



FACULTY PROFILE

Name : Dr.C.KAVITHA
Designation : **GUEST LECTURER**
Address : 19/27, SALAVIYALAR LANE,
EDAYAR STREET,
COIMBATORE-641001
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Date of Joining in Collegiate Education : **01/06/2006**
Date of Joining in the Present College : 05/08/2019
AcademicProfile :

Degree	Institute/College	University	Period
B.Com	Shrimathi Indira Gandhi College, Trichy	Bharathidasan university	2003
M.Com	Shrimathi indira Gandhi college, Trichy	Bharathidasan university	2005
PGDCA	Shrimathi indira Gandhi college, Trichy	Bharathidasan university	2004
M.Phil	Shrimathi indira Gandhi college, Trichy	Bharathidasan university	2006
Ph.D	SNMV College of Arts and Science, Coimbatore	Bharathiar university	2023

Eligibility for Lectureship :

Teaching Experience :7

- i) Total : 7YR
- ii) UG : 7years
- PG : 2

Nameofthecollege	Positionheld	Period
Chidambaram Pillai College of arts and science,Trichy	Lecturer	2006-2007
SNMV College of Arts and Science, Coimbatore	Assistant Professor	2013-2014
Mother Teresa Women's university research and extension Centre,Coimbatore	Guest lecturer	2017-2019
Government Arts and Science College, Thondamuthur	Guest lecturer	2019-till now

Honors and Research Awards : nil

FundedProjects: nil

Membership in Professional Bodies:

S.No	Name of the Professional Body	MembershipDetails	Period

Field of Specialization : Marketing

Research Guidance(No of Research Students Guided): nil

M.Phil : Guided: - Guiding -

Ph.D: Guided - Guiding: -

ResearchExperience :

iv) M.Com.,Dissertation :A Study on customer satisfaction towards various brands of shampoo at Dalmiapuram,Trichy Dist.

v) M.Phil.,Dissertation : A Study on Customer preference towards toilet soaps at Dalmiapuram,Trichy Dist.

vi) Ph.D.Thesis : Customer perception towards organic edible oil with reference to Coimbatore dist.

vii) ResearchPublications :

i) **Research Papers** :

Details of Publication:

S.No	Title of the Article	Journal	National/International	Year of Publication
1	Buying behavior of the customers towards the edible oil with social reference to the Coimbatore district	Sambodhi	UGC Care Journal	2021
2	A study on production and consumption of edible oil in india,	South india journal of social sciences	UGC Care Journal	2022
3	A conceptual study on consumer perception towards edible oil.	Shodhasamhita, journal of fundamental & comparative research,	UGC Care Journal	2022

ii) **Book/Book Chapters** :nil

iv) **Patent**:nil

v) **No. of Papers Presented in National and International Seminars/ Conference** 6

vi) **No. of Papers published in National and International Seminars/ Conference** 0

Resource Person/Invited Lectures (outside college) :nil

S.No	Date of Programme	Institution	Topic of Lecture	Remarks

Any other details:

Details of Publication:

S.No	Title of the Article	Journal	National/International	Year of Publication

iii) **Book/Book Chapters** :1

iv) **Patent**:nil

v) **No. of Papers Presented in National and International Seminars/ Conference** 3

vi) **No. of Papers published in National and International Seminars/ Conference** 3

Resource Person/Invited Lectures (outside college) :nil

S.No	Date of Programme	Institution	Topic of Lecture	Remarks

Any other details: