

NIRMALA COLLEGE FOR WOMEN (AUTONOMOUS)

COIMBATORE

STAFF PROFILE

NAME : Dr.R.Kavitha
DESIGNATION : Assistant Professor
DEPARTMENT : Commerce
QUALIFICATION : M.Com.,M.Phil.,PGDCA.,Ph.D
EXPERIENCE : 25
AREAS OF SPECIALIZATION : Marketing
E-MAIL : Kavithachandrapathi@gmail.com
ACADEMIC QUALIFICATIONS :

DEGREE	YEAR OF COMPLETION	NAME OF THE INSTITUTION	CLASS
B.Com	1996	Sri Ramakrishna College of Arts and Science	First Class
M.Com	1999	PSG College of Arts and Science	First Class
M.Phil	2001	PSG College of Arts and Science	Second Class
PGDCA	2007	Nirmala College for Women	First Class with Distinction
Ph.D	2011	Nirmala College for Women	First Class

RESEARCH GUIDANCE:

PROGRAMME	NO. OF SCHOLARS	
	COMPLETED	PURSUING
Ph.D	7	3
M.Phil	13	NIL

RESEARCH PUBLICATIONS:

INTERNATIONAL:

- [1] Anitha, N., & Kavitha, R. (2015). Factors influencing the customers' purchase decision towards eco-friendly products with reference to Coimbatore City. *International Journal of Business and Administration Research Review*, 1(15), 188–192. ISSN 2347-856X, 2348-0653.
- [2] Anitha, N., & Kavitha, R. (2016). Factors determining level of satisfaction towards eco-friendly products with reference to Coimbatore City. *International Journal of Management and Social Science Research Review*, 1(26), 179–183. ISSN 2349-6746, 2349-6738.
- [3] Santhoshini, N., & Kavitha, R. (2017). Synchronisation of brand trust, brand perception, satisfaction and loyalty: An empirical study with reference to mobile phones in Coimbatore City. *International Journal of Marketing Management and Research*, 17, 421–427. ISSN 0770-4525.
- [4] Razia Fathima, & Kavitha, R. (2017). Customer awareness towards service quality in banks with special reference to Coimbatore City. *A Journal of Intercontinental Management Research Consortium*, Special Issue (September), 86–89. ISSN 2321-0346 (Print), 2347-1670 (Online).
- [5] Lissy, N. S., & Kavitha, R. (2018). Impact of HR practices on employee productivity in private banks in Coimbatore District. *International Journal of Business and Administration Research Review*, 3(22), 62–66. ISSN 2347-856X, 2348-0653.
- [6] Abraham, M., & Kavitha, R. (2019). A study on college students' satisfaction on delivery of brand promises by autonomous arts and science colleges in Coimbatore City. *International Journal of Management, IT & Engineering*, 9(5–1), May.
- [7] Kavitha, R. (2020). An analytical study on green banking with special reference to selected banks in Coimbatore City. *A Journal of Intercontinental Management Research Consortium*, 8, Special Issue-I (January). ISSN 2321-0346.
- [8] A study on the impact of the pandemic on digital banking customers. (2023). *International Journal of Creative Research Thoughts (IJCRT)*.

[9] Sustainable supply chain and the rise of organic products marketing: A bibliometric perspective. (2025). *Journal of Neonatal Surgery*.

NATIONAL:

[1] Vidya, T. S., & Kavitha, R. (n.d.). *A study on emerging dimensions in e-marketing* (pp. 18–21). Bonfring. ISBN 978-93-82338-8.

[2] Anitha, N., & Kavitha, R. (n.d.). *Green marketing: Challenges and its concepts*. In *Nirmal Annual Research Congress*. ISBN 978-0-9894254-3-8.

[3] Razia Fathima, & Kavitha, R. (n.d.). *Corporate governance*. In *Nirmal Annual Research Congress*. ISBN 978-0-9894254-3-8.

[4] Santhoshini, N., & Kavitha, R. (n.d.). *An evaluation of brand extension towards various mobiles*. In *Nirmal Annual Research Congress*. ISBN 978-0-9894254-3-8.

[5] Razia Fathima, & Kavitha, R. (n.d.). *A study on role of e-banking services in India*. In *Nirmal Annual Research Congress*. ISBN 978-0-9894254-3-8.

[6] Anitha, N., & Kavitha, R. (n.d.). *Green marketing and corporate social responsibility*. In *Nirmal Annual Research Congress*. ISBN 978-1-9415053-4-3.

[7] Vidya, T. S., & Kavitha, R. (n.d.). *Retailing in India: Growth and opportunities*. In *Nirmal Annual Research Congress*. ISBN 978-1-9415053-4-3.

[8] Vidya, T. S., & Kavitha, R. (2014). Perception of consumers towards organized retailing in India. *The Kongu Regional Educational and Research Foundation Journal*, 1(1), 7–11. ISSN 2393-9796.

[9] Vidya, T. S., & Kavitha, R. (2015). Factors influencing shoppers' selection of retail apparel showrooms in Chennai City. *The Kongu Regional Educational and Research Foundation Journal*, 2(2), 40–45. ISSN 2393-9796.

[10] Razia Fathima, & Kavitha, R. (2017). Customers' attitude towards influencing factors for adoption of technology service in selected companies in the banking sector with special

reference to Coimbatore City. In *Nirmala Annual Research Congress (NARC 2017)* (pp. 278–281). ISBN 978-93-5279-759-2.

[11] Abraham, M., & Kavitha, R. (2018). A study on college students' perception on factors building the brand image of autonomous arts and science colleges in Coimbatore. In *Nirmala Annual Research Congress (NARC 2018)* (pp. 338–344). ISBN 978-93-5321-859-1.

