

Name :Dr. R.Latha
Designation :Assistant Professor
Department :Management
Qualification :M.B.A., M.Phil., M.Sc., PGDCA., Ph.D.
Experience : 13 Years
Area of Specialization(s) :Human Resource Management and Marketing
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Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
PGDCA	Computer Applications	Bharathiar University, Coimbatore.	2020
Ph.D.	Textile Management	SVIITM, Coimbatore.	2017
M.Sc.	Counseling and Psychotherapy	Tamil Nadu Open University, Coimbatore.	2013
M.Phil.	HRM	PRIST University, Thanjavore.	2006
M.B.A.	HRM	Mepco Schlenk, Sivakasi.	2005
B.Com.	Accountancy	Jayaraj Annapackiam College, Theni.	2003

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Online Certificate	Negotiation Skills	Infosys Springboard	04.01.2025
Online Certificate	Time Management	Infosys Springboard	July 7, 2023
Online Certificate	Human Behaviour	NPTEL	2021
Online Certificate	Business Analytics & Data Mining Using R Part II	NPTEL	2021

Online Certification	How to effectively manage your references	Elseveir	2020
Online Certificate	Art of Writing Research	NPTEL	2018
PGDCA	Computer Applications	Bharathiar University, Coimbatore.	2017

Grants Received

Event Title	Agency	Amount	Date
Seed Money	Dr.N.G.P. Arts and Science College	Rs. 5000	05/10/2021

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	-	3
M. Phil.	2	-

Research Publications

- Examining the Role of Cause-Related Marketing in Driving Purchase Behavior Among Gen Z: Insights from Coimbatore's Garment Industry, Mr.Sivanunni¹, Dr.R.Latha², YMER Journal, Volume 24, Issue 7 July 2025 pp.200-205, ISSN: 0044-0477, Impact Factor 5.7
- A Study on Work Life Balance of Access Healthcare Reference to Coimbatore, Mr. Sam Timoth V¹, Dr.R.Latha², International Journal of Research Publication and Reviews, Volume 6, Issue 4, April 2025, pp.4743-4748, ISSN: 2582-7421, Impact Factor 6.8
- Gamification in Finance Apps: The Influence of Marketing Strategies on Financial Behaviour, Mr.Sivanunni¹, Dr.R.Latha², International Journal of Humanities Social Science and Management (IJHSSM), Volume 4, Issue 2, Mar-Apr 2025, pp.529-531 ISSN: 3048-6874, Impact Factor 7.5

- A Study on the Acceptance Level of Trade Unions in KSRTC towards a New Salary Proposal, Treesa Antony¹, Dr.R.Latha², YMER, Volume: 22 Issue: 07, July 2023, Pg No. 463-469
- Positive and Negative impact on digitalization in health care sector, Treesa Antony¹, Dr.R.Latha², Organisation Development Journal, ISSN: 0889-6402, Volume: 11 Issue: 09, 2023. Pg No. 354-361
- Evaluation of the medical records documentation completeness, Dr. R. Latha¹, Dr. Xavier Pravin Marshall², International Research Journal of Engineering and Technology (IRJET), e-ISSN: 2395-0056, Volume: 09 Issue: 05 | May 2022, p-ISSN: 2395-0072
- A study on work safety among nurses in one of the leading hospitals in Gobichettipalayam, Dr. R. Latha¹, Dr. S. Vinushyaa², International Journal of Scientific Research , Vol 11, issue 06, June 2022, Print ISSN No. 2277-8179, DOI no. 10.36106
- A Study on Linen Supply in one of the Leading Hospitals in Coimbatore, Dr. R. Latha¹, M. Selva Kumar², Journal of Emerging Technologies and Innovative Research (JETIR) ISSN: 2349-5162, May 2022, Volume 9, Issue 5
- A Study on Adherence to Quality Indicators in Emergency Department in one of the Leading Hospital in Coimbatore Dr. R Latha¹, R. Pavithra², IJAEM, DOI 10.35629/5252-45122323, Impact factor 7.429, IJAEM Volume 2, Issue 1
- A Study on Work Life Balance among Physician in One of the Leading Hospitals, Chennai, Dr. R. Latha¹ Ms. Maragathavalli.S². IJSRD - International Journal for Scientific Research & Development| Vol. 10, Issue 3, 2022 | ISSN (online): 2321-0613
- A Study on Awareness about Statutory Benefits among Casual Labours in a Multi-Specialty Hospital in Coimbatore, Dr. R. Latha¹, C. Leenaa², International Journal for Research in Applied Science & Engineering Technology (IJRASET), ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538, Volume 10 Issue V May 2022-23

