

Faculty profile

- **Name** : **Dr.R.Lalitha**
- **Designation** : **Associate Professor**
- **Educational Qualification:**

Degree	University/ College	Year of passing
M.Com	BDU/ Periyar EVR College, Trichy	1986
M.Phil	BDU/ SSP	1992
PGDCA	BDU/ DCE	2000
Ph.D	BDU	2008
MA(Yoga for Human Excellence)	Bharathiyar university	2010
MBA	Periyar University	2014
MS (Counselling)	Institute for Behavioral and Management Sciences, Chittoor	2016

- **Experience:**
 - **UG (B.Com) : 29 years and 9 months**
 - Cauvery College for Women , Trichirapalli - 1 year and 3 months (From 09.07.1986 – 10.10. 1987)
 - Seethalakshmi Ramaswami College, Tiruchirapalli - (From 12.10.1987 – tilldate)
 - **PG (M.Com) : 28 years and 3 months**
 - Seethalakshmi Ramaswami College, Tiruchirapalli - (From 12.10.1987 – tilldate) -
 - (including M,Com Event Management)
 - **M.Phil. : 16 years**
 - **Ph.D : 4 years**
- **Area of Specialization:** Banking, Women Empowerment
- **Guided:** **M. Phil : 20**
Ph.D : 2 Submitted
1 Registered

Research Papers Presented

Title of the seminar	Title of the paper	Level	Sponsor/ Venue	Date & venue
Recent Trends in Software and Information Management and its impact on commerce and management	Application of E-commerce in service marketing	National	Department of commerce , National College, Trichy	15 th &16 th May, 1999
Impact of Information Technology on Management	Impact of Information Technology on Accounting	Regional	Department of Commerce, Sri Saradha College, Salem	1 st Sep, 1999
A Century of Cooperation in India and its future Challenges	Role of Cooperative in Alleviating Poverty	National	Department of Commerce, A.V.V.M Sri Pushpam College, Poondy	29 th &30 th March, 2002
Sustainable development and Management of natural resources	Women and Resource Management – Sustain to Survive.	International	Department of Commerce, Department of Commerce Holy Cross College, Trichy	15 th -17 th March, 2003
24 th Annual Conference of Association of Economists of Tamil Nadu	Legal Aspects of Managing Ground Water to Safeguard the Environment	Regional	The M.D.T Hindu College, Tirunelveli	24 th & 25 th Jan, 2004
Emerging trends in Global Business-challenges and opportunities for developing countries	NGO – potential perspective challenges and opportunities in global business.	International	PR Institute of Management, Vallam, Tanjavar	6 th & 7 th Feb, 2004
India calls world-A road map to success	Participatory irrigation management- A	International	Adaikalamatha Institute of Management,	27 th & 28 th Sep, 2004

	Paradigm shift		Vallam	
Problems and prospects of rural entrepreneurship	Socio – economic empowerment of rural women entrepreneurs through SHG	National	Dept of Commerce , Urumu Danalakshmi, college ,Trichy	18 th &19 th Nov, 2004
25 th Annual Conference of Association of Economists of Tamil Nadu	SHG- A Silent Revolution of Self Deprived to self Destiny	Regional	Dept of Commerce, St.Joseph’s college, Trichy.	18 th &19 th Dec, 2004
Financial Sector Reforms	Financial Services Reforms- Credit Rating Services	National	Dept of Commerce, St.Joseph’s college, Trichy.	12 th &13 th Jan, 2005
Emerging Issues of NBFCs in India	BASIX – An Innovative New Generations NBFC	National	Dept of Commerce, A.V.V.M Sri Pushpam College, Poondy	18 th &19 th Feb, 2005
Global Competitiveness in Business Trends and Traits	BASIX – A Challenging NBFC in the post WTO Era	National	PR Institute of Management, Vallam, Thajavur.	25 th Feb, 2005
International Conference on Business Economics and Finance – ICBEF 2005	Health Insurance	International	Adaikalamatha Institute of Management, Vallam	29 th & 30 th Sep, 2005
27 th Annual Conference of Association of Economists of Tamil Nadu	Globalisation of Insurance	Regional	Theivanai Ammal College for Women, Villupuram	27 th & 28 th Jan, 2007
Ethics and Human Values	Participated	Regional	Seethalakshmi Ramaswami College, Trichy	5 th & 6 th Mar, 2007
New Horizons in Management Education	-	National	School of Business Thanthai Hans	14 th & 15 th Dec, 2007

			Rover College, Perambalur	
Derivative Markets	Recent trends in Capital Markets and Financial Innovations	Internati onal	Dept of Commerce and Financial Studies, Bharathidasan University, Trichy	19 th & 20 th Jan, 2008
Annual Conference of Association of Economist of Tamil Nadu	SHGs and Micro Credit – The Twin process of Poverty Alleviation	Regional	PSC College of Arts and Science	22 nd & 23 rd Nov, 2008
Recent trends in Capital Markets and Financial Innovations	Corporate Governance- Dynamics of ACC Board	Internati onal	Dept of Commerce and Financial Studies, Bharathidasan University, Trichy	10 th -11 th Jan, 2009
Recent trends in Capital Markets and Financial Innovations	Corporate Governance- Infosys- A Big player in the New Paradigm	Internati onal	Dept of Commerce and Financial Studies, Bharathidasan University, Trichy	10 th -11 th Jan, 2009
International Conference on Corporate Social Responsibility in the Globalised Scenario	CSR and SE Partnership – A Win-Win Solution	Internati onal	Dept of Commerce Holy Cross College , Trichy	22 nd - 24 th Jan, 2009
International Conference on Corporate Social Responsibility in the Globalised Scenario	CSR and Community Development	Internati onal	Dept of Commerce Holy Cross College , Trichy	22 nd - 24 th Jan, 2009
International	Human Resource	Internati	Rev. Jacob	4 th & 5 th

Conference on Challenges of Global Business in the 21 st Century	Management – Micro-finance – An Avenue for occupational shift	onal	Memorial Christian College, Dindigul.	Feb, 2009
International Conference on Challenges of Global Business in the 21 st Century	Employment Opportunities and other related subjects- Event Management- A drive to combat unemployment	Internati onal	Rev. Jacob Memorial Christian College, Dindigul.	4 th & 5 th Feb, 2009
Recent trends in Rural Development	SHGs and Micro Credit – The Symbiotic source of Rural Development	National	Dept of Adult and continuing Education and Extension, Bharathidasan University, Trichy	30 th & 31 st March, 2009
Conference of “Association of Economists”.	Urban Inundation	Regional	National College, Trichy.	9 th & 10 th Jan, 2010
Recent trends in Capital Markets and Financial Innovations	Corporate Governance in Banking Sector	Internati onal	Dept of Commerce and Financial Studies, Bharathidasan University, Trichy	9 th & 10 th Jan, 2010
National Conference on “Empowerment of Women”	Training – A Pathway to Economic Empowerment of Rural Women	National	Dept of Commerce Holy Cross College , Trichy	4 th & 5 th Feb,2010
National Conference on “Empowerment of Women”	SHGs and Social Empowerment – A Synergetic Social Transformation	National	Dept of Commerce Holy Cross College , Trichy	4 th & 5 th Feb,2010
National Conference on Business Strategies for Sustainable	Green Marketing – A Boon to Business	National	Dept of Management Studies , Karpagam	29 th Oct 2010

Growth			College of Engineering, Coimbatore	
National Conference on Business Strategies for Sustainable Growth	Micro Finance – A Synergetic Strategy for Sustainable Growth	National	Dept of Management Studies , Karpagam College of Engineering, Coimbatore	29 th Oct 2010
International Seminar on Health Economics & Management	Medical Tourism – Connectivity For Health Care	International	Dept of Economics, Rajah Serfoji Government College, Thanjavur.	16 th & 17 th Dec 2010
National Conference on Human Resource Management in Tourism Development	Product Development Strategies – A birds eye view	National	Dept of Commerce and Business Administration Aadhavan College of Arts and Science Manaparai, Trichy District.	18 th Dec,2010
National Conference on Human Resource Management in Tourism Development	Smart Sixteen Market Plan – A Micro Approach to Macro Benefits	National	Dept of Commerce and Business Administration Aadhavan College of Arts and Science Manaparai, Trichy District.	18 th Dec,2010
International Seminar on Emerging Capital Markets: Issues and Challenges	Motor Insurance Policies of National Insurance Company Ltd.	International	Dept of Commerce and Financial Studies, Bharathidasan University, Trichy	8 th & 9 th Jan 2011
International Seminar on	Fire Insurance	International	Dept of Commerce and	8 th & 9 th Jan 2011