[12] Kavitha, K., & Kavitha, R. (2018). A study on level of customer awareness towards online banking (with special reference to Nirmala College students). In *Nirmala Annual Research Congress (NARC 2018)* (pp. 344–347). ISBN 978-93-5321-859-1.

PRESENTATIONS IN CONFERENCE:

INTERNATIONAL:

[1] Two-day international conference on augmented reality in education: Learning beyond imagination. (2020, July 7–8). Department of Educational Technology, *Bharathiar University*, Coimbatore.

NATIONAL:

[1] NAAC-sponsored national virtual conference on best practices and their success studies in higher educational institutions. (2021, June 25–26). *Rathinam College of Arts and Science*, Coimbatore

PARTICIPATION IN SEMINARS:

[1] **Nirmala Annual Research Congress (NARC 2016)**. IQAC, Nirmala College for Women (Autonomous), Coimbatore.28.01.2016.

[2] **Nirmala Annual Research Congress (NARC – 2017)**, Nirmala College for Women (Autonomous), Coimbatore.06.12.2017.

[3] **Nirmala Annual Research Congress (NARC – 2018)**, Nirmala College for Women (Autonomous), Coimbatore.04.12.2018.

[4] **Nirmala Annual Research Congress (NARC – 2019)**, Nirmala College for Women (Autonomous), Coimbatore.27.11.2019

PARTICIPATION IN WORKSHOPS:

[1] Workshop on outcome based education. (2018, March 24). Internal Quality Assurance Cell (IQAC), Nirmala College for Women, Coimbatore.

[2] UGC-sponsored workshop on outcome based education (programme outcomes, mapping, question paper setting, and course attainment). (2018, June 22–23). Internal Quality Assurance Cell (IQAC), Nirmala College for Women, Coimbatore.

[3] UGC-funded workshop on intellectual property rights, patents, and copyrights. (2019, February 2). Internal Quality Assurance Cell (IQAC), Nirmala College for Women, Coimbatore.

[4] Workshop on a venture into incubation centers and startups for life sciences. (2021, June 4). Nirmala College for Women, Coimbatore.

[5] Workshop on best practices and evolving benchmarks in higher education institutions. (2021, June 28). Internal Quality Assurance Cell (IQAC), Nirmala College for Women, Coimbatore.

PARTICIPATION IN ORIENTATION PROGRAMME/ INDUCTION PROGRAMME/ SHORT TERM COURSES:

[1] UGC-sponsored **118th Orientation Programme**. (2017, November 17–December 14). University Grants Commission – Academic Staff College (UGC-ASC), *Bharathiar University*, Coimbatore – 46.

[2] **MOOC's, EContent Development and Open Educational Resources** –Workshop- UGC–HRDC Bharathiar University, Coimbatore 04.12.2019 to 10.12.2019.

[3] **Refresher Course in Commerce and Management** conducted by HRDC Bharathidasan University, Tiruchirappalli, from 20.09.2019 TO 03.10.2019.

[4] **Refresher Course in Commerce and Management** conducted by UGC -Malaviya Mission Teacher Training Centre Maduraj Kamaraj University from 15.11.2023- 28.11.2023

[5] **Refresher Course in Commerce and Management** conducted by UGC -Malaviya Mission Teacher Training Centre Maduraj Kamaraj University from 12.11.2025- 25.11.2025

[6] Innovation Ambassador Training (Advanced & Reskilling Levels) – MoE's Innovation Cell & AICTE (2025).

PARTICIPATION IN FACULTY DEVELOPMENT PROGRAMMES:

- [1] National Level FDP on Higher Education in the WCA World on 28.5.2020 conducted by IQAC Of Nirmala college for Women,
- [2] National Level FDP on paradigm Shift in Teaching & Learning Conducted by St. Joseph's College of arts and Science for Women, Hosur on 1st to 3rd July 2020
- [3] Five days FDP on "Evaluation from offline to online Teaching" conducted by Satish Pradhan Dnyana Sadhana College, Thane from 30.5.2020 to 3.6.2020
- [4] National Faculty Develop Program on E- Context making from 22.6.2020 to 26.6.2020 conducted by Servite Arts and Science College for women, Karur,
- [5] FDP on "Resilient Business Strategies Preparing for a Pandemic World" from 14.5.2020 to 16.5.2020 conducted by Sri Ramakrishna College of Arts and Science for Women, Coimbatore
- [6] FDP on Educational Analytics organized by school of Management, Kristu Jayanti College, (Autonomous) Bangaluru from 02.05.2020-09.05.2020
- [7] Programmed on "Entrepreneurship Education in commerce Curriculum" Nehru Arts and Science college, Coimbatore on 1ST June 2021
- [8] FDP on "Research Finding Projects & IPR" (Part II) Organized by R & D cell, IQAC K.C College of Engineering and Management Studies & Research Thane, 7th June 2021 9th June 2021
- [9] Generative AI in modern research and industry. (2024, April–May). Sister Nivedita University.
- [10] Advanced research methodology and publishing. (2024). HI Learn Edutech Institute.
- [11] Digital marketing faculty development programme. (2024). MIT College.
- [12] AI tools in social science research and academic publishing. (2025). Ethiraj College.
- [13] Outcome based education and AI integration. (2025). St. Mary's Centenary Degree College.

BOOK PUBLICATIONS:

[1] **Lecture Notes on GST and Customs Duty**” (ISBN 978-81-981938-9-6, 2024).

[2] **“Know Your Commerce”**, Mithila Publications, Erode.

MEMBER IN BOARD OF STUDIES:

[1] Member, **Doctoral Committee**, AJK & Hindustan Colleges (2018–2019).

[2] University Representative, **Board of Studies**, Hindustan College of Arts and Science (2018–2020).

[3] Member, **Inspection Committee**, Government Arts College, Karamadai (2019).

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