



**ARULMIGU PALANIANDAVAR ARTS COLLEGE FOR  
WOMEN (Autonomous), PALANI**

**PG and Research Department of Commerce**

**STAFF-PROFILE**



|  |  |
|--|--|
| Name   | Mrs.S.Babitha  |
| Designation  | Assistant Professor  |
| Department   | PG and Research Department of Commerce                                     |
| Qualification  | M.Com (CA),M.Phil  |
| Year of Experience in Teaching   | 9 years 5 months   |
| Year of Experience in Research   | 5 years 9 months   |
| Date of Joining  | 18.01.2018   |
| Address for communication  | 26/63 Middle Street, Palani  |
| Mobile   | 9751336509   |
| E -Mail ID   | <a href="mailto:yesbabithavikash@gmail.com">yesbabithavikash@gmail.com</a> |
| No.of .Journal Published   | 2  |
| No.of . Conference/Seminar /FDP/Workshop /Presented / Participated- International & National | 31   |
| No.of. Orientation Attended  | 2  |

### Educational Qualification

| S.No | Degree           | Subject                            | Year of completion | Name of the institution/university   |
|------|------------------|------------------------------------|--------------------|--|
| 1    | M.Phil           | Commerce                           | 2014               | A.P.A.College for Women,Palani , Mother Teresa Women`s University            |
| 2    | M.Com (CA)       | Commerce with Computer Application | 2005               | S.F.R.College for women,Sivakasi, Madurai Kamaraj University                 |
| 3    | B.Com(CA)        | Commerce with Computer Application | 2003               | V.V.VanniaPerumal college for Women,Virudhunagar, Madurai Kamaraj University |
| 4    | 12 <sup>th</sup> | Commerce with Business Mathematics | 2000               | Government Girls Higher Secondary School, Tirumangalam.                      |
| 5    | 10 <sup>th</sup> | State board                        | 1998               | P.K.N. Girls Higher Secondary School, Tirumangalam.                          |

### Teaching Experience: (9 years 5 Months)

| S.No | Designation         | Name of the Institution                             | From       | To         |
|------|---------------------|---|------------|------------|
| 1    | Assistant Professor | ArulmiguPalaniandavar Arts College for Women,Palani | 18.01.2018 | Till       |
| 2    | Assistant Professor | Vidhyasagar College of Arts and Science             | 15-06-2014 | 17.01.2018 |

### Research Projects Guided:

| UG | PG | M.Phil | Ph.D Registered | Ph.D Submitted | Ph.D Awarded |
|----|----|--------|-----------------|----------------|--------------|
| 9  | 9  | -      | -               | -              | -            |

### I handled the following projects - Commerce projects (PG)

| Year     | Name of the student with Reg.number | Topics   | Class     | Department name & College Name                                 |
|----------|-------------------------------------|--|-----------|--|
| May 2019 | Umamaheswari.E<br>16PCOS22          | A study on Financial Performance of Rajapalayam Textile limited – with special reference to Rajapalayam. | M.Com(CA) | PG and Research department of Commerce. Arulmigu Palaniandavar |

|             |                             |   |           |  |
|-------------|-----------------------------|---|-----------|--|
|             |                             |   |           | Arts College For Women,Palani  |
| August 2020 | Kaviya.D<br>18PPCOS08       | A study on customer satisfactions towards Packed Milk - with special reference to Palani            | M.Com(CA) | PG and Research department of Commerce. Arulmigu Palaniandavar Arts College For Women,Palani |
| August 2020 | Vennila.K<br>18PPCOS19      | A study on customer satisfactions towards Water Purifier - with special reference to Palani         | M.Com(CA) | PG and Research department of Commerce. Arulmigu Palaniandavar Arts College For Women,Palani |
| April 2021  | Pavithra.C<br>19PPCOS11     | A study on Financial Performance of Kavithamani iol company in Tirupur.                             | M.Com(CA) | PG and Research department of Commerce. Arulmigu Palaniandavar Arts College For Women,Palani |
| April 2021  | Umamaheswari.G<br>19PPCOS18 | A study on customer perception shampoo - with special reference to Palani                           | M.Com(CA) | PG and Research department of Commerce. Arulmigu Palaniandavar Arts College For Women,Palani |
| June 2022   | Bavatharani.K<br>20PPCOS01  | A study on Users satisfactions towards the Instant Food Products - with special reference to Palani | M.Com(CA) | PG and Research department of Commerce. Arulmigu Palaniandavar Arts College For Women,Palani |

