

## **Faculty Profile**

Name:Dr.R.Parameswari

Qualification:M.Com.,M.Phil.,M.Ed.,PGDCA.,Ph.D

Designation: Principal I/C,Associate Professor of Commerce

Date of Birth:15/05/1965

Date of Joining: 25/03/1992

Experience:32 Years

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### **Research Activities and Publications:**

Orcid -id: <https://orcid.org/0000-0002-1967-6671>

Vidwan-ID: 216956

- Number of M.Phil Guided: 6
- Number of Ph.D Guided: 03
- Number of Ph.D Pursuing: 03
  - Member –Inspection Commission: Bharathiar University

### **UGC & sponsored Minor Research Project Sanctioned**

#### **Submitted:**

“Causes for Sickness of Small Scale and Tiny Units in Dindigul District”December-2011.

## **PAPERS PRESENTED:**

### **National Level:**

1. Challenges Faced by Financial Institutions Today – with special reference to Life Insurance Corporation of India – National level Seminar , Providence College for Women , coonoor -13.01.2004.
2. Workshop on Methodology in Social Science Research- G.T.N Arts College, Dindigal -24.01.2009.
3. The Impact of Globalisation on Service Sector with reference to LIC of India –National Level Seminar on “The Impact of Globalization on Service Sector and Capital Market” at Erode Arts College, Erode on 13.02.2004.
4. Impact of Globalisation on Finance – A study on Private Insurance companies in India- National Level seminar on “The Impact of Globalization on Indian Industry” at Hindustan College of Arts and Science, Coimbatore on 21.2.2004.
5. Ethical values in Management ,National level seminar on “ Corporate Culture and Ethical Climate” at Sri G.V.G Visalakshi college , Udumalpet on 29.9. 2004
6. “Health Insurance “UGC Sponsored National Conference on “Impact of Globalisation on Insurance Sector” at , NGM College, Pollachi, 30<sup>th</sup> & 31<sup>st</sup> March 2007.
7. Women Entrepreneurs and their Empowerment with Special reference to Small Scale Industries – UGC Sponsored National Seminar at Women’s Christian College, Nogercoil – 2009.
8. “A Study on Marketing of Vegetables in Madathukulam Taluk” National Seminar at Dr.N.G.P. Arts and Science College, Coimbatore, on 30th Sep 2015.

9. “Challenges of Green marketing in India” National Seminar on “Greenmarketing; Prospects and Challenges” on 29th Sep, 2015 at Arulmigu Palaniandavar Arts College For Women, Palani.

**International Level:**

1.Rebooting Strategies for Global Recession with special reference to Small Scale Industries in India- International Conference on “Rebooting Strategies for Global Recession” at Tiruppur Kumaran College for Women, Tiruppur - 2009.

2. Challenges of Green marketing- International Conference at P.K.R Arts Collegefor Women, Gobichettipalayam on17th September 2012

**Publication: Conference Proceedings- National:**

1. A Study on Buyer’s Attitude Towards Uzhavar Sandhai With Special Reference to Udumalpet, National Conference on “Role of Commerce in InclusiveGrowth and sustainable development of India” SNMV College of Arts and Science, Coimbatore, 25<sup>th</sup> Feb, 2016, ISBN:978-93-85477-69-0. Vol.No:1,Pp:33- 37

2. “A Study on Consumer’s Attitude Towards Internet Data Card With Special Reference to Udumalpet” National Conference on “Role of Commerce in InclusiveGrowth and sustainable development of India” SNMV College of Arts and Science, Coimbatore, 25<sup>th</sup> Feb, 2016, ISBN:978-93-85477-69-0. Vol.No:1,Pp:38- 45

3.”A Study on Students’ Preference Towards Social Networking Websites in Udumalpet” National seminar on “Online Marketing of services in Globalisation

Era”at Sourashtra College of Arts and Science, Madurai,n 25th Feb, 2016,ISBN:978-81-929458-4-2, Pp:208-213

- Member Faculty, Inspection Commission, Bharathiar University.
- **FDP Programmes attended:**

1. Faculty Development Programme :(FDP) on 07.04.2011-09.04.2011 at G.R.Damodharan College of Science , Coimbatore.

1. Trainers' Training Programme on Entrepreneurship and Skill Development on 22-24 th August 2012 at BSMED-ESDC, Bharathiar University, Coimbatore.

2. One day state level conference on "Establishment of Entrepreneurship Development Cells in Higher Education Institutions in TamilNadu" on 21.12.2012 at Chennai Trade Centre, Nandambakkam, Chennai.

**Seminar Organised:**

National level Seminar on "The Dynamics of Crowdfunding", 23<sup>rd</sup> December, 2016.