

**Name** : Dr. K.Pavithra

**Designation** : Assistant & Head

**Department** : B.Com (AM) & (FS)

**Qualification** : M.Com (CA), M.Phil., Ph.D.,

**Experience** : Teaching -11 Years

**Research** : 5 Years



**Area of Specialization(s):** Marketing, Finance

**Email (Official ID)** : pavithra@psgrkcw.ac.in

#### Academic Qualifications

Degree	Branch	Institution/University Name	Year of Graduation
Ph.D.,	Finance	Bharathiar University	2023
M.Phil.,	Marketing	Bharathiar University	2013
M.Com(CA)	Computer Application	Bharathiar University	2012
B.Com (CA)	Computer Application	Bharathiar University	2010

#### Research Publications (Indexed)

- Published 25 research papers in peer-reviewed National and International journals.
- Published 1 research paper in Scopus

#### Short Term Course

- Underwent Six Days Short Term Programme on “Train The Teacher” under Malaviya Mission Teacher Training Programme organised by CIT

#### Acted as a Chair for Conference

- Served as the Chair for a National Conference entitled Supply Chain Strategies for a Sustainable Business on 03.10.2024.
- Session Chair for the International Conference on “Industry and Innovation – Building Resilient Leadership for Inclusive and Sustainable Development”, scheduled to be held on 12th February 2025

#### Paper Presentations in Conference

- Presented 15 papers in National and International Conferences.

#### Participation in Faculty Development Programme

- Has participated in more than 30 Faculty Development Programmes covering a wide range of academic and professional domains.

#### Contribution

- Acting as a Coordinator for Criteria II since 2017
- Acting as an ISO and Documentation Coordinator