

STAFF PROFILE

- 1) Name : **Dr.K.JAYANTHI**
- 2) Designation : Assistant Professor & Head
- 3) Department : Economics
- 4) Qualification : M.A., M.Phil., Ph.D.
- 5) Experience : Teaching : 18 yrs Research : 5 yrs
- 6) Area of Specialization (s) : Rural Development
- 7) E-mail : jayanthikeco@gmail.com
- 8) Academic Qualifications: M.A., M.Phil., Ph.D.

9) Research Publications

International

1. Dr.K.Jayanthi and A.Adaikkala Mary, “Physical and Financial Performance of SHG-Bank Linkage Programme In India”, *The International Journal for Economics and Business Management* (December 2018), ISSN :2250 – 2750, Volume 8, Issue 1, Pg:126-133
2. Dr.K.Jayanthi and A.Adaikkala Mary, “Impact Assessment of Pradhan Mantri Gram Sadak Yojana (PMGSY) in Coimbatore District”, *Impact: International Journal of Research in Humanities, Arts and Literature* (February 2019), UGC Approved Journal (40893), ISSN(P): 2347-4564; ISSN(O):2321-8878, Impact Factor:3.7985, Volume:07, Spl.Issue:3, Pg: 185-191.
3. Dr.K.Jayanthi, “Performance Analysis of Pradhan Mantri Mudra Yojana (PMMY)”, *International Journal of Research and Analytical Reviews (IJRAR)* (September 2019), UGC Approved (Journal No : 43602), E-ISSN 2348-1269, Impact Factor: 5.75, Volume 6, Issue 3, Pg:55-58
4. Dr.K.Jayanthi, “Role of MUDRA in the Growth of Women Entrepreneurs in India”, *A Journal of Intercontinental Management Research Consortium* (January 2020), ISSN-2347-1654, Impact Factor:6.312, Volume 8, Special Issue 1, Pg:103-109
5. Dr.K.Jayanthi, “Performance Analysis of Micro Medium and Small Enterprises in Coimbatore District”, *The International Journal of Analytical and Experimental Modal Analysis* (October 2020), ISSN No. 0886-9367, Vol XII, Issue X, Pg:1127-1135

10) Other Publications (Proceedings)

1. K.Jayanthi,"Growth of Employment in Organised Sector in India during 1991-2000", *88th The Indian Economic Association Annual Conference Volume* (December 2005), Pg:1374
2. K.Jayanthi, "Natural Gas as Energy Source: Its Production and Consumption during 1990-91 to 1999-2000" Proceeding of National Seminar on *Economic Reforms and Energy Use Management*, (September 2006), Pg:69
3. Dr.P.Krishnathulasimani and K.Jayanthi, "Sustainable Water Resource Management in India" Proceeding of National Conference on *Recent Trends in Environmental Management and Technology*, (August 2008), Pg:43
4. Dr.K.Jayanthi, "Role of Perception in Consumer Behaviour", Proceedings of National Conference on *The Emerging Trends in Consumer Behaviour* (25th February 2016), GRD Academy of Management, ISBN 978-81-927985-7-8, pg:72
5. Dr.K.Jayanthi and L.Sharmila Banu, "An Overview of Schemes Supporting Micro, Small and Medium Enterprises (MSME) in India" Proceedings of International Conference on *NewGen Entrepreneur Travel Towards Digital Revolution*, (12th September 2020) ISBN: 978-81-941015-6-7, Pg: 59-70

11) Presentations in Conference

International

1. Presented a paper entitled "*An Overview of Schemes Supporting Micro, Small and Medium Enterprises (MSME) in India*" in the International Conference on NewGen Entrepreneur Travel Towards Digital Revolution, organized by School of Commerce, Rathinam College of Arts & Science, Coimbatore held on 12.09.2019
2. Presented a paper on "*Role of MUDRA in the Growth of Women Entrepreneurs in India*", in the international conference on Challenges and Opportunities for the Sustainable Growth of Business in India, organized by Department of Commerce (Aided), Nirmala College for Women, Coimbatore held on 07.01.2020.

National

1. Presented a paper on "*Natural Gas as Energy Source: Its Production and Consumption during 1990-91 to 1999-2000*" in the UGC Sponsored National Seminar on Economic Reforms and Energy Use Management, organized by PG &

Research Department of Economics, Gobi Arts and Science College, Gobichettipalayam on 2nd & 3rd September 2006.

2. Presented a Paper on “*Climate Change and Sustainable Development*” in the National Conference on Recent Trends in Environmental Management and Technology, organized by the Department of Chemistry, NGM College, Pollachi on 14.08.2008
3. Presented a paper titled “*Role of Perception in Consumer Behaviour*” in the National Conference on The Emerging Trends in Consumer Behaviour, organized by GRD Academy of Management, Coimbatore on 25.02.2016.
4. Presented a paper entitled “*Performance Analysis of Pradhan Mantri Mudra Yojana (PMMY)*” in the National Conference on Tools and Techniques for Social Science Research, organized by the Department of Management, PKR Arts College for Women, Gobichettipalayam held on 29.08.2019

12) Participation in Conference

1. National Symposium on “*Cultural Education in 21st Century India*” organized by Amrita Vishwa Vidyapeetham, Coimbatore held on 8.05.2004 & 09.05.2004.
2. Colloquium on the “*Multiple Facet of Research*” organized by Research Development and Collaboration Centre, Sri GVG Visalakashi College for Women, Udumalpet during 18.07.2014 & 19.07.2014.
3. UGC sponsored one day colloquium on “*Sustainability in Higher Education Models and Tools*” organized by IQAC, Sri GVG Visalakashi College for Women, Udumalpet on 29.09.2016.
4. Symposium on “*Research Methodology and Funding Agencies- Recent Trends*” organized by PG & Research Department of History, Nirmala College for Women, Coimbatore on 22.01.2019.
5. International Conference on “*NewGen Entrepreneur Travel Towards Digital Revolution*”, organized by School of Commerce, Rathinam College of Arts & Science, Coimbatore held on 12.09.2019.
6. International Conference on “*Challenges and Opportunities for the Sustainable Growth of Business in India*”, organized by Department of Commerce (Aided), Nirmala College for Women, Coimbatore held on 07.01.2020.

