

Dr.P.L.Savithree,



**2/170 Indra nagar,
Oomachikulam
Madurai-14.
savimohan3@gmail.com
phone number,
8838529995/9786473849**

CAREER OBJECTIVE:

To work in a challenging and dynamic environment which gives me an opportunity to add value to the institution and enhance my knowledge with committed and dedicated people, which will help me to explore myself fully and realize my potential.

ACADEMIC PROFILE:

EXAMINATION	SCHOOL/COLLEGE	BOARD/ UNIVERSITY	YEAR OF PASSING	CLASS
S.S.L.C	O.C.P.M	STATE BOARD	1994	FIRST CLASS
H.S.C	O.C.P.M	STATE BOARD	1996	FIRST CLASS
B.COM	LADY DOAK COLLEGE	AFFILIATED TO MKU.	1999	FIRST CLASS
M.COM	MKU	MKU	2007	SECOND CLASS
M.PHIL	LADY DOAK COLLEGE	AFFILIATED TO MKU.	2012	DISTINGTION
Ph.D	MKU	MKU	2023	COMPLETED

ACADEMIC ACHIEVEMENTS:

- Part III ECO Energy Economics rank II(UG level)
- Participated in value education O Grade(UG level)

SOFTWARE SKILLS:

- MS OFFICE, TALLY7.2, S.P.S.S. 11.0.

WORKING EXPERIENCE/ DESIGNATION:

- Worked in LDC from November 2012- April 2014, Assistant professor, Department of Commerce.
- Yadava women's college 2016 -2022, Assistant professor, Department of Commerce.

E-LEARNING PUBLISHED:

- Slide Share
- You tube

PROJECT:

- Consumer behaviour towards seva milk in Madurai (UG level)
- A study on brand image of Amway products in Madurai (M.Phil level)
- A study on online marketing in madurai region with special reference to fruits and vegetables(Ph.D)

CO-CURRICULAR / EXTRA CURRICULAR ACTIVITIES:

- Participated in Aerobics, Collage, and Rangoli.
- Part IV N.S.S 'O' Grade

RESPONSIBILITIES UNDERTAKEN:

- Class representative for III,IV,V&VI semester
- Worked as volunteer in Vaisyam
- Event organizer in college day functions and other events.
- Peer counselor member
- Seminars, webinars organized in online.
- Short term courses conducted

SEMINARS/ TRAINING

- Participated in IFRS seminar.
- Faculty training programme in 'Emerging Trends in Cost Management in the global Scenario'.
- Participated in Statistics Tools seminar.
- One month training in Indian Overseas Bank(UG level)
- Students center learning training programme.
- Participated in one week SPSS training programme
- Webinars, seminars, hands on training programme participated
- Seventeen articles published in various journals.
- Three paper presentation presented in National and International.

TEACHING EXPERIENCE

S.NO	PREVIOUS EMPLOYERS	NO.OF YEARS EMPLOYED
	LADY DOAK COLLEGE	3 YEARS
	EMG Yadava women's college	7 years

