

Govindammal Aditanar College for Women,Tiruchendur
Faculty Profile



1. Name (in Block Letters) : Dr. S. REVATHI

2. Department : Commerce Batch - I

3. Qualification : M.Com., M.Phil., Ph.D., PGDCA

4. Present Designation : Assistant Professor

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7. Date of joining : 06.12.2012

8. Field of specialization in research : Marketing

9. Title of the Thesis : Consumers' Attitude Towards Online Shopping in
Thoothukudi District.

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

S.No.	Name of the course	University/ Institute	Duration in days	From - To
1.	UGC NTA NET/ SET Paper –II Commerce	Patrician College of Arts and Science Adyar, Chennai.	5 days	13.07.2020 to 17.07.2020
2.	Online Teaching & Research Tools	GovindammalAditanar College For Women ,Tiruchendur.	2 days	20.07.2020 and 22.07.2020
3.	National Virtual Hands on training	AXN Infotech , Coimbatore	3 days	8.6.2024to 10.06.2024

	on Tally with GST			
4	Digital Pedagogy : Online Teaching modes , Tools and Techniques	Bharathiar University, Coimbatore and Sourashtra College, Madurai.	7 days	23.06.2021 to 29.06.2021
5	Digital Productivity and AI Fluency under FDP	NaanMudhalvan	5 days	28.08.2024 to 01.09.2024
6.	Advanced Tally with GST	NaanMudhalvan	6 days	24.06.2024 to 29.06.2024

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 (Specify online/offline)	Date and Venue
1	National	Presentation	FDI in India – A Perception Analysis	Prospects of FDI in Promoting retail trade in India.(Offline)	Sri Ganesh College of Arts and Science, Salem 15.02.2013
2.	National	Presentation	Problems and Prospects of Credit Cardholders	CRM in Commercial Banks in the era of Globalization(Offline)	Aditanar College of Arts and Science, Tiruchendur 17.8.2013 & 18.8.2013
3.	National	Presentation	Investors Perception towards Post Office Savings Scheme in Tiruchendur	Modern Trends and Development Strategies in Indian Business (Offline)	Sri Ganesh College of Arts and Science,Salem 19.02.2014
4.	State	Presentation	Consume	The Recent Economic	Sadakathullah

			r Awarene ss and Usage of E- Banking Transacti ons Through Mobile Phones in Thoothuk udi	Issues in India (Offline)	Appa College, Tirunelveli 07.03.2014
5.	State	Presentation	A Study on Women Entrepren eurs with Special Referenc e to Tiruchen dur	Role of Entrepreneurs in Rural Development(Offline)	G. Venkataswamy Naidu College, Kovilpatti 09.10.2014
6.	National	Presentation	A Study on Consume r Behaviou r towards Mobile Phone User in Tirunelve li District	Leadership styles(Offline)	Muslim Arts College, Thiruvithancod e
7.	National	Presentation	Attitude of ATM Card Holders	Problems and Prospects of Rural Banking and its Impact on Empowerment of Rural Households(Offline)	Dr. N.G.P. Arts and Science College, Coimbatore18. 12.2014
8	National	Presentation	National Conferen	A study on Service Quality of Retail Stores in	Sri Ganesh College of Arts

			ce on Emerging Trends, Issues, Challenges and Opportunities in Commerce	Tirunelveli (Offline)	and Science, Salem,10.02.2016
9	International	Presentation	Impact of freeLaptops use on students in Tiruchendur	Contemporary Issues and Challenges in Commerce and Management(Offline)	Sri Ganesh College of Arts and Science, Salem 13.02.2015
10.	International	Presentation	International Seminar on Emerging Trends in Global Business	Service Quality and Customer satisfaction towards Commercial Bank in Tiruchendur Area. (Offline)	Nehru Memorial College, Puthanampatti, 16.02.2016
11.	National	Presentation	Online Shopping among Higher Education Students - A study with special reference to Tiruchendur Area	National Seminar on Online Marketing of Services in the Globalisation Era (Offline)	Sourashtra College, Madurai, 15.03.2016
12.	National	Presentation	Socio – Economic impact	Rural Development Through sustainable Entrepreneurship.(Offline)	Women's Christian College

			on Women self help group – A study with special reference to Tiruchendur area.		,Nagercoil. 18.03.2016
13.	National	Presentation	A Study on Policy holdersexpectations and preferences towards selected life insurance companies.	Role of information and communicationTechnology on the growth of service industries (Offline)	Kaliswari College , Sivakasi .20.03.2016 and 21.03.2016
14.	National	Presentation	Organizational climate in the corporate culture	Problems and Prospectus of Indian Economy(Offline)	Rani Anna Government College for Women, Tirunelveli.15.09.2016.
15	International	Presentation	A Study on Perspective of small scale Industries on corporate social responsibility in Tiruchendur Area	Innovation needed in commerce , economics and management(Offline)	Mangayarkarasi college of arts and science,Madurai 24.09.2016
16.	National	Participation	-	E-Commerce (Offline)	St.MarysCollege,

