

**ARULMIGU PALANIANDAVA ARTS COLLEGE FOR WOMEN(Autonomous),  
PALANI.  
STAFF - PROFILE**



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|---|--|
| Name                                      | <b>Dr.M.Radha</b>  |
| Designation                               | Assistant Professor  |
| Qualification                             | M.Com.,M.Phil.,MBA.,with SET.,Ph.D                                       |
| Year of experience in teaching / Research | 13 years 4 months  |
| Date of Joining                           | 22.08.2022   |
| Address for communication                 | 8-1-J/2 Anna Nagar, Periyakalayaputhur,<br>Palani TK., Dindigul – 624615 |
| Mobile                                    | 8610271732   |
| E – Mail ID                               | <a href="mailto:radhaviva@mail.com">radhaviva@mail.com</a>               |
| No. of Journal Published                  | 15   |
| No. of paper published in Books           | 04   |

**EDUCATIONAL QUALIFICATION:**

| S.No | Degree | Subject  | Name of the Institution/ University                              | Year of completion |
|------|--------|----------|--|--------------------|
| 1.   | B.Com  | Commerce | Nirmala College for Women/Bharathiar University                  | 1997               |
| 2.   | M.Com  | Commerce | Madurai Kamaraj University                                       | 2004               |
| 3.   | M.Phil | Commerce | Hindusthan College of Arts and Science/<br>Bharathiar University | 2009               |
| 4.   | Ph.D   | Commerce | Hindusthan College of Arts and Science/<br>Bharathiar University | 2023               |

**TEACHING EXPERIENCE:**

| S.No | Designation         | Name of the Institution                      | From       | To         |
|------|---------------------|--|------------|------------|
| 1.   | Assistant Professor | Sakthi College of Arts and Science for Women | 14.06.2010 | 14.07.2018 |
| 2.   | Assistant           | Subramanya College of                        | 18.12.2018 | 05.05.2019 |

|    |                     |  |             |            |
|----|---------------------|--|-------------|------------|
|    | Professor           | Arts and Science                             |             |            |
| 3. | Assistant Professor | Vyasa Arts and Science Women's College       | 15.05.2019  | 10.06.2020 |
| 4. | Assistant Professor | Sakthi College of Arts and Science for Women | 12.010.2020 | 12.07.2022 |

**AREA OF SPECIALIZATION : MARKETING**

**RESEARCH PAPER PUBLICATIONS:**

| S.No | Name of the Journal  | Title of the paper  | National/ International | ISSN NO                    | ISBN NO             | Date and Year               |
|------|--|---|-------------------------|----------------------------|---------------------|-----------------------------|
| 1.   | Selp Journal of Social Science. (UGC Approved Journal (46622))                     | Impact Of Media On Marketing Strategies Of Green Products In Tribal Villages Of Vallparai Taluk Of Coimbatore District. | National                | 0975-9999                  | -                   | September 2018.             |
| 2.   | Selp Journal of Social Science. (UGC Approved Journal (46622))                     | The Green Marketing Strategies And Practices In Coimbatore District Of Tamilnadu.                                       | National                | 0975-9999                  | -                   | September 2018.             |
| 3.   | International Journal of Innovative Research In Science Engineering And Technology | E – Banking App to Manage Accounts And Transfer   | International           | e-2319-8753<br>p-2320-6710 | Impact factor 7.512 | 3 <sup>rd</sup> March 2021. |
| 4.   | International Journal of Innovative Research In Science Engineering And Technology | E- Commerce Online Shopping   | International           | e-2319-8753<br>p-2320-6710 | Impact factor 7.512 | 3 <sup>rd</sup> March 2021. |
| 5.   | International Journal of Innovative Research In Science Engineering And Technology | Vehicle Sales and Management System In PHP  | International           | e-2319-8753<br>p-2320-6710 | Impact factor 7.512 | 3 <sup>rd</sup> March 2021. |

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|-----|--|--|---------------|----------------------------|------------------------|-----------------------------|
| 6.  | International Journal of Innovative Research in Science Engineering and Technology | Development Of Online Course Portal for A Campus                                   | International | e-2319-8753<br>p-2320-6710 | Impact factor<br>7.512 | 3 <sup>rd</sup> March 2021. |
| 7.  | International Journal of Innovative Research in Science Engineering and Technology | Shopping Mall Management System In PHP   | International | e-2319-8753<br>p-2320-6710 | Impact factor<br>7.512 | 3 <sup>rd</sup> March 2021. |
| 8.  | International Journal of Innovative Research in Science Engineering and Technology | Full Online Telephone and DTH Billing System                                       | International | e-2319-8753<br>p-2320-6710 | Impact factor<br>7.512 | 3 <sup>rd</sup> March 2021. |
| 9.  | International Journal of Innovative Research in Science Engineering and Technology | Evaluating Retailers in A Smart-Buying Environment Using Smart City Infrastructure | International | e-2319-8753<br>p-2320-6710 | Impact factor<br>7.512 | 3 <sup>rd</sup> March 2021. |
| 10. | International Journal of Innovative Research In Science Engineering And Technology | Hotel Management System  | International | e-2319-8753<br>p-2320-6710 | Impact factor<br>7.512 | 3 <sup>rd</sup> March 2021. |
| 11. | International Journal of Innovative Research In Science Engineering And Technology | Complaint Management System  | International | e-2319-8753<br>p-2320-6710 | Impact factor<br>7.512 | 3 <sup>rd</sup> March 2021. |
| 12. | International Journal of Innovative Research in Science Engineering And Technology | Asset Tracking and Property Management System                                      | International | e-2319-8753<br>p-2320-6710 | Impact factor<br>7.512 | 3 <sup>rd</sup> March 2021. |

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|-----|--|--|---------------------|----------------|-------|-------------|
| 13. | Sardar Patel Institute of Economic and Social Research Anvesak | Practices And Strategies on Green Market In Coimbatore District                  | National (UGC Care) | ISSN 0378-4568 | 0.988 | June 2021   |
| 14. | Journal of Education Rabindra Bharati University               | Buying Behaviour of Green Product Consumers In Erode District                    | National (UGC Care) | ISSN 0972-7175 | 2.698 | June 2021   |
| 15. | YMER   | The green marketing strategies and Practices in Dindigul District of Tamil Nadu. | National (UGC Care) | ISSN 0044-0477 | 6.1   | August 2022 |

**SEMINAR / WORKSHOP / CONFERENCES ATTENDED/ORGANIZED/PAPER PRESENTATION**

| S.No |            | Theme  | Name of The Institutions                                  | Organised/ Attended | Duration   |            |
|------|------------|--|---|---------------------|------------|------------|
|      |            |  |   |                     | On/From    | To         |
| 1.   | Seminar    | “Retail Marketing” Key Issues & Challenges                         | P.S.G.R Krishnammal College for women, Coimbatore.        | Attended            | 4.10.2008  |            |
| 2.   | Conference | “Emerging Trends in Banking Sectors”                               | Amman college of Arts & Science for Women, Dindigul.      | Paper Presented     | 12.02.2011 |            |
| 3.   | Seminar    | “Micro Finance”  | Karpagam University, Coimbatore.                          | Paper Presented     | 25.02.2009 |            |
| 4.   | Seminar    | “Numerical Analysis & Its Application”                             | Sakthi College of Arts & Science for women, Oddanchatram. | Attended            | 19.08.2013 |            |
| 5.   | Seminar    | “Romanticism in Shakespeare & 21 <sup>st</sup> Century Literature” | Sakthi College of Arts & Science for women, Oddanchatram. | Attended            | 29.03.2014 |            |
| 6.   | Seminar    | “Faculty Development Programme in Entrepreneurship”                | Sakthi College of Arts & Science for Women, Oddanchatram. | Organised           | 17.02.2014 | 21.02.2014 |