13) Participation in Seminar

1. Seminar on “*Value Based Education*” organized by Rotary Club of Pollachi, held at Dr. Mahalingam College of Engineering & Technology, Pollachi on 23.10.2005
2. UGC sponsored National Seminar on “*Perspectives of Indian Tourism Industry*” organized by Department of History, NGM College, Pollachi during 24.01.2007 & 25.01.2007
3. UGC Sponsored National Seminar on “*Economic Reforms and Energy Use Management*”, organized by PG & Research Department of Economics, Gobi Arts and Science College, Gobichettipalayam on 2nd & 3rd September 2006.
4. UGC Sponsored Seminar on “*Women Entrepreneurship in Tamilnadu: Opportunities and Challenges*” organized by Department of Women Studies, Bharathiar University, Coimbatore on 04.03.2011

14) Participation in Workshop

1. UGC Sponsored National Workshop on “*Research Methodology in Economics*” organized by PG & Research Department of Economics, Sri GVG Visalakashi College for Women, Udumalpet held on 24.02.2006 & 25.02.2006.
2. Workshop on “*Modelling of Vibrant & Viable Curriculum of Economics*” organized by Department of Economics PSG College of Arts and Science Coimbatore held on 14.03.2008.
3. International Workshop on “*Data Analysis*” organized by Department of Economics, Avinashilingam University for Women, Coimbatore on 16.12.2009 & 17.12.2009.
4. UGC sponsored Workshop on “*Outcome Based Education*” organized by IQAC, Nirmala College for Women, Coimbatore on 24.03.2018.
5. UGC sponsored Workshop on “*Outcome Based Education – Programme Outcomes, Mapping, Question Paper Setting, Course Attainment*”)” organized by IQAC, Nirmala College for Women, Coimbatore held on 22.06.2018 & 23.06.2018.
6. Workshop on “*Outcome Based Education*” organized by IQAC, Nirmala College for Women, Coimbatore on 13.10.2018.
7. UGC funded Workshop on “*Intellectual Property Rights, Patents and Copyrights*” organized by IQAC, Nirmala College for Women, Coimbatore on 02.02.2019.
8. One Day National Workshop on “*Writing A Technical Research Paper*” organized by Rathinam School of Architecture, Coimbatore held on 02.03.2019

9. UGC Paramarsh funded Workshop on “*Revised Guidelines for the Accreditation Process of NACC*” organized by IQAC, Nirmala College for Women, Coimbatore held on 22.02.2020.
10. UGC Paramarsh funded Workshop on “*Revised Guidelines for the Accreditation Process of NACC*” organized by IQAC, Nirmala College for Women, Coimbatore on 07.03.2020.
11. Workshop on “*Innovative Eco-Systems, Incubation Centres and Start-Ups for Higher Education Institutions*” organized by IQAC, Nirmala College for Women, Coimbatore held on 19.03.2020.

15) Participation in Orientation Programme/ Induction Programme/ Short term Courses

1. Participated in 118th *Orientation Programme* conducted by UGC-HRDC-Bharathiar university, Coimbatore from 17.11.2017 to 14.12.2017
2. Participated in *Refresher Course in Economics and Econometrics* conducted by UGC-HRDC-Bharathiar university, Coimbatore from 21.11.2019 to 03.12.2019

16) Participation in Faculty Development Programme

1. FDP on “*Towards Better Teaching*” organized by Department of Commerce with CA, NGM College, Pollachi & UGC Staff Academic College, Bharathiar University on 30.09.2006.
2. FDP on “*Environment Audit of Infrastructure, Extension Activity and Institutional Social Responsibility*” organized by IQAC, Nirmala College for Women, Coimbatore held on 30.10.2015.
3. FDP on “*Hands on Training Programme on Google Doc’s, Kahoot apps and Online Book Publishing*” organized by Department of Mathematics, Nirmala College for Women, Coimbatore on 27.11.2018.
4. FDP on “*Innovative Teaching Technologies*” organized by Curriculum Development Cell, Nirmala College for Women, Coimbatore on 30.10.2019.

17) Conference/ Seminar/ Workshop Organized

1. Workshop on “*Personality Development*” on 16.09.2016
2. Seminar on “*Demonetization and Digitization of Indian Economy*” on 08.02.2018
3. Seminar on “*Environmental Sustainability*” on 11.01.2019.
4. National Workshop on “*Statistical Tools for Social Science Research*” on 18.12.2019.

5. Organised National Commission of Women, New Delhi Sponsored one day “Legal Awareness Programme” on 07.02.2020

18) Member in Board of Study

- Member, Board of Studies in Economics, NGM College, Pollachi

19) Membership in Academic Association

- Fellow Member in Indian Academic Researchers Association
- Life Member in Society for Environment and Sustainable Development