

# FACULTYPROFILE



**Name** : Dr.S.Kousalya Devi  
**Designation** : **Assistant Professor**  
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Coimbatore-641402  
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**Date of Joining in Collegiate Education** : **18.09.1998**  
**Date of Joining in the Present College** : 26.12.2022  
**AcademicProfile** :

<b>Degree</b>	<b>Institute/College</b>	<b>University</b>	<b>Period</b>
B.Com	RVS College of Arts and Science, Sular, Coimbatore	Bharathiar University	1993
M.Com	RVS College of Arts and Science, Sular, Coimbatore	Bharathiar University	1996
M.Com CA	Annamalai Univesity	Annamalai University	2012
M.Phil	Madurai Kamaraj University	Madurai Kamaraj University	1999
Ph.D	CMS College of Science	Bharathiar University	2009
P.G.D.C.A	Manomaniam Sundranar Univesity	Manomaniam Sundranar Univesity	2003

**Eligibility for Lectureship** :SLET/NET Qualification, 2012 SET Management

**TeachingExperience** :  
i) Total : 25  
ii) UG : 25  
iii) PG : 14

<b>Nameofthecollege</b>	<b>Positionheld</b>	<b>Period</b>
RVS College of Arts and Science,Sulur	Lecturer	1999 to 2010
Coimbatore Institute of Technology,Narasipuram	Professor	2010-2012
Hindusthan Institute of Technology.Coimbatore	Professor	2012-2015
Government Arts College, Dharmapuri	Assistant Professor	July 2015 to November 2015
LRG Government Arts and Science College for Women, Tirupur-4	Assistant Professor	25.11.2015 to 26.12.2022 FN
Government Arts and Science College, Thondamuthur	Assistant Professor	26.12.2022 AN to Till Date

**Honors and Research Awards : Nil**

**FundedProjects: nil**

**Membership in Professional Bodies:**

<b>S.No</b>	<b>Name of the Professional Body</b>	<b>MembershipDetails</b>	<b>Period</b>

**Field of Specialization :Finance and Marketing**

**Research Guidance( No of Research Students Guided): 03**

**M.Phil : Guided: 1 Guiding 0**

**Ph.D: Guided 2 Guiding: 4**

**ResearchExperience :**

**i) M.Com.,Dissertation : Employee's Morale and Job Satisfaction in lakshmi Mill Company Ltd., Palaadam Brach.**

**ii) M.Phil.,Dissertation : A Study on Job Satisfaction of Women employees in Coimbatore City**

**iii) Ph.D.Thesis :Financial Management Practices in Small Scale Industries with Reference to Wet Grinder Units, Coimbatore District.**

**ResearchPublications :**

**i) ResearchPapers :**

**DetailsofPublication:**

S.No	Title of the Article	Journal	National/International	Year of Publication
1	“Factors Influencing Housing Loan Borrowers of Private And Public Sector Banks In Coimbatore City – Comparative Study”	KY Publications India, International Journal of Business Management and Allied Scieces (IJBMAS) A Peer Reviewed International Research Journa	International	2016
2	Reasons stated by the Women for Joining in Fitness Centers''	European Economic Research Publications(EERP) International Journal of Management and Social Science	International	2018
3	“Factors Restrict Women From Joining Fitness Centers in Coimbatore City”Published In	Ijrar ( Wwww.Ijrar.Org ) Issn Ugc Approved & 5.75 Impact Factor	International	2018
4	A Study on Consumers Awareness And Attitude Towards FMCG Products Pricing Strategies	International Journal of Researcg and Analtical Reviews (IJRAR)	International	2020
5	Factors Influencing Consumer Behaviour Towards Eco- Friendly Packages	International Research Journal of Commerce, Arts and Science	International	2021
6	A Study on Consumers Awareness And Attitude Towards FMCG Products Pricing Strategies	International Journal of Researcg and Analtical Reviews (IJRAR)	International	2022

ii) Book/BookChapters :nil

iv) Patent:nil

v) No. of Papers Presented in National and International Seminars/ Conference 10

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

ResourcePerson/InvitedLectures (outside college) :nil

S.No	Date of Programme	Institution	Topic of Lecture	Remarks

Any other details: