

Name : Ms. B. PAVITHRA

Designation : Assistant Professor

Department : B Com(e-Com) & B Com (SF)

Qualification : M Com (IB), (PhD).,

Experience : Teaching - 3 Years

Area of Specialization(s) : Marketing

Email (Official ID) : pavithrab@psgrkcw.ac.in



Academic Qualifications

Degree	Branch	Institution/University Name	Year of Graduation
Ph.D.	Commerce	Dr. N.G.P Arts and Science College	Pursuing
M. Com	International Business	Dr. N.G.P Arts and Science College	2022
B. Com	Professional Accounting	Dr. N.G.P Arts and Science College	2020

Other Publications: International/National

International

- Evaluating the impact of artificial intelligence on supply chain efficiency in the apparel industry- International Journal of Cultural Studies and Social Sciences, Vol-21, Issue-2, 143-148- July-December: 2024.
- Evaluating the satisfaction level of artificial intelligence on supply chain efficiency in the apparel industry- International Journal of Cultural Studies and Social Sciences, Vol-21, Issue-2, 149-152- July-December: 2024.

- A study on impact of digital transformation in logistics with special reference to Coimbatore logistics company- International Journal of Cultural Studies and Social Sciences, Vol-21, Issue-2, 153-157- July-December: 2024.
- A study on challenges faced by logistic companies after digitalization- International Journal of Cultural Studies and Social Sciences, Vol-21, Issue-2, 158-162- July-December: 2024.
- A study on consumers' preference towards online applications with reference to Indian apparel brands- Journal of Foundational Research, ISSN: 2395-5635 Volume XXXI, No. 2 (B): Page No: 165-170, July – December 2023.
- A study on consumers' preference towards offline shopping with reference to Indian apparel brands- Journal of Foundational Research, ISSN: 2395-5635 Volume XXXI, No. 2 (B) : Page No: 171-175, July – December 2023.
- A study on viewers' point of view towards emergence of over-the-top (OTT) after covid-19 with special reference to Coimbatore district- Journal of Foundational Research, ISSN: 2395-5635 Volume XXXI, No. 2 (B) : Page No: 176-180, July – December 2023.
- A study on impact of OTT platforms and preference towards theatres and OTT platforms based on viewers' point of view, Journal of Foundational Research, ISSN: 2395-5635 Volume XXXI, No. 2 (B) : Page No: 181-185, July – December 2023.
- A study on consumer buying behavior towards domestic brand apparels with special reference to Coimbatore city Vol- 4 Issue- 2, ISSN: 2456-6683, IJRCS- November, 2022.
- A study on challenges and benefits of migrant workers of sewing department in Tirupur garment industries, IJRCS- November, 2022.
- Research on consumer buying behavior towards international brand apparels with special reference to Coimbatore city, IJRCS- November, 2022.
- A study on health and production problems faced by migrant workers in Tirupur textile industries with special reference to sewing units, VOL 6, ISSN; 2320-2882, IJCRT- Nov, 2022.

National

- A study on Consumer Purchasing Behaviour towards Fast Food with special reference to Coimbatore City- Journal of Recent Trends in Data Mining and Business Forecasting, Volume-4, Issue-2 (July- December,2023) Page:1-4- July-December, 2023.
- The Study on Strategic Planning and Digital Transformation- ICAI Sponsored National Seminar Proceedings on Tomorrow's Accountant: Role Of Cost and Management

Accountant in Digital Future. ISBN: 978-93-94428-94-2 Page no: 52-56, 24th August 2023.

- A Study on implementation of Digital marketing in commerce- National Conference on Emerging trends in commerce and international Business ISBN: 978-81-965284-4-7 Pg no: 29-30 on 11th October, 2023.
- A Study on Satisfaction level of Students towards the learning Platform concerning Byju's- Journal of Purchasing, Logistics and Supply Chain Management system. Volume 5, Issue 1 Page No: 32-35- Jan – June 2024.
- A Study on Consumer Satisfaction Towards Organic Food Products concerning Coimbatore District- Innovation in Economy & Policy Research, Vol. 5, Issue 2 (July – December, 2024) pp: (30-33) - July–December 2024.

Book Published

- Software Applications for Commerce and Industries- ISBN: 978-93-6126-929-5, CiiT.

Book Chapter Published

- Exploring the effect of Artificial Intelligence on Optimizing Supply Chain Processes in the Clothing Industry- ISBN 978-81-980146-2-7, HEDUNA.
- Strategic Planning and Digital Transformation- ICMAI Sponsored National Seminar Proceedings on Tomorrow's Accountant: Role Of Cost and Management Accountant in Digital Future. ISBN: 978-93-94428-94-2 Page no: 255-260, 24th August 2023.
- The Study on Strategic Planning and Digital Transformation, ICMAI Sponsored National Seminar Proceedings on Tomorrow's Accountant: Role Of Cost and Management Accountant in Digital Future. ISBN: 978-93-94428-94-2 Page no: 52-56, 24th August 2023

Acted as a Resource Person

- Acted as a Resource person on 24.09.2024, on the topic of “**International Trade in Services: Role, Opportunities, Challenges**” at Nirmala College for Women, Coimbatore.

Paper Presentations in Conference

International

- Entrepreneurial Education- International conference on Deep-Tech and Policy: Building a sustainable Deep-Tech Startup Ecosystem for viksit Bharat 2047 on 12.02.2025.
- Raising the Bar: Supply Chain Competence in Textiles- International conference on Business and Technology (ICBT Edinburgh'25) on April 12-13,2025.