Emerging Capital Markets: Issues and Challenges			Financial Studies, Bharathidasan University, Trichy	
Conference of “Association of Economists”.	Interlinking of Peninsular Rivers- A Mammoth Project of 21 st century.	Regional	Aditanar College of Arts and Science, Tiruchendur	8 th & 9 th Jan 2011
Conference of “Association of Economists”.	Socio – Economic Status of Disabled Citizens – Noble Service by Amar Seva Sangam, Ayakudi	Regional	Aditanar College of Arts and Science, Tiruchendur	8 th & 9 th Jan 2011
National Conference on Disaster Management	“Disaster Management – ILR- A Catalytic Flood Mitigation Model.	National	Dept of Business Administration Holy Cross College , Trichy	10 th & 11 th Feb, 2011
National Seminar on Innovative Management Practices	People Perception about People’s Car in Kumbakonam Town.	National	Dept of Business Administration Annamalai University.	10 th Mar,2011
E-services and its emerging Issues in the global business environment	Tele Marketing	National	Dept of Commerce, Cauvery College, Tiruchy	22 nd & 23 rd Sep, 2011
Urbanisation and Environment Issues in India	EIA of Urbanisation	National	PG & Research Dept of Economics, Seethalakshmi Ramaswami College, Trichy	22 nd & 23 rd Sep, 2011
Food Insecurity	House Hold food Security	National	PG & Research Dept of Economics, Jamal Mohamed College, Trichy	23 rd & 24 th Sep, 2011
Food Inflation	Food Security - A strategic Tool For	National	PG & Research Department of	4 th & 5 th Jan 2013

	Transformation from Vicious To Virtuous Circle		Economics Erode Arts and Science College, Erode.	
Industrial Relations	Relationship between work – life conflict and work – life balance among women IT/ITES Employees in Pondicherry	National	PG & Research Dept of Commerce, Seethalakshmi Ramaswami College, Trichy	13 th & 14 th Feb 2014
Modern Dynamics in E-Commerce	A Study on Customer Relationship Management in FMCG Companies	National	PG & Research Dept of Commerce St. Joseph's College, Trichy	7 th Mar 2014
Modern Dynamics in E-Commerce	Problems of Women Entrepreneur in Trichy Town.	National	PG & Research Dept of Commerce St. Joseph's College, Trichy	7 th Mar 2014
Innovative Researches in Commerce	A Study on Economic Empowerment of Women Entrepreneurs in Trichy Town	National	AVS College of Arts and Acience, Attur Main Road, Ramalingapuram, Salem	19 th Sep 2014
Retail Marketing In India- Problems and Prospects	FDI In Indian Retail Marketing	National	UGC, PG& Research Dept of Commerce UDC, Tiruchirapalli	19 th & 20 th Sep 2014
Retail Marketing In India- Problems and Prospects	Consumer Preference towards FMCG Companies in Indian Retail Industry	National	UGC, PG & Research Dept of Commerce UDC, Tiruchirapalli	19 th & 20 th Sep 2014

Marketing Strategies for Make in India Products and Services	A Study on Consumers' Opinion about Foreign Direct Investment in Multi Brand Retailing at Trichy city	National	PG Dept of Commerce(SF), JMC Tiruchirapalli 620 023	24 th Jan 2015
Marketing 3.0 – Sustainable & Inclusive Growth oriented Marketing	Green Marketing – A Study on Consumer Awareness	National	Dept of Commerce Aiman College of Arts and Science for women, Trichy	29 th Jan 2015
Green Management	Consumers' Attitude and Purchase Behaviour towards Eco- Friendly FMCG Products – A Case Study of Tiruchirapalli District	International	PG & Research Dept of Commerce of School of Management Studies St.Joseph's College Tiruchirapalli 620 002	12 th & 13 th Feb 2015
Green Management	Entrepreneurs' Awareness and Attitude Towards Green Marketing	International	PG & Research Dept of Commerce of School of Management Studies St.Joseph's College Tiruchirapalli 620 002	12 th & 13 th Feb 2015
Dimensions of E-Services, Technologies, challenges and Practices	Customer Satisfaction towards Online Shopping	National	PG Dept of Commerce (Computer Application) St.Joseph,s College Tiruchirapalli 620 002	27 th Feb 2015
Social	An Over view of	National	UGC,	27 th Feb

