

Dr. S. PAVITHRA



PERSONAL PROFILE

Full Name: Dr. S. PAVITHRA

Designation: Assistant Professor

Department: PG and Research
Department of Commerce, NGM,
College, Pollachi- 642001.

University: Bharathiar University

Email: pavimalar013@gmail.com

Mobile No: 7904761577

Date of Birth: 01-03-1999

Fathers Name: Subramani. S

Mothers Name: Malarkodi. S

Nationality: Indian

Language: Tamil, English.

Research Interest

Marketing Management, Human Resource, Finance, Research
Methodology

Educational Qualifications

Qualification	Board/ University	Year Of Completion	Percentage
Ph. D (Full Time)	Bharathiyar University	2026 April	Viva Voce Completed
M. Com	Bharathiyar University	2019-2021	73
B. Com	Bharathiyar University	2016 - 2019	75.33
HSC	State Board	2015- 2016	94.67
SSLC	State Board	2013 - 2014	93.4

Ph.D. Research Topic

Title: Unveiling The Tourism Potential of Valparai in The Western
Ghats

Supervisor: Dr. S. Shanmugapriya

Research Dimension: Tourism Marketing, Sustainable Tourism,
SDG.

Work Experience

Position	Institution	Department	Duration
Assistant Professor	Sri GVG Visalakshi College for Women	E-Commerce	8 Months (September 2021 – April 2022)
Assistant Professor	Nallamuthu Gounder Mahalingam College	PG and Research Department of Commerce	Dec 11 th 2026- Till date

TECHNICAL SKILLS

Office Automation: Proficient in Microsoft Office Suite (Word, Excel, PowerPoint).

Accounting Software: Tally ERP 9

TYPING SKILLS:

English Typewriting – Senior & Junior Grades

Tamil Typewriting – Senior & Junior Grades

IBM CE – Software Foundation Course (Basic)

IBM CE – Fundamental Course in Business Intelligence Using IBM Cognos

IBM CE – Enterprise Mobile Application Development and Deployment Using IBM Worklight (Completed under IBM Career Education Program)

CO-CURRICULAR ACTIVITY

- Active member of the Youth Red Cross (YRC) Club; participated in the Helmet Awareness Campaign to promote road safety.
- Attended a ten-days CATC-CUM-TSC (Girls)/RDC Training Camp held at Kumaraguru College of Technology, Coimbatore from 21st July to 30th July 2012, focusing on discipline, leadership, and physical fitness under NCC training modules.

COURSE COMPLETED

- **Service Marketing: A Practical Approach** – Completed a 4-week course titled “Service Marketing: A Practical Approach” NPTEL Online Certification Course Funded by the Ministry of HRD, Government of India. Completed in 2021.

LIST OF PUBLICATIONS JOURNALS

- The research paper titled *"Does Awareness Shape Tourism Experiences: A Study on Sustainable Tourism Practices in Valparai,"* published in the *International Journal of Applied and Scientific Research (IJASR)*, Vol. 3, No. 6, 2025 (pp. 355–366).
- The paper titled “An Empirical Assessment of Tourist Preferences and Sustainable Tourism Practices in Valparai, Western Ghats” published in the ‘The Academic’ - International Journal of Multidisciplinary Research, Volume 3, Issue 5, May 2025, ISSN: 2583-973X.
- The paper titled “AI-driven customer experience and Its impact on satisfaction and Loyalty in e-commerce” Published in the “Journal of advance and future research”, Vol 4, Issue 5, ISSN: 2984-889X

LIST OF BOOK CHAPTER

1. A book chapter titled “Unlocking the Future of Business: Transparency, Automation, and Innovation through Blockchain” in the book “Blockchain in Business: Transformative Trends in Commerce”, ISBN: 978-81-986573-5-0, published in 2025 by SJ Publication.
2. A book chapter titled “Transformative Trends in Commerce: Blockchain-Enabled Business Models and Value Creation” in the book “Blockchain in Business: Transformative Trends in Commerce”, ISBN: 978-81-986573-5-0, published in 2025 by SJ Publication.
3. A book chapter titled “Green Shift Strategies for Business Success: The Role of Corporate Social Responsibility and Sustainability” in the book “Green Shift Strategies for Business Success”, ISBN: 978-93-92150-31-9, published by Mind Reading Publication.