COLLABORATIVE TEACHING METHODS HANDLED

S.NO	NAMES OF THE OTHER INSTITUTION-ASSOCIATIONS
1.	Yadava men's college

ICT ENABLED TEACHING METHODS USED

S.NO	TEACHING METHODS

1.	PPT
2.	GOOGLE MEET
3.	ZOOM MEET
4.	MEET / JIO MEET
5.	YOUTUBE LIVE/ UPLOADED
6.	GOOGLE CLASS ROOM

RESEARCH ACCOMPLISHMENTS

ORIENTATION/REFRESHER/TRAINING PROGRAMMES/FDP ATTENDED

S.NO	NAME OF THE COURSE/PROGRAMME	NAME OF THE INSTITUTION/UNIVERSITY	YEAR
1.	Application of Statistics in Social Science Research using SPSS	One week Workshop FDP / VHNSS /Viruthunagar / Research department	2019
2.	Capacity Building programme on outcome based education in the digital era	Two days PMMMNMTT Programme/ Manonmaniam Sundaranar University, tirunelveli,/ Department of Commerce	2020
3.	'An effective research paper writing skill	Four Days international level faculty skill development programme (UGC grant)/ Bhagwan Mahavir University, surat, Gujarat	2020
4.	Front Accounting 2.4.7 From	Participated and successfully completed 5 days FDP/ G.Venkataswamy Naidu College, Kovilpatti in association with Spoken Tutorial and IIT Bombay	2020
5.	Moodle Learning	Participated and successfully completed 5 days FDP/ G.Venkataswamy Naidu College, Kovilpatti in association with Spoken Tutorial and IIT Bombay	2020
6.	How to write effective case study'	five days training and successfully completed an online International FDP/ Amitya university, Rajkot, Gujart	2020
7.	Enhancing Research Communication Skill through Science Direct and Mendeley	IQAC,SoE, faculty of Education Dayalbagh Education Institute, Dayalbagh Agra in collaboration with Elsevier	2020
8.	Accounting and Inventory Management with GST in TALLY.ERP9	one week online Tally Training/ AXN Infotech	2020
9.	Digital Tool for Smart Classroom in Higher Education'	Three days National Level online FDP/Jayaraj Annapackiam College for Women, periyakulam,theni Dist, tamilnadu.	2020
10.	Effective Usage of ICT Tools for Smart Teaching	five days National Level online FDP/Jayaraj Annapackiam College for Women, periyakulam,theni Dist, tamilnadu.	2020

11.	Secrets to get quickly published as a Scientific Author and hasten your PhD Research Writing'	Aristocrat Research IT Solutions, Chennai	2020
12.	Selection of Appropriate Statistical Tools: A Critical way for Successful Research	FDP/St Marys College, Thoothukudi	2020
13.	Retail Marketing	Participated and successfully completed in one week online short term course/ Vivekananda College of Arts and Science College, Namakkal	2020
14.	Digital Marketing	Participated and successfully completed in one week online short term course/ Vivekananda College of Arts and Science College, Namakkal	2020
15.	Entrepreneurship create Business	Participated and successfully completed in one week online short term course/ Vivekananda College of Arts and Science College, Namakkal	2020
16.	Stress Management	Participated and successfully completed in one week online short term course/ Vivekananda College of Arts and Science College, Namakkal	2020
17.	Research Methodology for social science	Two days FDP/Shri Sankarlal Shasun Jain College for women, Chennai.	2020
18.	Data Analysis using SPSS'	Two days Training /Elashadai Academy Vellor	2020
19.	Research Insights'	FDP /S.S.Duraiswamy Nadar Mariammal College, Kovilpatti	2020
20.	Introduction of SPSS'	E-Workshop/ Tiruppur Kumaran College for Womens, Thirppur	2020
21.	Art of Writing Research Article	FDP /EMG yadava womens college, Madurai/Department of Commerce	2020
22.	Gateway to Research and Research Article'	Two days FDP/Hindusthan College of Arts and Science, Coimbatore	2020
23.	Research Methodology: A Roadmap for Application of Statistical Tools for Social Science Research'	One week FDP / G.Venkataswamy Naidu College, Kovilpatti	2020
24.	Research Publication Skill And Ethics	FDP Kumaraguru College of Technology, Tamilnadu. /	2020
25.	Application of Parametric test in Research	Three days workshop / Senthil Research Advocacy Forum, Virudhunagar Hindu Nadars Senthilkumara Nadar College, Virudhunagar.	2020
26.	Effective Use of E resource for Teaching, Learning and research	FDP/ S.P.Mandil Podar college, Mumbai	2020
27.	Webinar on Bivariate Analysis Using SPSS'	FDP/NIFT- Tea College of Knitwear fashion, Tirupur.	2020