Entrepreneurship – A Drive for Sustainability	Social Entrepreneurship		PG and Research Dept of Commerce Periyar EVR College, Tiruchirapalli	2015
Managerial Perspective – Issues and Challenges in the era of Globalisation	Work Life Balance in Service Sector – A Strategic HRM Interface	National	Dept of BBA, St.Joseph’s College, Trichy 2	21 st Jan 2016
Managerial Perspective – Issues and Challenges in the era of Globalisation	A study on brand attributes and brand awareness of Hair care products in Tiruchirapalli city corporation	National	Dept of BBA, St.Joseph’s College, Trichy 2	21 st Jan. 2016
Myths and Realities of Business in Digital ERA	A study on awareness and usage of E - commerce services in Trichy District	National	PG & Research Dept of Commerce JMC Trichy	17 th Feb 2016
Emergency Management	Urban Flood and Emergency Preparedness and Management	National	PG & Research Dept of Commerce St.Joseph’s College, Trichy 2	24 th & 25 th Feb 2016

• **Research Papers Published :**

- Legal Aspects of Managing Ground water to safeguard the environment, Peninsular Economist, Vol XVI, 2003 – 2004, Pg- 81-84.
- Self Help Group – A silent Revolution , Peninsular Economist, Vol XVII, 2004 – 2005, Pg- 162- 165.

- Globalisation of Insurance – A Timing challenge, Peninsular Economist, Vol XIX, No 1,2006 – 2007, Pg- 406-408.
- SHG and Micro Credit – The Twin Process of Poverty Alleviation, Peninsular Economist, Vol XXI, No 1,2008 – 2009, Pg- 71-73.
- Urban Inundation and Techno Economic Solution , Peninsular Economist, Vol XXII, No 1,2009 – 2010, Pg- 369-370, ISSN 0976-8270
- SHG and Women Empowerment – Innovative Initiatives for Synergetic Integration, Women’s Perspectives, Vol 2, 2004, Pg 469-474
- Interlinking of Peninsular Rivers – A Mammoth Project of 21st Century , Peninsular Economist, Vol XXII, No 1,2009 – 2010, Pg- 369-370, ISSN 0976-8270
- Socio- Economic status of disabled Citizens- Noble service by Amar seva sangam,ayakudi, Peninsular Economist, Vol XXII, No 1,2009 – 2010, Pg- 369-370, ISSN 0976-8270
- Green Marketing – A Boon to Business, Business Strategies for Sustainable Growth , ISBN:978-81-9104-721-9
- , Micro Finance – A Synergetic strategy for Sustainable Growth, Business Strategies for Sustainable Growth, ISBN:978-81-9104-721-9
- Medical Tourism – Connectivity for Health Care, International Issues on Health Economics and Management, ISBN:978-93-80449-15-9
- People’s Perception about People;s Car in Kumbakonam Town, Innovative Management Practices, ISBN:978-81-920303-9-5
- Rural Indebtedness, Rural Economic Issues and Challenges , ISBN:978-81-920478-0-5
- Tele Marketing, Cauvery research Journal , ISSN.0975-1300

