PROFILE

Name	:	Dr. R.SAVITHRI
Designation	:	Head, Department of Commerce
College where employed	:	S.D.N.B.Vaishnav College for Women, Chromepet, Chennai-600044
Date of Appointment	:	2-7-1985 in Eve & 29-1-1986 in the same College
Experience	:	35 years
Area of specialization	:	Banking, Marketing, Accounting, Statistics & O.R
Date of Birth	:	11.05.1963
Address	:	Flat No.11B Blue Bell, Tivoli Gardens, Krishna Constructions No3, Arunachalam Road,Saligramam Chennai- 600 093.
Telephone	:	9884003660
E-mail address	:	savithri.r@sdnbvc.edu.in savithri11563@gmail.com

Educational Qualification:

Name of the Degree	Name of the University	Year	Class
B.Com	University of Madras	1980	I Class
M.Com	University of Madras	1983	I Class
M.Phil	University of Madras	1990	I Class
Ph.D	University of Madras	2008	

Courses Attended

S.No	Name of the Course	Name of the University	Period
1	Orientation Course	ASC, University of Madras	12-12-90 to 9-1-91
2	Refresher Course	ASC, Bharathiar University	23-3-95 to 12-4-95
3	Refresher Course	ASC, University of Madras	22-12-97 to 11-1-98
4	Refresher Course	ASC, Pondicherry University	7-7-2000 to 27-7-2000

Research Experience

Research Stage	Title of Thesis	Name of the University where the work was carried out
M.Phil.,	Fringe Benefits (A case study of Pond's India Ltd., Madras	University of Madras
Ph.D.,	Performance & Administration of Bank Branches in Tamil Nadu.	University of Madras
Guide-M.Phil	Guided 9 M.Phil., students,	University of Madras & Madurai Kamaraj University
Ph.D Guideship	5 awarded 1 Full time & 5 Part Time candidates registered	University of Madras
Ph.D Doctoral committee member	20 Candidates External examiner-Phd viva voce-15 candidates	University of Madras

Seminars, Conferences, Workshops attended:

S.No	Title	Venue	Presentation	Year
1	Rural Marketing Strategies	University of Madras	UGC- sponsored National Seminar-Paper presentation	9th Dec2005
2	Assessment of Branch Performance	J.B.A.S. College For Women,Chennai	National Seminar-Paper presentation	17TH Feb 2006
3	C R M in Banks	M.O.P.Vaishnav College For Women,Chennai	National Seminar-Paper presentation	25th Feb 2006
4	Challenges in Management Education	Management Wing of DDE, Annamalai University	National Conference-Paper presentation	28th Mar 2006
5	Quantitative techniques & Computer applications in Social Sciences	University of Madras	Workshop	28 to 30th Nov 2005
6	Retail Marketing-Challenges & Oppurtunities	University of Madras	UGC- sponsored National Seminar-Paper presentation	18th February 2008
7	Emerging Trends in Retail Management	Annamalai University	UGC- sponsored National Seminar-Paper presentation & Publication	29th February 2008
8	Higher Education at Cross Roads	Loyola College,Chennai	National Conference	7th to 9th Mar 2008
9	Strategic changes & challenges in Management	Annamalai University	National Seminar-Paper presentation & Publication	18th Oct 2008

10	Global Management challenges	Nanda Engineering College	Inter National Seminar	17th Oct 2009
11	Transcending the feminine mystique-perspectives	Anna Adarsh college	Inter National Conference	21st August 2009
12	Corporate Ethics & Accountability	Meenakshi College For Women,Chennai	Inter National Conference	21st &22nd September 2010
13	Digital Marketing & Consumer Perception	Easwari Engineering College	National Conference & Publication	12th October 2010
14	The need of the hour: Integrating Employability with Education	J.B.A.S. College For Women,Chennai	Inter National Conference	18th December 2010
15	Convergence of Indian Accounting Standards with IFRS	University of Madras	Workshop	19th & 20th January 2011
16	Customer's Perception on CRM in Banks	Govt. Arts & Science College for Women, Bargur-635104	National Seminar	10th March 2011
17	Innovative & Competent Global Business Strategies- Opportunities & Challenges	Asian Management Science Association, Malaysia	International Conference	July 2013
18	Leveraging Business Opportunities in the Post Covid 19 World	Kristu Jayanti College(Autonomous) Bangalore	International Conference	28 and 29 th of January 2021

Text Book/ Study Material for Universities

S.No	Subject	Name of the University	Course
1	Business Law	I.C.E.University of Madras	Study Material for B.BA July 2003
2	Marketing	Tamil Nadu Open University	Text book for M.Com July 2004 MCO 14 Ist Edition (Both Tamil & English
3	Advanced Marketing	Tamil Nadu Open University	Text book for M.Phil - July 2005