28.	Research Approach for Global Reach'	FDP/ S.T.Hindu College, Nagerkovil	2020
29.	Art of writing Research Article and Journal Selection'	FDP/ Madurai Sivakasi Nadar Pioneer Meenakshi Womens College, Poovanthi.	2020
30.	ENHANCING E – CONTENT FOR TEACHING & LEARNING	FDP /EMG yadava womens college / IQAC	2020
31.	Research Proposal Writing and Funding Opportunities	FDP /EMG yadava womens college /IQAC	2020
32.	Fifteen days International Training on Research Paper Writing and Application of Software for free scopus publication- 14 credits	Fifteen days International training/with 14 credits/ Eudoxia research Center , India	2020
33	one Day Hands on training on “Google Classroom	FDP /EMG yadava womens college /IQAC	2021
34	Dynamics of research publication	FDP Mannar Thirumalai Naicker College	2022
35	Consultancy and corporate training	Training Mannar Thirumalai Naicker College	2023
36	Insights of national educational policy	Training Mannar Thirumalai Naicker College	2023
37	HTML	Spoken Tutorial and IIT Bombay	2023

NATIONAL/INTERNATIONAL SEMINAR, WORKSHOP, CONFERENCE & SYMPOSIUM ORGANISED

S.NO	TOPIC	EVENT NAME	YEAR
1.	ART OF WRITING ARTICLE	WEBINAR (STATE LEVEL)	2020
2.	7 TIPS OF ECONOMIC WEALTH DURING LOCK DOWN	WEBINAR (NATIONAL LEVEL)	2020
3.	MARKETING QUIZ	QUIZ	2020
4.	ENLENIA COMFESTA 2020	NATIONAL LEVEL INTERCOLLEGEATE	2020
5.	DIGITAL MARKETING	CERTIFICATE COURSE	2020
6.	RETAIL MRKETING	CERTIFICATE COURSE	2020
7.	ENHANCING E CONTENT	WORKSHOP	2020
8.	ENLENIA COMFESTA 2021	NATIONAL LEVEL INTERCOLLEGEATE	2021
9.	Enhancing Budding entrepreneurs(organized students project published in journal)	IJEAMA VOL XIV,ISSUE VI	5.4.2022
10.	HIRE ME – VOICE OF GRADUTES	SKILL DEVELOPMENT PROGRAMME	26.9.2023
11.	EARN WHILE LEARN	SOFT SKILL PROGRAMME	28.12.23

NATIONAL/INTERNATIONAL SEMINAR, WORKSHOP, CONFERENCE & SYMPOSIUM ATTENDED

S.NO	TOPIC	EVENT NAME	INSTITUTION NAME	YEAR
1.	Emerging Trend in Cost Management in the Global Scenario	Faculty Training Programme	Lady Doak College /Department of Commerce	2012
2.	ICT-A catalyst of change for transforming Teaching, learning & Research in Commerce, Computer Science& Management Education	National Conference	Lady Doak College /Department of Commerce	2014
3.	Reskilling of work force in Dynamic orporate Environment –issues and challenges	State level PG seminar	Lady Doak College /Department of Commerce	2017
4.	Consumer Attitude Towards E Marketing in Madurai city	International Seminar	EMG Yadava Womens College /paper presented/Department of Commerce	2019
5.	Application of Statistics in Social Science Research using SPSS	One week Workshop FDP	VHNSS /Viruthunagar / Research department	2019
6.	Capacity Building programme on outcome based education in the digital era	Two days PMMMNTT Programme	Manonmaniam Sundaranar University, tirunelveli,/ Department of Commerce	2020
7.	Millennial Entrepreneurs the Emeerging Paradigm to sustainable development	National seminar	Hajee Karutha Rowther Howdia College / paper presented /PG Reasearch Department of Commerce	2020
8.	An effective research paper writing skill	International	Bhagwan Mahavir University	2020
9.	Impact of covid 19 Business and IT	State level	J.J.College of Arts and Science	2020
10.	Improve your skills	State level	Hindu Nadar's senthikumar Nadar College Virdhunagar.	2020
11	Future investment pattern of investors	National level	Bhagwan Mahavir College of Management, BM University, surat, Gujart	2020
12	Education 4.0 future of Learning	State level	Anand Institute of Management studies, Anand Institute of Higher Technology, Chennai-13.	2020
13	Front Accounting 2.4.7	State level	G.Venkataswamy Naidu College, Kovilpatti in association with Spoken Tutorial and IIT Bombay.	2020
14	learning through Gamification'	State level	PSNA college of Engineering and technology Dindgul.	2020
15	Enriching Teaching Skills	State level	CEOA college of Arts and Science College, Virudhunagar	2020
16	Journey Towards Entrepreneurship'	National level	Bhagwan Mahavir College of Management	2020
17	How to write effective case study	International	Amity University Rajkot University	2020

