



## BIO DATA

Name	<b>Dr. K. SABITHA</b>
Date of Birth	<b>8<sup>th</sup> June 1976</b>
Educational Qualification	<b>M.Com., M.Phil., B.Ed., Ph.D</b>
Teaching Experience	<b>UG 14 years PG 14 Years</b>
Present Position	<b>Assistant Professor Post Graduate Dept. Of Commerce M.V.Muthiah Govt. Arts College for Women, Dindigul 624001. Tamilnadu.</b>
Previously Institution	<b>Annamalai University, Chidambaram</b>
Title of the Thesis	<b>Customers' perception towards services of the commercial banks in Puducherry</b>
No. of Publications	<b>21 in National and International Journals</b>
Areas of Specilisation in Teaching and Research	<b>Accounting, Marketing and Banking</b>
Marital Status	<b>Married</b>
Address for communication	<b>70, East car Street, Palani 624601 Tamilnadu</b>
Email ID	<b>krishnansabitha2012@gmail.com</b>

## EDUCATIONAL QUALIFICATION

<b>DEGREE</b>	<b>NAME OF THE UNIVERSITY</b>	<b>YEAR OF PASSING</b>
<b>B.Com.,</b>	MADURAI KAMARAJUNIVERSITY	<b>1996</b>
<b>M.Com</b>	MADURAI KAMARAJUNIVERSITY	<b>1998</b>
<b>M.Phil</b>	ANNAMALAI UNIVERSITY	<b>2007</b>
<b>B.Ed</b>	ANNAMALAI UNIVERSITY	<b>2007</b>
<b>Ph.D</b>	ANNAMALAI UNIVERSITY	<b>2013</b>

## EMPLOYMENT HISTORY

From 4<sup>th</sup> October 2017, working as an Assistant Professor in the Post Graduate Department of commerce of M.V.Muthiah Government Arts College for Women, Dindigul, Tamilnadu.

Availing Deputation from Annamalai University from 2<sup>nd</sup> February 2016 to 3<sup>rd</sup> October 2017, worked as an Assistant Professor in the Post Graduate Department of commerce of Arignar Anna Government Arts College for Women, Walajapet, Vellore Dt., Tamilnadu.

From 3<sup>rd</sup> December 2007 to 1<sup>st</sup> February 2016, worked as an Assistant Professor in the Annamalai University, Commerce Wing DDE.

#### CONFERENCES ATTENDED:

Year		Conducted by	Topic	Paper presented/Attended
2008 Sep 6	National	Commerce wing, DDE, ANNAMALAI UNIVERSITY	CRM: New challenges for Indian Industries	Paper presented ELECTRONIC CRM
2008 Dec 27	National	Commerce wing, DDE, ANNAMALAI UNIVERSITY	Services Marketing: Trends, Challenges and strategies	Paper presented CHANGING FACES OF BANKING
2008 Jan 23	National	Commerce wing, DDE, ANNAMALAI UNIVERSITY	India's Economic Development in the WTO Regime: Opportunities and challenges	Paper presented WTO IMPACT ON INTRA- INDUSTRY TRADE IN INDIA
2009 ANNAMALAI UNIVERSITYg 20	International	DEPT of Commerce, Tiruppur Kumaran College for Women	Rebooting Strategies for Global Recession	Paper presented REBOOTING STRATEGIES FOR GLOBAL RECESSION IN IT & BPO INDUSTRY
2009 Dec- 28 &29	International	Commerce wing, DDE, ANNAMALAI UNIVERSITY	Survival and Growth strategies in changing business scenario	Paper Presented JOB SATISFACTION OF BANK EMPLOYEES IN PUDUCHERRY
2010 Dec 15	National	Commerce wing DDE, ANNAMALAI UNIVERSITY	Ethics in Business and corporate governance	Paper presented ETHICS IN BANKING
2011 Mar 11	State	Dept of commerce, Poompuhar College, Melayiur	Emerging investment opportunities in stock and commodity markets	Paper presented STOCK MARKET
2011 Dec 19	National	Commerce wing, DDE, ANNAMALAI UNIVERSITY	Revitalising global business: Issues, approaches and strategies	Paper presented CHALLENGES FACING INDIAN BANKING

2013 ANNAM ALAI UNIVER SITYg 13	International	Dept of commerce, P.K.R. Arts college for women, Gobi	Financial Services-issues and challenges	Paper presented Financial services
2014 Sep 25	National	Karpagam University, Cbe	Reinvigoration of mgt. practices among Indian companies for sustainable growth of Indian economy	Paper presented WEALTH MGT. PROBLEMS AND PROSPECTS
2015 ANNAM ALAI UNIVER SITYg 11	International	AVC college, Mayiladuthurai	Innovation in commerce and mgt.	Paper presented RURAL DEVELOPMENT THROUGH SELF HELP GROUPS
2019 Nov 1	National	Mannai Rajagopalasamy Govt Arts college, Mannai	Prospects of melting Indian economy	Paper presented PRODUCTION AND MARKETING PRACTICES ADOPTED BY BIO FERTILIZERS IN Dgl. Dt.
2021 Mar 26	International	Govt. Arts and Science College, Sivakasi	Ever Growing challenges in the banking sector	A study on consumer services in private sector banks in Dindigul town.