- A Study on Awareness and Effective Utilization of ESI Benefits among Employees in one of the Leading Hospitals in Bangalore, Dr.R.Latha¹ , B.Heshma², DSREM International Journal of Scientific Research in Engineering and Management (IJSREM), Volume: 06 Issue: 05 | May - 2022 Impact Factor: 7.185 ISSN: 2582-3930
- A Study On Turn Around Time For Various Operational Delivery With RCA And CAPA in one of the Leading Multi - Speciality Hospitals in Chennai, Dr. R. Latha¹, B.N.Harshitha², International Journal of Scientific Research in Engineering and Management (IJSREM) Volume: 06 Issue: 06 | June - 2022 Impact Factor: 7.185 ISSN: 2582-3930
- A Study on Turn Around Time as a Measure to Enhance Diagnostic Efficiency At A Leading Hospital In Bengaluru, Dr. R. Latha¹, Dr. Anushka Singh², International journal of Modernization in Engineering Technology and science, e-ISSN: 2582-5208, Volume:04/Issue:05/May-2022, Impact Factor- 6.752
- A Study on Outpatient Satisfaction in One of the Leading Hospitals, Gobichettipalayam, Dr.R. Latha¹ Ms. Gokila.D² IJSRD - International Journal for Scientific Research & Development| Vol. 10, Issue 3, 2022 | ISSN (online): 2321-0613
- A Study on The Impact of Globalization in Developing Countries: Focus on Africa from Liberal Perspective in KG College of Arts and Science.
- Status of Microfinance in India in Kaamadhenu Arts and Science College, Erode.
- CSR - Impact of Globalization and International Business in Rathinam College of Arts and Science, Coimbatore
- Emerging Trends in Rural Marketing in Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore.
- “Employee Workforce Development In private Security Industry in India” in KG College of Arts and Science.
- “Corporate Social Responsibility-Impact of Economic Process and International Business” in Krishna College of Arts and Science.
- “Organizational change Management” in Karpagam Journal of Management.
- “Contemporary HR Practices” in Kongunadu Journal of Management.
- Dr.R.Latha, Leader’s Interpersonal Skills and its Effectiveness at Different Levels of Management, IJTSRD, ISSN: 2456-6470, Volume-3, Issue-1, December 2018.

- Dr.R.Latha, Managing cross-cultural diversity: issues and challenges in global organizations, International Journal of Basic and Applied Research, Vol. 9, E-ISSN 22780505.
- Latha Rajaranganathan, S. R. Pujar, Top Management Commitment towards Technological Upgradation in Apparel Manufacturing firms in Tirupur and Coimbatore, KG College of Arts and Science.
- Latha Rajaranganathan, S. R. Pujar, A Study on Agricultural Finance in Developing Countries, Hindusthan College of Arts and Science, Coimbatore
- Latha Rajaranganathan , S. R. Pujar & Dr. K.Sangeetha, A Study on Technological Upgradation of Apparel Manufacturers with Specific Reference to Coimbatore and Tirupur City in Various Countries, International Journal of Management Research and Review, Volume 5, Issue 9, Sep 2015, ISSN: 2249-7196
- Latha Rajaranganathan & S. R. Pujar, Reduction of Employee Attrition in the Work Environment Transtellar – International Journal of Human Resource Management and Research, Vol 4, Issue 1, February 2015, ISSN(P): 2249-6874; ISSN(E): 2249-7986

Book Publications

- 1) Future-Forward Commerce and Management: Embracing Digital Transformation, Innovation and Sustainable Strategies for a New Era, **A Study on Harnessing Environmental, Social and Governance Issues in Pharmaceutical Industry** chapter, Dr.R.Latha., Stanzaleaf Publications ISBN: 978-81-986254-2-7
- 2) **Business Finance**, Amazon Publisher, ISBN-13 : 979-8715699541
- 3) **Services Marketing**, Dr.R.Latha., INAM Publishers, 2018, ISBN: 9780359385744.
- 4) **Strategic Management**, Dr.R.Latha., D.M.Lavanya., R.Janani., Narain Publications, 2017, ISBN: 978-81-932808-8-7.

