

NAME : S. P. SAVITHA
POSITION : ASSISTANT PROFESSOR
FACULTY OF : DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS
EMAIL ID : spsavithamphil@gmail.com
LANGUAGES PROFICIENCY



READ : TAMIL & ENGLISH
WRITE : TAMIL & ENGLISH
SPEAK : TAMIL & ENGLISH

1. QUALIFICATION

S. No.	DEGREE / DIPLOMA / CERTIFICATE	DISCIPLINE	NAME OF THE INSTITUTION	YEAR OF PASSING
1.	UG	COMMERCE	FATIMA COLLEGE (AUTONOMOUS), MADURAI	2001
2.	PG	COMMERCE	MADURAI KAMARAJ UNIVERSITY, MADURAI	2007
3	B.ED.	COMMERCE	MANGAYARKARASI COLLEGE OF EDUCATION, MADURAI	2008
4	M.ED.	COMMERCE	ST .JUSTIN'S COLLEGE OF EDUCATION, MADURAI	2009
4.	M.PHIL.	COMMERCE	FATIMA COLLEGE (AUTONOMOUS), MADURAI	2011
5.	PH.D.	COMMERCE	FATIMA COLLEGE (AUTONOMOUS), MADURAI	AWARDED ON FEB. 12, 2016

2. TEACHING EXPERIENCE

S. No.	INSTITUTION	FROM – TO (PERIOD)
1.	ST. JUSTIN'S COLLEGE OF EDUCATION, MADURAI	2009 - 2010
2.	ASSISTANT PROFESSOR, FATIMA COLLEGE, MADURAI	2014 - TILL DATE

3. POSITION HELD IN FATIMA

S. No.	NAME OF THE POSITION	DURATION
1..	CO-ORDINATOR, CONSUMER CLUB	JUNE 2016 - 2017
2.	MEMBER - DISCIPLINE COMMITTEE	2017 - 2018
3.	MEMBER, REMEDIAL COMMITTEE	2015 - TILL DATE
4.	MEMBER, ROTARACT (PART-V)	2019 - 2020

4. AREAS OF SPECIALIZATION

- **MARKETING**
- **HUMAN RESOURCE MANAGEMENT**

5. NATIONAL/INTERNATIONAL SEMINAR, WORKSHOP, CONFERENCE & SYMPOSIUM

S. No.	PROGRAMMES & THEME	ORGANIZED BY	DATE	PARTICIPATED / PRESENTED	TITLE OF THE PAPER
1.	ONE-DAY SEMINAR ON "STRESS - TIME MANAGEMENT"	ST. JUSTIN'S COLLEGE OF EDUCATION, MADURAI	JAN. 09 2010	PARTICIPATED	-
2.	NATIONAL SEMINAR ON "STRESS MANAGEMENT"	ST. JUSTIN'S COLLEGE OF EDUCATION, MADURAI	JAN. 23 2009	PARTICIPATED	-
3.	INTERCOLLEGIATE SYMPOSIUM ON "LIC IN THE SERVICE OF THE NATION"	FATIMA COLLEGE, MADURAI	SEP. 03, 2010	PARTICIPATED	-
4.	STATE LEVEL CONFERENCE ON "IMPACT OF GLOBAL MELTDOWN IN INDIAN ECONOMY"	NADAR SARASWATHI COLLEGE OF ARTS AND SCIENCE, THENI	OCT. 09 2014	PARTICIPATED	-
5.	NATIONAL CONFERENCE ON "TRENDS AND RESEARCH IN MANAGEMENT"	OXFORD ENGINEERING COLLEGE, TIRUCHIRAPPALLI	2011	PRESENTED	A SALES PROMOTIONAL ACTIVITIES ON AIRTEL BROAD BOND
6.	NATIONAL CONFERENCE ON "RURAL MARKETING AND RURAL CONSUMERISM TRENDS AND ISSUES"	GANDHIGRAM RURAL INSTITUTE – DEEMED UNIVERSITY, DINDIGUL	2011	PRESENTED	IMPACT OF CO-OPERATIVE DAIRYING ON MARKETING OF MILK – A STUDY AMONG MILK PRODUCERS OF MADURAI DISTRICT
7.	RESEARCH COLLOQUIUM	PG AND RESEARCH DEPARTMENT OF COMMERCE, VIVEKANANDA COLLEGE, MADURAI	SEP. 2012	PRESENTED	A STUDY ON WORKING AND LIVING CONDITIONS OF TEA PLANTATION WORKERS IN MUNNAR – IDUKKI DISTRICT
8.	INTERNATIONAL CONFERENCE ON "APPLIED RESEARCH IN COMMERCE AND MANAGEMENT"	BISHOP HEBER COLLEGE, TRICHY	22.01.2014	PRESENTED	LABOUR WELFARE MEASURES FOR TEA PLANTATION LABOURERS
9.	INTERNATIONAL CONFERENCE ON "COMPETENCY IN BUSINESS AND TECHNOLOGY FOR SUSTAINABLE DEVELOPMENT"	SRI GANESH COLLEGE, SALEM	20.02.2014	PRESENTED	IMPLEMENTATION OF PLANTATION LABOUR ACT IN KERALA TEA PLANTATIONS
10.	INTERNATIONAL CONFERENCE ON "COMPETENCY BUILDING STRATEGIES IN BUSINESS AND TECHNOLOGY FOR SUSTAINABLE DEVELOPMENT"	SRI GANESH SCHOOL OF BUSINESS MANAGEMENT, SALEM	20.02.2015	PRESENTED	ECO TOURISM - A KOLLUKUMALAI TEA ESTATE
11.	NATIONAL CONFERENCE ON "PROSPECTS OF MICRO, SMALL & MEDIUM ENTERPRISES (MSMES) IN INDIAN SCENARIO"	DEPARTMENT OF COMMERCE THE AMERICAN COLLEGE, MADURAI	16.02.018	PRESENTED	A STUDY ON CONSUMER BEHAVIOUR TOWARDS 'BIG BAZAAR' IN MADURAI CITY

