



Name : Dr.M. Karthika
Designation : Assistant Professor
Department : BBA (IB & RM)
Qualification : MBA., PGDLL.,PhD
Experience : Teaching - 9 Years
Research : 5 Years
Area of Specialization(s) : HR & Marketing
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Academic Qualifications

Degree	Branch	Institution/University Name	Year of Graduation
Ph.D.	Management	Karpagam University	2017
MBA	HR & Marketing	Bharathiar University	2010
B. Com (CS)	Commerce with Corporate Secretary ship	Bharathiar University	2008

Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution/University/Agency Name	Year
Diploma	PG Diploma in Labor Laws	Annamalai University	2009
Certification	NPTEL	NPTEL SWAYAM	2024

Other Publications: International/National

- In 2015, the paper titled “A Study on Factors Leading to Impulse Buying Behavior” was published in the European Journal of Commerce and Management Research (ISSN: 2051-8080).
- In 2012, the paper “A Study on Impulse Buying Tendency: A Stimuli for Store Loyalty” appeared in The Refereed International Journal of Holy Grace Academy of Management Studies (ISSN: 0975-3427).
- In 2013, the study “A Study on Relationship Between Impulse Buying and Store Loyalty” was published in the Journal of Management and Science (ISSN: 2249-1260).
- In 2015, the paper “A Study on Importance of Impulse Purchase with Special Effectives on Sales” was featured in the International Journal of Functional Management (ISSN: 2319-1406).
- In 2015, the publication of “The Impact of Sales Promotion on Hedonic Value and Utilitarian Value on Impulse Buying” in Paripex – Indian Journal of Research (ISSN: 2250-1991).
- In 2015, the paper “The Impact of Store Environment and Emotional Factor on Impulse Buying” was published in the Global Journal for Research Analysis (ISSN: 2277-8160).

Paper Presentations in Conference

- Presented a paper on “Causes of Corruption In India and How To Eradicate It ?” in UGC Sponsored National Level Seminar on Combating Corruption in India Organised by Gobi Arts & Science College, Gobichettipalayam on 19th & 20th August 2011.
- Presented a paper on “Personality Traits” to be a Successful Women Entrepreneur in National Level seminar on Entrepreneurial guidance for Economics graduates Organized by Department of Commerce, St.Mary’s College, Thoothukudi on 22nd & 23rd September 2011.
- Presented paper on “Consumer’s Preference on National Brand vs. Private Label Brand in Retail stores” in National Level seminar organized by R.V.S Faculty of Management, Coimbatore on 16th December 2011.
- Presented a paper on “Innovative Pedagogical Techniques For Quality Assurance” in National level seminar on Total Quality Management in Higher Education and Institutions – Challenges and perspectives Organized by RVS College of Arts and Science College, Coimbatore on 28th January, 2012.

- Presented a paper on “A Study on impulsive buying tendency: A stimuli store Loyalty with Special reference to Coimbatore” in International Conference organized by Holy Grace Academy of Management Studies on 20 to 22nd September 2012.
- Presented a paper on “An Exploratory Investigation of the Relationship between Store Images, Store Loyalty, Social Image on Impulse Buying Tendency.” in International Conference Organised by Sri Ganesh School of Business Management on 22nd February 2013.
- Presented a paper on “An Exploratory Investigation of the Relationship between store images, store loyalty, store Environment, Store Satisfaction on the Impulse Buying Tendency.” in 4th Annual Research Congress 2012, Organised by Karpagam University on 29th-30th November 2012.
- Presented a paper on “A Study on the Relationship Between Store loyalty and Impulse Buying” in National level Conference on Modern Management Practices Organised by Erode Sengunthar Engineering College. 10th April 2013.
- Presented a paper on “A study on Consumer Purchase Modeling : Impulse Buying Tendency” in 5th Annual Research Congress 2013, Organised by Karpagam University, 9th December 2013.
- Presented a paper in National Level Seminar on “Indigenous Management innovation and practices” Organised by Sri Ramakrishna Engineering college, Coimbatore, 11th March 2014.
- Presented a paper in International Conference on “Customer Attitude on Big Billion Days Sale of Flipkart and Its Impact on Purchase Behavior in Coimbatore City” organized by Virudhunagar Hindu Nadars’ Senthikumara Nadar College, Virudhunagar – August 2024.
- Presented a paper at the International Conference on “Global Conference on Information Systems, Management, and Marketing 2025” (GCISMM-25), organized by Confab 360 Degree in collaboration with Vijay Patil School of Management and Cursos Internacionales, University of Salamanca, held on 10th and 11th June 2025.

Participation in Workshop

- Attended one day workshop on “**Business Communication**” held on 17th September 2011 at KonguEngineering College, Erode.
- Attended workshops on “**Research Methodology**” held on November 2011 at Excel Engineering College, Komarapalayam.
- Attended workshop on **Research Methods and data Analysis** using SPSS held on 5th- 7th April 2013 atKongu Engineering College, Erode.
- Attended 10 days **Research Methodology Workshop** and using SPSS held on 12th – 22nd December 2013at Annamalai University, Chidambaram.
- Attended one day work shop on **Case Writing** conducted by Sri RamaKrishna Engineering College, Coimbatore on 10th November 2013.

Participation in Faculty Development Programme

- Attended “One Day Online Faculty Development Program on AI Tools for Teaching” conducted by Star International Foundation for research and Education on 22nd June 2024.
- Attended “five Days Online Faculty Development Program on Internal Quality Assurance Cell (IQAC) & Department Of Science And Humanities, Dhaanish Ahmed Institute Of Technology, Coimbatore from 18.07.2025 to 22.07.2025.
- Attended “Five Days Faculty Development Program on Microsoft power BI Data Analyst Associate” conducted by ICT Academy on 7th July to 11th 2025.

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
District 79-Div J –Area 32 Panorama Community Toastmasters, Saudi Arabia	Formal	1year