|            |                            |   |           |  |
|------------|----------------------------|---|-----------|--|
| June 2022  | Thenmozhi.C<br>20PPCOS12   | A study on Customer Satisfaction towards Online Food Delivery - with special reference to Palani                          | M.Com(CA) | PG and Research department of Commerce. Arulmigu Palaniandavar Arts College For Women,Palani |
| April 2023 | S.Yazhini<br>21PPCOS13     | A Study On Impact Of Covid-19 On Wedding Business (With Special Reference To Palani Town)                                 | M.Com     | PG and Research department of Commerce. Arulmigu Palaniandavar Arts College For Women,Palani |
| April 2023 | V.Sivaranjani<br>21PPCOS10 | A Study On Customer Satisfaction Towards The Green Products And Green Marketing – (With Special Reference To Palani Town) | M.Com     | PG and Research department of Commerce. Arulmigu Palaniandavar Arts College For Women,Palani |

### Guided Projects - Commerce projects (UG)

| Year    | Name of the student   | Topics  | Department name & College Name   |
|---------|---|---|--|
| 2018-19 | G.JAYANTHI - 16UCAS16<br>S.KALAIVANI-16UCAS17<br>K.KIRTHIKALAKSHMI-16UCAS23<br>S.MAHESHWARI -16UCAS28<br>M.MALATHI - 16UCAS33<br>B.PRABHAVATHI -16UCAS43<br>P.SANTHANA LAKSHMI -16UCAS52            | A Study On Consumer Buying Behavior Towards Patanjali Products -With Special Reference To Palani Town | PG and Research department of Commerce. Arulmigu Palaniandavar Arts College For Women,Palani |
| 2018-19 | K.GAYATHRI - 16UCAS10<br>S.JANAKI - 16UCAS15<br>T.MAHESHWARI -16UCAS29<br>E.PAVITHRA-16UCAS42<br>S.SAHIRA BEGAM-16UCAS47<br>A.SARANYA - 16UCAS54<br>K.VIJAYARASHI -16UCAS69<br>YOGAMBIKA - 16UCAS70 | A Study On Consumer Perception Towards Shampoo With Reference To Palani Town                          | PG and Research department of Commerce. Arulmigu Palaniandavar Arts College For Women,Palani |
| 2019-20 | M.ALAGUMANI - 17PUCAS02<br>B.CHITRA - 17PUCAS05   | A Study On Customer   | PG and Research  |

