Dr. N M PAVITHRA

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

Date of Birth : September 13, 1980

Marital Status : Married Religion : Hindu

Languages Known : English - Read/Write/Speak

Hindi - Read/Write/Speak

Tamil - Read/Speak

Dr. N M Pavithra

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