

## Dr. D. KARTHIKA

Associate Professor and Incharge  
B. Com Professional Accounting  
School of Commerce

**Qualification** : M. Com., M. Phil., MBA., PGDCA., Ph. D., NET

**Experience** : Teaching : 16 Years Industry : 3 Year Research : 10 Years

**Research Areas** : Marketing, Accounting and Finance



☎ 0422 2635678

✉ karthika.d@kprcas.ac.in

🌐 [http:// www.kprcas.ac.in/academics/](http://www.kprcas.ac.in/academics/)

### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D	Commerce	Dr. G. R. Damodaran College of Science	Jan 2017
MBA	Financial Management	IGNOU, Delhi	June 2015
NET	Commerce	UGC	June 2011
M. Phil	Commerce	S. N. R. Sons College	June 2004
M.Com	Commerce	Annamalai University	May 2002
B.Com	Commerce	Sri Ramakrishna College of Arts and Science for Women	April 1998

### Additional Qualifications

Diploma Details	Area of Specialization	Institution / University/ Agency Name	Year
PGDCA	Post Graduate Diploma in Computer Application	Bharathiar University	May 2009



## Academic Positions @ KPRCAS

- Associate Professor and Incharge – B. Com Professional Accounting, School of Commerce
- Coordinator – CPC Cell
- Member – Women Empowerment Cell
- Member – NAAC Criteria 2
- Member – Faculty Grievance Cell



## Significant Publications

### International Journals

- **Mrs. D. Karthika**, A study on customers preference and opinion towards Textile Show Rooms in Coimbatore City, intercontinental Journal of Marketing Research Review, Vol. 1, Issue.3, July-September 2014.
- **Mrs. D. Karthika**, A study on consumers awareness about the functioning of voluntary consumer organisations, Intercontinental Journal of Marketing Research Review, ISSN:2321-0346(0) 2347-1670(p), Vol.2, Issue.4, October-December 2014.
- **Dr. D. Karthika**, A Study on the functioning of Voluntary Consumer Organisations with special reference to Coimbatore District, Intercontinental Journal of Marketing Research Review, ISSN: 2321-0346(0)2347-1670(P), vol.5, Issue 8 August 2017.
- **Dr. D. Karthika**, A study on the Voluntary Consumer Organisation Members Perception towards Consumer Protection Measures with special reference to Coimbatore District, The International Journal of Analytical and Experimental Modal Analysis (IJAEMA-UGC Car ISSN: 0886-9367, Pg.No. 1167-1187), Vol XII, Issue V, May 2020.



## Presentations in Conference

### International Conference

- **An Ecological force green marketing mix** in the International conference on India Towards Green Economy at P.K.R.Arts College for Women held on Sep 17, 2012.
- **Documentation and its impact on Logistics** in the International Conference on “Navigating the perspectives of Global Business Opportunities – Imperative and Initiative (ICNPGBO)” at SNR Sons College held on April 8, 2013.
- **Emerging Trends in Finance** in the International Conference at Sengunthar Arts & Science College, Tiruchengode on 01.02.2018

---

## National Conference

- **U – Commerce: An Conceptual Extension of E-Commerce and M-Commerce** in “National Seminar on Emerging Trends in Commerce, Economics and Management – 2010” at Hindusthan College of Arts & Science held during Jan 29, 2010.
- **Green Banking towards Agricultural Sector** in National Level Conference on the Role of Green Banks in India at Maharaja Arts & Science College, held on Sep 24, 2010.
- **Online Banking** in the “National Seminar on E-Commerce Applications in Banking Industries” at Kongunadu Arts and Science College held on Sep 29, 2010.
- **Corporate Governance** in the “National Conference on Managing Global Competitiveness through Managerial excellence” at Dr.G.R.D College of Science held on Oct 6, 2010.
- **Risk Management in Industrial Sector** in National Level Seminar on Risk Management at Karpagam University held on Oct 8, 2010.
- **Impact of Globalisation on Labour Market** in the National Seminar on “Impact of Globalization on Indian Economy” at Hindusthan College of Arts and Science held on Jan 25, 2012.
- **An Ecological force green marketing mix** in the International conference on India Towards Green Economy at P.K.R.Arts College for Women held on Sep 17, 2012.
- **Consumer Protection Act and Measures in India** in the National Seminar on “Consumerism – Challenges and Prospects” at Hindusthan College of Arts and Science held on Feb 1, 2013.
- **Documentation and its impact on Logistics** in the International Conference on “Navigating the perspectives of Global Business Opportunities – Imperative and Initiative (ICNPGBO)” at SNR Sons College held on April 8, 2013.
- **Marketing of Insurance** in the National Conference on “Indian Insurance Industry: Sustainability in the Era of Globalisation” at G.R.D.College of Science held on March 13, 2014.
- **Economic Implication on Demonetization** in the National Level Seminar on “Impact of Demonetization and GST on Indian Economy” at VLB Janakiammal College Of Arts and Science, Coimbatore on 20.08.2018.

## Conference / seminar/ Talks

Acted as Resource person in the State level seminar on “ insurance sector for sustainable development of India” held at Michael Job college of arts and science college, sulur on 21.12.2015.

## Research Experience

➤ **Recognized as a guide for M.Phil Scholars** by Bharathiar University, India. Under my supervision produced **6 research thesis** on the following topics relating to marketing and finance:

- Research Topic: “A study on customers’ satisfaction towards Selective Sony products with special reference to Coimbatore city,”.
- Research Topic: “A study on the satisfaction of CRS/VRS individuals and the impact of retirement on them with reference to Ooty taluk”.
- Research Topic: “A study on customers’ brand preference and their level of satisfaction towards LCD/LED TV with special reference to Coimbatore city”.
- Research Topic: “A study on consumers’ satisfaction towards Himalaya Ayurvedic Products with special reference to Coimbatore city”.
- Research Topic: “A study on the performance of Tuticorin port based on the quantity of goods exported and imported”.
- Research Topic: “A study on customers’ perception towards Textile showrooms in Coimbatore city”.

### **Faculty Development Programme**

- Attended Faculty Development Programme on “ Art of Writing Research Article in Hi-Indexed Journals” organised by Nehru Arts and Science College, Coimbatore from 29.04.2020 to 30.04.2020.
- Attended Faculty Development Programme on “Learning Through Gamification” organised by PSNA College of Engineering and Technology, Dindigul on 30.04.2020.
- Attended Faculty Development Programme on “Tally Knowledge Facilitation Program and Free Tally Training Program” organised by AXN INFOTECH from 30.04.2020 to 03.05.2020

### **Webinar / Seminar/ Conference**

- Digital Resources- A New ERA in Learning Special reference to NDLI organised by PSGR Krishnammal College for Women, Coimbatore on 01.05.2020.
- Bridging the Gap for real world marketing – Industry Vs Academia by VET Institute of Arts and Science, Erode on 02.05.2020
- Gamification Tools in Teaching organised by St, Xaviers College for Women, Kerala on 07.05.2020.
- Employability skills in curriculum design organised by Audisankara College of Engineering and Technology, Bangalore on 26.04.2020
- Awakening Business Trends organised by Saveetha Engineering College, Chennai from 27.04.2020



**Teaching: Subjects Taught**

Financial Accounting, Cost Accounting, Management Accounting, Marketing Management, Business Ethics and Corporate Social Responsibility, Principles of Management, International Financial Reporting Standards, Auditing, Business Organisation and Office Management, General Law, Financial Management.