

**Name** : N.Kiruthika  
**Designation** : Assistant Professor  
**Department** : Management studies  
**Qualification** : MBA., (Ph.D.)  
**Experience** : Teaching: 6 years 2 months  
**Area of Specialization(s)** : Finance &Marketing  
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### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Management(Marketing)	Bharathiar University	Submitted thesis
MBA	Management (Finance & Marketing)	Bannari Amman Institute of technology- Anna University	2015
B.COM	Corporate Secretary ship	PSG Arts and Sciences College- Bharathiyar University	2013

### Additional Qualifications

Diploma / Vocational Certification	Area of Specialization	Institution / University/ Agency Name	Year
Online Certificate	Research Writing	NPTEL	2018
Online Certificate	Social Media Marketing	SRI Krishna Adithya College Of Arts and Science	2020
Online Certificate	Introduction to Public Relation Marketing	SRI Krishna Adithya College Of Arts and Science	2020
Online Certificate	Introduction to research Methodology	SRI Krishna Adithya College Of Arts and Science	2020
Online Certificate	Qualities of Future Leader	Kongunadu Arts and Science	2020
Online Certificate	Corporate Quiz	Dr.N.G.P Institute of Technology	2020
Certificate	Investor Awareness Program	Knowledge Bell (conducted under SEBI)	2020
Certificate	Digital Teaching Techniques	ICT Academy	2020

#### **Publications: International / National Journals**

- Published a journal on the topic “**Social Marketing Advertising**” during 2014 in Nehru Institute.
- An article entitled “**Investigating Risk and Return of Selected Companies in Various Sectors in BSE-SENSEX**” – published in International Journal of Advanced Scientific Research & Development, ISSN 2394-8906, Volume 3, Issue 4/III, Oct-Dec’ 2016, pp. 185-193
- An article entitled “**Emergence of Chinese Smartphone Brands – A Case Study of Oppo and Vivo**” –published in International Journal of Management and Commerce (IRJMC),ISSN 2348-9766, Volume 4, Issue 6, June 2017, pp 236-242.
- Published a “**Sales Volume Analysis and Sales Forecasting for Plastic Moulds Industry**”- 4<sup>th</sup> International Conference on International Marketing in Asia Pacific Issues and Challenges- 2017 by GRD Institute of Management on 20.12.2017 –Coimbatore.
- An article entitled “**An Outlook on Green Marketing**”- Published in Journal of management Research and Analysis (JMRA), ISSN 2394-2770, Volume 05,Issue 02, June 2018, pp 15-18.
- An article entitled “ **A Study on Online Buying Behaviour of Pregnant Ladies**”- Published in Journal of Marketing Strategy (JMS), ISSN 2347-3770, Volume 7, Issue 2, August 2019, pp 1-10.
- Published a “**Role of Women in Agri-entrepreneurship**” – Two days National Seminar on Start - Up Businesses For Economic Revival: Prospects And Challenges organized by P.K.R Arts College for Women, Gobicheetilpalayam on 04-Feb-20 and 05-Feb-20.
- An article entitled “**Buying Behavior of Cosmetics among Women Consumer with reference to Coimbatore district**” – Published in Shodh Sarita -An International Bilingual Peer Reviewwed Refereed Research Journal, ISSN-2348-2397,Vol 7,Issue 26(IV), April – June,2020, pp 103-111.
- A paper entitled “ **Impact of Modern Office Management**” –Virtual National Conference on Metamorphosis of Modern Management and Research (NC 3MR 2021) organized by Bannari Amman Institute of Technology, Sathyamangalam on 12.03.2021

#### **Scopus publication:**

- An article entitled “ **Satisfaction of Women Consumers towards Purchasing Cosmetic Products Online with Reference to Coimbatore City**”-Published in International Journal of Management (IJM),ISSN print 0976-6502, Vol 11, Issue 11, November 2020,pp 2250-2260.

### **Participation in conference**

- Attended a one day session on “Pre-marital Counseling” organized by PSG Institute of Management, Coimbatore on 16-Aug-12
- Attended a UGC Sponsored Entrepreneurship Awareness Camp organized by Entrepreneurship Development Cell held at PSG College of Arts and Science, Coimbatore from 04-Sep-12 to 07-Sep-12
- Attended a “UGC Sponsored International Conference on Development Policy”, organised by Avinashilingam University, Coimbatore in collaboration with The Institute of Finance Management, Dar Es Salaam, Tanzania on December 15-16, 2016
- Attended a “UGC Sponsored International Conference on Development Policy”, organised by Avinashilingam University, Coimbatore in collaboration with The Institute of Finance Management, Dar Es Salaam, Tanzania on December 15-16, 2016
- Presented a paper on the topic “Impact of Modern Office Technology” on Virtual National Conference on Metamorphosis of Modern Management and Research (NC 3MR 2021) organized by Bannari amman Institute of Technology, Sathyamangalam on 12.03.21

### **Participation in workshop**

- Attended a workshop on “ Leadership Workshop” conducted by PeoplePro Trainers and Consultants Pvt. Ltd held at PSG College of Arts and Science, Coimbatore on 06-Mar-13
- Attended a three days workshop on “Share Trading and E-Filing” organized by The Institute of Computer Accountants from 09-Jan-13 to 11-Jan-13
- Attended a workshop on “Case Study Analysis Workshop” by Dr.P.Kanagasabapathi, Former Director, Tamilnadu Institute of Urban Studies and Padma Shri. Arunachalam Muruganadham, CEO-Jayashree Industries at SNMV Institute of Management, Coimbatore on 27-Sep-16
- Attended a national level 3days workshop on “Time Series and Panel Data Analysis using Eviews and STATA” by Dr.N.Vijayamohanan Pillai at Kongu Engineering College-Perundurai, Erode on 4-Nov-16 to 6-Nov-16.
- Attended a Webinar on “Stock Markets for Beginners- The Nuances of Digital Trading” organized by SRM Institute of Science and Technology on 11.03.2021 and 12.03.2021

- Attended a Webinar on “Industry 4.0” organized by Coimbatore Institute of Technology on 24<sup>th</sup> and 28<sup>th</sup> April 2020
- Attended a One week Webinar on “Conversation on Next Wave of Innovation” organized by Kumaraguru College of Liberal Arts and Science on 12<sup>th</sup> April 2020.
- Attended a three days Webinar on “Future of Entrepreneurship & Employment Opportunities” organized by Nehru Institute of Technology on 13<sup>th</sup> to 15<sup>th</sup> April 2020.
- Attended a Webinar on the topic “Industry 4.0 – Curtain Raiser” held at CIT – Teaching Learning Center, Coimbatore on 24.04.2020 & 28.04.2020
- Attended a National Level FDP on “Industry 4.0-Building the Digital Enterprises “ organized by Kaamedhenu Arts and Science College on 10.05.2020.
- Attended a One week FDP on “Quality Initiatives in Higher Education” organized by Consortium of College from 13.05.2020 to 20.05.2020.
- Attended a Webinar on “Investor Awareness Program” conducted under SEBI Initiated Campaign by Knowledge Bell on 16.12.2020.
- Attended a Virtual Hands-on Workshop on “Visual Analytics (Excel & Tableau)” organized by Bannari amman Institute of Technology, Sathyamangalam on 01.09.2021to 04.09.2021
- Attended a Webinar on “Research Clinic” organized by Kongu Business School, Kongu Engineering College, Erode on 03.09.2021
- Attended a Workshop on “Technical Analysis for Securities Market” organized by Bannari Amman Institute of Technology, Sathyamangalam on 04.10.2021to 08.12.2021
- Attended a Webinar on “Future of Entrepreneurship and Employment Opportunities” organized by Nehru Institute of Technology, Coimbatore on 13.05.2020 to 15.05.2020

#### **Participation in Faculty development programme**

- Attended a seven day FDP on “**Quality Measure in Higher Education**” organized by Faculty Development Cell at Dr.N.G.P Arts and Sciences College, Coimbatore on 03-Dec-18 to 09-Dec18
- Attended a Online FDP on “**Industry 4.0 – Building the Digital Enterprises**” organized by Kamadhenu Arts and Science, Sathyamangalam on 10.05.2020
- Attended a seven day FDP on “**Research methodology and Pedagogy for Tertiary Education**” organized by IQAC & Center for Faculty Development at Dr.N.G.P Arts and Sciences College, Coimbatore on 15- 06-21 to 21.06.21

- Attended a National Level 7 days FDP on “**Nurturing the Next Generation Educators**” organized by Department of Commerce at PPG College of Arts and Science, Coimbatore on 12.06.2021 to 18.06.2021.
- Attended a FDP on “**Digital Teaching Methods in Higher Education**” organized by Hindusthan College of Arts and Science, Coimbatore on 23.08.2021 to 28.08.2021

#### **Book Publication**

- Financial Marketing and Services – Shanlax Publication, ISBN 9769390082988
- Cost Accounting- Charulatha Publications, ISBN-13:9789391405939

#### **Extra- curricular**

- Over all individual championship in sports during 2011-2012 (in under graduate) at PSG Arts And Science, Coimbatore.
- Runner in volley ball in east zone during 2008-2009.
- Won second prize in Shot put during 2018 organized by Dr.N.G.P Arts and Science College, Coimbatore.
- Winner in Throw ball during 2018 organized by Dr.N.G.P Arts and Science College, Coimbatore.
- Winner in Throw ball during 2020 organized by Dr.N.G.P Arts and Science College, Coimbatore.

#### **Resources Person**

- Acted as a resources person in Online Webinar on the topic “Stress Management” at PPG College of Arts and Science, Coimbatore on 19.06.2021