

Name of the Faculty : Radha .M
 Department : Commerce
 Designation : Associate Professor & Head
 Teaching Experience : 11 Years
 Email id : radhaviva@gmail.com
 Contact Number : 8610271732
 Educational Qualification :



Qualification	Year of Passing	Name of the College	Name of the University	% of Marks / Grades Obtained
B.Com.,	1996	Nirmala College for Women	Bharathiar University, Coimbatore	61 % First Class
M.Com.,	2004	University Department, Madurai Kamaraj University, Madurai	Madurai Kamaraj University, Madurai	56% Second Class
M.Phil., Commerce	2009	Hinthusthan College of Arts and Science, Coimbatore	Bharathiar University, Coimbatore	68% First Class
Ph.D., Commerce	2016	Hinthusthan College of Arts and Science, Coimbatore	Bharathiar University, Coimbatore	Pursuing
MBA., (Marketing)	2013	Bharathiar University, Coimbatore	Bharathiar University, Coimbatore	58% Second Class

- Title of the M.Phil., Dissertation: A Study on Women Customer Satisfaction towards Two Wheelers in Coimbatore District.
- Title of the Ph.D., Thesis: Impact of Media on Marketing of Green Products in Coimbatore District.
- Additional Qualification : MBA., (MARKETING)

Research Publications:

- Impact of Media on Marketing Strategies of Green Products in Tribal Villages of Vallparai Taluk of Coimbatore District, Selp Journal of Social Science (UGC Approved Journal (46622)), ISSN: 0975-9999, Sep 2018.
- The Green Marketing Strategies and Practices in Coimbatore District of Tamil Nadu, Selp Journal of Social Science (UGC Approved Journal (46622)), ISSN: 0975-9999, Sep 2018.

- E – Banking App to Manage Accounts and Transfer, International Journal of Innovative Research in Science Engineering and Technology, E ISSN -2319-8753, Impact factor 7.512, March 2021.
- E- Commerce Online Shopping, International Journal of Innovative Research in Science Engineering and Technology, E ISSN -2319-8753, Impact factor 7.512, March 2021.
- Vehicle Sales and Management System in PHP, International Journal of Innovative Research in Science Engineering and Technology, E ISSN -2319-8753, Impact factor 7.512, March 2021.
- Development of Online Course Portal for a Campus, International Journal of Innovative Research in Science Engineering and Technology, E ISSN -2319-8753, Impact factor 7.512, March 2021.
- Shopping Mall Management System in PHP, International Journal of Innovative Research in Science Engineering and Technology, E ISSN -2319-8753, Impact factor 7.512, March 2021.
- Full Online Telephone And DTH Billing System, International Journal of Innovative Research in Science Engineering and Technology, E ISSN -2319-8753, Impact factor 7.512, March 2021.
- Evaluating Retailers In A Smart-Buying Environment Using Smart City Infrastructure, International Journal of Innovative Research in Science Engineering and Technology, E ISSN -2319-8753, Impact factor 7.512, March 2021.
- Hotel Management System, International Journal of Innovative Research in Science Engineering and Technology, E ISSN -2319-8753, Impact factor 7.512, March 2021.
- Complaint Management System, International Journal of Innovative Research in Science Engineering and Technology, E ISSN -2319-8753, Impact factor 7.512, March 2021.
- Asset Tracking And Property Management System, International Journal of Innovative Research in Science Engineering and Technology, E ISSN -2319-8753, Impact factor 7.512, March 2021.

Papers Presented in Conference/Seminar/Symposium/Workshop:

Programme	Title of the Paper	Theme of the Programme	Venue	Date
National Level	Participated	Emerging Trends in Banking Sectors	Amman College of Arts & Science for Women,	12.02.11

Conference			Dindigul	
State Level Seminar	Participated	Micro Finance	Karpagam University, Coimbatore.	25.02.09
State Level Seminar	Participated	Impact of Demonetization on Contemporary Business	Sakthi College of Arts and Science for Women, Oddanchatram	28.02.17
State Level Seminar	Participated	Financial Inclusion for Economic and Social Development	Sakthi College of Arts and Science for Women, Oddanchatram	19.09.17
National Level Seminar	Participated	Strategical Sketching of Post Pandemic Transformation in Indian Trade And Commerce”\	Sakthi College of Arts and Science for Women, Oddanchatram	23.03.21
State Level Seminar	Participated	Retail Marketing - Key Issues & Challenges	P.S.G.R Krishnammal College for women, Coimbatore.	04.10.08
National Level Seminar	Participated	Numerical Analysis & its Application	Sakthi College of Arts and Science for Women, Oddanchatram	19.08.13
Workshop	Participated	A Stampede in Economic Development – Pros and Cons	P.S.G.R Krishnammal College for Women, Coimbatore.	30.01.09
Workshop	Participated	Traversing and Fine Tuning of Research Process	PSG College of Arts & Science, Coimbatore.	12.02.09 & 13.02.09
Workshop	Participated	Applications of Statistics in Social Science Research	Mother Teresa Women’s University, Kodaikanal.	27.09.12
Workshop	Participated	Census Dissemination	Gandhigram Institute of Rural Health and Family Welfare Trust, Gandhigram.	29.01.15
Workshop	Participated	FINMARK – Dynamics of Finance and Marketing	Arulmigu Palaniandavar College of Arts and Culture, Palani.	30.01.13
Workshop	Participated	An Activity Based Learning and Case Analysis	Sakthi College Of Arts And Science For Women, Oddanchatram.	18.09.14

National Level Webinar	Participated	ICT Academy beyond Conclave 2020 - On Happening in Career Accounting and Finance	ICT Academy	20.01.21
FDP	Participated	Entrepreneurship	Sakthi College Of Arts And Science For Women, Oddanchatram.	17.02.14 to 21.02.14
FDP	Participated	Recent Trends in Social Science Research	Arulmigu Palaniandavar College of Arts and Culture, Palani	08.06.21 & 09.06.21

Positions Held:

- Member, Board of Studies for B.Sc., (Physics) & M.Sc., (Physics) of Mother Teresa Women's University, Kodaikanal, 2016.
- Member, Board of Studies for B.Sc., (Physics) & M.Sc., (Physics) of Mother Teresa Women's University, Kodaikanal, 2018.
- Member, Board of Studies for B.Sc., (Physics) & M.Sc., (Physics) of Mother Teresa Women's University, Kodaikanal, 2021.
- Convenor, National Level Webinar on "Career Planning and Corporate Outlook in Current Scenario" on 22nd May 2021.
- Convenor, National Level Webinar on "An Overview of COVID-19 on Small Scale Industries" on 26th May 2021.
- Convenor, National Level Webinar on "An Angel Warriors with a Stethoscope" on 01st June 2021.
- Convenor, National Level Webinar on "CA CMA CS – Career Excellence" on 02nd June 2021.