S. No.	PROGRAMMES & THEME	ORGANIZED BY	DATE	PARTICIPATED / PRESENTED	TITLE OF THE PAPER
12.	INTERNATIONAL CONFERENCE ON "COMMERCE , ECONOMICS AND MANAGEMENT- AN INTERDISCIPLINARY PERSPECTIVE"	DEPARTMENT OF COMMERCE, MANGAYARKARASI COLLEGE OF ARTS AND SCIENCE FOR WOMEN, MADURAI	26.02.2018	PRESENTED	A STUDY ON BUYER BEHAVIOUR TOWARDS READY TO EAT (RTE) PRODUCTS WITH SPECIAL REFERENCE TO MADURAI CITY
13.	NATIONAL SEMINAR IN "TRENDS IN COMMERCE"	DEPARTMENT OF COMMERCE, COMMERCE (CA) AND BANKING, SERMATHAI VASAN COLLEGE, MADURAI	06.02.2019	PRESENTED	A STUDY ON MARKETING STRATEGIES OF ROAD SIDE FOOD VENDORS IN MADURAI CITY

6. ARTICLES PUBLISHED IN JOURNALS/MAGAZINES/ BOOKS

S. No.	JOURNAL NAME	TITLE OF THE ARTICLE	MONTH / YEAR	VOL. No.	ISSUE No.	PAGE No.	ISSN / ISBN	PUBLISHER	IMP. FACT.
1.	FACET 2K11	A STUDY ON LEVEL OF SATISFACTION TOWARDS PERFORMANCE AT FARMERS LEVEL IN COORDINATED VEGETABLE MARKET IN PARAVAI, MADURAI	Nov. 2011	3	-	13 - 28	0975-6973	RESEARCH DEPARTMENT, FATIMA COLLEGE	-
2.	TRENDS AND RESEARCH IN MANAGEMENT	A SALES PROMOTIONAL ACTIVITIES ON AIRTEL BROAD BOND	2011	-	-	324 - 329	978-93-80430-02-7	OXFORD ENGINEERING COLLEGE, TIRUCHIRAPPALLI.	-
3.	RURAL MARKETING AND RURAL CONSUMERISM TRENDS AND ISSUES	IMPACT OF CO-OPERATIVE DAIRYING ON MARKETING OF MILK – A STUDY AMONG MILK PRODUCERS OF MADURAI DISTRICT	2011	-	-	1 - 3	978-93-81361-61-0	GANDHIGRAM RURAL INSTITUTE – DEEMED UNIVERSITY, DINDUGAL	-
4.	APPLIED RESEARCH IN COMMERCE AND MANAGEMENT	LABOUR WELFARE MEASURES FOR TEA PLANTATION LABORERS	JAN. 2014	-	-	164-167	978-93-80767-38-3	PG AND RESEARCH DEPARTMENT OF COMMERCE, BISHOP HEPER COLLEGE, TIRUCHIRAPPALLI	-
5.	INTERNATIONAL JOURNAL OF FUNCTIONAL MANAGEMENT	IMPLEMENTATION OF PLANTATION LABOUR ACT IN KERALA TEA PLANTATIONS	APR. 2014	2	2	1	2319-1406	SSM EDUCATIONAL AND RESEARCH FOUNDATION, SALEM	-
6.	INDO GLOBAL JOURNAL OF COMMERCE AND ECONOMICS	A STUDY ON KOLLUKUMALAI TEA ESTATE – THENI DISTRICT	APR. 2015	2	3	84-85	2393-9796	THE KONGU REGIONAL EDUCATIONAL AND RESEARCH FOUNDATION, SALEM DISTRICT	-
7.	INDO GLOBAL JOURNAL OF COMMERCE AND ECONOMICS	A STUDY ON CUSTOMER SATISFACTION TOWARDS MOBILE TELECOMMUNICATION SERVICE WITH SPECIAL REFERENCE TO AIRTEL IN MADURAI DISTRICT	APR. 2016	3	1	33-35	2393-9796	THE KONGU REGIONAL EDUCATIONAL AND RESEARCH FOUNDATION, SALEM DISTRICT	-