18	Enhancing Research Communication Skill through Science Direct and Mendeley	National level	Dayalbagh Education Institute, Dayalbagh Agra	2020
19	Tally Training program on Accounting and Inventory Management with GST in TALLY.ERP9	State level	AXN Infotech.	2020
20	Industry 4.0			2020
21	Impact of Covid 19 as Economy and management of finances during this period'	State level		2020
22	Digital Tool for Smart Classroom in Higher Education'	State level		2020
23	Building partnership and Resource	State level	Sri Kanyaga parameshwari Arts and Science college Chennai	2020
24	Effective Usage of ICT Tools for Smart Teaching	National level	Jayaraj Annapackiam College for Women, periyakulam, theni Dist, tamilnadu.	2020
25	Secrets to get quickly published as a Scientific Author and hasten your PhD Research Writing	State level	Aristocrat Research IT Solutions, Chennai.	2020
26	Social Entrepreneurship	State level	Rathinam College of Arts and Science College, Coimbatore	2020
27	E- Learning	National level	Swatantya sainik Suryabhanji pawar College, Maharashtra and EDfly	2020
28	UGC Net / SET Paper I	National level	Mahashatra Arts and science college Mumbai	2020
29	Selection of Appropriate Statistical Tools: A Critical way for Successful Research	State level	St Marys College, Thoothukudi.	2020
30	Value Investing – Key to create Long term wealth	State level	St,Andrews College of Arts and Science College	2020
31	Pandemic Pedagogy in higher education of covid19	International	Bharathiar University, Coimbatore	2020
32	Personality Development Psychological aspects Current affairs	State level	Shri Sankarlal Shasun Jain College for women, Chennai	2020
33	Digital Marketing Strategies for E commerce	State level	GTN Arts College ,Dindigul	2020
34	Online Learning and its postive and negative impact on future generation education	National level	International school of management patna bihar	2020

35	Tax Planning for Salaried Classes	State level	Shri Sankarlal Shasun Jain College for women, Chennai	2020
36	Challenges in Financial Management	State level	Kovai Kalaimagal College of Arts and Science College, Coimbatore.	2020
37	Digital Marketing'	State level	Kovai Kalaimagal College of Arts and Science , Coimbatore.	2020
38	Effective Teaching Pedagogy	State level	Stella Marys College for Women, Chennai.	2020
39	The Role on VR and AR in industry 4.0	State level	Alaguppa University	2020
40	Research Methodology for Social science	State level	Sri Sankaral Shasun Jain college for women chennai	2020
41	Retail Marketing	State level	Vivekananda College of Arts and Science College, Namakkal	2020
42	Stress Management	State level	Vivekananda College of Arts and Science College, Namakkal	2020
43	Digital Marketing	State level	Vivekananda College of Arts and Science College, Namakkal	2020
44	Entrepreneurship create business	State level	Vivekananda College of Arts and Science College, Namakkal	2020
45	Role of Insurance sector in covid pandemic situation	State level	Rathinam College of Arts and Science College, Coimbatore	2020
46	Effectiveness of online Learning and Teaching in Commerce	State level	The Pioneer Kumaraswamy College, Nagercoil	2020
47	Project for Funding Agencies (UGC STRIDE)	State level	Patrician College Research Committee Chennai	2020
48	Developing a future workforce for the exponential Technologies	National level	by Mount Caramel College, Bengaluru	2020
49	Coronavirus pandemic vs Stock market Volatility: Identifying meaningful Investment Avenues	State level	Vivekananda College of Arts and Science College, Namakkal	2020
50	Present challenges and opportunity in Indian business environment	State level	Shrimathi Devkunvar Namlal Bhatt M.O.P Vaishnav college for women, Chennai	2020
51	Data Analysis using SPSS	State level	Elashadai Academy Vellor	2020
52	Web Designing and UI/UX'	State level	Shri Sankarlal Shasun Jain College for women, Chennai	2020
53	My Life my pride my career	State level	Patrician College Research Committee Chennai	2020
54	Enchancing Teaching and learning through course plan	State level	PSG College of Arts and Science, Coimbatore	2020
55	Covid 19 Rejuvenation	State level	Nirmala college for women	2020
56	Assessment & Accreditation as a	State level	Loganatha Naryanaswamy Government College , Ponneri, Chennai	2020