|         |   |   |   |
|---------|---|---|---|
|         | M.JAYASANTHIYA -17PUCAS17<br>S.KEERTHANA - 17PUCAS25<br>K.MONIKA VARSHINI - 17PUCAS33<br>S.RAMYA - 17PUCAS49<br>A.SATHYA PRIYA - 17PUCAS58<br>M.VEERAMMAL - 17PUCAS66   | Satisfaction Towards Nippon Paint- ( With Special Reference To Palani Town)                                   | department of Commerce. Arulmigu Palaniandavar Arts College For Women,Palani                  |
| 2019-20 | A.DHARSHINI PRIYA - 17PUCAS07<br>V.DURGA DEVI - 17PUCAS10<br>K.GUNALAKSHMI - 17PUCAS14<br>V.KAMALI - 17PUCAS21<br>K.NANDHINI - 17PUCAS35<br>S.POORANI - 17PUCAS43<br>M.PRIYA DHARSHINI- 17PUCAS48<br>C.SINDHU - 17PUCAS59 | A Study On Customer Satisfaction Towards Toothpaste (With Special Reference To Palani Town)                   | PG and Research department of Commerce. Arulmigu Palaniandavar Arts College For Women, Palani |
| 2020-21 | H.HAJARA BANU - 18PUCAS12<br>T.SATHYA - 18PUCAS54<br>S.SHALINI - 18PUCAS57<br>V.SHANGAVI - 18PUCAS58<br>B.THENMOZHI - 18PUCAS62<br>N.UMA MAGESHWARI 18PUCAS63<br>R.VINITHA - 18PUCAS65                                    | A Study On Customer Satisfaction Towards Mobile Phone - With Special Reference to Palani Town                 | PG and Research department of Commerce. Arulmigu Palaniandavar Arts College For Women, Palani |
| 2020-21 | K.BARANI - 18PUCAS06<br>T.SARANYA - 18PUCAS52<br>S.SHALINI - 18PUCAS56<br>M.SIVITHRA - 18PUCAS60<br>N.THANGAMMAL - 18PUCAS61<br>A.VARSHA - 18PUCAS62  | A Study on Customers Brand Preference Towards Coffee In Palani Town - (With Special Reference To Palani Town) | PG and Research department of Commerce. Arulmigu Palaniandavar Arts College For Women, Palani |
| 2021-22 | K.KANNIKA - 19PUCAS19<br>P.KAVIYA - 19PUCAS24<br>S.MEENAMBAL - 19PUCAS38<br>E.MOHANAPRABHA - 19PUCAS40<br>M.SARASWATHI - 19PUCAS53<br>C.SOWMIYA - 19PUCAS57<br>T.SUGANTHI- 19PUCAS61                                      | A Study on Consumer Preference Towards Detergent Powder (With Special Reference to Palani Town)               | PG and Research department of Commerce. Arulmigu Palaniandavar Arts College For Women, Palani |
| 2021-22 | C.ABIRAMI - 19PUCAS01<br>K.Boomika - 19PUCAS04<br>K.KAYATHRI - 19PUCAS25<br>M.MEENA - 19PUCAS37<br>S.PAVITHRA DEVI - 19PUCAS47<br>M.RAJESWARI - 19PUCAS52<br>S.SOUNDHARYA - 19PUCAS56                                     | A Study on Women's Attitude Towards Purchase of Saree (With Special Reference to Palani Town)                 | PG and Research department of Commerce. Arulmigu Palaniandavar Arts College For Women, Palani |
| 2022-23 | M.MUBHASHIRA- 20PUCOA23   | A Study On  | PG and  |

|  |  |   |   |
|--|--|---|---|
|  | A.SABEENABEGAM-20PUCOA32<br>M.ISWARYA -20PUCAA10<br>S.KARTHIKA DEVI-20PUCAA13<br>V.NATHIYA -20PUCAA19<br>M.VISITHRA -20PUCAA27 | Customer Satisfaction<br>Towards On-Line Grocery Shopping (With Special Reference To Palani Town) | Research department of Commerce.<br>Arulmigu Palaniandavar Arts College For Women, Palani |
|--|--|---|---|

### ARTICLES PUBLISHED:

- An Article entitled “Foreign Trade in India During British Rule” Published in ‘International Conference on Tamilaham’s Trade Contact with the World Countries Prior to the British Colonial Rule’, ISBN: 978-93-87865-33-4, December,2019.
- An Article entitled “Digital Marketing on Overview” Published in ‘ICSSR sponsored National Seminar on Innovative Entrepreneurship and Sustainable Development’, ISBN: 978-81-930409-1-7, March 2023.

### Details of conference/seminar Attended:

#### 1. International Level:

| Date                    | Conference/seminar/ Workshop  | Topic  | Presented / Participated | Place  |
|-------------------------|---|--|--------------------------|--|
| 17.12.2019              | Tamilaham’s trade contact with world countries prior the British Colonial rule                  | Foreign Trade in India during British Rule     | Presented                | Arulmigu Palaniandavar Arts College for Women , Palani |
| 20.01.2020              | Environmental Degradation and its impact on society Measurement and Management and Conservation | Forest and Climate change in India             | Presented                | Arulmigu Palaniandavar Arts College for Women , Palani |
| 20.01.2020              | Challenges to Environment and Health.   | Importance of Environmental Education in India | Presented                | Arulmigu Palaniandavar Arts College for Women , Palani |
| 30.06.2022 & 01.07.2022 | Entrepreneurship & Innovation   | Embracing Sustainability Transformation        | Participated             | The Oxford College of Business Management, Bangalore.  |

