

**Dr.N. Lavanya**  
**M.Com (CA),MBA.,DGT.,DIS.,ADJP ., Ph.D**  
**Assistant Professor& Head**  
**Department of Business Administration**  
**Sri Sarada College for Women (Autonomous)**  
**Tirunelveli – 627 011**  
**Email ID: lavanya.saradabba@gmail.com**  
**Mobile No: 94887-03094**



### 1. Personal Particulars:

Name of the Department			:	Business Administration		
Name of the Candidate			:	Dr. N.LAVANYA		
Present Designation			:	Head & Asst.Prof		
Residential Address			:	N0,!0-Sakthi nagar, Seevalaperi Road. Palayamkottai 627002		
Contact Nos.			:	Landline :		

**2. Particulars of Educational Qualifications: (Awarded only) Ref.No./Date/Copy to be enclosed**

Category	Name of the Degree	Specialization	Year of Passing	Name of the College	Name of the University
UG	BBA	Marketing,HRM	2000	Sermathai Vasan college for women	Madurai Kamaraj University
PG	MBA	Marketing,HRM	2009	Madurai Kamaraj University	Madurai Kamaraj University
PG	M.Com	Marketing,EDP	2003	Madurai Kamaraj University	Madurai Kamaraj University
	PhD	Marketing,HRM	2021	Annamalai University	Annamalai University

**3. ADMINISTRATIVE POSITIONS IN THE COLLEGE**

- Head of the Department since 2014
- Coordinator, Gandhian Thought Studies (2014-2017)
- Member, Internal Controller Of Examinations Cell (2015-2018)
- Coordinator, Extension Activity Committee (2016-2018)
- Coordinator, Autonomous Cell ( 2016-2019)
- Dean, Autonomous since 2019-2021
- ICSSR -Co Project Director since 2018-2021

**4. Research Supervisor for BBA programme ,**

Department of Business Administration, Sri Sarada College for Women. Tirunelveli 627011

No of Students – 10 (2017)

No of Students – 10 (2018)

No of Students – 10 ( 2019)

No of Students – 10 ( 2020)

No of Students – 10 ( 2021)

No.of.students – 10 (2022)

## **5. Seminars/Workshops organized**

1. State level workshop ,Effective Asanas and Special Mutras for Women's Health(2014)
2. An inter university conference on Gandhian values for Youth (2015)
3. International Seminar in Women Welfare (2016)
4. National Seminar, Effective Research Writing (2018)
5. National Workshop, Research Tools(2019)
6. National level Webinar ,Opportunities and challenges in Business (2020)

## **6. EDITORIAL BOARD**

- **Editorial Board Member**, International Training Workshop on Increasing the Scholarly Impact and Research Output, Proceedings of the conference, Tirunelveli.
- **Editorial Board Member**, State of the art Methodology to enhance teaching learning and Evaluation process ,(2015)
- **Editorial Board Member**, Pragavani journal (2014-2017)
- **Board of Studies member** –Business Administration in St.Xavier's college, Tirunelveli (2020-2023)
- **Reviewer**, Charulatha Publication,Chennai
- **Reviewer**, Margam Publication,Chennai

## **7. POSITIONS IN ACADEMIC BODIES OF UNIVERSITIES /AUTONOMOUS COLLEGES**

- Member, BBA Question Setting Board, S.Vellaichamy Nadar College, Madurai 2016 -2019
- Member, BBA-Academic Audit, Sri Sarada Niketan College of Science for women, Karur - 2016
- Examiner, BBA, Manonmaniam Sundaranar University Since 2017
- Member, BBA Question Setting Board, Sadakathullah Appa College, Tirunelveli since 2017
- Member, BBA, Question Setting Board, Pope's College,Sawyerpuram since 2017
- Member, BBA, Question Setting Board, St.Xavier's College, Tirunelveli – 2019
- Member, BBA, Question Setting Board, G.Venkataswami naiduCollege, ,Kovilpatti since 2020

## 8. LIFE MEMBERSHIP IN VARIOUS BODIES

- **Fellow Membership** in Indian Academic Researchers Association , Tiruchirapalli, Tamilnadu 620221