	Measure of Internal Quality in HEI's			
57	An Overview of GST	State level	Shri Sankarlal Shasun Jain College for women, Chennai	2020
58	Research Insights	State level	S.S.Duraiswamy Nadar Mariammal College, Kovilpatti.	2020
59	NTA NET Commerce Paper II	State level	Sri Parasakthi College for Women Courtallam	2020
60	Post Covid19 Rejuvenation	State level	Shri Sankarlal Shasun Jain College for women, Chennai	2020
61	conquering the invisible enemy strategies for cooperative in panademic world	National level	Sri Ramakrishna mission Vidhyalaya arts college	2020
62	Artificial intelligence	National level	Anil Neerukonda Institute of Technology and science in Collaboration with brain O Vision & national youth council vishakapatnam	2020
63	Covid 19 and Continuing Relevance	International	The American College, Madurai	2020
64	Impact of Covid 19 on India's External sector	International	The American College, Madurai	2020
65	Impact on Covid 19 and Human Resource management	National level	G. S College for management Jabalpur (M. P)	2020
66	Planning and management wealth during Recession and impact of economic	State level	Guru Nanak College Chennai	2020
67	Writing Proposals for funding Agencies: Project design and Project Proposals	international	Rathinam College of Arts and Science College, Coimbatore.	2020
68	E-learning and tools for effective teaching and learning	National level	Jnan Vikas Mandal College, Airdi, Maharashtra.	2020
69	Start up and innovation of ideas	State level	Bharadasan university Erode	2020
70	Overcome Covid 19 Pandameic through nuances of life	International	Vivek college of commerce Mumbai	2020
71	Fashion your future with right investment choices	National level	Sri Parasakthi College for Women Courtallam	2020
72	Covid 19 Emerging Market	State level	Dr. R. A.N. M arts college Erode	2020
73	Building Effective Relearning system	International Webinar	KPRCAS College of Arts and Science College, Coimbatore	2020
74	Introduction ot SPSS'	E -workshop	Tiruppur Kumaran College for Womens, Thirppur	2020
75	Webinar on Bivariate Analysis Using SPSS'	National Level	Ø NIFT- Tea College of Knitwear fashion, Tirupur.	2020

