

Faculty Profile

Name: Dr.C.Pushpalatha

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

Designation: Associate Professor of Commerce

Date of Birth: 15/04/1974

Date of Joining: 24/07/2000

Experience:24 Years

Mail Id -pushpalathac@gvgvc.ac.in

Research:

Number of M.Phil Guided: 8

Number of Ph.D Guided: 06

Number of Ph.D Completed: 01

Number of Ph.D Pursuing: 05

Publications: 04

Faculty Name	Title	Journal Name	Year
S.Birunda(RS) &C.Pushpalatha	Determinants of Choice of a Service Provider :A Study with reference to Red Taxi in Coimbatore City, Tamil Nadu.	Journal Of The Asiatic Society Of Mumbai	2021-2022
S.Birunda(RS) &C.Pushpalatha	An Exploratory Study on Female Passengers Preference towards Digital Cab Services in Coimbatore City, Tamil Nadu.	Digital Engineering	2021-2022
Dr.C.Pushpalatha & S.Birundha (Research Scholar)	A study on cab services as a mode of intra-city transportation in Coimbatore	Journal of Emerging Technologies and Innovative Research	2019-2020
Dr.C.Pushpalatha & Ms.S.Birundha	A Study on users' satisfaction towards mobile wallets with reference to Udumalpet Taluk	Asia Pacific Journal of Research	2018-2019

Minor research Projects: 1

UGC & sponsored Minor project Sanctioned Submitted

A study on Awareness, Utilization and Satisfaction towards Health Insurance policies in Tirupur (Dt) ,TN. February 2013.

Orcid -id:<https://orcid.org/0000-0001-9968-602X>

Vidwan-ID: 131574

Resource person: 1

National /International conferences /Workshops organized: 02