

Dr S. THILAGAVATHY

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OBJECTIVE:

Possess an effective, positive, creative and flexible teaching style with the willingness to work beyond the call of duty and enlighten young minds.

EDUCATIONAL QUALIFICATION

Year	:	2017
Research Programme	:	Ph. D in Management
Area	:	Green Marketing
Institution	:	Jamal Institute of Management, Jamal Mohamed College (Autonomous), Trichy.
University	:	Bharathidasan University.
Year	:	2004- 2005
Research Programme	:	M.Phil in Management
Institution	:	Jamal Mohamed College, (Autonomous) Trichy.
University	:	Bharathidasan University.
Class	:	<i>Distinction.</i>
Year	:	2002-2004
Post Graduation	:	MBA
Institution	:	Shrimathi Indira Gandhi College, Trichy.
University	:	Bharathidasan University.
Class	:	<i>Distinction.</i>

Year : 1999- 2002
 Under Graduation : **BBA**
 Institution : Shrimathi Indira Gandhi College,
 Trichy.
 University : Bharathidasan University.
 Class : *First Class*

EXPERIENCE

Industrial Experience

Designation, Name and Address	Years of service	Period of Service
ICICI Bank Main Branch Tiruchirappalli	1 year	2005

Academic Experience

Designation, College Name and Address	Years of service	Period of Service
Assistant Professor, Department of Management Studies, Jamal Institute of Management, Jamal Mohamed College.	5 years & 5months	June - 2015 to Till date
Assistant Professor, Department of Business Administration, Jamal Mohamed College.	7 Years	August – 2008 to June-2015.

Total Academic Experience: **12 years & 5 months**

AREA OF SPECIALIZATION: MARKETING AND FINANCE

OTHER ACTIVITIES

- Worked as a LEO club faculty Advisor of Jamal Mohamed college for Women from 2014 to 2015.
- Worked as a Department Library In-charge from June 2009 to April 2010
- Worked as a Department Test In-charge for Women from June 2011 to April 2012
- Worked as an Organised Secretary for One Day National level Seminar on A Problem and Challenges in the Management of MSMA on 25th Feb. 2012
- Worked as an Organised Secretary for One Day State Level Seminar on Different Perspectives of Companies Act 2013 – Towards Corporate Excellence 1st February 2014.
- Worked as an Organised Secretary for Two Days International Seminar on Global Economic Revival- A changing Scenario 16th and 17th August 2014.
- Worked as an Organizing Secretary for One Day Workshop on Entrepreneurship Development. 25th February 2014.
- Worked as an Organizing Secretary for Two days International National seminar held on 16th and 17th August 2014.
- Acted as Tutor Incharge of BBA 2008-11 and 2011-14
- Now acted as Mentor in I MBA “C”.

SEMINAR / CONFERENCE

Title of Paper	Seminar / con. / workshop & place	National/ International	Date
Supply Chain Management in Indian Economy	India – an Emerging Power	National Seminar ISBN 93-81521-00-7	4 th February 2012
Evolving HR Practices Towards Hospital Effectiveness.	Service Sector in the Globalization Era	National Seminar	22 nd February 2012
Issues Faced by Indian SME's Due to Industrial Depression.	Problems and Challenges in the Management of MICRO, SMALL and MEDIUM Enterprises (MSME)	National Seminar ISBN 978-93-81521-01-4	25 th February 2012

