

Curriculum Vitae

I General Information

Name : P.SARITHA
Father's Name : C.SHANMUGA KANI
Age & Date of Birth : 37 yrs, 26.05.1982
Designation : Assistant Professor
Department : Commerce
Mobile No. : 9442124559
Email Id : sarithapreamkumar@gmail.com
Date of appointment : 20.2.2019



II Educational Qualification

Examination Passed	Board/University	Subject	Year of Passing	Class / Percentage
SSLC	Board of Secondary Education		1997	I Class
Higher Secondary	Board of Higher Secondary Education	Commerce	1999	I Class
Bachelor's Degree	Madurai Kamaraj University	Commerce	2002	I Class
Master's Degree	Madurai Kamaraj University	Information Technology & Management	2012	I Class
M.Phil	Madurai Kamaraj University	Management	2013	I Class
Master's Degree	Alagappa University	Commerce	2015	I Class
Ph.D.	Madurai Kamaraj University	Commerce		Pursuing
Others:				
SET Exam		Management	2012	Qualified
NET Exam		Management	2012	Qualified
SET Exam		Commerce	2017	Qualified
NET Exam		Commerce	2017	Qualified

III Teaching Experience : UG : 6 Years 1 months
PG : 4 Years 1 months
M.Phil : 1 Year

IV Research Experience

Minor Research Project

Topic	Period	Funding Agency	Amount sanctioned in ₹
Customer Relationship Management – A Tool for customer Retention with Special Reference to Private Life Insurance Companies	2015-17	UGC	90,000

Guideship details

In-house projects guided

Year	UG / PG / M.Phil	Number of Students	Area of study
2015-2016	PG - Commerce	3	Production
2016-2017	PG - Commerce	2	Production
2017-2018	MBA BBA	6 2	Finance – 1 Human Resource Management – 7
2018-2019	MBA BBA	2 8	Human Resource Management- 5 Marketing - 3
2019-2020	PG - Commerce	3	Production

No. of articles published in Journals

International : 5

National : 6

No. of papers presented in Seminars / Conferences

International : 5

National : 7

No. of articles published in Books / Conference Proceedings : 8

Articles Published

Title of the Article	Name of the Journal	Impact Factor	Database	Citation Index
Performance of Path Analysis for Customer satisfaction with the Services of LIC branch, Virudhunagar	College Sadhana, ISSN:0974-6838 Vol 6 No:1, August 2013, pp. 832-834			
Prediction of LIC Customer Satisfaction in Virudhunagar branch	Multidisciplinary Research Journal of VVV College, ISSN :2347-3967, October 2013, pp.94-96			

Attitude of Customers Towards CRM Factors in Private Life Insurance Companies	International Journal of Applied Management Research, ISSN: 0974 8709, Vol.8, Issue 1, No.1, January – June 2016, pp. 39-41			
Awareness of College Students Towards Bharati Airtel Open Network	College Sadhana, ISSN:0974-6838 Vol 9 No:1(A), August 2016, pp. 88-91			
E-CRM in Life Insurance Corporation of India	College Sadhana, ISSN:0974-6838 Vol 9 No:1(A), September 2016, pp. 88-91			
Servqual Analysis: An Assessment of Customer Perception in Life Insurance Corporation of India	International Multidisciplinary Innovative Research Journal- An International refereed e-journal of Literary Explorations, ISSN: 2456-4613 IMIRJ, 1(1), September 2016.			
Communication via Internet –A Study among Post Graduate Students	International Multidisciplinary Innovative Research Journal- An International refereed e-journal of Literary Explorations, ISSN: 2456-4613 IMIRJ, II(1), September 2017			
Cashless Bank Transactions in Empowering Digital India	An International Journal MASIV, Vol.4, No:1, September 2018, ISSN :2454-4558, pp. 59-63.			
Efficacious Exploit of Internet by Students	Suraj Punj Journal for Multidisciplinary Research, Vol.8, Issue 12, December 2018 ISSN:2394-2886 pp.308-316	6.1		

Attitude of Teenagers towards Online Buying Through Social Media	TSM Business Review International Journal of Management, Vol.6, No, 2 December 2018, ISSN 2348-3784 pp.1-7			
Customer Retention Scenario in Private Life Insurance Services	The Journal of Insurance Institute of India, Vol. VI, Issue No. III, January – March 2019 pp. 44-52			

Papers presented

Date	Seminar / Conference	Level	Title of the paper	Venue
28.01.2011 & 29.01.2011	Symposium	National	Education through Online Learning	V.H.N.S.N. College, Virudhunagar.
01.03.2012	Seminar	National Seminar	Impact of Team in Corporate	V.H.N.S.N. College, Virudhunagar.
19.10.2012	Conference	National	Impact of Investments on Business Growth in the Rural Region	V.H.N.S.N. College, Virudhunagar.
24.07.2015	Strategies for Sustainable Growth of E-Commerce	International Conference	E-CRM in Life Insurance Corporation of India	V.H.N.S.N. College, Virudhunagar.
16.02.2016	Emerging Trends in Global Business	International Conference	Determinants of Human Resource Management in Hatsun Agro Products Limited in Madurai	Nehru Memorial College, Puthanampatti.
20.08.2016	Make in India- Initiatives, Ideas and Challenges	International Conference	Awareness of College Students Towards Bharati Airtel Open Network	V.H.N.S.N. College, Virudhunagar.

29.09.2016	The Role of National Skills Qualifications Framework (NSQF) in Designing the Curriculum	NAAC Sponsored National Level Workshop	Techno- friendly Curriculum to Spur Employability	V.H.N.S.N. College, Virudhunagar.
14.09.2017	Innovative Marketing Strategies for Business Growth	International Conference	Online Buying: A Promotional Craze for Teenagers	Morappur Kongu College of Arts and Science, Morappur.
2.02.2018	Emerging Trends in Management Practices in the Globalised Era	National Seminar	E-learning: A Study on NPTEL Course among College Students with Reference to Virudhunagar District	Sri Kaliswari Institute of Technology, Sivakasi.
7.02.2018 & 8.02.2018	Women Entrepreneurship in Comprehensive Environment- A Paradigm Shift in Indian Context	National Seminar	A Study on The Futuristic Vision of To-Be- Entrepreneurs	V.V.Vanniaperumal College for Women, Virudhunagar.
14.9.2018	Emerging Trends in Banking Sectors	International Conference	Cashless Bank Transactions in Empowering Digital India	Madurai Sivakasi Nadars Pioneer Meenakshi Women's College, Poovanthi.
2.4.2019 & 3.4.2019	Trajectory of Transformation in Rural Indian Youth: from Techno-illiterates to Technocrats for Actualising Skill India	National Conference	Awareness Among College Students in Virudhunagar towards the Digital India Initiatives in Higher Education	V.V.Vanniaperumal College for Women, Virudhunagar.

Articles published in Books / Conference Proceedings

Year	Book title / Conference	ISBN	Article title
October 2012	Impact of Investments & IT on Rural Development	ISBN : 978-93-81723-07-4	Impact of Investments on Business Growth in the Rural Region
September 2012	New Blossoms of Management	ISBN :978-93-81723-11-1	Exploring Service Quality Dimensions of LIC Branch at Virudhunagar
July 2013	Neo- Patterns of Business Management	ISBN:978-93-81723-13-5	Performance of Three Major Designs of Anova for the Impact of Demographic Variables on the Satisfaction of Customers of LIC Branch, Virudhunagar.
September 2016	The Role of National Skills Qualifications Framework (NSQF) in Designing the Curriculum	ISBN:978-93-81723-59-3	Techno- friendly Curriculum to Spur Employability
February 2017	Business Management Practices in Emerging Indian Economy	ISBN : 978-93-81723-64-7	Usage Pattern of Smartphones among Teenagers
October 2017	Innovative Advances and Challenges in Management	ISBN : 978-93-81723-64-7	Attitude of Arts College Students Towards the Usage of Internet
February 2018	Emerging Trends in Management Practices in the Globalised Era	ISBN :0975-9336	E-learning: A Study on NPTEL Course among College Students with Reference to Virudhunagar District
February 2018	Women Entrepreneurship in Comprehensive Environment- A Paradigm Shift in Indian Context	ISBN : 978-81-935892-0-5	A Study on The Futuristic Vision of To-Be-Entrepreneurs
April 2019	Trajectory of Transformation in Rural Indian Youth: from Techno-illiterates to Technocrats for Actualising Skill India	ISBN : 978-81-935892-3-6	Awareness Among College Students in Virudhunagar towards the Digital India Initiatives in Higher Education

V Seminars/Conferences/Workshops attended

Date	Level	Name of the Seminar / Conference / Workshop	Venue
09.01.2014 To 10.01.2014	National Level Conference	ICT-A Catalyst of Change for Transforming Teaching, Learning & Research in Commerce, Computer Science & Management Education	Lady Doak college, Madurai.
21.01.2014	One Day State Level Conference	Challenges in Service Sector	VVV College for Women, Virudhunagar.
21.02.2014	VVV COMM FEST State Level Seminar	Impact of Foreign Policy on Indian Economy	VVV College for Women, Virudhunagar.
03.07.2014 to 05.07.2014	VVV College for Women UGC sponsored National seminar	Analytical Tools for Researchers in Commerce and Computer Science	VVV College for Women, Virudhunagar.
20.02.2015	VVV COMM FEST State Level Seminar	Online Trading and its impact in Retail sector	VVV College for Women, Virudhunagar.
10.03.2015	Seminar	Google Apps	VVV College for Women, Virudhunagar.
24.07.2015	Conference	Strategies in Sustainable Development	VHNSN College, Virudhunagar.
22.09.2015	One day Workshop	Application of SPSS in Research	VVV College for Women, Virudhunagar.
21.01.2016	VVV COMM FEST State Level Seminar	Investment in Gold: Trends and Issues	VVV College for Women, Virudhunagar.
20.08.2016	International Conference	Make in India- Initiatives, Ideas and Challenges	V.H.N.S.N College, Virudhunagar.
29.12.2016 & 30.12.2016	IQAC sponsored National Level Workshop	The Role of National Skills Qualifications Framework (NSQF) in Designing the Curriculum	V.H.N.S.N College, Virudhunagar.
13.10.2017	GST and its Impact	Attitude of Arts College Students Towards the usage of Internet	V.H.N.S.N College, Virudhunagar.