## 2. State/National Seminar / workshop (Off line and On line)

| <b>Date</b>                    | <b>Conference/seminar/<br/>Workshop</b> | <b>Topic</b>  | <b>Presented /<br/>Participated</b> | <b>Place</b>   |
|--------------------------------|---|---|-------------------------------------|--|
| 14.12.2018                     | International Seminar                   | Winning the Business War  | Participated                        | Sri GVG<br>Visalaski<br>College for<br>women,Udumal<br>pet.                |
| 29.01.2019                     | National Seminar                        | Challenges in<br>Quality Sustenance<br>in Higher Education                                | Participated                        | A.P.A College<br>for<br>Women,Palani                                       |
| 17.10.2019                     | National Conference                     | GST Implications-<br>Employability<br>Perspective   | Participated                        | A.P.A College<br>for<br>Women,Palani                                       |
| 22.04.2020<br>To<br>24.04.2020 | National Seminar                        | Recent Trends in<br>Artificial<br>Intelligence and<br>Impact on Teaching<br>professionals | Participated                        | Rathnavel<br>Subramaniam<br>college of Arts<br>and Science,<br>Coimbatore. |
| 29.04.2020<br>&<br>30.04.2020  | National Seminar                        | Education 4.0 –<br>Future of Learning   | Participated                        | Anand Institute<br>of Higher<br>Technology,<br>Chennai.                    |
| 30.04.2020                     | National Seminar                        | How to be a<br>successful<br>Instruction<br>Designer in E-<br>Learning                    | Participated                        | Rathinam<br>College of Arts<br>& Science,<br>Coimbatore.                   |
| 11.05.2020                     | National Seminar                        | Life skills<br>Development  | Participated                        | Idhaya College<br>for women,<br>Kumbakonam.                                |
| 20.05.2020                     | National Seminar                        | Recent Trends in<br>Digital Image<br>Processing   | Participated                        | Shri<br>Krishnaswamy<br>College for<br>Women,<br>Chennai.                  |
| 20.05.2020                     | National Seminar                        | Entrepreneurial<br>Challenges &<br>Opportunities  | Participated                        | Rathinam<br>College of Arts<br>and Science,<br>Coimbatore.                 |
| 26.05.2020                     | National Seminar                        | How to access<br>online Teaching<br>using free tols                                       | Participated                        | St. Thomas<br>college of Arts<br>and Science,<br>Chennai – 107.            |
| 16.06.2020                     | National Seminar                        | E-Learning Video<br>Creation and Online<br>Assessment tools                               | Participated                        | Arulmigu<br>Palaniandavar<br>Arts College for                              |

|                                |   |  |              |  |
|--------------------------------|---|--|--------------|--|
|                                |   |  |              | Women , Palani   |
| 7.05.2020<br>To<br>9.05.2020   | National Workshop                         | Tally for Beginners  | Participated | Nallamuthu<br>Gounder<br>Mahalingam<br>College<br>,Pollachi  |
| 20.05.2020<br>to<br>22.05.2020 | National Workshop                         | Examination<br>Guidance to crack<br>NTA- NET/SET   | Participated | Swami<br>Hansmuni<br>Maharaj Degree<br>college of<br>commerce ,<br>Delhi   |
| 02.11.2022<br>To<br>04.11.2022 | National Seminar                          | Research<br>Guidelines –<br>Literature Review,<br>Questionnaire<br>Designing and<br>Application of<br>Statistical Tools  | Participated | Sivananda<br>Sarma Memorial<br>R.V.College,<br>Coimbatore.   |
| 30.06.2021                     | National Seminar                          | Research Reference<br>Writing and<br>Plagiarism<br>Management  | Participated | Arulmigu<br>Palaniandavar<br>Arts College for<br>Women , Palani  |
| 23.06.2021                     | National Seminar                          | The imprints of<br>common men in<br>Inscriptions   | Participated | Arulmigu<br>Palaniandavar<br>Arts College for<br>Women , Palani<br>of History<br>Department and<br>collaboration<br>with<br>Pandiyandu<br>Cultural<br>Foundation in<br>Madurai |
| 14.09.2022                     | ICSSR Sponsored<br>National level seminar | Challenges and<br>Problems Faced by<br>Women<br>Entrepreneur in<br>Indian Society<br>after COVID -19-<br>IMPACT OF<br>COVID-19 ON<br>WOMEN<br>ENTREPRENEU<br>RS IN INDIA | Presented    | Sankara College<br>of Science &<br>Commerce,<br>Coimbatore   |
| 11.11.2022                     | National level<br>Workshop                | An Overview of<br>Research Article   | Participated | Sankara College<br>of Science &<br>Commerce,<br>Coimbatore   |
| 30-03-2023                     | ICSSR Sponsored                           | Innovative   | Presented    | Arulmigu   |



|                 |                        |  |  |   |
|-----------------|------------------------|--|--|---|
| &<br>31-03-2023 | National level seminar | Entrepreneurship and Sustainable Development |  | Palaniandavar Arts College for Women , Palani |
|-----------------|------------------------|--|--|---|

### 3. Faculty Development Programme (Offline and Online)

| Date                                      | Conference/seminar/ Workshop      | Topic   | Place  |
|---|-----------------------------------|---|--|
| 07.07.2023<br>To<br>18.07.2023            | International Phygital FDP        | Recent Trends in Multidisciplinary Research                                   | SRM Institute of Science and Technology, Chennai 89        |
| 10.03.2021-<br>16.03.2021                 | A Seven day National level FDP    | “Cognizance and formation of core values in Higher Education”                 | Arulmigu Palaniandavar Arts College for Women, Palani      |
| 2.08.2021 –<br>09.08.2021                 | National level 7 Days FDP         | “Emerging Trends and challenges in Commerce”                                  | PPG College of Arts and Science, Coimbatore.               |
| 01.08.2020-<br>07.08.2020                 | A Seven day National level FDP on | “ Ethical standards in a Professional Context                                 | Arulmigu Palaniandavar Arts College for Women, Palani      |
| 22.04.2020 to<br>24.04.2020               | Faculty Development Programme     | Recent Trends in Artificial Intelligence and Impact on Teaching Professionals | Rathnavel Subramaniam College of Arts and Science, Sullur. |
| 28-04-2020,<br>30-04-2020 &<br>02-05-2020 | Faculty Development Programme     | Emotional Intelligence  | KG College of Arts and Science, saravanampatti, Coimbatore |
| 04-05-2020<br>to<br>06-05-2020            | Faculty Development Programme     | Teaching, Learning and Evaluation   | Arulmigu Palaniandavar Arts College for Women, Palani      |
| 09.06.2020<br>to 15.06.2020               | Faculty Development Programme     | New Directions and Dimensions in Higher Education                             | Arulmigu Palaniandavar Arts College for Women, Palani.     |

### ORIENTATION/REFRESHER COURSES/OTHER PROGRAMMES & TRAINING:

| S.NO | Name of the course | Title  | Organised by                    | DD/MM/YEAR |
|------|--------------------|--|---------------------------------|------------|
| 1    | Orientation        | Orientation and Retraining of Teachers             | A.P.A College for Women, Palani | 09.03.2020 |
| 2    | Orientation        | Programme on Outcome Based Education-A Perspective | A.P.A College for Women, Palani | 07.02.2019 |

### OTHER RESPONSIBILITIES HOLD IN SERVICE (CURRENT/ PREVIOUS):

- Got Qualification Approval from Bharathiar University
- External Examiner in Bharathiar University

- Question Paper setter in Autonomous Colleges
- External Practical Examiner in Other colleges
- Got Guideship from Bharathiar University
- Classes Handled : Both UG and PG
- Commerce Association In Charge 2022-2023