

Govindammal Aditanar College for Women, Tiruchendur
Faculty Profile



1. Name : **Dr. C. PAPPESWARI**
2. Department : Commerce Batch –I
3. Qualification : M.Com., M.Phil., Ph.D.
4. Present Designation : Associate Professor
5. Contact No. : 9965488439
6. Email id : pappu.gac@gmail.com
- Vidwan id : 593011
- Vidwan Link : <https://vidwan.inflibnet.ac.in/profile/593011>
7. Date of joining : 26.08.2009
8. Field of specialization in research : Management
9. Title of the Thesis : CRM Practices in Life Insurance Company-A Study of LIC of India, Tirunelveli Division.

10. Orientation/FDP programmes/other short-term courses attended:

Sl.No.	Name of the course	University/Institute	Duration in days	From-To
1	Freight Forwarding - Naan Mudhalvan Program	M.S.University	5	24/07/2023 to 28/07/2023
2	Retail Banking and Wealth Management- Naan Mudhalvan	M.S.University	5	22/01/2024 to 30/01/2024

	Scheme			
3	"Teaching and learning Methods".	SNMV College of Arts and Science	7	08-06-2020 to 15-06.2020
4	Two Days FDP on Online Teaching and Research Tools	online	2	20.07.2020 and 21.07.2020
5	One Week Faculty Development Programme on "GST COMPLIANCE-A PRACTICAL APPROACH".	Vivekananda College	7	14-06-2021 to 20-06-2021
6	One day Faculty Development Programme on "Investor Education and Awareness"	Sraddha Academy	1	24-11-2021
7	FDP on Portfolio Management	BSE Broker's Forum	1	11-11-2021

11.Participation /Presentation in seminar/workshop/symposia/conference:

Sl.No	Level (State/national/ international)	Participation /presentation	Title of the paper presented	Title of the seminar/workshop /symposia/conference	Date and Venue
1	IQAC	Participation	Participation	Awareness of Research funds for Self financing	05.10.2009 GAC, Tiruchendur

				college teachers	
2	University level workshop	Participation	Participation	Personality Development and Effective Communication	14.12.2009 and 15.12.2009 VOC College, Thoothukudi
3	State level seminar	Participation	Participation	Corporate Governance and Limited Liability Partnership	13.02.2010 Aditanar College of Arts and Science, Tiruchendur
4	National	Presentation	Application of Profit Volume Analysis to Aryaa Firm (A packaged drinking water manufacturer) - Anavarathanallur	Trends in Accounting, Taxation and Management - Today and Tomorrow	09.12.2010 and 10.12.2010 St. Mary's College, Thoothukudi
5	State	Presentation	Creativity and innovation among corporate entrepreneurship	Creativity and Innovation an evitable path	20.01.2012 St. Xavier's College, Palayamkottai
6	National	Presentation	Social Entrepreneurship - A study on impetus factors of women entrepreneurs in Tiruchendur Area	Innovations in Management and Computer Applications	22.2.2012 Dr. Sivanthi Aditanar College of Engineering, Tiruchendur

7	National	Presentation	A study on service quality attributes affecting customer satisfaction of state bank of india in rural area	Emerging Trends in Management	5th and 6th March 2012. St. Xavier's College, Palayamkottai
8	International	Presentation	Consumer Awareness about Green Marketing	Business Innovations in the Globalisation Era	22.09.2012 A.V.V.M. Sri Puspham College, Poondi
9	National	Presentation	A Comparative Study on Service Quality of State Bank of India and Tamil Nadu Mercantile Bank in Tiruchendur	Financial Sector Reforms in India	16.10.2012 and 17.10.2012 Pope's College, Sawyerpuram - 628 251
10	National	Presentation	Customers' Perception on the Use of E-Technology A Comparative Analysis of the Public and Private Sector Banks in Tiruchendur Area	National Seminar on Digital Banking: Paradigm, Practices, Problems and Prospects	St. John's College, Palayamkottai, 27.01.2017
11	International	Presentation	Retailers' Perception towards Introduction of Goods and Service Tax - A Special Reference to FMCG Retailers in Thoothukudi District	International Conference on Recent Innovation in Science, Engineering and Management	Rani Anna Government College for Women, Tirunelveli, 28th March 2018