Presentations in Conference

- 1) **AI and Big Data for Sustainable Business Practices – Supply Chain Management**, International Conference on, KG College of Arts and Science, Coimbatore, on 21.02.2025

- 2) **An Analysis of Maternity Leave and its Impact on Women in the Workforce**, International Conference on “Creating a Safer World for Children: Challenges, Solutions and Partnerships”, Dr.N.G.P. Arts and Science College, on 27.09.2024
- 3) **Indian Textiles and Traditional Garments**, National Seminar, Dr. N.G.P. Arts and Science College (Sponsored by ICSSR, New Delhi), from 04.07.2024 to 05.07.2024
- 4) **Policyholders’ Perception Towards Service Quality of Life Insurance Company**, PKR College of Arts and Science, Erode.
- 5) **E-Tailing the Successful Mantra of Modern Retailers** in Sankara College of Science and Commerce, Coimbatore.

Conference

- 1) **AI and Big Data for Sustainable Business Practices**, Vaishnavi M¹, Yamini M², Dr.R.Latha³, International Conference on Sustainable Business Practices and Innovations in Commerce and Management – Conference Proceeding Book - 21.02.2025, ISBN: 978-93-342-0271-7c, Page No. 327
- 2) **Indian Textiles and Traditional Garments: The Art and Craft of Kanchipuram Silk Historical Evolution and Modern Innovations**, Ms.Ganga Prenitha¹, Dr.R.Latha², National Seminar on “Integration of Traditional Indian Knowledge System into Modern Higher Education: NEP Perspective” ICSSR Sponsored Conference Proceedings of (ICSSRIKS2024), ISBN: 978-81-971000-5-5, Pages 395 to 400
- 3) **National Education Policy: 2020: Opportunities and Challenges for Higher Education Institutions in India** in association with ICSSR National Conference in Dr.N.G.P. Arts and Science College, Coimbatore on 5th September 2023.
- 4) **Digital Transformation in Business: Opportunities and Challenges (DTBOC-2023)**, National Conference in Dr.N.G.P. Arts and Science College, Coimbatore on 5th September 2023.
- 5) **A Study on the Investment Behaviour of Working Women with Special Reference to the Thrissur District** in PSG Institute of Management, Coimbatore, February 2023
- 6) **Emotional Intelligence of Faculty Members in this Pandemic Era** in 6th Global Leadership Research Conference 2021, Amity Business School, Noida, India on 25th & 26th February 2021

Participation in Seminars

- 1) “Research in Management” in Fire Bird Institute
- 2) “Managing Trade Union Textile Industry Perspective” organized by SVPITM
- 3) “Research Methods”, organized by SVPITM
- 4) “Transforming HR Through Technology”, organized by SVPITM

Participation in Workshop

- 1) Ten Days National Level Workshop on "**Research Methodology**" organized Shri Saraswati College of Social Work, Washim (MH), from 7.01.2025 to 18.01.2025
- 2) Workshop on "**HR conclave AI & HR**" organized Sri Venkateshwara College of Computer Applications and Management, on 26.09.2024
- 3) **E-Awareness** Workshop conducted by NPTEL on 06.01.2022.
- 4) **Adobe Academic Essential Program** conducted Professional Development Workshop on Digital Creativity Skills in Dr.N.G.P. Arts and Science College
- 5) Mendeley Training Course, Dr. Kyle Lee Khai Loon, 3 -Dec-19
- 6) Six Days Online Workshop on "**Application of Research Methods and Statistical Tools in Management Studies and Social Sciences**" organized by School of Management Studies, Sathyabama Institute of Science and Technology,
- 7) Getting Aligned to the Publishing Process organized by Research Academy
- 8) "**GST & its Implications on Business & Trade**" organized by Michael Job College of Arts and Science for Women
- 9) "**Adaptive Success Strategies for NAAC**" organized by SNMV
- 10) "**Case Writing**" in Jain University Bangalore

Participation in Orientation Programme / Short Term Courses

- 1) “Professional Development Program Conducted by NIPER Hyderabad from 02/08/2021 to 26/08/2021
- 2) “Outcome Based Education” in Karpagam Academy of Higher Education Coimbatore from 26/07/2021 to 01/08/2021

