

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), COIMBATORE - 18

Performance – Teacher Appraisal Report

(I) General Information

- a) Name : **Dr.A. Latha**
b) Address (Residential) : **Dr.A.Latha.Ph.D.,
9/47Alankar Thottam Road,
Velakinarpirivu,G.N.Mills PO,
Coimbatore-641029.**
c) Mobile No : **9976270006**
d) Designation : **Associate Professor of Commerce**
e) Teaching Experience: : **(As on 31st May 2023 – 32 years and 2 months)**
f) Department : **PG and Research Department of Commerce**
g) Date of Birth : **03-01-1966**
h)Area of Specialization: **Marketing &Human Resource Management.**



(II) Academic Qualifications:

Exam Passed	Subjects	Board/ University	Year	Division/ Grade/ Merit
High School	SSLC (General)	Government ofTamil Nadu.	1982	Second Class
Higher Secondary or Pre-degree	HSC (Commerce)	Government ofTamil Nadu.	1984	First Class
Bachelor's Degree	B. Com (Commerce)	Bharathiar University, Coimbatore – 641 046. Tamil Nadu	1987	First Class
Master's degree	M. Com (Commerce)	Bharathiar University, Coimbatore – 641 046. Tamil Nadu	1989	First Class
B.Ed.,		Commerce	Annamalai University	Second Class
PGDCA		Computer	Bharathiar University	First Class
M.B.A.,		Management	Bharathiar University	First Class

TNPSC	E.O.Exam	Departmental Exams	2011	Pass
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Research Degrees

Research Stage	Title of Work / Thesis	Year of Award	University where the work was carried out
M.Phil	Performance and Patient Satisfaction of Health Care Organization – A Study in Kovai Medical Centre and Hospitals Pvt Ltd	Oct 1996	Madurai Kamaraj University
Ph.D	Customer Relationship Management in the Private Health Care Industry and Service Users Satisfaction – A study in Coimbatore District	July 2006	Bharathiar University
Research Work	<u>After 2007</u> M.Phil Awarded Under My Guidance: Total-3: Ph.D Awarded Under my guidance: Total-8: Ph.D Candidates Pursuing under Me: Total - 6		Bharathiar University (ANNEXURE I)
Training	<u>Before 2007:</u> Orientation Course (30 Days) : 1 Refresher Course (21 days) : 1 <u>After 2007 :</u> Orientation Course (30 Days) : 1 Refresher Course (21 days) : 1 Refresher Course (14 days) : 1 Short Term Courses (7Days) : 2 <u>Examinership:</u> Doctoral Committee Meeting- : Internal: (15) : External (09) Ph.D Viva – Acted as External Examiner : (05) <u>Faculty Development Programmes : (2020 - 2023)</u> One Day National Webinar : 2 Two days National workshop : 1 Five Days National Level FDP : 3 Six Days National Level FDP : 1 Seven Days Inter National Level FDP : 3 Eight Days Inter National Level FDP : 1		Different Universities

	<p><u>Before 2007: Paper Presentations:</u> Paper Presented in State Level Seminars :09 Paper Presented in National Level Seminars :26 Paper Presented in International conference :06 Multi Media Programmes at Mysore University : 07</p> <p><u>After 2007: Paper Presentations:</u> Paper Presented in National Level Seminars : 4 Paper Presented in International conference : 2</p> <p><u>UGC Sponsored Management Skills Enhanced Modules: Workshop – 3 (Details Below)</u></p> <p>1. Five Days UGC Sponsored Capacity Building of Women Managers I Higher Education,Workshop Organised by Avinashilingam Deemed University, Coimbatore participated in the Year 2009 – 1</p> <p>2.Six Days UGC Sponsored Capacity Building of Women Managers I Higher Education, Trainers Workshop Organised by Anna University,Chennai, participated d in the Year 2010 .</p> <p>3.Five Days UGC Sponsored Capacity Building of Women Managers I Higher Education, Workshop Organized by P.S.G.R. Krishnammal College for Women, participated in the year 2012.</p> <p><u>Publications Details (After 2007)</u></p> <p>1. International Journal : 17 2. Intercontinental Journal : 01 3. National Level Journal : 1</p>	
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(ANNEXURE I) Research Contribution:

