

## CURRICULUM VITAE



Name : Dr. S. KAVITHA  
Designation : Professor and Head  
Qualification : M.Com., M.Phil., Ph.D.  
Date of Birth : 18.03.1972  
E-mail ID : jjckavitha@gmail.com  
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Address : TS No.2801, East Second Street  
Pudukkottai –622 001  
Teaching Experience : 29 Years

S.No	Name of the Institution	Period of Service
1.	J.J. College of Arts and Science (Autonomous)	08.05.2000 to Till Date

### Publications

Research papers : 15  
Citations / h –index / i 10 - index : 137  
Cumulative Impact Factor : 5.78  
Book (s) Published : Nil  
Book Chapter : Nil

### PAPERS PUBLISHED

1. “Dr. S. Kavitha&P. John victor”Pilot study on Job Satisfaction of the Faculty members of the self-financing Arts and Science Colleges in Tiruchirappalli, SELP Journal of Social Science. Volume –VI , July –Sep 2015 , issue 25, ISSN –0975-9999 (P) 2349-1655(O) , Impact factor : 1.056 Pg.No :- 72 -76

2. "Dr. S. Kavitha& P. John victor"A study on Job satisfaction among the Faculty members of Arts and Science Colleges (Aided) in Tiruchirappalli city, Research Explorer, Volume –IV, July –Dec 2015, Issue 11, ISSN –2250-1940 (P) 2349-1647 (O)
3. "Dr. S. Kavitha& P. John victor"A Study on Job Satisfaction towards interpersonal relationships and professional development of the faculty members of Arts and Science Colleges in Thanjavur District, Journal of Indian Streams research, Volume VI, Issue –4, may 2016, ISSN –2230-7850, Impact Factor : 4.1625(UIF) Pg. No: 1-9
4. "Dr. S. Kavitha& P. John victor"Pilot study on Job Satisfaction of the female teachers with the influences of pay benefits and working conditions towards Arts and Science colleges for women, Golden Research Thoughts, Volume –V, Issue –6, Dec 2015, ISSN –2231-5063, Impact Factor: 3.4052(UIF) Pg. No: 1-115
5. "Dr. S. Kavitha& P. Packiya Mary"Consumer Perception towards E tailing - A Juggernaut on the roll, International Journal of applied Management Research Volume- VIII, Jan –June 2016, ISSN –0974 –8709 Pg.No : 116-119
6. "P. Rajiv and Dr. S. Kavitha"A study on Go Green Battery operated vicheles, International journal of commerce and management research. ISSN 2455-1627, Issue 5 Page No. 63-65, Impact Factor RJIF 5.22
7. "P. Rajiv and Dr. S. Kavitha"Preference of Electric Bike by women in India, IJCME Volume –VII, Issue –6, June 2016 , ISSN –0976 –2183.
8. Dr. S. Kavitha&G. Gunasekaran Resent trends in Banking System in India ; various services, Challenges and opportunities, Research Explorer Volume –IV, Issue –12, Jan –June 2016 , ISSN –2250-1940 (P) 2349- 1647 (O) , Impact Factor: GIP –0.389, RIP 0.920 Pg. No: 92-96
9. "D. Sinduja and Dr. S. Kavitha",A Study on Consumer Behaviour towards Household Durable Goods in SivagangaiIndianDistrictmarketingTrends andinChallenges,TamilnaduPageno :27-30; ISBN:978-93-806576-55-4.
10. "C. Thilagavathy and Dr. S. Kavitha"A study on financial service for entrepreneurs and small enterprise, International Journal in Management and Social Science Volume –VI, Issue –3, Mar - 2019, ISSN –2349 - 5162, Pg. No: 114 - 124
11. "C. Thilagavathy and Dr. S. Kavitha",A study on problems faced by micro finance institution in providing micro finance in pudukkottai district, International Journal of Research and Analytical Reviews Volume –VI, Issue –1, mar - 2019, ISSN –2348 –1269 (E) , P Pg. No: 1-115
12. "D. Sinduja and Dr. S. Kavitha",A Study on Consumer Behaviour In Relation To Cosmetic Products in Pudukkottai, The International Journal of Analytical and Experimental Modal

Analysis,ISSN NO: 0886-9367, Volume XI, Issue VIII, August 2019, Page No:1332 – 1340,(UGC CARE GROUP A JOURNALS)

13. “D. Sinduja and Dr. S. Kavitha”, Consumers shopping pattern for packed food products, *Volume-03* ISSN: 2455-3085 (Online) *Issue-10* RESEARCH REVIEW International Journal of Multidisciplinary *October-2018* page no. 1-3
14. “D. Sinduja and Dr. S. Kavitha”,Consumer behaviour with special reference to house holds goods in rural areas of Pudukkottai District, International Journal of Scientific Research and Review,*ISSN No. 2279-543X*, Vol. VII, Issue No.10, August 2018, (**UGC Approved Journal No 64650**)
15. “P. Rajiv and Dr. S. Kavitha”,Customers perception towards electric two wheeler vehicles in vellore city - A study on Go Green battery operated vehicles, International Journal of commerce and Management Research. Volume –II, Issue –5, May 2015, ISSN –2455-1627, Impact Factor: RJIF 5.22 Pg. No:63-65
16. “Sreevidya N. and Drhe.serviceS.Kavitha”,QualityGapsofPrivateA BanksStudyin Pudukkottai. Journal of Financial Services &Management. April –June, 2016. Volume –VII, Issue- 2, ISSN: 0976 –1632. Pg.No : 25-32.
17. “S.Kavitha and N.Sreevidya”, CustomerisfactionRe in Health Insurance –A Micro Survey. December 2012. Volume- II, Issue- 2, ISSN- 2250-1010. Pg.No: 27- 30
18. “R.Bharathi & Dr.S.kavitha”, A Study on BSNL Celluar Customer in Truchirappalli. July –September 2014, Volume –V, Issue –21, ISSN : 0975 -9999 (P) 2349 -1655 (O). SELP Journal of Social Science. Pg.No: 102 -105.

### **Research Guidance**

1	<b>Ph.D.</b>	Guiding : 06	Completed : 08
2	<b>M.Phil.</b>	Guiding : -	Completed : 17

### **Awards and Achievements**

1. Member of Senate (Teacher Senator) of Bharathidasan University, Tiruchirappalli. during 16.2.2009 to 1.2.2015 for 2 consecutive periods and again elected as Teacher Senator for the period from 27.04.2018 to 26.04.2021
2. Visited the USA on 9.4.2012 to 27.4.2012 under the IVLP Program - International Visitors Leadership Program sponsored by the Department of Education, USA.

3. Academic Council Member in Anna University, Chennai. during the period 3.1.2006 to 31.12.2008
4. Received the award for“Best Administrator “on 24.12.2