## 9. ACADEMIC & RESEARCH ACTIVITIES

**Name of the Candidate: Dr. N. Lavanya**

### 1. Research Papers in Peer-Reviewed or UGC listed Journals

S. No.	Title, Vol., Page No., Year	Journal Name	ISBN/ISSN No., Peer-Reviewed / UGC Listed	Impact Factor	List of authors	Status as author (First/Corresponding/Principal/Co-author)
1	Factors influencing consumer buying behaviour of organic food : A study in Tirunelveli District Volume 7-issue 4-April 2017	Indian Journal of Applied Research	UGC Listed ISSN NO 2249-555X	4.894	Dr.B.Subha N.Lavanya	Co-Author
2	A study about the factors influencing consumer buying behaviour of Siddha sedate among Tirunelveli District.Vol VI, Issue2(6)	Star international Journal	UGC Listed ISSN: 2321-676x	5.210	N.Lavanya Dr.K.Gomathisankar	Author
3	Customer Attitude towards Oral Hygiene in Siddha system	Sadakath - A Research Bulletin	UGC Listed ISSN: 2347 7644	1.21	N.Lavanya Dr.K.Gomathisankar	Author
4	Evaluating factors influencing patient satisfaction of Siddha sedate.	Research Review international Journal of Multi disciplinary	UGC Listed ISSN: 2455-3085,	Under evaluating	N.Lavanya Dr.K.Gomathisankar	Author
5	An investigation on tolerant fulfillment towards tulsi sedate (Siddha Drug)	Green marketing International Proceedings	ISSN :978-81-933821-0-3	-	N.Lavanya Dr.K.Gomathisankar	Author
6	Selection of profitable and viable channel of distribution for siddha medicine, Annamalai University	Recent Research Trends in Business Administraion	ISSN: 9788193907061	-	N.Lavanya Dr.K.Gomathisankar	Author
7	A conceptual study based on constraints in physical education	International Proceedings	ISBN:978-81-933821-6-5	-	A.sumathi, A.Selvameenakshi N.Lavanya	Co author
8	Electronic customer relationship marketing	Comm-Zine	ISBN: 978-81-9260401-5	-	N.Lavanya	Author
9	Innovation and Modernisation in oil production : issues and solutions	International Proceedings	ISBN:9788192604046	-	N.Lavanya	Author
10	Factors affecting the consumer behavior in green purchasing	International Proceedings	ISBN:9788193382127		N.Lavanya Dr.K.Gomathisankar	Author
11	Development of Green Banking	International Proceedings	ISBN: 978-81-8286-032-2		N.Lavanya	Author

## 10. Publications (other than Research papers)

### Chapters in Books

S.No.	Authors, Chapter Title, Vol., Page No., Year	Book Title, Editor & Publisher with Publisher's address	ISBN/ISSN No.	Whether International/ National Publishers	No. of Co-authors	Status as author (First/Corresponding/Principal/Co-author)
1.	1.N.Lavanya 2.Dr.K.Gomathisankar 3.Dr..A.Balamurugan Evaluating factors influencing carrer development in Siddha Health Care Providers/ 2018	Good Beginning for A Great Success – A comprehensive guide to Personality Development,/ Dr.MoorthygariSree Lakshmi/Research India Publications/ Head Office: B-2/84,Ground Floor, Rohini Sector-16,Delhi-110089.	ISBN : 978-93-87374-76-8	National Publishers	2	Co-Author
2	1.N.Lavanya Time Management Pg 233-244 Year 2021	Soft skill Tue up yourself LAP LAMBERT Academic publishing Seven Meldrum St,Beaubassin 71504 Mauritius	ISBN:9786203201932	International publishers	1	Author
3						

### A) Publication of Books:

Sl. No.	Book title, editor, year	Publishers International / National / Local	First / Corresponding author	coauthors	ISBN/ISSN No.	Publishers Name
1	Marketing Management, First -2022	National	II Author	Co author	ISBN:978-93—5625-082-6	Scientific International Publishing House

