

**Name** : R.SWETHA  
**Designation** : Assistant Professor  
**Department** : B.Com-Finance  
**Qualification** : M.Com IB.,(Ph.D.)  
**Experience** : Teaching: 2Years  
**Area of Specialization(s)**: International Business, Logistics  
**Email (Official ID)**: swetha.r@drngpasc.ac.in



### Academic Qualifications

Degree	Branch	Institution/University Name	Year of Graduation
Ph. D.	Commerce	Rathnavel Subramaniam College of Arts & Science, Sulur, Coimbatore.	Pursuing
M.Com.IB	Commerce with International	S.N.R.Sons College, Coimbatore	2018
B.Com.CA	Commerce with Computer Applications	S.N.R.Sons College, Coimbatore	2016

### Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution/ University/ Agency Name	Year
Online Certification	Global Marketing Management	NPTEL	2019
Diploma	Client/Server Technology	S.N.R.Sons College, Coimbatore	2016

### Research Publications (Indexed)

#### *International:*

- Swetha.R, K.S.Dharani, **A Study on Customer's Opinion towards Celebrity Brand Endorsement with Special Reference to Coimbatore District**, in International Journal of Multidisciplinary Research and Modern Education (IJMRME), Volume 4, Issue 1, 2018. [ISSN: 2454-6119, Impact Factor: 7.315]

### Presentations in Conference

1. “D Basics- Introduction to Digital Marketing”, National Conference, Pioneer College of Arts & Science, Coimbatore, 17-Dec-2019.
2. Emerging Trends and Challenges in Human Resource Management, National Conference, Angappa College of Arts & Science, Coimbatore, 27-Sep-2019.
3. Supply Chain Management, National Conference, Hindustan college of Arts & Science, Coimbatore, 29-Aug-2018.
4. Logistics, National Conference SNR SONS College, Coimbatore, 21-Feb-2017.
5. Demonetization – Impact on Tax, National Conference, STC College, Pollachi, 15-Feb- 2017.
6. Mobile Internet Banking, National Conference, Sri Krishna College of Arts & Science, Coimbatore, 05-Jan-2017-06-Jan-2017.
7. Greening Rural Development in India, National Conference, NGP College, Coimbatore, 18-Feb-2016.

### Participation in Conference

1. Better Shipping for Better Future, International Conference, PSG College of Arts & Science, Coimbatore, 27-Sep-2018.

### Participation in Workshop

1. One day Workshop on Investment portfolio towards FOREX market with reference to International Currency Pairs, SNR SONS College, Coimbatore, 15-Feb-2018.
2. One day Workshop on GST- EXIM Perspective 2018, N.G.M. College, Pollachi, 22-Jan-2018.

### Participation in Faculty Development Programme

1. International Faculty Development Program on **Experimental Teaching – Corporate Cognizance**, Sri Ramakrishna College of Arts & Science, Coimbatore, 09-Aug-2021 to 13-Aug-2021.
2. International Faculty Development Program on **Hands-on Moodle**, SJR College for Women, 07-Jun-2021 to 09-Jun-2021.
3. Faculty Development Program on **Shipping & Logistics – A Refurbished Edge**, Government Arts College, Coimbatore, 20-May-2020 to 22-May-2020.
4. Faculty Development Program on **Finance and Accounting**, Infosys BPM Ltd. Mysore, 09-Dec-2019 to 11-Dec-2019.

**Awards/Honors**

<b>Awards/Honors</b>	<b>Agency /Institute</b>	<b>Year of Award</b>
Faculty Excellence Award	RVS Educational Trust	2018 – 2019