- Exploring supply Chain practices in textile sector: Trends and Innovations- Resilience and Progress: Pioneering Transformative Pathways to Sustainability on 21,22 February, 2025.
- Green Capital in Business, International Conference on Proliferation of Business & Commerce in the Light of FinTech: Growth, Opportunities and Challenges, Kristu Jayanti College, Bengaluru on 27/02/2024& 28/02/2024.
- Unlocking Insights: The Role of Data mining and Warehouse- International Conference on Advanced computing (ICAC 2024) at Bharathiar University, 26-09-2024 & 27-09-2024.
- Building a unified front: International Strategies for Cyber security and Digital resilience- International conference on Tech Diplomacy 2.0 India's Global Strategic Alliance in the Digital Decade on 04-10-2024 & 05-10-2024 at Christ University, Bengaluru.
- International Conference on Role of cost and management accountant in digital future, Sri Ramakrishna Arts and Science College, Coimbatore- A Study on Strategic Planning and Digital Transformation on 24/08/2023.
- Women Empowerment- International Conference on Digitalization of global Business Environment, Rathinam College of Arts and Science, Coimbatore, 28th October- 2022.
- A study on the Impact of e-Commerce in Retail Industry, International conference on Strategic operational challenges in emerging markets organized by St. Claret College, Bangalore, on 15th December 2022.

National

- A Study on Future of Fintech, National Conference on Digital Transformation in Business: Opportunities and Challenges (DTBOC-23), Dr.N.G.P Arts and Science College, Coimbatore on 05/09/2023.
- National Conference on Emerging trends in commerce and international Business, Sri Ramakrishna Arts and Science College, Coimbatore- A Study on implementation of Digital marketing in commerce on 11/10/2023
- A Study on implementation of Digital marketing in commerce, National Conference on Emerging trends in commerce and international Business ISBN: 978-81-965284-4-7 Pg no: 29-30, 11th October, 2023

Presentations in Seminar

- Role of Artificial Intelligence on Learning - National level paper presentation Competition at Kristu Jayanti College, Bengaluru on 16/10/2024.
- Insurance policy- Life insurance or Health Insurance- National level seminar on “Insurance in the face of Global Change- The future Proof”, Sri Ramakrishna College of Arts and Science, Coimbatore, 12th October 2022.
- Risk Measures and Regulations in Insurance Industry- National level seminar on “Insurance in the face of Global Change- The future Proof”, Sri Ramakrishna College of Arts and Science, Coimbatore, 12th October 2022.

Presentations in Conference

- International conference on Strategic operational challenges in emerging markets organized by St. Claret College, Bangalore, on 15th December 2022.

Participation in Workshop

- Three day International Workshop - Academic Writing: Ethical Issues, Institute for statistics and Analytical Research from Aug 17/08/2024 to 19/08/2024.
- International Level Three –Day Workshop on Chat GPT for Research Writing Assistance, Nuhianwali Education Society, Sirsa, Haryana, India from 06/08/2023 to 08/08/2023.

Participation in Faculty Development Programme

- Google’s Gemini Academy 2025, PSGRKCW- 18/09/2025- 19/09/2025.
- Unlocking Insights: Advanced research methodology Python for Accounting, PSGRKCW and data analysis, B Com (PA) with CHIRD, PSGRKCW – 27/01/2025 – 29/01/2025.
- Reviving Ancient Wisdom: Role of Indian Knowledge system in Academia on 20/02/2025 & 21/02/2025 at PSGR Krishnammal college for Women.
- Holistic Development and innovations for sustainable success, Hindustan Arts and Science College- 26/03/2025 to 02/04/2025.
- Facilitative Teaching Methodology on 01/02/2024 at PSGR Krishnammal college for Women.
- Technology in Accounting on 28/03/2024 at PSGR Krishnammal college for Women.
- National Level Faculty Development Programme on Empowering Educators: Leveraging advanced methodologies and analytical tools for academic research- 29/08/24 to 05/09/2024.
- National Level Faculty Development Programme on Research Writing- 05/08/2024 and 06/08/2024.

- CHIRD- FDP on Tech-Driven Research Leveraging AI, IOT and Collaboration for Academic Excellence from 02/09/2024 to 07/09/2024.
- US Individual Taxation, Dr. NGP Arts and Science College- 30/10/2023 to 03/11/2023
- Python for Accounting, PSGRKCW from 11/12/2023 to 15/12/2023.

Participation in Webinar

- National webinar on Wealth creation Through financial planning, Swami Institute of Pharmacy, Abhona, Maharashtra, India on 01/03/2024.
- National Level Webinar on " Essential Research Skills and Software Applications for Researcher, Andhrapradesh on 31/08/2024.
- National Level Webinar on “Financial Education a Life Skill under NEP 2020” on 10/09/2024.

Conference/Seminar/Workshop Organized

- Three day workshop on PHP with MySQL Database connectivity by Mr. C. Muthukumar, Proprietor of Srikara –Multi Specialty Professional Training Hub on 22/02/2024, 23/02/2024 & 26/02/2024.
- Workshop on The Path to Successful Entrepreneurship by Ms. Amirtha Mani, Ms. Aparna Aravind and Mr. B. Bala Senthil Kumar on 07/12/2023.

Contribution

- Department Association In-charge- Academic year 2023 to 2024.
- Admission In- charge in the year 2023 and 2025.
- Class incharge- 2021-2024 batch and 2024-2027 batch.
- NIRF coordinator- Department level.
- ERP coordinator- Department level.