



FACULTY PROFILE

Name : Dr.K.Pavithra
Area of Specialisation : Marketing & Finance
Education : M.Com CA., M.Phil.,Ph.D.,
Other Qualifications : -

Professional Experience (in years)

Teaching : 11
Research : -
Industry : -

Contact Details

Mobile : 7708978257
E-mail : pavithra@psgrkcw.ac.in
IRINS Link : <https://psgrkcw.irins.org/profile/111903>
LinkedIn Link :

Research Supervision/Guideship

M.Phil. : -
Ph.D. (completed) : -
Ph.D. (in progress) : -

Professional Highlights

Publications – Articles

UGC :

- Published paper in “Self Help Group-A keystone for development of women entrepreneurs” in intercontinental Journal, 2015.
- Published paper in “Role of NGO in Empowering women through Microfinance” in intercontinental Journal, 2015.
- Published paper in “A study on performance analysis of selected it companies” in International Journal of Commerce and Management Research, ISSN: 2455-1627, Volume 2; Issue 1; January 2016; Page No. 18-20
- Published paper in “Leverage analysis on subsidiaries of ONGC” in International Journal of Commerce and Management Research, ISSN: 2455-1627,Volume 2; Issue 1; January 2016; Page No. 36-39
- Published paper in “Role of FDI in Capital Market- A theoretical Overview” in National Conference on FDI, 30th January 2017,Page No.158-160
- A study on macro economic variables affecting share price volatility with reference to BSE, India Dogo Rangsang (UGC Care), Vol 11, Issue 11, November 2021,Pp 17 – 22.
- A study on the plastic ban among the respondents of pallapalayam Village Utkal Historical Research Journal, Vol.-34, 2021, Pp-83-87.
- A study on the perception of plastic usage among the residents of Kasthuripalayam municipal corporation, Jijnasa, Volume : 38, No. 1, 2021,Pp:115-118
- A Study On Awareness Of Government Schemes Among Women Entrepreneurs, South India Journal Of Social Sciences,Vol. Xxi, No.15,January 2023
- A Study On Satisfaction And Problems Faced By Policyholders In Health Insurance South India Journal Of Social Sciences,Vol. Xxi, No.15,January 2023
- A Study On Impact Of Gst On E-Commerce Sector South India Journal Of Social Sciences,Vol.

Xxi, No.15,January 2023

- A Study On Awareness And Factors Influencing Towards Micro Insurance, Journal of Foundational Research (UGC Care) Vol.: XXXI, Issue No. 2 (J), Pg. No.24 to 30July – December : 2023
- A Study On Customer Awareness On Micro Insurance As A Financial Inclusion, Journal of Foundational Research (UGC Care) Vol.: XXXI, Issue No. 2 (J), Pg. No.24 to 30July – December : 2023
- A Study On Customers Preference Towards Derivatives Trading With Special Reference To Futures And Options, Journal of Foundational Research (UGC Care) Vol.: XXXI, Issue No. 2 (J), Pg. No.24 to 30July – December : 2023
- A Study On Investors Satisfaction Towards Derivatives Market, Journal of Foundational Research (UGC Care) Vol.: XXXI, Issue No. 2 (J), Pg. No.24 to 30July – December : 2023
- A Study On Performance Of Canara Bank And Syndicate Bank Pre and Post Merger, Journal of Foundational Research (UGC Care) Vol.: XXXI, Issue No. 2 (J), Pg. No.24 to 30July – December : 2023
- A Study On Profitability Position Of Select Banks With Reference To Merger & Acquisition, Journal of Foundational Research (UGC Care) Vol.: XXXI, Issue No. 2 (J), Pg. No.24 to 30July – December : 2023

SCOPUS-indexed : -

Peer Reviewed : -

Seminar Proceedings : -

Publications – Books & Chapters

Books Published as Author : -

Books Published as Co-Author : -

Chapters Published : -

Journal

Editor : -

Reviewer/Member : -

Membership in Academic or Professional Organisations

1. (ex: BoS Member, Department of Commerce, NGP College / Member, CII / Member, ICAI)

Resource Person / Professional Engagement

1. Workshop / FDP – Nil
2. Seminar / Conference - Nil

Academic Administrative Responsibilities (in Descending Chronological Order)

1. Nodal Officer, NIRF (2017 to 2019) - Nil
2. Co-ordinator, AISHE (2008 to 2012) - Nil
3. Committee Member, NAAC (2008 till date) - Nil
4. Co-ordinator, RUSA (2008 to 2010) - Nil