S. No.	JOURNAL NAME	TITLE OF THE ARTICLE	MONTH / YEAR	VOL. No.	ISSUE No.	PAGE No.	ISSN / ISBN	PUBLISHER	IMP. FACT.
8.	INTERNATIONAL JOURNAL OF CURRENT RESEARCH AND MODERN EDUCATION (IJCRM)	A STUDY ON CONSUMER PREFERENCE TOWARDS 'AMUL PRODUCT' IN MADURAI CITY	2017	2	1	41-46	E-ISSN 2455 – 5428	WWW.RDMODERNRESEARCH.COM	6.725
9.	PROSPECTS OF MICRO, SMALL & MEDIUM ENTERPRISES (MSMES) IN INDIAN SCENARIO	A STUDY ON CONSUMER BEHAVIOUR TOWARDS 'BIG BAZAAR' IN MADURAI CITY	FEB. 2018	2	1	439-446	978-93-86712-19-6	JEYALAKSHMI PUBLICATIONS, VASANTH NAGAR, MADURAI	-
10.	BODHI INTERNATIONAL JOURNAL OF RESEARCH IN HUMANITIES, ARTS AND SCIENCE	A STUDY ON BUYER BEHAVIOUR TOWARDS READY TO EAT (RTE) PRODUCTS WITH SPECIAL REFERENCE TO MADURAI CITY	APRIL 2018	2	SPL. ISS. 13	116-121	E-ISSN 2456-5571	CENTRE FOR RESOURCE, RESEARCH & PUBLICATION SERVICES	

7. ORIENTATION/REFRESHER/TRAINING PROGRAMMES/FDP ATTENDED

S. No.	PROGRAMMES	THEME	ORGANIZED BY	DATE
1	UGC SPONSORED STATE LEVEL WORKSHOP	APPLICATION OF SPSS AND AVOIDANCE OF PLAGIARISM IN RESEARCH	PG AND RESEARCH DEPARTMENT OF COMMERCE, ST. XAVIER COLLEGE, PALAYAMKOTTAI	MAR. 07 & 08, 2013
2	IQAC STATISTICAL TRAINING PROGRAMME	BASIC LEVEL	FATIMA COLLEGE, MADURAI	NOV. 2013
3	CRASH COURSE ON MICROSOFT EXCEL	MICROSOFT EXCEL	PG DEPARTMENT OF COMPUTER APPLICATIONS, FATIMA COLLEGE, MADURAI	OCT. 31 - NOV. 01, 2014
4	LEVEL 4 ENGLISH @ WORK	ENGLISH LANGUAGE PROGRAMME COMPLIANT	ILFS	NOV. 2015
5	TRAINING PROGRAMME	ALTERNATIVE TEACHING METHODOLOGY	IQAC, FATIMA COLLEGE, MADURAI	OCT. 14, 2017

8. REVIEW ON BOOKS/JOURNALS

S. No.	JOURNAL/BOOK NAME	AUTHOR	PUBLISHER	YEAR / ISSUE No.	PAGE NO. / CHAPTER
1.	APPLIED RESEARCH IN COMMERCE AND MANAGEMENT	D. JOSEPH ANBARAS AND G. GNANARAJ	PG AND RESEARCH DEPARTMENT OF COMMERCE, BISHOP HEBER COLLEGE, TRICHY	2014	164