

P.K.R. ARTS COLLEGE FOR WOMEN

GOBICHETTIPALAYAM- 638 476

DEPARTMENT OF COMMERCE

NAME C.V.Latha	DESIGNATION Assistant Professor	
APPOINTMENT DATE	03/01/2007	

EDUCATIONAL QUALIFICATION

COURSE	MAJOR	BOARD/UNIV	SUBJECT	YEAR OF PASS
SSLC		Matriculation board		
PUC/HSC		State board		
UG	B.Com	The Ethiraj college for women, Chennai		
PG	M.Com	Bharathiar university		
	M.Phil	P.K.R Arts College for women		

AREA OF SPECIALISATION Marketing and HRM

TEACHING AND RESEARCH EXPERIENCE

COURSE	FROM	TO	TOTAL SERVICE
UG	2007	Till date	10 years and 2 months
PG	2009	Till date	8 years and 2 months

NUMBER OF M.Phil AND Ph.D PRODUCED

No.of M.Phil's Produced	2	No.of Ph.D's Produced	
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MEMBERSHIP IN COMMITTEES, ACADEMIC AND PROFESSIONAL BODIES (other than our college)

NAME OF THE BODY/COMMITTEE	POSITION HELD	PERIOD
NIL	NIL	NIL

SEMINARS/CONFERENCES/WORKSHOPS ORGANISED

As a part of organizing committee in the department, organized many national, international conferences, symposiums and work shops

No. of Articles / Books Published in the State, National and International levels

PARTICULARS	STATE	NATIONAL	INTERNATIONAL	TOTAL
BOOKS	NIL	NIL	NIL	
ARTICLES	NIL	4	3	7
ARTICLES IN EDITED BOOK	NIL	NIL	NIL	
SEMINAR PROCEEDINGS	2	NIL	NIL	2
OTHERS	NIL	NIL	NIL	

No. of Seminars, Conferences, Workshops, etc., Participated, Papers Presented and Position held

COVERAGE	PARTICIPATION	PRESENTATION	RESOURCE PERSON	OTHERS
STATE LEVEL		4		
NATIONAL LEVEL	2	3		
INTERNATIONAL LEVEL		3		

No. of Orientation Courses / Refresher Courses Participated

COURSE	NUMBER	YEAR/PERIOD	UNIVERSITY	YEAR/PERIOD
ORIENTATION	NIL	NIL	NIL	NIL
REFRESHER	NIL	NIL	NIL	NIL

Number of Research Projects undertaken

Name of the Projects	Sponsoring Agency	Period	Amount
Service Quality in private Banks-Study in erode district of tamilnadu	UGC	2016-2016	1,25,000

Awards / Medals / Prizes received

Particulars	Purpose	Agency	Year
AWARDS	NIL	NIL	NIL
MEDALS	Proficiency prizes	T&L GH school,Chennai	NIL
PRIZES	Best out going student	T&L GH school,Chennai	NIL
COMMENDATION	NIL	NIL	NIL
OTHERS	NIL	NIL	NIL