12	International	Presentation	Work life Balance benefits from the perspective of V.V. Minerals with employees	International Conference on Perspectives of Global Human Resource	St. John's College, Palayamkottai, 5.09.2018
13	International	Participation	Participation	International Workshop on Writing Quality Research Papers - Publishing in Scopus & Care Approved Journals	Manonmaniam Sundaranar University, Tirunelveli, 19&20.07.2019
14	International	Presentation	Perceptions of Employees Towards Customer Relationship Management (CRM) Practices Adopted by The Life Insurance Corporation of India-Tirunelveli Division	International Conference on Futuristic Vision in Functional Management for Global Green Economy	V.V.Vanniaperumal College for Women, Virudhunagar, 21&22.08.2019
15	International	Presentation	A Pragmatic Investigation of customer satisfaction with telecom services in Tiruchendur	International Seminar on Progress of Emerging sectors in India	Rani Anna Government College for Women, Tirunelveli, 26.08.2019
16	International	Presentation	Time Management Practices and its effect on small and medium scale sector	International Seminar on Emerging Horizons of HR in Commerce and Business Management	Govindammal Aditanar College for Women, Tiruchendur 26.09.2019
17	International	Presentation	A Study of Human	International	St. Xavier's

			Resources Management in Educational Institutions with Special Reference to Tuticorin District	Conference on Initiatives and Challenges in Industrial Era 5.0	College, Palayamkottai, 04.05.2022 and 05.05.2022
18	International	Participation	Participation	Emerging Horizons of HR in Commerce and Business Management	GACW 26-09-2019

12. Research publications:

Sl.No	Name of the Journal, Vol. & Issue no., year, pp.no. & ISSN no.	Title of the paper	UGC CARE listed journal (Yes / No)	Author Order
1	Sankhya International Journal of Management and Technology-ISSN 0975-3915 Sep 2012 Vol 3 2Pg 28-32	Consumer Awareness about Green Marketing – A Study of Consumers in Tirunelveli City of Tamilnadu	Yes	II
2	Commerce Times-ISSN 2320-9461 July 2013 Pg 75-83 Vol	A Study on 108 Ambulance Health Services to the Public in Tiruchendur Area	Yes	I
3	Researchjournali's Journal of Commerce Nov 2013 Pg 2-12 Vol-1	Creativity and Innovations in Financial Products – A Comparative Study between ICICI and HDFC Banks in Thoothukudi Area	NO	I

4	Researchjournali's Journal of Commerce Nov 2013Pg 2-10Vol-1	Consumers' Satisfaction on the Role of VOC Co-optex of Handloom products in Thoothukudi	NO	I
5	Researchjournali's Journal of Commerce Nov 2013Pg 2-15Vol-1	Customer Relationship Management Practices in Insurance Sector – A Study of LIC of India in Tiruchendur Area	NO	I
6	Researchjournali's Journal of Commerce Dec 2013Pg 2-27Vol-1	A Study on Housing Loan Borrowers of Public and Private Sector Banks in Thoothukudi Area	NO	I
7	Indian Journal of Commerce and Management Studies- ISSN2249-0310 Jan2013Pg 70-77Vol-V	Socio Economic Conditions of Street Food Vendors – With Special Reference to Tiruchendur Area	Yes	I
8	Researchers World Journal of Arts,Science&Commerce ISSN 2231-4172 April 2014Pg5-11Vol-V	CRM Practices in Insurance Sector-A Study of LIC of India in Tirunelveli Division of Tamilnadu	Yes	I
9	Indo Global Journal of Commerce and Economics- ISSN 2393-9796 March 2015Pg105-113 Vol	An analysis of performance appraisal system –Acomparative study between SBI&ICICI Banks	Yes	I
10	Shanlax International Journals-ISSN 2320-4168 Apr 2019 Pg71-75 Vol VIII -	Marketing of Timber in Thoothukudi District	Yes	II

11	Shanlax International Journals-ISSN 2320-4168 Apr 2018 Pg50-53 Vol VI -	Retailers Perception Towards Introduction of goods and service tax –A Special Reference to FMGG Retailers in Thoothukudi District	Yes	I
12	Indo Global Journal of Commerce and Economics, ISSN 2393-9796, Vol.5, No.2, September 2019, pp.18-20	Time Management Practices and its effect on small and medium scale sector	Yes	I
13	Indo Global Journal of Commerce and Economics, ISSN 2393-9796, Vol.5, No.3, September 2019, pp.64-65	Perception of Faculty Academic Relationship Management in Higher Education with reference to self-financing Engineering Colleges	Yes	I
14	The International Journal of Analytical and Experimental Modal Analysis, Vol.11, No.9, September 2019, ISSN 0886-9367, pp.309-317	Perceptions of Employees towards Customer Relationship Management (CRM) practices adopted by the Life Insurance Corporation of India - Tirunelveli Division	Yes	I
15	Annals of R.S.C.B SCOPUS Vol.25, No.4, Mar 2021, ISSN 1583-6258, pp.17783-17789	A Study on Awareness and Consumer satisfaction of Unified Payment Interface (Upi) for digital payments with special reference to Ambasamudram Area.	Yes	I

