

# ***Dr. N M PAVITHRA***

## **ABOUT ME**

Energetic and scholastic person with Industry, Teaching and Training Experience in the areas of Marketing and Human Resource.

## **ACADEMIC/INDUSTRIAL EXPERIENCE**

|                  |   |
|------------------|---|
| Since Dec 19     | Department of Management Studies<br>HOD (i/c),<br>Sourashtra College.   |
| Dec '18 - May 19 | Department of Management Studies<br>Solamalai College of Engineering, Madurai<br>Assistant Professor and Trainer          |
| Aug'18 - Nov 18  | Department of Management Studies<br>Amrita College of Engineering and Technology, Nagercoil<br><i>Assistant Professor</i> |
| 2016 - 2018      | Personality Development Trainer (Freelance)   |
| 2007- 2016       | MBA Department, Sourashtra College, Madurai<br><i>Assistant Professor</i>   |
| 2003-2004        | Aparajitha Corporate Services Pvt Limited    Madurai<br><i>HR Executive (A Sister concern of TVS)</i>                     |

## **ADDITIONAL RESPONSIBILITIES**

- ❖ Convenor - Government sponsored Three-day Entrepreneurship Development Program.
- ❖ Convenor - 'SYNERGIA 1 & 2 ' - Inter and Intra - Collegiate for UGs'
- ❖ Organizer - Womens' day celebration programs
- ❖ Organizer - Intra-Collegiate events
- ❖ Organizer - One-month Soft Skills Training program for UG students
- ❖ Organizer - Weekly Guest Lectures
- ❖ Organizer- College Cultural Functions
- ❖ Organizer - Orientation programs
- ❖ Events In-charge for 'Elixir' (Inter-collegiate function)

## PAPERS PRESENTED IN VARIOUS COLLEGES

- **International Seminar** on 'Recent Trends in Global Business Order-Impact in Asia' - "Integrated Marketing Communication" paper presented - Vivekananda Institute of Information and Management Studies, Coimbatore - 30.01.2009 & 31.01.2009 and it was published in its Souvenir (**Page No. 48**).
- **National Conference** on "Internal Quality Assurance Systems and Curriculum Development"- Arul Anandar College, Karumathur - **29.01.2009 & 30.01.2009**
- Participated in a NAAC sponsored **State Level Workshop** on "Quality Excellence and Quality Sustenance in Education and presented a paper on "Value Education" organized by Sourashtra College, Madurai- **21.08.2009**
- Attended an **FDP-Training Programme** in Entrepreneurship (2010-11) organized by Centre for Entrepreneurship Development (TN) - 20.09.2010
- Attended a **National Seminar** on Building up a Prosperous India-Training on Entrepreneurial Spirit (ICSSR Sponsored) organized by Siddhartha Institute of Technology, Vijayawada-**08.10.2010**.
- Paper presented on "A Study on Attitude & Perception of Female Post-Graduated towards Entrepreneurship in Madurai City" in a **National Conference** - Jaya College of Arts & Science, Chennai dated **02.03.2012**
- Paper presented on "India in Casualty World" in a **International Conference** in Sree Saraswathi Thiyagarajar College, Pollachi dated 03.03.2012. And the paper was published (**ISBN 978-81-910472-9-5, Pg.No.193**)
- Participated in a **Seminar** - "Emerging Trends in International Business" by Centre for Entrepreneurship Development Cell, Madurai dated **03.08.2012**
- Presented a paper in a **National conference** on "Role on Nationalised Banks in funding Small and Medium Enterprises" organized by Vidyaa Vikas College of Engineering and Technology, Tiruchengode, October 2012. And the paper was published (**ISSN 0975-9999 Vol-3 Issue 12 Pg. No.436-440**)
- Paper presented in a **National conference** on "Foreign Direct Investment In Retail on Small and Medium Enterprises Sector" organized by Department of Commerce, Sourashtra College, Madurai, 2013. And the paper was published (**ISSN 978-93-806860-6-6**) **Vol-1 Pg. No.152-155**)

- Paper presented in a **National conference** on “Emerging Trends in Management” organized by Department of Management Studies, Sourashtra College, Madurai, 2014. And the paper was published (**ISSN 978-81-904189-5-9**) **Vol-1 Pg. No.75-76**)
- Presented a paper in a UGC Sponsored **National Seminar** on “Higher Education In India – During The Plan Periods” organized by Mannar Thirumalai Naicker College, Madurai, August 2014. And the paper was published (**ISBN 978-93-80686-11-0 Pg. No.465-73**)
- Presented a paper in a **National conference** on “Unleashing Entrepreneurship in India: Opportunities and Challenges” organized by The ICFAI University, Jharkhand, October 2014. And the paper was published (**ISBN 978-81-928178-5-9 Pg. No.68-73**)
- Presented a paper on “Challenges and Opportunities of Digital Health in Post Covid 19” in a National Conference organized Sri Kaliswari College, Sivakasi

## **EDUCATION**

- Ph.D
- M.B.A.
- B.B.A

## **OTHER AREAS OF EXPERTISE**

Have been a soft skills trainer for graduates of various discipline handling various areas of skill development - Communication and Presentation Skills, Interpersonal Skills, Body Language, Interview Techniques, Group Discussion.

## **PERSONAL PROFILE**

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|-----------------|---|--|
| Date of Birth   | : | September 13, 1980   |
| Marital Status  | : | Married  |
| Religion        | : | Hindu  |
| Languages Known | : | English - Read/Write/Speak<br>Hindi - Read/Write/Speak<br>Tamil - Read/Speak |

Dr. N M Pavithra