

**Name** : Dr. Rukmathan R.  
**Designation** : Asst. Professor  
**Department** : Management Studies  
**Qualification** : MBA P.HD  
**Experience** : 12.5  
**Specialization**: HR, Marketing  
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### EDUCATIONAL QUALIFICATION:

S.No	Qualification	Institution	Board/University	Percentage	Year of Passing
1	PH.D	PKR Arts College For Women (Gobichettipalayam)	Bharthiyar University (Coimbatore)	Highly Commented	2020
2	MBA (Marketing-HR)	Dr. N.G.P.IT (Coimbatore)	Anna University (Coimbatore)	8.3/10 GCPA	2010
3	BBM (CA)	Kongu Arts & Science College (Erode)	Bharthiyar University (Coimbatore)	75 %	2008
4	HSC	Sri Vivekanandha Vidhya Bhavan. (Bhavani)	Tamilnadu Education Board	57 %	2005
5	SSLC	Sri Vivekanandha Vidhya Bhavan. (Bhavani)	Tamilnadu Education Board	72 %	2003

### SUMMARY OF SKILLS:

- Excellent administrative, management and organizational skills
- Strong interpersonal and leadership qualities
- Strong writing and oral communication skills
- Excellent presentation skills

## **RESEARCH EXPERIENCE:**

- Topic of Ph.D Thesis **“A Study on Impact of Emotional Intelligence on The Performance of Nursing Personnel in Multi Specialty Hospitals with Special Reference to Coimbatore City”**
- Finding and suggestions made on the topic **“Customer Satisfaction of Life Insurance Product of Birla Money Mart Limited”** – Coimbatore.
- Finding and suggestions given on the topic **“A Study on Social Entrepreneur who Undertook E-GOVERNANCE project initiated by government of Tamilnadu”**.
- Finding and suggestions recommended on **“A study on CSR for Sakthi Sugars Ltd towards its employee”**.

## **PUBLICATION:**

- Research Paper published in International Journal of Current Research (ISSN 0975-833X), Volume 06, Issue 07, pp. 7534 – 7536, July 2014.”
- **Paper Title: “A study on Organizational Effectiveness with special reference to a Multispecialty Hospital”**
- Research Paper published in International Journal of Research and Analytical Reviews (IJRAR) © 2018 December 2018, Volume 5, Issue 4 www.ijrar.org (E-ISSN 2348-1269, P- ISSN 2349-5138)
- **Paper Title: A Study of Emotional Intelligence on the Performance of Nursing Excellence.**
- Research Paper published in MERC Global’s International Journal of Management ISSN 2321-7278 (Print) and ISSN 2321-7286 (Online) Index Copernicus Value: 70.64, ICDS: 3.30 Volume 7, Issue 4, October 2019, pp. 301-306.
- **Paper Title: A Study on Impact of Emotional Intelligence with Job Performance of Nurses in Coimbatore**

## **PAPER PRESENTED IN CONFERENCE/ SEMINAR:**

- Paper presented in National Conference on “Corporate Social Responsibility a step towards Brand Building.” Organized by Department of Management, PKR Arts College for Women held on 15<sup>th</sup> September, 2017.
- Paper presented in International Conference on “Food Processing-Service, Concept, Values-Indian Scenario.” Organized by Department of Management, PKR Arts College for Women held on 19<sup>th</sup> August, 2016.
- Paper presented in ICSSR sponsored National Seminar on “Sampling Techniques and Data Analysis in Social Science Research.” Organized by PKR Arts College for Women held on 20<sup>th</sup> & 21<sup>st</sup> February, 2015.
- Paper presented in International Conference on “Global HRM Strategies for Sustainable Development.” Organized by Department of Management, PKR Arts College for Women held on 15<sup>th</sup> September, 2015.
- Paper presented in National Conference on “Corporate Social Responsibility the Triple Bottom Line” Organized by Kaamadhenu Arts and Science College held on 14<sup>th</sup> February, 2014.