Participation in Faculty Development Programme

- 1) **Leadership Development Programme under Malaviya Mission Teacher Training Programme** conducted by Shiv Nadar University, Delhi from 22.04.2025 to 26.04.2025
- 2) **Sustainable Supply Chain Management** 5 days MDP conducted by School of Management Studies, University of Hyderabad from 27.01.2025 to 31.01.2025
- 3) **Future – Ready Educators : Transforming Teaching and Learning in the Present Scenario** 7 days FDP conducted by Hindusthan College of Arts and Science from 07.08.2024 to 14.08.2024
- 4) **Digital Disruption in Learning** online webinar conducted by KCLAS in association with ASSOCHAM on 17th and 18th September 2021
- 5) **Current Trends in Commerce Education** online webinar conducted by Bharathidasan University in association with E-Box Colleges, Coimbatore on 5th December 2020
- 6) **Macroeconomic Policy Response by India in Times of Covid-19** held on May 26th 2020 in Government Arts and Commerce College, at Netrang, Gujarat on Zoom
- 7) **Ms Powerpoint for Business Application** FDP organized JCI Coimbatore Marutham with Viyash
- 8) **The Art of Debriefing in Simulation Based Learning** (FDP) webinar on May 22, 2020 organized by Hindusthan College of Arts and Science & Zillion Cubes Learning Foundation
- 9) **NLP** FDP on 28.04.2022 organised by Dr.N.G.P. College of Technology, Coimbatore.
- 10) NAAC Sponsored National Virtual Seminar on **Transforming Quality of Teaching by adopting and Innovating ICT Tools and Techniques – A Key focus area of NEP 2020**, Sri Ramakrishna College of Arts and Science, Coimbatore organized on 21st and 22nd April 2022.

11) One week FDP on **Research** in Fire Bird Institution

12) **Behavioral finance**, GRD Institute of Management

13) **E-Business in Textile-Apparel-Fashion-Retail Industry-A Future Trend**, Sardar Vallabhbbhai Patel International School of Textiles and Management,

Invited Speaker / Session Chair- Conference / Seminar / Workshop

1. Received “Creative and Innovative Faculty Award” issued by SNS Group of Institutions, Coimbatore to recognize her contributions and achievements in academic discipline on 28.03.2025.
2. Received “Guru Vishista 2024” Award by Dayananda Sagar Business School (DSBS), Bangalore to recognize the exemplary contributions made by the Teachers in the field of Higher Education on 05.09.2024.
3. Acted as a Organizing Member in National Seminar titled “Integration of Traditional Indian Knowledge System into Modern Higher Education: NEP Perspective” conducted by IQAC, Dr.N.G.P. Arts and Science College (Sponsored by ICSSR, New Delhi) from 04.07.2024 to 05.07.2024
4. Acted as a Reviewer in ICCIS – 2023 in Sharda School of Engineering and Technology, Department of Computer Science & Engineering in 4th IEEE International Conference on Computing, Communication, and Intelligent Systems (Sponsored by IEEE IAS)
5. Invited Speaker in Hindusthan College of Arts and Science, Coimbatore in the title, “Effective Goal Setting for Personal and Professional Success Creating a Roadmap to Achievement” on 26.09.2023.
6. Speaker in Pioneer College of Arts and Science, Coimbatore in the title “World Environment Day” on 08.08.2022.
7. Acted as a Criterion- VII in the NAAC 3rd Cycle Accreditation Process and Accredited as A++ grade with a score of 3.64 out of 4.0 CGPA on 31.05.2022.
8. Rapporteur in One day International Conference on Global Perspectives on Business, Economy and Society for sustainability in the New Normal, Sankara College, Coimbatore on 06.06.2022.

9. Speaker in Banking Conclave – Indian Banking Scenario: The Road Ahead in Nation Building in ST. Xavier’s College Jaipur, Nevita Mahapura Road on 18.10.2021 at 10.30 am to 12.30 pm.

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
Coimbatore Productivity Council	Industry oriented Training Programmes	Life time
National Institute for Technical Training & Skill Development	Technical training and skill development	Life time

Copyrights:

- 1) Taxation Law and Practice have been entered in Register of Copyrights in Copyright Office dated 28.01.2021