					Thoothukudi21 .03.2017
17.	National	Presentation	A Study on Women Entrepreneurs with special reference to Udangudi area	National Conference on Education Social Changes in Present Scenario (Offline)	Kamaraj College , Thoothukudi26 .07.2018
18.	National	Presentation	A Study on Customer s Attitude towards Online Bus Ticket Booking with Special reference to Tiruchendur Area	International Conference on Modern Trends in Accounting, Banking and Digital Marketing (Online)	Erode Arts and Science College, Erode, 22.02.2019
19	International	Participation	-	Writing Quality Research Papers – Publishing in scoups& care approved journals(Offline)	MS University ,Tirunelveli19. 07.2019 to 20.09.2019
20.	International	Participation	---	National Workshop on Research Report Writing (Offline)	Kamaraj College, Thoothukui 6.04.2019
21.	International	Participation	-	International Conference on Tax Performance of Central Government in India (Offline)	WavooWajeethaWomens college of Arts and Science Kayalpatnam01.08.2019
22	International	Presentation	Emerging Horizons of HR in	Service quality of Technology based banking system in	GvindammalaA ditanar College for women

			Commerce and Business Environment	Tiruchendur Area.(Offline)	,Tiruchendur .26.09.2019.
23.	International	Participation	--	Industry 4.0(Offline)	St Mary's College ,Thothukudi. 28.01.2020
24.	National	Presentation	National Conference on Progression of Strategies in Indian Business	A Study on Job Satisfaction of workers with special reference to Tiruchendur Area (Offline)	Nazareth Margoschis College, Pillaiyanmanai 05.02.2021
25.	National	Presentation	National Conference on Enhancing Entrepreneurship and Work-Based Learning in Higher Education	Entrepreneurial Potential of Arts and Science College Students with special reference to Thoothukudi District(Offline)	Alpha Arts and Science College, Chennai, 26.02.2021
26.	National	Participation	Three day Workshop on Application of SPSS in Social Science Research	-----	Kamaraj College, Thoothukudi,1 3.03.202, 17.03.202 and 23.03.2021
27.	International	Presentation	New Horizons	A Study on E –Service quality of tourism with	Maharashtra College of Arts

			in Commer ce ,Manage ment and Economi cs : Away forward	special reference to Tiruchendur Area(Offline)	and Science , Mumbai. 13.03.2021
28.	International	Presentation	Restructu ring of trade and industry for the upliftmen t of Indian Economy	A Study on Customer Preference towards Online Shopping in Tirunelveli District (Offline)	St.Joseph's College of Arts and Science ,Chennai 17.04.2021
29.	International	Presentation	Internatio nal Conferen ce on "Environ mental Issues in Business and Road Map for Innovativ e Solutions (ICEIB - 2022)	Online Shopping among college students - A study with special reference to Tiruchendur area(Offline)	Government Arts College for Women, Nilakottai, 02.05.2022
30.	International	Presentation	Internatio nal Conferen ce on Initiative s and Challeng es in Industrial Era 5.0	A Study on Work-Life Balance among Married Working Women with special reference to Tiruchendur area (Offline)	St. Xavier's College, Palayamkottai, 04.05.2022 and 05.05.2022
31.	State Level	Participation	Awarene	--	Kamaraj

			ss of E-Resource s in Social Studies		College , Thoothukudi30 .08.2024
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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	Indo Global Journal of Commerce and Economics, Vol.2, No.1, March 2015, pp.96-99 ISSN 2393-9796	Impact of free Laptops use on Students in Tiruchendur	Yes	III
2.	B-Research, Vol.17, Jan-June 2016, pp.36-41, ISSN 0974-5920	Socio-Economic Impact on Women Self Help Groups - A Study with Special Reference to Tiruchendur Area	Yes	I
3.	Roots, International Journal of Multidisciplinary Researches, Vol.3, No.5, September 2016, pp.177-179, ISSN 2349-8684	Organizational Climate in the Corporate Culture	Yes	I
4.	Online International Interdisciplinary Research Journal, Volume 9, No.4, February 2019, pp.329-335, ISSN 2249-9598	A Study on Customers Attitude towards Online Bus Ticket Booking with Special reference to Tiruchendur Area	Yes	II
5.	Indo Global Journal of Commerce and Economics, ISSN 2393-9796, Vol.5, No.3, September 2019, pp.32-34	Service Quality of Technology Based Banking System in Tiruchendur Area	Yes	II