Other Academic activities

Nature	Institution
M.Com. Project Viva-External examiner	University of Madras., Anna Adarsh College.
M.Com.Practical examination-External examiner	Pachaiappas College
PhD viva voce- External Examiner	University of Madras.-15 candidates
M.B.A–Project Evaluation & Viva voice for Co- Banking Institutions & Management Course	Great Lakes Institute of Management, Chennai.
M.Com- Guest Faculty	Annai Velankanni College for Women, Chennai
Moderator of Technical session	National Conference on Green Marketing at Loyola College, Chennai- Feb 2013
Chairperson for technical session	International Conference on Redefining Business Horizons", Madras Christian College, Chennai, Sep 2013
Guest speaker for technical session	National Conference on M-Marketing at Prof Dhanapalan College, Chennai- Oct 2014
Chairperson for technical session	International Conference on Trends in Retailing and Branding ", Dept of Commerce, University of Madras, Feb-2015
Chief Guest for Vth Batch Inauguration	Avidus Academy of Management, August 2015
Chairperson for technical session	International Conference at Bhakthavatsalam Memorial College for Women, Chennai,, August-2017
Chairperson for technical session	International Conference at Sri.Krishnaswamy College for Women, Chennai, September-2017
Chairperson for technical session	National Conference on Ethics Entrepreneurship &Sustainability at Patrician College of Arts & Science, Chennai- March 2019

Chairperson for technical session	National Seminar on "The Role Of Artificial Intelligence In Determination Of Results In Commerce" held on 15/02/2020 at Valliammal college for women, Chennai
Expert for the panel discussion	'Academic Research in Commerce / Management: Issues & Challenges'. 3/2 2020 at , D.G. Vaishanv College. Arumbakkam, Chennai-106.

Papers published in conference/seminar proceedings/journals

S.No	Title of the article/paper	Name of the Journal/magazine/ proceeding etc.	Year
1.	Factors influencing choice of new retail outlets by consumers	Annamalai University Published as Book by Excel Publications ISBN 978-81-7446-604-4 Ist Edition	2008
2.	Digital Marketing & Consumer Perception	National Conference on Digital Marketing- Organised by Easwari Engineering College, Chennai. CBA Publishers, Chennai-91 ISBN 978 81 80430 010	2010
3.	Performance of Bank Branches in Tamil Nadu	Journal Banking Finance Vol XXIV No.2.February 2011 ISSN-0971-4498	2011
4.	Television and Consumer Perceptions	Journal P R Communication Age Vol XIV No.2 May 2011 ISSN-0972-0650	2011
5.	Customer's Perceptions on CRM in Banks	Global competitiveness in Business: Trends &Traits –ISBN NO : 1667-651-207	2011
6.	Impact of FMCG Products on rural consumers	M-Infiniti Journal of Management Vol 3 Issues-2 June 2011 ISSN 0973-7197	2011
7.	Women In Management	International Journal Of Research In Commerce And Management, Vol No.3 (2012) Issue No.01 (January2012) ISSN 0976-2183	2012
8.	Consumer Durables Market	International Conference On Learning And Application University of Malaya, Kulalumpur,Malaysia ISBN No - 978-93-81568-58-3	2012

