

Name :Dr. R.Latha
Designation :Associate Professor
Department :Management
Qualification :M.B.A., M.Phil., M.Sc., PGDCA., Ph.D.
Experience : 11 Years
Area of Specialization(s) :Human Resource Management and Marketing
Email (Official ID) : latha.r@drngpasc.ac.in , profrlatha@gmail.com
Mobile No. : 9655337347



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Textile Management	SVIITM, Coimbatore.	2017
PGDCA	Computer Applications	Bharathiar University, Coimbatore.	2020
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
PGDCA	Computer Applications	Bharathiar University, Coimbatore.	2017
Online Certificate	Art of Writing Research	NPTEL	2018
Online Certification	How to effectively manage your references	Elseveir	2020

Online Certificate	Business Analytics & Data Mining Using R Part II	NPTEL	2021
Online Certificate	Human Behaviour	NPTEL	2021

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.	-	1
M. Phil.	2	-

Research Publications

- 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
- Latha Rajaranganathan, S. R. Pujar & Dr. K.Sangeetha, A Study on Experience of Textiles and Apparel Industry, International Journal of Research in Management, issue 5, Vol. 6, Oct-Nov 2015, ISSN 2249-5908
- 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, A Study on Agricultural Finance in Developing Countries, Hindusthan College of Arts and Science, Coimbatore.

- 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.
- 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.
- 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.
- "Contemporary HR Practices" in Kongunadu Journal of Management.
- "Organizational change Management" in Karpagam Journal of Management.
- "Corporate Social Responsibility-Impact of Economic Process and International Business" in Krishna College of Arts and Science.
- "Employee Workforce Development In private Security Industry in India" in KG College of Arts and Science.
- Emerging Trends in Rural Marketing in Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore.
- CSR - Impact of Globalization and International Business in Rathinam College of Arts and Science, Coimbatore
- Status of Microfinance in India in Kaamadhenu Arts and Science College, Erode.
- A Study on The Impact of Globalization in Developing Countries: Focus on Africa from Liberal Perspective in KG College of Arts and Science.
- 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 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 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 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 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 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 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 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 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.
- 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 .

Book Publications

- 1) Strategic Management, Dr.R.Latha., D.M.Lavanya., R.Janani., Narain Publications, ISBN: 978-81-932808-8-7, 2017.
- 2) Services Marketing, Dr.R.Latha., INAM Publishers, ISBN: 9780359385744, 2018.
- 3) Business Finance, Amazon Publisher, ISBN-13 : 979-8715699541

Presentations in Conference

- 1) **E-Tailing the Successful Mantra of Modern Retailers** in Sankara College of Science and Commerce, Coimbatore.
- 2) **Policyholders' Perception Towards Service Quality of Life Insurance Company**, PKR College of Arts and Science, Erode.

Conference

- 1) **Emotional Intelligence of Faculty Members in this Pandemic Era in 6thGlobal Leadership Research Conference 2021, Amity Business School, Noida, India** on 25th& 26th February 2021.
- 2) **A study on the investment behavior of working women with special reference to the thrissur District** in PSG Institute of Management, Coimbatore, February 2023.

Participation in Seminars

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

Participation in Workshop

- 1) Case Writing in Jain University Bangalore
- 2) Adaptive Success Strategies for NAAC organized by SNMV
- 3) GST & its Implications on Business & Trade organized by Michael Job College of Arts and Science for Women
- 4) Getting Aligned to the Publishing Process organized by Research Academy

- 5) 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,
- 6) Mendeley Training Course, Dr. Kyle Lee Khai Loon, 3 -Dec-19
- 7) Professional Development Program conducted by NIPER Hyderabad, (From 02.08.21 to 26.08.21) organized by National Institute of Pharmaceutical Education and Research, Hyderabad.
- 8) Two days National Workshop on Digital Disruption in Learning held on 17th and 18th organized by ASSOCHAM Tamil Nadu and Kerala Chapter and Kumaraguru College of Liberal Arts and Sciences.
- 9) Transforming Quality of Teaching by Adopting and Innovating ICT Tools and Techniques – A Key Focus Area of NEP 2020 organized by Sri Ramakrishna College of Arts and Science, Coimbatore on 21st & 22nd April 2022
- 10) One Week Virtual Workshop on Preparation of Research Grants Proposal in Social Studies organized by Dhanraj Baid Jain College from 12/12/2022 to 17/12/2022
- 11) One Day Workshop on Outcome Based Education (OBE) in Dr.N.G.P. Arts and Science College, Coimbatore, on 4th March 2023

Participation in Orientation Programme / Short Term Courses

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

Participation in Faculty Development Programme

- 1) **E-Business in Textile-Apparel-Fashion-Retail Industry-A Future Trend,**
Sardar Vallabhbhai Patel International School of Textiles and Management,
- 2) **Behavioral finance,** GRD Institute of Management
- 3) One week FDP on **Research** in Fire Bird Institution

- 4) “Outcome Based Education” Organized by Department of Management, Karpagam Academy of Higher Education, Coimbatore from 26. 07.2021 to 01.08.2021.
- 5) 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.
- 6) **E-Awareness** Workshop conducted by NPTEL on January 6th 2022.
- 7) **NLP FDP** on 28th April 2022 organised by Dr.N.G.P. College of Technology, Coimbatore.

Invited Speaker / Session Chair- Conference / Seminar / Workshop

1. 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.
2. 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.
3. Speaker in Pioneer College of Arts and Science, Coimbatore in the title World Environment Day on 08/08/2022.

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