6.	Journal of Management and Entrepreneurship, Vol.16, No.1 (XI), January - March 2022, ISSN 2229-5348, UGC Care List Group I, Impact Factor 4.257	Online Shopping among college students - A study with special reference to Tiruchendur area	Yes	II
7.	Utkal Historical Research Journal Vol.XXXIV,2021 ISSN 0976-2132	A Study on Customer Preference towards Online Shopping in Tirunelveli District	Yes	II
8.	Journal of Modern Thamizh Research `Special issue (Part 2) March 2021,ISSN 2321-984X.	Consumers' Attitude towards online shopping in Thoothukudi District.	Yes	II
9.	European Chemical Bulletin 2023, pp.18279-18285, ISSN 2063-5346	A Study on Customer Preference Towards Online Shopping with Special Reference to Thoothukudi District	Yes	1

13. Book/ Chapter Publications:

Sl.No.	Title of the book	Name of the publisher and the year of publication	ISBN No.
1.	CRM in Commercial Banks in the era of Globalization	Virutham Publication , Nagercoil , 2013	978-93-80314-15-0
2.	Online Marketing of Services in the Globalisation Era,	Sourashtra college, Madurai, 2016	978-81-929458-4-2
3.	Recent Economic Issues	Muhammad TaahaaPublication ,Tirunelveli .2014.	978-81-924081-8-7
4.	Role of Information and Communication Technology (ICT) on the growth of Service Industries,	Sri Kaliswari College, Sivakasi, 2016.	978-93-5258-485-7
5.	Education Social Changes in Present	Department of	978-93-86712-31-8

	Scenario,	History, Kamaraj College , Thothukudi ,2018	
6.	Progression of Strategies in Indian business	MuthraPublishers , Tirunelveli 2021	978-81-947819-7-4
7..	Industrial Era 5.0 (Initiatives and challenges)	Shanlax Publications , Madurai ,2022	978-93=94899-30-8

14. Research achievements:

Editorship of journals: **Editor of Indo Global Journal of Commerce and Economics (Vol.5, Special Issue 2)**

15. Contribution to the department:

i) Guest Lecture Arranged

Sl.No.	Date	Name of the programme	Level (National/ State/University /college)	Role
GUEST LECTURES ARRANGED				
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 Skills	College	Organising 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 Committee Member
14	12.09.2024	A Career With Endless Opportunities: An Awareness Programme on Company Secretary	College	Organising Committee Member
13	1.10.2024	Role of AI in Service Sectors	College	Organising Committee Member

SEMINARS / WORKSHOPS ORGANIZED				
1	03.08.2020	Webinar on Developing Digital Literacy Skills	International	Organising Committee Member
2	03.10.2020	Live Webinar on Covid-19 Shuts the door–Technology opens the window	College	Organising Committee Member
3	25.09.2023 and 26.09.2023	Two day workshop on scope of work under GST and IT	College	Organising Committee Member
ENRICHMENT PROGRAMMES FOR SCHOOL STUDENTS				
1	21.06.2020 to 26.06.2020	E-Quiz on Banking and Finance	Regional	Organising Committee Member
2	15.07.2020 to 19.07.2020	International Level E-Quiz on Research and Statistics	International	Organising Committee Member
3	27.07.2020 to 31.07.2020	National Level E-Quiz on Modern Marketing	National	Organising Committee Member
4	06.02.2021 to 10.02.201	National Level E-Quiz on Commerce	National	Organising Committee Member
5	21.04.2022 to 25.04.2022	E-Quiz on Commerce-2022	Regional	Organising Committee Member
6	22.02.2024 to 03.03.2024	Online Quiz for +2 Commerce Students	Regional	Organising Committee Member

16. Administrative / Other experience

- Coordinator of Citizen Consumer Club for 8 years
- Handled certificate course in business communication