### **CONFERENCE ATTENDED:**

- Organized National Conference (ICSSR) on “NEP 2020: Challenges and Opportunities for Higher Education Institutions in India” held on 27.12.2023.
- Attended National Conference on “Digital Transformation in Business: Opportunities & Challenges (DTBOC-23)” held on 05.09.2023 organized by Faculty of Commerce & Management In association with The Coimbatore District Small Scale Industries Association (CODISSIA)
- Participated in Virtual National Conference on “Metamorphosis of Modern Management and Research (NC 3MR 2021)” organized by School of Management Studies, Bannari Amman Institute of Technology, Sathyamangalam which was held on 12.03.2021
- Attended National Conference on “Research Avenues in Social Science.” Organized by Department of Management, PKR Arts College for Women held on 27<sup>th</sup> August, 2018.
- Research Paper Published in IOSR Journals/ International Conference on “Service Marketing-Taking the show Abroad.” Organized by Department of Management, PKR Arts College for Women held on 19<sup>th</sup> August, 2016.

- Attended National Conference on “Emerging Education Models for 21<sup>st</sup> century learner (NCEEM - 2015).” Organized by Department of Management Studies Dr. N.G.P. Arts and Science College held on 01<sup>st</sup> August, 2015.
- Attended International Conference on “Endocrinology & Metabolic Diseases.” Organized by Kovai Center Medical and Hospital, Coimbatore on 25<sup>th</sup> & 26<sup>th</sup> January 2014.

### **SEMINAR ATTENDED:**

- Attended a seminar on “Empowering Education for Innovation – A NEP Perspective” dated 30.06.2023 to 04.07.2023, organized by Center for Professional Development, Dr. NGPASC.
- Attended a seminar on “Outcome Based Education” dated 17.06.2023 to 21.06.2023 organized by Center for Professional Development, Dr. NGPASC.
- Attended NAAC sponsored National Seminar on “IAQC – The Pathfinder in the post – Accreditation period” Organized by PKR Arts College for Women held on 10<sup>th</sup> October, 2014.
- Participated in Dr. Purani Endowment Seminar on “Ethical and Legal Issues in Healthcare Documentation” held on 25<sup>th</sup> February 2014 organized by the Department of Hospital Administration, Dr. N.G.P. Arts and Science College, Coimbatore.
- Participated in National Symposium on “Perception of Microbes in Human Health and Environment PSPM-2013” held on 22<sup>nd</sup> August 2013 organized by Dr. N.G.P. Arts and Science College, Coimbatore.

### **FDP/MDP ATTENDED:**

- Participated in Professional Development Workshop on “Digital Creativity Skills” held on 24.06.2023, organized by Adobe Express & AICTE
- Attended One Day Workshop on Outcome Based Education (OBE) organized by Dr. N.G.P. Arts and Science College & IPSR Solutions Limited, held on 04.03.2023
- Attended Seven Day Online Faculty Development Programme on “Research Methodology and Pedagogy for Tertiary Education” organized by IQAC & Center for Faculty Development, Dr. N.G.P. Arts and Science College (Autonomous) Coimbatore, dated 15.06.2021 to 21.06.2021.

- Attended Management Development Program on “Triangle of Leadership, Change and Strategy” held on 21<sup>st</sup> July,2017 organized by GRD Institute of Management, Dr. GR Damodaran College of Science, Coimbatore.
- Attended Faculty Development Program on “Insurance for Business Process Services” designed and conducted by Tata Consultancy Services at Dr. N.G.P. Arts and Science College, Coimbatore, between 7<sup>th</sup> June to 9<sup>th</sup> June 2017.
- Attended Faculty Development Program from IBS – ICFAI Business School held on 20<sup>th</sup> August 2016, Coimbatore.

### **CERTIFICATION:**

- Certified in NPTEL Online Certification in Consumer Behavior with a consolidated score of 49% from Indian Institute of Technology Kharagpur.
- Certified in NPTEL Online Certification in OBE Accreditation with a consolidated score of 65% from Indian Institute of Technology Kharagpur.

### **EVENTS PARTICIPATED:**

- Participated in World Hepatitis Day “HEP 2013 – Attempt to Guinness Records Event” held on 28<sup>th</sup> July 2013 under the auspices of World Hepatitis Alliance.
- Participated in Corporate Quiz organized by Department of Management Studies Dr. N.G.P Institute of Technology, Coimbatore from 11-05-2020 to 17-05-2020.
- Participated in E-Quiz competition in World Population Day conducted by PG & Research Department of Economics, Gobi Arts & Science College held on 11th July, 2020.