14.9.2018	Emerging Trends in Banking Sectors	Cashless Bank Transactions in Empowering Digital India	Madurai Sivakasi Nadars Pioneer Meenakshi Women's College, Poovanthi.
19.9.2018	Students Faculty Research Forum	Workshop on SPSS	V.V.Vanniaperumal College for Women, Virudhunagar.
2.4.2019 & 3.4.2019	National Conference	Trajectory of Transformation in Rural Indian Youth: from Techno-illiterates to Technocrats for Actualising Skill India	V.V.Vanniaperumal College for Women, Virudhunagar.

VI Course attended (Refresher / Orientation / any other)

Name of the Course	Venue	Duration
Orientation Programme	V.V.V.College, Virudhunagar	27.10.2013 & 28.10.2013
Retraining Programme on Scholarly Report writing	V.V.V.College, Virudhunagar	17.03.2014
Orientation Programme Make the Day	V.V.V.College, Virudhunagar	02.07.2014
Faculty Retraining Programme	V.V.V.College, Virudhunagar	08.09.2015
Faculty Retraining Programme – Tamil Typing	V.V.V.College, Virudhunagar	08.07.2016
Faculty Retraining Programme – Research Methodology	V.V.V.College, Virudhunagar	25.10.2016
Faculty Development Program- ICT Academy Introduction to ASP.net	V.V.V.College, Virudhunagar	26.10.2016 & 27.10.2016
Faculty Retraining Programme	V.V.V.College, Virudhunagar	26.07.2017
Faculty Development Program- ICT Academy Team Building	Sri Kaliswari College, Sivakasi	08.7.2017 & 09.7.2017
Paradigm Shift in Accreditation and	V.V.V.College, Virudhunagar	26.09.2017

Assessment of Higher Educational Institution		
Faculty Retraining Programme- Towards Faculty Competence	V.V.V.College, Virudhunagar	16.12.2017
Faculty Development Program- An Overview of Goods and Services Tax Transactions in Tally – ERP 9	Kalasalingam Academy of Research and Education, Krishnankoil	12.7.2018 to 14.7.2018
Faculty Retraining Programme- Effective Question Paper Setting	V.V.V.College, Virudhunagar	04.08.2018
Faculty Retraining Programme – Effective Teaching through Google Applications	V.V.V.College, Virudhunagar	29.08.2018
Faculty Development Program- ICT Academy Introduction to R Program	V.V.V.College, Virudhunagar	1.11.2018 & 2.11.2018

VII Role in Academic Bodies :

As a member of Board of Studies – PG Alumna :

University / College	Period	Board
Lady Doak College	1.11.2018 to 1.11.2020	B.Com. & M.Com.

VIII Resource person / Chairperson

Activity	Date	Topic / Theme	Event	Venue
Guest Lecture	06.08.2013	Research in SPSS	M.Phil. (Management)	VHNSN College, Virudhunagar
Guest Lecture	04.08.2016 11.08.2016 22.08.2016	Hands on Training- SPSS	M.Phil. (Mathematics)	V.V.V. College for Women, Virudhunagar

IX Other information :

i. Staff - in - charge of various activities in the Institution

2013 – 14	Member in Placement cell
2014 – 15	Equal Opportunity Centre
2015- 16	Equal Opportunity Centre
2016- 17	Study Circle
2017- 18	Hindu Samaya Vazhipattu Kazaham
2018- 19	Consumer Club
2019- 20	Ward System

ii. Staff - in - charge of various activities in the Institution

2013 – 14	Association Incharge, Department Magazine
2014 – 15	Remedial Coaching Incharge
2015- 16	Remedial Coaching Incharge
2016- 17	Department Library
2017- 18	Association Incharge
2018- 19	NPTEL, Department Magazine
2019- 20	NPTEL, Reading Club

iii. Member in Madurai Insurance Institute of India.

iv. Acted as Judge for Ad- Act competition and Group Discussion

v. Published a story ‘A Nightmare’ in Amazon Kindle in 2018

- vi. Awards won : ➤ Received a cash prize of Rs. 2,000 for Essay Writing Competition conducted by Madurai Institute of India on 19.6.2018
- Received an Honorarium of Rs. 1,000 from Insurance Institute of India for publishing a research paper.