#### **SYMPOSIUM ATTENDED:**

<b>Year</b>		<b>Conducted by</b>	<b>Topic</b>	<b>Paper presented/Attended</b>
2008 Mar 17 &18	National	Dept. of Commerce, ANNAMALAI UNIVERSITY	Technology Applications and outsourcing for integrating banking and financial services	Attended
2011 Mar 29	National	Dept. of Commerce, ANNAMALAI UNIVERSITY	Research report writing in commerce-expectational gaps	Attended
2014 mar 13&14	National	Dept. of Commerce, ANNAMALAI UNIVERSITY	Multifarious dimensions of international business	Attended

#### **ORIENTATION:**

<b>Year</b>	<b>Conducted By</b>
2009 May 15 to June 11	Bharathiar University

**INSERVICE TRAINING PROGRAMME:**

<b>Year</b>	<b>Conducted by</b>
2009 July 10-21	Faculty of Arts

**WORKSHOP ATTENDED:**

<b>Year</b>		<b>Conducted by</b>	
2009 Mar 12	Research methodology workshop	Dept of Economics, ANNAMALAI UNIVERSITY	Attended
2009 Mar 5&6	Emerging Trends in Banking Industry	Dept. of Commerce, ANNAMALAI UNIVERSITY	Attended
2009 Oct 10&11	Research methodology workshop	Commerce wing, DDE, ANNAMALAI UNIVERSITY	Attended
2009 Nov 6	Sampling Techniques in Management Research	Dept of Business Admn. , ANNAMALAI UNIVERSITY	Attended
2010 Apr 7 to 9	Consumer protection and welfare	Management wing, DDE, ANNAMALAI UNIVERSITY	Attended
2013 mar 15&16	Research methodology and data analysis	Dept of statistics, ANNAMALAI UNIVERSITY	Attended
2014 Nov 28	Commodity market and investment strategies	Commerce wing DDE, ANNAMALAI UNIVERSITY	Attended
2015 mar 26 &27	Problems and solutions in human relations	Dept. of Tamil, ANNAMALAI UNIVERSITY	Attended
2015 oct 28&29	Office manuals and procedure	Economics wing, DDE, ANNAMALAI UNIVERSITY	Attended
2017 Aug 10	Implementation of GST: one nation one tax	GAC, Paramakudi	Attended
2019 Mar 27	Preventing violence against women and children	Dept of sociology, ANNAMALAI UNIVERSITY	Attended

**SEMINARS ATTENDED AND PRESENTED PAPERS:**

<b>Year</b>		<b>Conducted by</b>	<b>Topic</b>	<b>Paper presented/Attended</b>
2010 Feb 5&6	National	Dept. of commerce, Ayya Nadar Janaki Ammal College, Sivakasi	Corporate Governance	Paper presented CORPORATE GOVERNANCE IN SBI
2014 DEC 18 &19	State	Dept of Economics, Poompuhar college, Melaiyur	Issues in Indian economy	Paper presented INSURANCE INCLUSION

2016 MAR 17 & 18	National	Challenges on girl child's health, education and protection-making the right a reality	Political science wing, DDE, ANNAMALAI UNIVERSITY	Paper presented EDUCATION CHALLENGES ON GIRL CHILD-SPECIAL REFERENCE TO PALANI
2016 DEC 16	International	Stress management for a healthy life	AAGAC-Walajapet	attended
2016 Jan 29&30	National	Women empowerment and human rights: transforming their rights in the 21 <sup>st</sup> century	Political science wing, DDE, ANNAMALAI UNIVERSITY	Paper presented SELF HELP GROUP AND WOMEN EMPWERMMENT REFERENCE TO COIMBATORE DISTRICT
2018 July 16	State	Recent trends in cooperative leadership in Tamilnadu	Dept of commerce, ANNAMALAI UNIVERSITY	Attended
2018 feb 7&8	National	Women entrepreneurship in comprehensive environment-A paradigm shift in Indian context	V.V.V. college for women, Virudhunagar	Paper presented CHALLENGES AND OPPORTUNITIES OF WOMEN ENTREPRENEURSHIP IN Dgl. Dt.
2019 Mar 22&23	National	Environmental issues: protection conversation and management	Dept of sociology ANNAMALAI UNIVERSITY	Paper presented ENVIRONEMNTAL POLLUTIONS AND HEALTH PROTECTION OF COLLEGE STUDENTS IN DGL. DT
2019 mar 9	State	Intellectual property rights	MVM govt college, Dgl.	Attended
2020 jan 30 &31	National	Pedagogical tools in higher education	MVM govt college, Dgl.	Attended

