

Dr. HEMALATHA T

Associate Professor

Department of BBA & BBA CA

School of Management (SoM)



Qualification : BBM., MBA., M.Phil., Ph.D., PGDCA

Experience : **Teaching** : 12 Years **Research** : 3 Years

Research Areas : Marketing and Human Resource

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🌐 <http://kprcas.ac.in/academics/department-of-bba/>



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D. (FT)	Management	Bharathiar University	2009
M.Phil.	Management	Bharathiar University GRD College of Science	2005
MBA	Management	Bharathiar University	2002
BBM	Management	Bharathiar University	2000



Additional Qualifications

Diploma Details	Area of Specialization	Institution / University/ Agency Name	Year
Diploma Courses	PGDCA	Bharathiar University	2006



Academic Positions @ KPRCAS

- Associate Professor
- NAAC VI Criteria Manager
- Co-ordinator of College Magazine

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- Member –IQAC
 - IPR Cell Co-ordinator
 - CMA Co-ordinator



Significant Publications

International Journals

- “Stock Market Volatility During Dividend Announcement - A Case Of Selected Companies In Construction Industry In India”, “ZENITH International Journal of Business Economics & Management Research” Vol.7 (12), DECEMBER (2017), pp. 17-232249- 8826
- “A Study on Employee Job satisfaction with Special Reference to Roof Tile Companies in Kerala” International Journal of Research in Engineering, IT and Social Science (IJREISS), ISSN-2250-0588(online), Volume-8, Issue-11, November 2018, Page190-197, Impact Factor (SJIF):6.565.
- Dr. Hemalatha T, has published an article entitled “Impact on Trading and Development on Quality Work Life of Employees” in International Journal of Research in Engineering, IT and Social Sciences, ISSN 2250-0588, Impact Factor: 6.565, Volume 10 Issue, October 2020, Page 47-53.

National Journals

- “Customer Relationship Management (CRM) – In Passenger Car Industry”- Southern Economist
- “Risk and Return Analysis of Performance of Mutual Funds” Journal of Applied Research” 4(1) 279-283 ISSN Print: 2394-7500, ISSN Online: 2394-5869.
- A study on “Green Marketing and its Strategies” SPJMR Journal, Volume 9, Issue 3, March 2019, ISSN No:2394-2886.
- Dr. Hemalatha T, has published an article entitled “A Study on Level of Satisfaction towards organic farming practices in Coimbatore District” in IJRARI, E-ISSN 2348-1269, P-ISSN 2349-5138, Impact Factor: 5.75, Volume 7 Issue 4, October 2020, Page No 223-230.



International Conference

- International conference on Business Economics and Finance (ICBEF 2005) on Sep 29 & 30, 2005 at Adaikalamatha Institute of Management, Thanjavur, Tamilnadu
- *Impact of Advertising in the Present Business Scenario.*
- *Globalization and Effective HRM*
- ICSSR sponsored International Conference on “Socially Relevant Higher Education in India” (SHREI-2006) on February 21, 22 & 23, 2006 at Cardamom Planters’ Association College, Theni, Tamilnadu.

National Conference

- National Seminar on “Indian banking in Globalized Era” on Feb 24, 2006 at Karpagam Arts and Science College, Coimbatore,
- National Seminar on “HR Practices in the Knowledge Management Era” on Feb 24, 2006 at Karpagam College of Engineering, Coimbatore, Tamilnadu.
- “HR Practices in future”.
- Presented paper entitled “Cyber Crime and Social Media Marketing” in the International Conference on “New digital economy in India – challenges and opportunities organized by Rathinam College Arts and Science 18.11. 2017.



Conferences, Seminars & Talks

Participation and Presented in Seminars

- National seminar on emerging trends in Customer Relationship Management held on September 7-8, 2006 at Periyar University Salem
 - “Customer Relationship Management in passenger car industry”
 - “Customer Relationship Management in banking and insurance sector”
- National Seminar on “Business Strategies for Rural Markets in India” on 02.09.2005 at Karpagam College of Engineering, Coimbatore, Tamilnadu
 - “Business Strategies for FMCG Products in India”.
 - “Business Strategies for insurance Products in India”.

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- National Seminar on “Emerging Trends in Management” on 07.10. 2005 at VLB Janakiammal College of Engineering and technology, Coimbatore, Tamilnadu
 - “E-Governance in India”
 - UGC sponsored State level Seminar on “Standardisation and Consumer Protection” on September 23 and 24, 2005 at PSG College of Arts and Science, Coimbatore, Tamilnadu
“Role of TQM in present business scenario”

Participation in Workshop:

- Attended a workshop on “Research Methodology and Statistical Analysis” Feb 2004 at Dr. G.R.D. College of Science
- Attended a workshop on “Research Methodology and Statistical Analysis” from 13.06.2005 to 16.06.2005 at Karpagam Arts and Science College.
- Participate in a One Day national level business conclave 2016 organised by SNR Sons college 19.08. 2016
- Participate in Workshop Micro Analysis of Financial Statement – A Unique Approach organized by Rathinam Institute of Management on 08.11.2016
- Attended one day level workshop on “Mentor Texts for launching Writers Research ar responsibilities” organized by KSG College of Arts and Science on 12.11. 2017.

Participation in Faculty Development Programme

- Participate in National Symposium on Financial Markets and Economic Developments organized by NISM Mumbai and SNMV institute of management on 30.08. 2017
- Participate in Professional Development Programme on “Investors’ awareness and protection organized by the Institute Costs Accountants of India on 20.03. 2017.
- Participate in National level faculty Development Program on the innovation strategies to enhance teaching learning organized by Sree Ramu College of Arts and Science on 10.09.2016.






Teaching: Subjects Taught

Marketing Management, Services Marketing, Advertising and Sales Promotion, Organisational Behaviour, Human Resource Management



Academic Networks

 VIDWAN Expert Database & National Researcher's Network	
	https://scholar.google.com/citations?hl=en&authuser=2&user=eIF68PgAAAAJ
 ORCID	