76	'Innovation, Incubation, Entrepreneurship'	National level	Rajapalayam Rajus College, Rajapalayam.	2020
77	'Economic Impact of Global Pandemic Covid -19	International Webinar	Thigarajar College Madurai.	2020
78	Art of Writing Research Article	National Level	Department of Commerce EMG yadava womens college, Madurai	2020
79	Future of Examinations: Bloom Taxonomy and Multiple assessment tools'	webinar	GTN Arts and Science College, Dindigul.	2020
80	Pedagogical methods suitable for a Pandemic situation	Seven day Faculty development Program	Nallamuthu Gounder Mahalingam College, Pollachi.	2020
81	Digital Initiatives for Higher Education'	Two Weeks International Faculty Development Program	G.Venkataswamy Naidu College, Kovilpatti	2020
82	Capacity Building for Effective Students Mentoring	webinar	M.O.P.Vaishnav College for Women, Chennai.	2020
83	Tax Planning for Salaried Assessee' organized	National Level	Sri Kanyaka Parameswari Arts and Science College, Chennai.	2020
84	'Covid 19 and Consumer Rights'	State level	Erode College of Arts and Science College, Erode.	2020
85	Role of IQAC in maintaining Higher Education	National Level	Govt. Arts College for Womens , Dindugal	2020
86	Data Analytics and Application'	International webinar	Bishop Heber College, Trichy	2020
87	Gateway to Research and Research Article'	two days webinar	Hindusthan College of Arts and Science, Coimbatore	2020
88	Trending in Tech'	International Webinar	Thassim Beevi Abdul Kadar College For Women, Karaikal	2020
89	Data Science'	Five day Career Course	Loyala College, Chennai	2020
90	Soft Skill Development'	State level	Cardamom Plantaners Association College , Bodinayakanur	2020
91	7 Tips to Increase wealth during economic slowdown'	National Level	Department of Commerce EMG Yadava Women's College, Madurai.	2020
92	New Approach to Curricular design and Simplified Pathway to outcome based education	webinar	IQAC, EMG Yadava Women's College, Madurai	2020
93	Social Capital Impact On Society and Economy'	National Level	NIFT- Tea College of Knitwear fashion, Tirupur.	2020
94	'Epitome of Tax Saving Tips'	National Level	Department of Commerce, SIVET College, Chennai.	2020
95	Mastering mind for Conquering the World'	National Level	Nehru Institute of Management Studies, Coimbatore.	2020

96	Soft Skill Development'	National Level	Don Bosco College, Dharmapuri	2020
97	Excel Like Never Before'	National Level	Reena Metha College of Arts and Science College, Gujart	2020
98	Managing Unlock Down in India'	8 days FDP	S.A. Engineering College, Chennai.	2020
99	Technology and Management'	3 days FDP	Sathyabama Institute of Science and Technology, Chennai.	2020
100	'How to make the most out of the Lockdown'	National Level	Mangalyatna University, Aligarh	2020
101	Boost your Immunity With Yoga to compact Covid - 19'	National Level	Mannaniya College of Arts and Science, Kerala.	2020
102	Preparedness of Employment opportunity Basic and beyond income Tax'	National Level	Dr.MGR.Janaki Arts and Science College , Chennai	2020
103	Outcome Based Education through Bloomy taxaomy : IQAC	National Level	Rathinam College of Arts and Science College, Coimbatore	2020
104	Research Approach for Global Reach'	National Level	S.T.Hindu College, Nagerkovil	2020
105	Art of writing Research Article and Journal Selection'	webinar	Madurai Sivakasi Nadar Pioneer Meenakshi Womens College, Poovanthi.	2020
106	Beyond Classroom motivation'	International Webinar	Department of Commerce, SIVET College, Chennai.	2020
107	Research Methodology: A Roadmap for Application of Statistical Tools for Social Science Research'	One week National Level FDP	G.Venkataswamy Naidu College, Kovilpatti	2020
108	Empowerment of Social Justice for Weaker Section, Youth and Women in Tamilnadu'	National Level	Govt.Arts College,Salem, Tamilnadu	2020
109	Entrepreneurship Start up Challeges and Opportunity'	International webinar	Dr.Gopalaraju Govt. Arts College, Bangalore, Karnataka.	2020
110	ENHANCING E – CONTENT FOR TEACHING & LEARNING	National Level	FDP /EMG yadava womens college / IQAC	2020
111	Research Proposal Writing and Funding Opportunities	National Level	FDP /EMG yadava womens college /IQAC	2020
112	Fifteen days International Training on Research Paper Writing and Application of Software for free scopus publication- 14 credits	International Webinar	Fifteen days International training/with 14 credits/ Eudoxia research Center , India	2020
113	'MENTAL WELL-BEING OF TEACHERS	International Webinar	PMMMMNMTT 3 DAYS - FDC Project, Department of	2020