### 11. Books – Edited

S.No.	Authors, Title of Book	Editor & Publisher	ISBN/ISSN No.	Whether International/ National Publishers	Status as author (First/Corresponding/Principal/Co-author)
1.	Comm-Zine I/Service Sector Management	Editor	ISBN-978-81-926040-1-5	National Publishers	Co Author
2.	Increasing the scholarly impact and Research output	Editor	ISBN:9788192604046	National Publishers	Co Author
3	State of the Art Methodology to Enhance Teaching, Learning and Evaluation Process	Editor	ISBN	National Publishers	Co Author

### 12. Research Guidance

S.No.	Name of the student/ Enrolment No.	No.of Degree Awarded	Name of University	Year of award
1	M.Com	2	Manonmaniam Sundaranar University, Tirunelveli	2012-2014
2	MBA	PURSUING	IGNOU	2022-2023

### 13. Awards/Fellowship

S.No.	Title of the Awards/Fellowship	International/ National	Funding Agency	Year of Award and Duration
1.	Best Senior Faculty Award	International	Novel Research Academy, Puducherry	2021
2.	Best Teacher Award	National	INDIAAN WORLD RECORDS MSME Reg by Govt of India No TN24D0035291	2021
3.	Kalam Dream Star Award	State	Women Consumer Protection Association, Madurai.Reg No 35/1999	2021
4	Dr.Sarvapali Radhakrishnan Award	State	Sivagangai senthamizh ceyarkalam, Karaikudi	2021
5	MEWADEV LAUREL AWARD	International	Contemporary literary society of amlor: Banda(UP), Reg.No IV92/2021	2021

#### 14. Research Projects completed

S. No.	Title of the Sponsored project	Duration From: To: (Dt.) (Dt.)	Amount Sanctioned	Funding Agency	Status as Investigator	Sanctioned order
1	Beneficiaries opinion on service sector- Primary Health Centres in Thoothukudi District	2019 2020	Rs5,00,000	ICSSR	Co-Project Director	F.No 02/63/2019-20

#### 15. Invited Lectures/Resource Person at International/National/University level Conference/Seminars/Workshops/Orientation Programmes etc.

S. No.	Title of the Invited lecture/ Academic Session	Title of conference/ seminar/ refresher course etc.	International/ National
1.	Vibrant and viable Role of Decision Making	Role of Decision Making-10.09.2019 - Guest Lecture	National
2	Opportunities and Challenges in Business	Opportunities and Challenges in Business-01-07-2020	National
3	Creating values through effective Time Management Strategies	Time Management -31-10-2020 – Virtual Workshop	National
4	Motivation is key to success	key to success- 06-02-2020- Guest Lecture	State

#### 16. Patents Applied

S. No.	Title of the Patents	International/ National	Appl. Number	Date of Application	Status as Investigator
1.	The impact of Motivational & incentives on the performance of employees	National	20224102141	07-03-2022	Second position
2.	An Innovative Technique For Customer Relationship Management By Using Data Mining Techniques	National	202241015629	15-04-2022	Second position

**17. Papers presented in Conferences/Seminars/Workshops/Symposia/Full paper in Conference Proceedings**

S. No.	International/National/State	Total No. Of Papers Presented
1.	International	4
2.	National	8
3.	State	

**18. . Academic Experience:**

Name of the College	Govt/Aided/S.F.	Designation	Joining Date	Relieving Date	Experience		
					Years	Months	Days
Sri Sarada College for women, Tirunelveli	SF	Head and Assistant Professor	9.1.12	Still now	10	6	
Total					10	6	

**19. Administrative/other Experience:**

Name of the Organisation	Designation	Nature of Work	Joining Date	Relieving Date	Experience		
					Years	Months	Days
SATHYA SAI BALAGURUKULAM MATRICULATION SCHOOL PALAYAMKOTTAI	TEACHER	VICE PRINCIPAL ADMIN,COMPUTER LAB INCHARGE,ADMISSION,	22.11.09	15.12.2011	2	2	2
Total					2	2	2

**Other Relevant Information** : It is certified that all the information provided are true to the best of my knowledge.

*N. Luthala*

**Signature of the Faculty**