LIST OF CONFERENCE PAPER

1. Published a paper titled " Human-AI Collaboration in Supply chain Management” in ICSSR sponsored one day national level seminar on " *Artificial intelligence in logistics and supply chain management ethical implications in automation, transparency & sustainability*" in Nallamuthu Gounder Mahalingam College, Pollachi on 7th March 2025. ISBN: 978-93-94004-44-3.
2. Published a paper titled "Digital Tourism: Leveraging social media analytics to enhance customer experience and drive sustainable tourism development” in one day national level seminar on " *Accelerating Sustainability through Digital Transformation in Commerce and Analytics (ASTDTCA - 2025)*" in Sree Saraswathi Thyagaraja College, Pollachi held on February 2025. ISBN: 978-93-6163-771- 1.
3. Published a paper titled "Empowering women through pilgrim tourism in Coimbatore district: study on socio-economic profile and awareness” in ICSSR sponsored one day national level seminar on " *Nurturing Narishakti: Women as Leaders in Viksitbharat@2047*" in Sri Ramakrishna College of Arts & Science, Coimbatore held February 3rd on 2025. ISBN: 78-93-341-3826-9.
4. Published a paper titled " Digital Initiatives for Empowering Rural Women towards a Sustainable Future” in ICSSR sponsored one day national level seminar on " *Vision Vikshit Bharat 2047: Contribution and Intiatives of Digital India for Empowering Rural Wome*" in Nallamuthu Gounder Mahalingam College, Pollachi on January 31st 2025. ISBN: 978-93-94004-84-1.
5. Published a paper titled " Evolution of Education System in India and the Need for Education 4.0” in ICSSR sponsored one day national level seminar on " *Enhancing*

India's Workforce for the AI-Powered Future" in Nallamuthu Gounder Mahalingam College, Pollachi on January 24th 2025. ISBN: 978-93- 94004-64-1.

6. Published a paper titled "Impact of Digital Transformation Education" in ICSSR Sponsored National Seminar on "*Empowering India through Digital Transformation – A Sustainable Approach*" in Nallamuthu Gounder Mahalingam College, Pollachi on 19th July 2024, ISBN: 978-93-340-6921-1, Vol. 1.
7. Published a paper titled "Role of Digital Technologies in Promoting Social Development through Education Access" in ICSSR Sponsored National Seminar on "*Empowering India through Digital Transformation – A Sustainable Approach*" in Nallamuthu Gounder Mahalingam College, Pollachi on 19th July 2024, ISBN: 978-93-340-6921-1 | Vol. 1.
8. Published a paper titled "Precision Agriculture and Rural Innovation: AI in Crop monitoring and management" in ICSSR Sponsored International Seminar on "*Building a Cognitive Enterprise Through AI – Powered transformation: A Digital Paradigm for Societal and Tribal Success in Rural Areas*" Sri Ramakrishna College of arts and science, Coimbatore on July, 2024, ISBN No.:978-81- 968562-4-3.
9. Published a paper titled "Artificial intelligence and e-commerce" in ICSSR sponsored one day national conference on "*India 2.0: Vision for India 2047 - Digital Ecosystem & Harnessing Artificial Intelligence*)" in Nallamuthu Gounder Mahalingam College, Pollachi on 24th JAN 2024, Volume 2, ISBN-978-93-94004-60-3.
10. Published a paper titled "Artificial intelligence and machine learning in the context of e-commerce" in ICSSR sponsored two-day national conference on "*Deep Learning & Computer Interaction or Sustainability (DLCIS'24)*" in Nallamuthu Gounder Mahalingam College, Pollachi on 10 & 11-01- 2024, ISBN NO: 978-93-94004-73-3.
11. Published a paper titled "Tools for 21'st century learning" in ICSSR sponsored two days national level seminar on "*Impact of digital learning in education sector a pandemic prospective*" in Nallamuthu Gounder Mahalingam College, Pollachi.
12. Published a paper titled "Holistic and Multidisciplinary Education" in ICSSR sponsored one day national level seminar on "*National Education policy 2020 challenges and opportunities for higher education institution*" Nallamuthu Gounder Mahalingam College, Pollachi.
13. Published a paper titled "Make in India: Promoting Manufacturing and growth" in ICSSR sponsored one day national level seminar on "*Vision for Vishwa guru India Initiatives for global leadership by 2047*" in Nallamuthu Gounder Mahalingam College, Pollachi, Volume II, 2023, ISBN: 978-93-94004- 24-5.

