

GOVERNMENT ARTS AND SCIENCE COLLEGE, KANYAKUMARI-629 401

FACULTY PROFILE



Department : Commerce
Name : Dr.S.Premalatha
Father's Name : S.Selvaraj
Designation : Assistant Professor
Age and Date of Birth : 44, 03-02-1979
Gender : Female
Address for Communication : Atchan Kulam,
Kottaram Post,
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Educational Qualification:

SL.No	Course	University/College	Year of Passing
1	B.Com	S. T. Hindu College	April 2004
2	M.Com	M. S. University	May 2006
3	M. Phil	M. S. University	May 2007
4	Ph. D	M. S. University	June 2012

Area Specialisation : Marketing

Experience

S. No	Name of Organisation	From	To	Year of Experience
1	M. S. University College, Nagampatti	21-09-2012	26-09-2012	1 Year
2	M. S. University Constituent College, Kanyakumari	27-09-2013	Till date	9 Year 5 months

Publications:

Sl. No	Name of the Journal	Title	Year	Number
1.	The Hindecon	Production and Marketing of Spices (Pepper) in Kanyakumari District	2010-11	ISSN: 0975-5802
2.	Eco Tourism in Tamilnadu	Important Eco Tourist Centers of TamilNadu	September 2012	ISBN: 978-81-926183-1-9.
3.	Tenth All India conference (KAAS)	Production and Marketing of Spices (Clove) in Kanyakumari District	September 2015	ISBN: 978-93-81658-13-0.
4	First Multidisciplinary National Level Seminar	Production and Marketing of Ginger in Kanyakumari District	. April 2016	ISBN:978-93-81658-15-4
5.	International Journal of Management and Social Science	A Study about the Production and Marketing of Spices in Kanyakumari District.	June 2017	ISSN: 2349-6738
6.	International Journal of Business and Administration Research Review	A study on post Purchase Customer Dissonance Towards Pumpsets in Coimbatore.	April 2017	ISSN: 2348-0653

Paper presented in Conference/ Seminar:

Sl. No	Book Name	Title	College Name	Year
1.	Eco Tourism in Tamil Nadu	Important Eco Tourist Centers of Tamil Nadu	Holy Cross College, Nagercoil	September 2012
2.	Tenth All India Conference (KAAS)	Production and Marketing of Spices (Clove) in Kanyakumari District	W.C.C Nagercoil.	September 2015

3.	First Multidisciplinary National Level Seminar	Production and Marketing of Ginger in Kanyakumari District	M. S. University Constituent College, Kanyakumari.	April 2016
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Seminar/ Conference / workshop/Attended:

Sl. No	Conference/ Seminar	Topic	College	Year
1.	National Conference	Emerging Entrepreneurial Strategies for self-Employment and skill Development	Scott Christian College, Nagercoil	December 2008
2.	National Conference	IT- Enabled Management	Anna University, Tirunelveli	April 2009
3	National Seminar	Statistical Techniques in Research	Women's Christian College, Nagercoil	March 2009
4.	Workshop	Application of Appropriate Statistical tools in Management Research	M. S. University, Tirunelveli	April 2009
5.	State Level Workshop	Application of Statistical tools in Social Science Research	Scott Christian College, Nagercoil	December 2009
6.	Inter Collegiate Seminar	Employment Opportunities in Financial Institutions	Scott Christian college, Nagercoil	April 2009.
7.	Academic Conference	Higher Education-Futuristic Perspective	M.T.N College, Madurai	January 2014.
8.	Academic Conference	Contemporary issues in Higher Education	Sree Ayyappa College for Women, Chunkankadai	September 2015
9.	National Seminar	Emerging Trends in E-Marketing	Holy Cross College, Nagercoil	January 2016

10.	National Level Workshop	Effective Paper Writing Using Latex	Rani Anna Government College for Women, Tirunelveli.	March 2016
11.	Orientation	Curriculum and Faculty Development	M.S.University, Tirunelveli	October 2016
12.	Research Orientation	Research supervisions	M.S.University, Tirunelveli	November 2017
13.	National Seminar	Digital Marketing	M.S.University Constituent College, Kanyakumari.	February 2018

(Dr.S.Premalatha)