|     |               |  |  |                 |            |            |
|-----|---------------|--|--|-----------------|------------|------------|
| 7.  | Workshop      | “A Stempede in Economic Development – Prons and Cons   | P.S.G.R. Krishnammal College of Women, Oddanchatram.           | Attended        | 30.10.2009 |            |
| 8.  | Workshop      | “Traversing and Fine Tuning of Research Process”   | PSG College of Arts and Science, Coimbatore.                   | Attended        | 12.02.2009 | 13.02.2009 |
| 9.  | Workshop      | “Applications of Statistics in Social Science Research”  | Mother Teresa Women’s University, Kodaikanal.                  | Attended        | 27.09.2012 |            |
| 10. | Workshop      | “Census Dissemination Workshop”  | Gandhigram Institute of Rural Health and Family Welfare Trust. | Attended        | 29.01.2015 |            |
| 11. | Workshop      | “FINMARK” – Dynamics of Finance and Marketing  | Arulmigu Palaniandavar College of Arts and Culture, Palani.    | Attended        | 30.01.2013 |            |
| 12. | Workshop      | “An Activity Based Learning and Case Analysis”   | Sakthi College of Arts and Science for Women, Oddanchatram.    | Attended        | 18.09.2014 |            |
| 13. | Seminar       | “Impact of Demonetization on Contemporary Business”  | Sakthi College of Arts & Science for Women, Oddanchatram.      | Organized       | 28.02.2017 |            |
| 14  | Seminar       | “Financial Inclusion”  | Sakthi College of Arts & Science for Women, Oddanchatram.      | Organized       | 27.08.2017 |            |
| 15  | Seminar       | A One Day National Seminar On “Strategical Sketching of Post Pandemic Transformation In Indian Trade And Commerce” | Sakthi College of Arts & Science for Women, Oddanchatram.      | Organized       | 23.03.2021 |            |
| 16  | ICSSR Seminar | A two Day National Seminar on “entrepreneurship and sustainable  | Arulmigu Palaniandavar Arts College for Women, Palani          | Paper Presented | 30.03.2023 | 31.03.2023 |

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|----|-------------------------------|--|---|----------|------------|------------|
|    |                               | Development                              |   |          |            |            |
| 17 | Faculty Development Programme | Confluence of revised guidelines of IQAC | Arulmigu Palaniandavar Arts College for Women, Palani | Attended | 18.11.2022 | 25.11.2022 |

**POSITION HELD:**

- **Head of the Department.**
- **Co-Ordinator/ Organiser/Convener of the Seminar/Webinar and Workshops.**
- **Produced 18 university Rank Holders.**
- **Guided 09 M.Phil Scholars.**

**RESEARCH SUPERVISION/ GUIDANCE**

**M.PHIL DISSERTATION GUIDED:**

| S.No | Year         | Department | Class  | Reg.No      | Name of the Student | Title of the Dissertation   |
|------|--------------|------------|--------|-------------|---------------------|---|
| 1.   | 2015 To 2016 | Commerce   | M.Phil | 152941ER007 | R.Surya Prabha      | A study on attitude of consumers towards green marketing in oddanchatram              |
| 2.   | 2015 To 2016 | Commerce   | M.Phil | 152941ER003 | V.Rakkatchi         | A study on marketing of flowers in dindigul district.                                 |
| 3.   | 2015 To 2016 | Commerce   | M.Phil | 152941ER004 | B.Renuga            | A study on perception and buying behaviour of car owners in dindigul city             |
| 4.   | 2016 To 2017 | Commerce   | M.Phil | 162941ER001 | B.Kasthuri          | A Study On Working Capital Management With Special Reference To Ashok Leyland Limited |
| 5.   | 2016 To 2017 | Commerce   | M.Phil | 162941ER006 | S.Umadevi           | A Study On Customer Satisfaction Towards BSNL With Special Reference To Dindugul Town |
| 6.   | 2017 To 2018 | Commerce   | M.Phil | 172941ER003 | G.Shanmugapriya     | A study On Students Attitude On E-Marketing Or {Online                                |

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|----|--------------------|----------|--------|-------------|-----------------|--|
|    |                    |          |        |             |                 | Shopping} In Dindigul City   |
| 7. | 2017<br>To<br>2018 | Commerce | M.Phil | 172941ER001 | M.Bhuvaneshwari | A Study On Impact Of<br>Celebrity Endorsement<br>on Advertisement of<br>Patron Buying<br>Behaviour Reference in<br>Dindigul City |