

Name : Ms. S. Latha
Designation : Assistant Professor
Department : Commerce with Computer Applications
Qualification : M.Com., M. Phil.
Experience : Teaching: 4.7 Years Industry: 10 Months
Area of Specialization(s): Marketing, Auditing, Economics
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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

- 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 inUGC).
- 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).
- Dr. R. Prema, M. Rajakrishnan & S. Latha, Customers' Expectations and Behavior towards Confectionery Products. A Study on Effect of Advertisement in Selected Areas of Tiruppur District, Tamilnadu, Our Heritage, Vol. 68, Issue 30, pp. 452 -457, February 2020, ISSN: 0474 – 9030 (Indexed in UGC).

National

- 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

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

- **Impact of Social Media**, Blue Sky Thinking on B3, Hindustan College of Arts and Science Coimbatore, 5Feb-16. **National**
- **Impact of Digital Economy in India**, Bharathidasan College of Arts and Science, Ellispettai, 12-Sep-18.
- **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

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

- 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.
- 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
- 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.

- Treasurer of Organizing Committee, National Conference on Modern Business-Opportunities and Challenges(CMBOC-2020), Dr. N.G.P. Arts and Science College, Coimbatore, 27th –Feb-2020.
- Treasurer of Organizing Committee, National Conference on Modern Business-Opportunities and Challenges(CMBOC-2020), Dr. N.G.P. Arts and Science College, Coimbatore, 27th –Feb-2020.

Participation in Faculty Development Programme

- **Libre Office Suite Base**, Spoken Tutorial – IIT Bombay, Jan-20.
- **Firefox**, Spoken Tutorial – IIT Bombay, Jan-20.
- **NAAC Revised accreditation Framework and OBE Assessment Methodology**, Faculty Development Cell & IQAC at Dr. N.G.P. Arts and Science College, Coimbatore, May 27- June02,2019.
- **Quality Initiatives in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore, 3- Dec-18 to 9-Dec-18