			Education, Govt. of India, New Delhi)	
114	REVISED ACCREDITATION FRAMEWORK OF NAAC	National Level	FDP /EMG yadava womens college /IQAC	2021
115	Three day Online Faculty Development Programme on “Digi Tools for Enhancing Teaching and Learning	National Level	FDP /EMG yadava womens college /IQAC	2021
116	Intellectual Property Rights’	National Level	FDP /EMG yadava womens college /IQAC	2021
117	NAAC Sponsored Online National Seminar on NEW EDUCATION POLICY THE URGE FOR TRANSFORMATION IN HIGHER EDUCATION	National Level	FDP /EMG yadava womens college /IQAC	2021
118	Rural Women Entrepreneurship: Challenges And Opportunities”	National Level ICSSR-SRC	Two days FDP /EMG yadava womens college /IQAC	2021
119	CHAT GPT FOR ACADEMIC	National Level WORK SHOP	St. Josephs College, Trichy	2023
120	Development of e Content: Audio Resources	Five hrs ONLINE TRAINING	NCERT	2023
121	Emerging Trends in Educational Technology	Five hrs ONLINE TRAINING	NCERT	2023
122	Quality and Effective Research Writing - Phase IV ”	National Level WORK SHOP	SEVEN DAYS FDP/Patrician College of Arts and Science	2023
123	“Data Analysis Using SPSS	National Level Two days WORK SHOP	SEVEN DAYS FDP/Patrician College of Arts and Science	2023
124	Research methodology for social science	National Level	Two days WORK SHOP/ star international foundation for research and education	2023

ARTICLES PUBLISHED IN JOURNALS BY STUDENTS UNDER GUIDIDENCE

S.NO	TOPIC	NAME OF THE JOURNAL	Students Name	UG/PG	YEAR
1.	THE STUDY OF CUSTOMER SATISFACTION	IJEMA	1.P.KARTHICK (20SUCC223)	UG	2023

	BETWEEN ROYAL ENFIELD		2. J. ANTO AKASH (20SUCC216)		
2.	A STUDY ON CONSUMER AWARENESS OF ELECTRIC BIKES IN MADURAI CITY	IJEMA	1.R. NITHIYASREE (20SUCC206) 2. S. SRIJA(20SUCC206)	UG	2023
3.	TO STUDY THE CUSTOMER SATISFACTION TOWARDS THE LEVER AYUSH PRODUCT IN MADURAI CITY	IJEMA	1. M .SANTHOSH (20SUCC236) 2. S. SARAVANA PANDI (20SUCC237)	UG	2023
4.	THE CONSUMER PREFERENCE OF ONLINE SHOPPING WITH SPECIAL REFERENCE TO JIOMART IN MADURAI	IJEMA	1. M.VASANTHAKUMAR (20SUCC241) 2. H.VIGNESHWARAN (20SUCC242)	UG	2023
5.	ONLINE TEACHING AND LEARNING IN THE DIGITAL EDUCATION AMONG STUDENTS	IJEMA	1. C. BALAJI (20SUCC217) 2.D.N. NABEES KUMAR (20SUCC230)	UG	2023
6.	AN ANALYSIS OF WEB DEVELOPERS IN MADURAI CITY	IJEMA	MR.DINESHKUMAR.S (21SPCC017)	PG	2023
7	A STUDY ON FOOD HABITS AND HEALTH RELATED ISSUES AMONG YOUNGSTER IN MADURAI CITY	IJEMA	M. GOKUL IIM.COM.	PG	2023