9.	Dealers And Consumer Durables	International Journal Of Research In Computer Applications & Management Vol 2 (2012) Issue No 11 (November) ISSN2231-1009	2012
10.	Discriminant Analysis For Branch Profitability	Saarj Journal On Banking & Insurance Research, Vol I,Issue I, (Sep 2012) ISSN-2319-1422 Published By South Asian Academic Research Journals	2012
11.	Role of Celebrities in Skin care products	CARE Journal of Management, Vol.No.02 , November 2012 ISSN : 2249-2216	2012
12.	Multilevel Marketing & Consumer Perception	International Conference On Learning And Application University of Malaya, Kulalumpur, Malaysia	2013
13.	Relationship Marketing- **(**A Study Of Passengers' Perceptions As Regards Domestic Airline Companies**)**	Sankhna- International Journal of Management & Technology- Vol4, No.1- June 2013 ISSN-0975-3915	2013
14	Factors determining the Brand loyalty of women footwear- A study with special reference to Chennai city	DBJC Journal of Business Research Vol1, No.1- Oct-Dec 2015 ISSN-2248-9711	2015
15	A relationship between Purchase decision and satisfaction of fast food consumers- (A study with reference to Chennai city)	DBJC Journal of Business Research Vol1, No.1- Oct-Dec 2015 ISSN-2248-9711	2015
16	Behavioural changes of customers of Multi level marketing products- A study with reference to Chennai city)	DBJC Journal of Business Research Vol1, No.1- Oct-Dec 2015 ISSN-2248-9711	2015
17	Factors influencing Work life balance of women employees in public sector banks	DBJC Journal of Business Research Vol1, No.1- April-June 2016, ISSN-2248-9711	2016
18	Impact of work life balance & stress management among women employees in Public sector banks in Chennai	DBJC Journal of Business Research Vol1, No.1- Jan-March 2017, ISSN-2248-9711	2017
19	A Study on Employee perception of HR practices in ITES in Chennai	International Conference Proceedings held at Sri.Krishnaswamy College for Women, Chennai ISSN-978-81-8209-423-9	2017
20	Consumer buying behaviour towards home made chocolates - A study with special reference to Chennai city.	Sambodhi ISSN: 2249-6661 (UGC Care Journal) Vol-44 No.-01 (XXII) January-March (2021) Page.no. 53- 58	2021
21	A Study on The Factors Influencing Consumer Attitude In Building Affinity Towards Purchase Of Handloom Products	Sambodhi ISSN: 2249-6661 (UGC Care Journal) Vol-44 No.-01 (XXII) January-March (2021)i Page.no. 59-62	2021

22	Buyer Behaviour of Government School students as regards usage of sanitary napkins -A study with special reference to Nanmangalam Government School, Chennai	Sambodhi ISSN: 2249-6661 (UGC Care Journal) Vol-44 No.-01 (XXII) January-March (2021) pg.no 91 - 96	2021

Seminars, Workshops, FDPs organized

S.No	Topic	Seminar/Workshop /FDP Organized	Date
1	Logistics Management	Seminar	27-01-2016
2	Women Entrepreneurship	Seminar	25-11-2016
3	Digital Marketing	Seminar	06-03-2018
4	Emerging Trends in Insurance Sector	Seminar	6-3-2019
5	Latest amendments in Companies Act	FDP	20-10-2018
6	Accounting Standards	FDP	24-10-2018
7	Training in SPSS for research in Commer	FDP	25-10-2018
8	Hands on Training in for research in Commerce	FDP	26-10-18
9	Tax planning for individuals	Workshop	11-10-2019
10	Drafting Of Audit Report As Per Caro	FDP	24-10-19
11	Faculty Workshop in Collaboration ersity of Madras on Latest Amendments ies Act	Workshop	11-12-2019
12	Impact Of Technology ng Environment	Seminar	25-02-2020
13	Insurance Sector	Seminar	10-03-2020
14	Present Challenges and opportunities in ness environment	FDP	14-05-2020
15	Income tax online Quiz	Quiz	22-05-2020
16	Mindfulness for stress reduction ic Performance	Seminar	14-06-2020
17	CA Career Counselling	Seminar	07-11-2020
18	Emerging trends in reas of research in Commerce	Seminar	11-01-2021
19	Role of Digital ld order	Seminar	22-01-2021

20	The Future of Accounting- ed - Concept,Migration,Software,Cost l Advantage	FDP	25-01-2021
21	Impact of Athmanirbhar Bharat on nomy	Seminar	05-03-2021

Countries visited:

U.S.A, U.K, France, Italy, Netherlands, Switzerland, Belgium, Austria, Liechtenstein, Bahamas, China, Hong Kong, Macau, Australia, New Zealand, Singapore, Malaysia , Mauritius, Russia, Norway, Sweden, Finland , Denmark, Indonesia, Bali & Thailand

Other information

- Academic Council member of University of Madras
- Academic Council member of other colleges
- University Nominee of Board of Studies Chairman for many Autonomous Colleges
- Academic Council Secretary & Governing body member of S.D.N.B.Vaishnav College for Women, Ch-44
- Board of Studies member of U.G.Commerce- University of Madras
- Board of Studies member for many Autonomous Colleges
- Academic Audit Chairman for many Autonomous Colleges
- Question papers setter, Examiner and B.O.S. Member for many Autonomous Colleges and Universities.
- External examiner for conducting many PhD viva voce examination
- Member- Inspection Commission of University of Madras for granting affiliation & Subject Expert & Vice Chancellor Nominee of Recruitment & Selection of Faculty & University Nominee of Recruitment & Selection of Faculty for many Colleges.
- Scrutiny & Revaluation Committee member& External academic audit member in Autonomous Colleges
- Editor of Vaish Com News
- Editor of Vaish Golden Newsletter

Place : Chennai
Date : 8-3-2021

R.SAVITHRI