#### TRAINING PROGRAMME:

Year		Conducted by	
2011 Apr 18&20	Capacity building for researchers in consumer protection and consumer welfare	Managementwing, DDE, ANNAMALAI UNIVERSITY	Attended
2015 nov 2&3	Empowering exploring and emancipating women rights with respect and dignity	Political science wing,DDE, ANNAMALAI UNIVERSITY	Attended
2015 mar 30	Smart teaching practices	Dept of commerce, ANNAMALAI UNIVERSITY	Attended

2015 Mar 25	Exploring methods and techniques in social science research	Political science wing,DDE, ANNAMALAI UNIVERSITY	Attended
2015 Mar 10	Competency building and complacency enhancing	ANNAMALAI UNIVERSITY, DDE	Attended
2016 JAN 20 &21	Dr. kalam's way of teaching for today's students-vision to mission	Dept of commerce, ANNAMALAI UNIVERSITY	Attended
2019 mar 9	Challenges and changes in revised NAAC framework	MVM govt artscollege, Dgl.	Attended

## ARTICLES PUBLISHED IN JOURNALS

year	No.	Name of the book/ Journal	Name of the Article
June 2011	ISSN 0975-3915	Sankhya-International Journal of mgt. and tech	Customers perception towards internet banking services-A study with references to puducherry territory
Oct-Dec 2011	ISSN NO; 2250-2009	Rathinam journal of mgt.	Customers' opinion towards services of selected commercial banks in puducherry
Dec 2013	ISSN 0973-7197	M-Infiniti-journal of mgt.	CRM strategies in Banking industry
Aug- 2014	ISSN 2348 4705	International journal of business intelligence & innovations	Livelyhood status of coconut cultivators in palani taluk, dgl.
Mar 2014	ISSN 2348 4705	International journal of business intelligence & innovations	Cultural values, morality and professional ethics of college teachers in dindigul Dt.
Mar 2015	ISSN 2348 4705	International journal of business intelligence & innovations	Personality and motivation factors of small scale women entrepreneurs in Palani Taluk, Dgl Dt.
Mar 2016	ISSN 2348 4705	International journal of business intelligence & innovations	Self esteem and leadership styles of small scale women entrepreneurs in Cuddalore dt.
Oct 2017	ISSN 2347 3940	Journal of mgt. impact factor 2.4352	Impact of advt. on cosmetic goods in Dgl. Dt.;
Oct-Dec 2018	ISSN 2277 5730	Ajanta- peer reviewed refereed &ugc listed impact factor 5.5	Perception of farmers towards the production and marketing of aquaculture products in cuddalore dt.
2019 Nov	ISSN 2249-894X	Review of Research- peer reviewed refereed-impact factor 5.8	Production and marketing practices adopted by bio fertilizers in Dgl. dt
2019 Oct- Dec	SN 0971-1260	Think of India Quarterly journal-Refereed, peer reviewed UGC care listed impact factor 6.2	Perception of farmers towards the production and marketing of Aquaculture in cuddalore dt.
2019 Nov-Dec	ISSN 0976-5425	History Research Journal Impact factor 5.2	A Study on status of Runaway children in Dindigul Dt.

2020 Feb	ISSN 0474-9030	Our heritage journal-UGC care approved impact factor 6.6	Problems of prospects of school Drop outs in Dindigul dt.
2020 Feb	ISSN 0022-1945	Journal of interdisciplinary cycle research	Customer satisfaction towards the IFB washing machine in Dindigul Dt.
2020 Mar	ISSN no: 0950-0707	Journal of science, technology & development-UGC care approved journal impact factor 6.1	An analysis on dalit women's awareness and attitudes towards their rights in dgl. Dt.
2020 Mar	ISSN 2394-3114	Studies in Indian place names Impact factor 6.3	Issues and challenges of the widows in Dindigul Dt
2020 Apr	ISSN 0971-2143	Purakala	A study on HIV-AIDS awareness among the industrial employees in Dindigul Dt.
2020 Apr	ISSN 0976-075X	CLIO an annual interdisciplinary journal of History Impact factor 5.6	Customer satisfaction towards the Samsung Refrigerators in Dindigul Dt.
2020 May	ISSN 2320-0693	Tathapi Impact factor 5.6	Customer satisfaction towards the Aachi Masala products in Dindigul Dt.
2020	ISSN 2394-5125	Journal of Critical Reviews Impact factor 1.091	Effectiveness of E-commerce Applications in Nagapattinam Port-Trust, Nagapattinam.
2020 August	ISSN 2231-3990	Alochana Chakra Impact factor 6.3	Green Banking practices in commercial Banks in Dindigul

#### REFRESHER COURSE:

Year	Conducted by
03/10/2012 – 23/10/2021	Bharathiar University

#### ACTED AS ANNAMALAI UNIVERSITY REPRESENTATIVE FOR CONDUCTING DDE EXAMS:

Year	Centre
2012 may	Udumalpet
2013 May	Udumalet
2014 May	Dindigul

#### SHORT TERM COURSES:

Year	Conducted	Topic
10/12/2018 – 23/12/2018	Annamalai university	Sustainable Development
26/11/2018 – 02/12/2018	Annamalai univesity	Art of academic writing