A) Ph.D Scholars Pursuing

Sl. No	Name of the PhD/ M.Phil(PT/FT) Scholar	Name of the University	Broad Field	Registration Number	Year of registration
1	R.MANJU	Bharathiar University	Marketing	20457/B2/2017	2017
2	K.SATHYA	Bharathiar University	Finance	CRE/COM21PDEC 1461/2022	2021
3	JACQUELIN MERCY.A	Bharathiar University	Marketing	CRE/COM22PNOV 976/2022	2022
4	BULKIES	Bharathiar University	Marketing	Expected From University	2022

5	Renugadevi.N	Bharathiar University	Marketing	BU/R.D/2018/A3/15013-1 Dt:05.09.2012	2018
6	Ashtalakshmi.M	Bharathiar University	Marketing	BU/R.D/DEC11/2012/311 Dt:05.09.2012	2019

B) M.Phil / Ph.D Awarded UNDER My Guidance

Sl. No	Name of the Ph D/M.Phil (PT/FT) scholar	Name of the University	Title of the thesis	Year of registration of the scholar	Year of award ofPhD
1	PAVITHRA S M. Phil (PT)	Bharathiar University	“A Study On Customer Awareness and Usage of E-Banking through mobile banking application with special reference to Coimbatore City”	2015	2018
2	KUMARESAN G M.Phil (PT)	Bharathiar University	Service Quality and Service Users Satisfaction in a Healthcare Organization-With special Reference to Thangam hospital-Namakkal.	2015	2019
3	NITHYANANDAM M.Phil (PT)	Bharathiar University	A Study on customer Satisfaction Towards Coco-Cola Soft drinks in Coimbatore City.	2015	2019
4	T.N.R.KAVITHA Ph.D (PT)	Bharathiar University		2011	2013
5	BABY M.S Ph.D (PT)	Bharathiar University	Size ,Growth,Profitability and Performance: An Analytical Study of Select Automobile Companies Operating in India	2012	2018
6	AKILA M Ph.D (PT)	Bharathiar University	A study on Brand Loyalty and its Effects on Consumer 's Buying Behavior Towards Selected Consumer durables –With Special Reference to Coimbatore District	2012	2019
7	P. DEEPA Ph.D (PT)	Bharathiar University	An Empirical Study on the Investors Behavioral Approach Towards Mutual Fund Investment-with Special Reference to Tirupur District	2012	2019
8	MOHANA SUNDARI. D Ph.D (PT)	Bharathiar University	An Empirical Study on Customers Perception Towards E-banking of New Private Sector Banks with Special Reference to Tirupur District	2012	2019
9	NIRMALA.V Ph.D (PT)	Bharathiar University	Pre and Post Purchase Behavior of Consumers Towards Select Branded Health Drinks in Tirupur District	2013	2020

10	DHANALAKSHMI Ph.D (PT)	Bharathiar University	A Study On Employees Perception and Their Job Satisfaction Towards HR Practices in Selected Knitwear Units: With Special Reference To Tirupur Knitwear Industry.	2013	2021
11	PADMINI V Ph.D (PT)	Bharathiar University	A study on Women Entrepreneur and Their Socio-Economic Empowerment With Specific Reference To Selection Knitwear Units in Tirupur, Tamilnadu.	2012	2021

Annexure II : OTHER ACTIVITIES:

A) Membership / Participation in Bodies:

1. Member of BOS - Bharathiar University - 2011-2014.
2. Member of BOS - CMS College of Science and commerce, CBE – 2016 to 2020
3. Member of BOS - Hindustan College of Arts and Science College-CBE- 2017 to 2019.

A) Convener for Inspection Commission:

1. RVS College of Arts and Science, CBE: 2018-2019.(B.Com Continuance Affiliation)
2. Pioneer Arts and Science College, CBE : 2019-2020. .(B.Com Continuance Affiliation)
3. Sri Krishna Arts and Science College, CBE : 2020-2021(B.Com Continuance Affiliation)
4. Sri Ramakrishna College for women, CBE: 2022-2023(For Ph.D Permanent Intake of Candidates)

C) Camp Officer:

Acted as camp officer for the Central Valuation of Bharathiar University in GAC Campus – 2018-2019.

D) Chief Examiner:

1. For Bharathiar University Central Valuation.
2. For Periyar University Central Valuation.

E) Examinership:

1. Examiner for Distance Education, Bharathiar University & Periyar University.
2. Examiner for M.Phil & Ph.D theory exam and Viva-Voce Examinations.

(Signature of the Teacher)

(Dr. A. Latha)