14. Published a paper titled "Women Entrepreneurship issues and challenges "in ICSSR sponsored one day national level seminar on." *Rural Women entrepreneurs though skill development* " in Nallamuthu Gounder Mahalingam College, Pollachi on 2nd August 2023, ISBN: 978-93-5980-468-2 | Vol -1 |.
15. Published a paper titled "Women Empowerment entrepreneurship and capacity development" in ICSSR sponsored one day national level seminar on "*Inclusive growth and women empowerment through rural entrepreneurship*" in Nallamuthu Gounder Mahalingam College, Pollachi on 5th April 2023. ISBN: 978-93-94004-22-1.
16. Participated and presented a paper titled "Innovative ICT Pedagogies" in ICSSR sponsored one day national level seminar on "*Perspective of ICT Tools in Education*" in Nallamuthu Gounder Mahalingam College, Pollachi 2023. ISBN: 978-93-94004-27-6.
17. Participated and presented a paper titled "Artificial Intelligence and Employment Social and ethical Perspectives" in ICSSR sponsored one day international level conference on "Artificial Intelligence and its Socio-Economic Implications on employment in emerging economics." on 8th September 2025, organized by Sri Ramakrishna College of Arts and Science, Coimbatore
18. Participated and presented a paper titled "Building a Resilient India@2047: The Interplay of Innovation, Governance, and Human Capital" in the conference titled "Empowering the Marginalized: Digital Finance as a Tool for Social Inclusion" (ISBN: 978-93-5602-712-1).
19. Participated and presented a paper titled "Privacy and Data Security in Artificial Intelligence" at the ICSSR-sponsored Conference on "Harnessing Artificial Intelligence, Innovation and Technology: A Pathway to Economic Transformation and Sustainable Development in India," Volume 1 (ISBN: 978-93-94004-62-7), held in February 2026.
20. Participated and presented a paper titled "AI-Driven GST Compliance: The Role of E-Invoicing and Data Analytics in Strengthening Digital Tax Governance in India" at the ICSSR-SRC-sponsored Onsite One-Day National Seminar on "Leveraging Digital Governance for Inclusive Economic Growth: GST Reforms and Fiscal Federalism in Tamil Nadu," Volume 2 (ISBN: 978-93-94004-72-6), held on 13.03.2026.
21. Participated and presented a paper titled "Digital Diplomacy in the Era of AI and Cybersecurity: Transforming International Business in the New Global Order" at the ICSSR-sponsored Conference on "Artificial Intelligence and Digital Dominance: Shaping the Future World Order," (ISBN: 978-93-5987-439-5), held in July 2026.

