

Info

Name	: DR. J. Premalatha
Designation	: Assistant Professor
Qualification	: M.Com, M.Phil, Ph.D, M.Ed.,
Specialization	: Finance Supply, Chain Management, Retail Management
Experience	: UG – 9 Years PG – 15 Years
Publications	: International Journal - 1 National Journal – 3 Paper Presentations – 18

Subjects Handled:

- Statistics for Management
- Operations Research
- Operations Management
- Quantitative Techniques
- Indian Capital Market
- Retail Economics and Formats
- Inventory Management
- Legal Systems for Management
- Financial Services
- Leadership and Team Building Personal Profile

Faculty Development Programme:

- Attended one-day FDP titled, “National Research Conclave in Business and Management” held at Karunya School of Management, Karunya University, on 27th November, 2010
- Participated Three-day FDP on “Statistical Analysis for Management using SPSS” organized by Sri Kaliswari College, Sivakasi from 27th Jan. to 29th Jan. 2011
- Attended one-day seminar on “Business Development Programme” organized by Bharatiya Jain Sanghatana, Pune in association with The Sivakasi Chamber of Trade Promotion held at Sivakasi Paper Merchants Association, Sivakasi on 28th July 2014
- Attended one-day workshop on the topic, “YUVAPRENEURS” held at V.V.V.College for Women
- Participated Two-week AICTE sponsored Faculty Development Programme on “Business Research and Data Analysis for Social Science” held at Sri Ramakrishna College of Arts and Science, from November 20 to December 02, 2017
- Participated Two-week Faculty Development Programme on “Entrepreneurship” organized by Centre for Entrepreneurship Development (Tamil Nadu) during Dec. 10-22, 2018 at CED Training Campus, Madurai

- Participated one-day FDP on “ Investor Education – Strategies for Sound Financial Planning and Investments” by Department of Business Administration, KARE and Securities Exchange Board of India on 31st August 2018.
- Participated one day FDP on “Business Simulation” in association with CESIM Business Simulations organized by Kalasalingam Academy of Research and Education on 17th May, 2025
- Attended one NPTEL Courses (Per semester) as FDP

Guest Lectures Delivered

- Delivered a guest lecture on “Self-Esdeem” on 17th June 2010 at Sivakasi Institute of Printing Technology
- A guest Lecture on “Personality Development” on 14th Feb.,2015 at Sri Kaliswari College, Sivakasi for the NSS students
- Gave Introductory speech about Camp Objectives in NSS Camps organized by Sri Kaliswari College, Sivakasi for the last two years

NPTEL Courses(FDP Courses) Completed:

Name of the Course	Consolidated Score (%)	Duration, Month & Year of Passing	Name of the Institution	NPTEL- AICTE FDP
Knowledge Management	45	8 Weeks-Sep., 2018	IIT Madras	Yes
Outcome based Pedagogic Principles for Effective teaching	47	8 Weeks-Oct., 2018	IIT Madras	Yes
Design Thinking-A Premier	60	8 Weeks Course2023	IIT Madras	Yes
Yoga for Stress Management-2023	60	12 Weeks course January- April 2024	AICTE	Yes
Data Analysis and Decision Making – I -2024	60	12 Weeks course January- April 2024	Indian Institute of Technology, Kanpur	Yes
Retail Marketing Strategy (2024)	Elite-79	12 Weeks course – Nov. 2024	Indian Institute of Technology, Roorkee	Yes

LEADERSHIP FOR INDIA INC- Practical Concepts and Constructs (2025)	Elite-81	12 Weeks course January- April 2025	Indian Institute of Technology, Kharagpur	Yes
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List Of Publication (Journals):

- “A Study of Consumers’ Attitude Towards the usage of diaries with Special reference to Sivakasi”, Trends in Kalis Research, Volume 4, No.1, ISSN 0974-701X, June 2010. PP. 21-26
- “Essentials of Middlemen in Diary Industries”, Business Plus, Vol. II, No. 3, July 2012, pp. 21-24
- “Production Trend of Diaries – A study of Diary Printing Units in Sivakasi”, International Journal of Management Studies, Vol. V, No. 2, August 2018, Impact Factor(IFI): 2.26, pp. 93-100.
- “A study on Performance Evaluation of Selected Debt based Mutual Funds in India” Journal of Indian History and Culture, Vol. XXIV, 2021, pp 159-160

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