- EIA of Urbanisation, Urbanisation and Environmental Issues in India , 9788190949040
- House hold Food Security , Food Insecurity, 978-81-920478-2-9
- Micro finance – a contributive factor to the country’s economy, India- An Emerging Economic Power , 93-81521-00-7
- ATM-An enterprising and emerging electronic banking practices, Role of Technology upgradation & its impact on Banking Service Sector in the New Millennium, 93-81521-03-8
- Relationship between work – life conflict and work – life balance among women IT/ITES Employees in Pondicherry, Industrial relations, Feb 2014, Pg.no 56-60, ISBN 978-81-92288-26-0
- A Study on Economic Empowerment of Women Entrepreneurs in Trichy Town, International Journal of Research and Business Innovation, Vol.2 No.2, Sep 2014, Pg.No: 123-125 , ISSN 2321-5615, Impact Factor: 1.53
- A Study on Consumer’s opinion about Foreign Direct Investment in Multi Brand Retailing at Trichy City, Jamal Academic Research Journal, An Inter Disciplinary, Vol- II, Special Issue, Jan 2015 ,Pg.No313-315, ISSN 0973-0303
- Customers’ Satisfaction towards Online Shopping , Primax International Journal of Commerce and Management Research , Special Issue, Feb 2015, Pg.No:76-77, ISSN 2321-3604
- A Study on Customer Relationship Management in FMCG Companies, Primax International Journal of Commerce and Management Research , Special Issue, Feb 2015, Pg.No:247-250, ISSN 2321-3604
- An Overview of Social Entrepreneurship, International Journal of Research and Business Innovation , Special Issue 2015, Vol 3 No.5, Feb-2015, Pg.No:117-120, ISSN 2321-5615, Impact Factor 1.53

- Investment Paradigm- Native College Teachers , Research Explorer, Vol- IV, Jan – June 2015, (DOP – 30.04.15), Issue 10, Pg.No 61-65, ISSN 2250-1940 , Impact Factor: GIP - 0.389, RIP - 0.920
- Work life balance among women Employees in service sector- A Strategic HRM Interface, Primax International Journal of commerce and management research (PIJCMR), Jan -2016, Special Issue , Pg.No 98-100, Print ISSN 2321-3604, Online ISSN 2321-3612, Impact Factor: 2.532
- Study in Brand Attributes and Brand awareness If Hair care Products In Tiruchirappalli City Corporation, Primax International Journal of commerce and management research (PIJCMR), Jan -2016, Special Issue , Pg. No 91-97,Print ISSN 2321-3604, Online ISSN 2321-3612, Impact Factor: 2.532
- A Study On Awareness And Usage of E-commerce Service In Tiruchirappalli District, Myths and Realities of Business in the Digital Era, Feb 2016, Pg.No-199-205, ISBN 978-93-80622-44-6

• **Books published (if any)**

Title	Publisher	ISBN no.	Year
Financial Accounting	Pearson Education, Noida ,UP , India	ISBN 978-81-317-3180-2	2011
Cost Accounting	Pearson Education, Noida ,UP , India	ISBN 978-81-317-3207-6	2011
Corporate Accounting	Pearson Education, Noida ,UP , India	ISBN 978-81-317-5451-1	2011
Event Management		Course Material for CDE, BDU	

Research Projects

P. investigator/ co-investigator	Title	Sponsor	Duration	Amount
Dr.S.Sumathi & Dr.R. Lalitha	Performance of Appraisal of Uzavar Sandaigal in Tamil Nadu and its impact on socio- economic status of vegetable vendors of UZ in selected places in Tamil Nadu	UGC	2 years (2001-2003)	50000
Dr.R.Lalitha	Empowerment of women through SHGs	UGC	2 years (2006-2008)	40000

External experts: (board members, chairman, research external examiners, selection committee members, Inspection committee member, etc)

- PG Board of Studies Member in BDU
- Board of Studies Member in various colleges and IECD, BDU
- Doctoral Committee Members in various colleges affiliated to BDU
- Inspection committee member(PG Affiliation) for Chidambaram Pillai College for women, Manachanallur.

Other positions held in the college:

- Coordinator - Inter-Disciplinary PG Programme – M.Com (Event Management).
- College union Vice President
- College Staff Secretary

- Adult education and extension activities.
- Consumer club
- Chief Superintendent of Examination
- Board of studies member of Commerce Department.
- Member - College Placement cell
- Member – College Consumer Club
- Organised National Seminar
- Member of admission committee(UG,PG &M.Phil)
- Vice president of commerce association