
B. Com.	Computer Applications	Subramanya Arts and Science College	2013

#### Research Publications (Indexed)

##### International

- 1) S. Latha, Dr. G. Kavitha, **A Comparative Study on Brand Preference of Consumers towards Maruti Swift and Ford Figo**, International Journal of Industrial Engineering and Management Science, Vol. No. 6, Special Issue III, April 2016, pp. 59-63, ISSN 2250-1096. (Indexed in UGC).
- 2) Ms. S. Latha, Mr. C. Eahambaram, **SWOT - Analysis E-Banking Services of State Bank of India**, International Journal of Scientific Research and Review, Vol.7 No.11 Special Issue, pp.70-72, September 2018. ISSN: 2279-543X (Indexed in UGC).

##### National

- 1) Ms. S. Latha, Dr. S.Arunpriya, Dr. R. Prema, **GST and Economic Growth**, Journal of Management and Science, 27-Sep-17, Special Issue. No.1, ISSN: 2249-1260, e-ISSN: 2250-1819.

#### Presentations in Conference

- 1) **Impact of Social Media**, Blue Sky Thinking on B3, Hindusthan College of Arts and Science Coimbatore, 5-Feb-16.

- 2) **A Comparative Study on Brand Preference of Consumers towards Maruti Swift and Figo**, International Conference on Repositioning India Emerging Dimensions, S.N.R. & Sons College, Coimbatore,16-Feb-16.

### **Participation in Conference**

#### **International**

- 1) **Impact of Social Media**, Blue Sky Thinking on B3, Hindustan College of Arts and Science Coimbatore, 5-Feb-16.

#### **National**

- 1) **Impact of Digital Economy in India**, Bharathidasan College of Arts and Science, Ellispettai, 12-Sep-18.
- 2) **Information and Communication Technology for Business Turnround: Sustainability, Growth and Innovation**, Vivekananda College of Arts and Sciences for Women, Tiruchengode, 1 & 2-Feb-18.

### **Participation in Faculty Development Programme**

- 1) **Quality Initiatives in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore, 3-Dec-18 to 9-Dec-18.

### **Conference / Seminar / Workshop Organized**

- 1) Member of Organizing Committee, National Conference on Opportunities and Challenges of Business in the Digitalized Era, Dr. N.G.P. Arts and Science College, Coimbatore, 27 & 28-Sep-18.
- 2) Member of Organizing Committee, National Seminar on Impact of Goods and Services Tax, Dr. N.G.P. Arts and Science College, Coimbatore, 27-Sep-17.