13. Book / Chapter Publications:

Sl. No.	Title of the book chapter	Name of the publisher and the year of publication	ISBN No.	
1	Corporate Social Responsibility Practices (CSR) in Banking Sector	Corporate Social Responsibility Practices (CSR) in Banking Sector, Elakkiya Pathipagam	978-81-941014-6-8	
2	Industrial Era 5.0 (Initiatives and Challenges)	Industrial Era 5.0 (Initiatives and Challenges), Shanlax Publications, 2022	978-93-94899-30-8	
3	Progress of Emerging sectors in India,	Progress of Emerging sectors in India, Mayas Publication	978-81-942153-9-4,	
4	Digital Banking: Paradigms, Practices, Problems and Prospects	Digital Banking: Paradigms, Practices, Problems and Prospects Ponfiring Publication	978-93-86176-70-7	
5	Customers perception on the use of ICT with special reference to ICICI Bank in Kayalpatnam	Impact of Digitalisation in Co-operative Sector,	978-93-81101-37-7	

14. Membership in the academic bodies of the University /other institutions:

Served as Chief Examiner of M.S University paper valuation, external project examiner, Theory paper Evaluator and Question Setter of various Autonomous Colleges

15. Research achievements:

- i. Editorship of journals: Guest Editor of Indo Global Journal of Commerce and Economics
- ii No. of papers cited: 14 h- Index 2

16. Seminars/Workshops/Enrichment programmes organized

Sl.No.	Date	Name of the programme	Level (National/State /University/college	Role
1	07.02.2020	An Awareness Programme on CA/CMA	College	Organising Committee Member
2	20.02.2020	Personality Development	College	Organising Committee Member
3	01.10.2021	Share Markets	College	Organising Committee Member
4	12.11.2021	Training on Aptitude Skills for Competitive Exams	College	Organising Committee Member
5	21.03.2022	Business Ethics	College	Organising Committee Member
6	19.10.2022	Career Opportunities in Financial Sector	College	Organising Committee Member
7	25.02.2023	Believe in Yourself	College	Organising Committee Member
8	19.07.2023	Boosting Leadership	College	Organising

		Skills		Committee Member
9	08.09.2023	Empowering Women Through ICT- A step ahead to learn and earn	College	Organising Committee Member
10	16.10.2023	Logistics Job Awareness Programme	College	Organising Committee Member
11	23.01.2024	ChatGPT for Academics	College	Organising Committee Member
12	05.02.2024	Cyber Security: How safe are you?	College	Organising Committee Member
13	19.07.2024	From Dreams to reality : crafting your career path	College	Organising Secretary
14	12.09.2024	A career with endless opportunities: An awareness programme on company secretary	College	Organising Secretary
15	01.10.2024	Role of AI in service sectors	College	Organising Secretary
16	01.10.2024	Competitions : Commerce Expo Business Plan	College	Organising Secretary
17	03.10.2020	Live Webinor on Covid - 19 Shuts the door – Technology opens the window	College	Organising Committee Member
18	25.09.2023 and 26.09.2023	Two day workshop on scope of work under GST and IT	College	Organising Committee Member
19	26.09.2019	Emerging Horizons of HR in Commerce and Business Management	International	Organising Committee Member
20	21.06.2020 to 26.06.2020	E-Quiz on Banking and Finance	College	Organising Committee Member
21	15.07.2020 to	International Level E-Quiz on Research and	International	Organising Committee

	19.07.2020	Statistics		Member
22	27.07.2020 to 31.07.2020	National Level E-Quiz on Modern Marketing	National	Organising Committee Member
23	06.02.2021 to 10.02.201	National Level E-Quiz on Commerce	National	Organising Committee Member
24	21.04.2022 to 25.04.2022	E-Quiz on Commerce - 2022	college	Organising Committee Member
25	22.02.2024 to 03.03.2024	Online Quiz for + 2 Commerce Students	college	Organising Committee Member