Title of Paper	Seminar / con. / workshop & place	National/ International	Date
Problems and issues in retail sector in India	Problems and prospects of service sector in India	State Level Seminar ISBN 978-93-81521-19-9	12 th January 2013
Sustainability of Green IT A Global Benchmark	Global Competitiveness – A Challenge for sustenance and excellence	International Seminar ISSN 2250-1940	16 th & 17 th August 2013
Growth of Indian Banking System towards Financial Inclusion	Financial Inclusion – a way of equitable growth organised	State Level Seminar ISBN 978-81-909194-0-8	21st September 2013
Independent Directors under the Companies Act	Different Perspectives of Companies Act 2013 towards corporate excellence	State Level Seminar ISBN 9798-81-909104 – 2 – 2	1 st February 2013
Problems and Issues in Retail Sector in India	Problems and Prospects of Service Sector in India	State Level Seminar ISBN 978-93-81521-19-9	12 th January 2013
Expanding Dimension on Social Ethics	Social Marketing	National Seminar	14 th & 15 th March 2013
Competency Mapping in Health Care Sector	Competency Mapping 2014	National Seminar	30 th January 2014
Ecological Economics And Sustainable Development-An Overview	International Seminar on Inclusive Economic Growth.	International	13 th and 14 th August 2014
A Tentative Study on Consumers Perception and Image on Green Hotels – within Trichy District.	International Conference on Advanced Management Challenges in Knowledge Era	International journal of management	8th And 9th January 2015
Changing role employee service in Banking Sector	New Vistas in Employment Relations in Public and Private Sector Undertaking	National Seminar	16 th February 2015
The Next Generation of Corporate Greening in Human Resources Management	Green Management	International Seminar	12 th & 13 th February 2015

WORKSHOP ATTENDED

S. No.	Seminar / con. / workshop & place	National/ International	Topic	Date
1	Hands of Experience in Statistical Packages E.V.R. College, Trichy	National	One Day Workshop on "Research Methods"	3 rd October 2013
2	Gnanam School of Business , Thanjavur	National	One Day Workshop on "Research Methods"	17 th January 2014
3	Teaching Techniques for Higher Education Teachers Bharathidasan University Trichy – 24	National	3 days workshop	29-31 October 2014
4	FDP on Marketing Research GRG School of Management Studies, Coimbatore -4.	National	1 day workshop	5 th December 2014
5	One day Workshop on Entrepreneurial Development	State level	1 Day workshop	24 th February 2015
6	One Day National Level workshop on Wrap PLS – A Statistical Tool for Analysis, Department of Business Administration, Madurai Kamarajar University, Madurai	National	1 Day	1 st April 2017
7	Three Days National Level Workshop on Data Analysis using SPSS & R, Department of Management Studies, National Institute of Technology, Trichy	National	3 Days	21 st to 23 rd April 2017
8	One Day Workshop on "Myths and realities of R&D at College: Opportunities, Challenges & Report Writing and Plagiarism Checking held at Priyadarshini Engineering College, Vaniyambadi	National	1 Day	18 th November 2017
9	UGC-Sponsored Short Term Course in Research Methodology held at Bharathidasan University, Trichy	National		22 nd to 28 th February 2018

PUBLICATIONS

S. No.	Title of the Paper	Name of the Journal	International / National	Indexing	Impact Factor
1.	A Study on Customers Environmental Attitude and Buying Behavior towards Green Consumer Durables.	Jamal Academic Research Journal. ISSN 0973-0303, Volume IX, Issue 2, January (2017), Pp.537-542	National	-	-
2.	The Impact of Green Marketing on Customer Satisfaction and Environmental Safety.	Jamal Academic Research Journal An Interdisciplinary ISSN 0973-0303, Volume IX, January (2017)	National	-	-
3.	A Study on service quality and behavioural intentions of guests stayed in the Star Hotel, Kodaikanal	Jamal Academic Research Journal An Inter disciplinary ISSN 0973-0303, Volume II, Sep (2017)	National	-	-
4.	Impact of Television Advertisements on the choice consumer Durable Goods in Trichy Region	Jamal Academic Research Journal: An Interdisciplinary – ISSN 0973 – 0303, Volume IX, No:2, Pp: 20-24, Jan 2017	National	-	-
5.	Impact of Social Media on News Consumption in Buying Decision	International Journal of Management and Science, Vol:3, Special Issue No:3, Feb 2018, ISSN 2250-1819, E-ISSN 2249-1260, P: 1-6	International	-	-
6.	An Exploratory Research On Consumers towards green marketing in Tiruchirappalli City	International journal of Business and Administration Research Review	International Journal of Business Administration	-	3.072

DECLARATION

I hereby declare that all the above **information** is **true and best of my knowledge**.

Place:

Date :