ARTICLES PUBLISHED IN JOURNALS / MAGAZINES

S.NO	TOPIC	NAME OF THE JOURNAL/ MAGAZINE	NATIONAL/ INTERNATIONAL	IMPACT FACTOR	YEAR
1.	A study on online marketing in Madurai city for vegetables	IEARJ	International	4.334	2019
2.	Consumer Preference for Online Marketing in Madurai	IESRJ	International	5.391	2019
3.	Consumer Attitude Towards E Marketing in Madurai city	IJAEMA	International	6.3	2019
4.	Online Shopping Behaviour Among	JICR	UGC Care	6.2	2020

	College Students in Madurai city				
5.	Millennial Entrepreneur in Future Among youngsters [Born with Digital]	IJAEMA	International UGC Care	6.3	2020
6.	Online teaching and learning in the digital education among students	IJAEMA	International UGC Care	6.3	2021
7.	CONSUMER OPINION ON ONLINE ENTREPRENEURS IN MADURAI CITY	JOURNAL OF THE ORIENTAL INSTITUTE	International UGC Care		2022
8.	A study on the impact of digital marketing on consumer buying behavior	National journal	National		2022
8.	DIGITAL ENTREPRENEURS IN MILLENNIUM INDIA	RABINDRA BHARATI JOURNAL OF PHILOSOPHY	International UGC Care		2023
9	CONSUMER BUYING BEHAVIOR IN INTERNET WITH SPECIAL REFERENCE TO MADURAI CITY	IJAEMA	International UGC Care	6.3	2023

MINI PROJECT

S.NO	TOPIC	NAME OF THE PROJECT		YEAR
1.	CONSUMER SATISFACTION TOWARDS ONLINE SHOPPING IN FLIPKART, MADURAI.	MKU	RESEARCH	2020
2	ONLINE SHOPPING ATTITUDE AMONG YOUNGSTERS IN MADURAI CITY	SEED	SEED	2021

BOOK CHAPTER

S.NO	TOPIC	NAME OF THE PUBLISHER	ISBN/ISSN	YEAR
1.	ENTERPRENEURSHIP IN HIGHER EDUCATION	PCF PUBLICATION	978-93-92560-13-2	2021
2.	CONSUMER OPINION ON ONLINE	JOURNAL OF THE ORIENTAL INSTITUTE	0030-5324	2022

	ENTREPRENEURS IN MADURAI CITY			
3.	A STUDY ON THE IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOR	Digital India Initiative to become developed India book proceedings	98-93-8319-88-8	2022
4.	DIGITAL ENTREPRENEURS IN MILLENNIUM INDIA	RABINDRA BHARATI JOURNAL OF PHILOSOPHY	093-0087	2023

BOOK PUBLISHED

S.NO	TOPIC	NAME OF THE PUBLISHER	ISBN	YEAR
1.	AUDITING	TARAN PUBLICATION	978-81-19295-19-6	2023

PATENTS

S.NO	TOPIC	NAME OF THE PUBLISHER		YEAR
1.	INTERNET OF THINGS TECHNOLOGY FOR THE FUTURE	THE PATENT RULES 2003,	SEC10 AND RULE 13	12.07.23

GUEST LECTURE

S.NO	TOPIC	NAME OF THE College	participants	YEAR
1.	Millennium Entrepreneurs in Digital Marketing	Yadava Mens College	PG Students	17.8.23

PERSONAL DETAILS:

Name : P.L.Savithree M.Com., M.Phil., DGT
 Date of Birth : 06.02.1979
 Age : 44 Years
 Fathers Name : K.Parvathynathan
 Nationality : Indian
 Gender : Female
 Mother Tongue : Tamil
 Languages known : Tamil, English
 Present Address : 2/170 Indhra Nagar, Oomachikulam, Madurai-625014.

DECLARATION

I hereby declare that the information furnished above is true to the best of my knowledge

and belief.
Place: Madurai

Signature :
(Dr.P.L.Savithree)