LIST OF CONFERENCES, SEMINARS, WEBINARS, WORKSHOPS AND FACULTY DEVELOPMENT PROGRAMMES ATTENDED

- Participated in “Three Days Online Workshop on Research Methodology and Data Analysis - A Smart Learning” organized by Star International Foundation for Research and Education From 05.02.2026 to 07.02.2026.
- Participation in the International Webinar on “The AI Advantage in Academic Research” held on 21st Nov 2025, organized by Skill Activate.
- Participated in the one day faculty development programme on “AI in Financial Fraud Detection Organized by department of MBA, Viswam Engineering College, Madanapalle on 7th November 2025.
- Participated in the National Webinar on “Multidisciplinary Approach in Research” organised by MQI College of Management – MCM, Karnataka on 28th October 2025.
- Participated Days Online FDP on “The Tantrayukti of Innovation (IKS): A Strategic Framework for Industry 5.0 & the SDGs” organised by the Department of Business Administration, St. Joseph’s College (Autonomous), Tiruchirappalli from 1st October 2025 to 3rd October 2025.
- Participating in the National Level Online Workshop on “Field Project: Planning and Execution organised by Shri Narendra Tidke College of Arts and Commerce, Nagpur, on 28th August 2025.
- Participated international webinar on “Advanced AI Applications for Scholarly Research” held on 23rd Aug 2025, organized by Skill Activate.
- Participated in the Online Symposium on “Beyond Accreditation: The Role of IQAC in Sustaining Quality Enhancement Practices” on 21 August 2025 organized by Internal Quality Assurance Cell of Nutan Adarsh Arts, Commerce & Smt. M. H. Wegad Science College, Umred (Dist. Nagpur), Maharashtra
- Participated in one week faculty development programme on “Data Analysis Using Jamovi” Organized by Department of social work, NGM College from 28.07.2025 to 01.08.2025.
- Participated in five days online faculty development programme on “*Empowering Educators – Addressing Contemporary issues in Education*” organized by the Nagarjuna Degree College, Karnataka from 9th to 13 June, 2025.
- Participated in 1 Day International Faculty Development Program on "Building Resilience- Strategic approach to work-life balance" organized under the aegis of RC IQAC In association with RC Counselling Cell On 10th June 2025.
- Participated two days national conference on “Resilience and Reinvention Strategies in

Business and Finance System: A Multidisciplinary Approach” held on October 24 & 25, 2024, Organized by Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore.

- Participated National Level Webinar on “Essential Research Skills and Software Applications for Researcher” on 31st August 2024.
- Participated one day National level seminar on “Unsung Freedom Fighters of Kongu Region” organized by Nallamuthu Gounder Mahalingam College, Pollachi held on 15th December 2023.
- Participated five days International Online Faculty Development Programme on ‘Embracing Sustainability as Opportunity’ from 03-06-2024 to 07-06-2024 jointly organized by the Department of Pedagogical Sciences, Tamil Nadu Teachers Education University & Academic Staff College & Faculty of Education, Dr. M.G.R. Educational and Research Institute, Chennai.
- Participated one day ICSSR sponsored national level seminar on "Women Empowerment through financial inclusion" on 3rd February 2023, organized by Nallamuthu Gounder Mahalingam College, Pollachi.
- Participated five days Faculty Development Program Session on “*INDUSTRY 4.0: Technologies, Outcomes & Future of Manufacturing*” organized Sri G.V.G Visalakshi College for Women (Autonomous), Udumalpet held on 14.03.2022 to 18.03.2022.
- Participated one day National Level Faculty Development Programme on “*Emerging Innovative Trends in Quality Research Paper Writing and Publishing in Right Journals*” organized by Research and Consultancy Cell, Sri G.V.G Visalakshi College for Women (Autonomous), Udumalpet held on 25.1.2022.
- Participated in the National Level Webinar on Investor Awareness Program conducted by Sri G.V.G. Visalakshi College for Women in association with Ambition Learning Solutions held on 05th October, 2021.
- Participated in National level seminar on “Fintech in Digital Commerce” organized by Sri G.V.G Visalakshi College for Women (Autonomous), Udumalpet held on 26th February 2019.
- Participated one day International Seminar on “Winning the Business War-A Passport to Success” held on 14th December 2018.
- Participation on one day work shop conducted by the south Indian bank for the “financial literacy programme.

EVENT ORGANIZED

- Served as one of the organizing members for Inter-Department Meet held on March 21, 2025 at Nallamuthu Gounder Mahalingam College, Pollachi.

DECLARATION:

I hereby declare that the particulars given are true to the best of my knowledge.

(Dr. S. Pavithra)