

**Name** :Dr. R.Latha  
**Designation** :Assistant Professor  
**Department** :Hospital Administration(M.H.A.)  
**Qualification** :M.B.A., M.Phil., M.Sc., PGDCA., Ph.D.  
**Experience** :Teaching: 9 Years 10 months  
**Area of Specialization(s)** :Human Resource Management and Marketing  
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### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Management	SVIITM, Coimbatore.	2017
PGDCA	Computer Applications	Bharathiar University, Coimbatore.	2020
M.Sc.	Counselling and Psychotherapy	Tamil Nadu Open University, Coimbatore.	2013
M.Phil.	HRM	PRIST University, Tanjavore.	2006
M.B.A.	HRM	Mepco Schlenk, Sivakasi.	2005
B.Com.	Health care & Hospital Management	Jayaraj Annapackiam College, Theni.	2003

### Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
PGDCA	Computer Applications	Bharathiar University, Coimbatore.	2017
Online Certificate	Art of Writing Research	NPTEL	2018
Online Certification	How to effectively manage your references	Elseveir	2020
Online Certificate	Business Analytics & Data Mining Using R Part II	NPTEL	2021

**Grants Received**

Event Title	Agency	Amount	Date
Nil	Nil	Nil	Nil

**Projects****Completed**

Project Title	Agency	Amount	Duration
-	-	-	-

**On-going**

Project Title	Agency	Amount	Duration
-	-	-	-

**Research Guidance**

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	-	-
M. Phil.	2	-

**Research Publications (Indexed)****International**

Nil

**National**

Nil

**Other Publications: International / National Journals**

- ✓ Latha Rajaranganathan & S. R. Pujar, Reduction of Employee Attrition in the Work Environment Transtellar – International Journal of Human Resource Management and Research, Vol 4, Issue 1, February 2015, ISSN(P): 2249-6874; ISSN(E): 2249-7986

- ✓ Latha Rajaranganathan , S. R. Pujar & Dr. K.Sangeetha, A Study on Experience of Textiles and Apparel Industry, International Journal of Research in Management, issue 5, Vol. 6, Oct-Nov 2015, ISSN 2249-5908
- ✓ Latha Rajaranganathan , S. R. Pujar& Dr. K.Sangeetha, A Study on Technological Upgradation of Apparel Manufacturers with Specific Reference to Coimbatore and Tirupur City in Various Countries, International Journal of Management Research and Review, Volume 5, Issue 9, Sep 2015, ISSN: 2249-7196.
- ✓ Latha Rajaranganathan, S. R. Pujar, A Study on Agricultural Finance in Developing Countries, Hindusthan College of Arts and Science, Coimbatore.
- ✓ Latha Rajaranganathan, S. R. Pujar, Top Management Commitment towards Technological Upgradation in Apparel Manufacturing firms in Tirupur and Coimbatore, KG College of Arts and Science.
- ✓ Dr.R.Latha, Managing cross-cultural diversity: issues and challenges in global organizations, International Journal of Basic and Applied Research, Vol. 9, Issue 6, E-ISSN 22780505, Impact factor:5.86, UGC Approved (SI No.64041), June 2018.
- ✓ Dr.R.Latha, Leader’s Interpersonal Skills and its Effectiveness at Different Levels of Management, IJTSRD, ISSN: 2456-6470, Volume-3, Issue-1, December 2018.
- ✓ Dr.R.Latha”Contemporary HR Practices” in Kongunadu Journal of Management, ISBN: 2321-9823, Volume-3, Issue-1, September 2013.
- ✓ Dr.R.Latha “Organizational change Management” in Karpagam Journal of Management. ISBN: 2638-7532, Volume-3, Issue-1, December 2014.
- ✓ Dr.R.Latha “Corporate Social Responsibility-Impact of Economic Process and International Business” in Krishna College of Arts and Science ISBN: 3542-4521, Volume-3, Issue-1, March 2015.
- ✓ Dr.R.Latha “Employee Workforce Development In private Security Industry in India” in KG College of Arts and Science, ISBN: 2254-5624, Volume-3, Issue-1, July 2016.
- ✓ Dr.R.Latha, Emerging Trends in Rural Marketing in Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore, ISBN: 2456-6470, Volume-3, Issue-1, August 2017.
- ✓ Dr.R.Latha , CSR - Impact of Globalization and International Business in Rathinam College of Arts and Science, Coimbatore, ISBN: 2462-6345, Volume-3, Issue-1, December 2014.

- ✓ Dr.R.Latha, Status of Microfinance in India in Kaamadhenu Arts and Science College, Erode, ISBN: 2536-6235, Volume-3, Issue-1, December 2015.
- ✓ Dr.R.Latha, A Study on The Impact of Globalization in Developing Countries: Focus on Africa from Liberal Perspective in KG College of Arts and Science Volume-2, Issue-1, December 2016.
- ✓ Dr.R.Latha, Self-Help Group and socio-economic Empowerment of Women in Rural India, PSGR Krishnammal College, Volume-2, Issue-1, December 2017

### Book Publications

- 1) **Strategic Management**, Dr.R.Latha., D.M.Lavanya., R.Janani., Narain Publications, ISBN: 978-81-932808-8-7, 2017.
- 2) **Services Marketing**, Dr.R.Latha., INAM Publishers, ISBN: 9780359385744, 2018.
- 3) **Business Finance: The Changing Scenario**, Dr.R.Latha., Amazon Publishers, ISBN: 979-8-715-69954-1

### Consultancy

Nature of Consultancy	Client	Amount	Completion Status
-	-	-	-

### Presentations in Conference

- 1) **E-Tailing the Successful Mantra of Modern Retailers** in Sankara College of Science and Commerce, Coimbatore.
- 2) **Policyholders' Perception Towards Service Quality of Life Insurance Company**, PKR College of Arts and Science, Erode.
- 3) **Emotional Intelligence of Faculty Members in this Pandemic Era**, GLRC 2021, AMITY Business School, Kerala.

### Participation in Conference

#### International

Nil

## National

Nil

### Participation in Seminars

- 1) **Transforming HR Through Technology**, in SVPITM.
- 2) **Research Methods**, in SVPITM.
- 3) **Managing Trade Union Textile Industry Perspective** in SVPITM.
- 4) **Research in Management** in Fire Bird Institute

### Participation in Workshop

- 1) **Case Writing Analysis** in Jain University Bangalore
- 2) **Adaptive Success Strategies** for NAAC organized by SNMV
- 3) **GST & its Implications on Business & Trade** organized by Michael Job College of Arts and Science for Women
- 4) **Guide to Reference Managers: How to effectively manage your Reference**, Elsevier, 19/06/2020
- 5) **Application of Research Methods and Statistical Tools** in Management Studies and Social Sciences organized by School of Management Studies, Sathyabama Institute of Science and Technology,
- 6) **Getting Aligned to the Publishing Process**, Resesarch Academy, Mendeley Training Course, Dr. Kyle Lee Khai Loon, 3 -Dec-2019

### Participation in Orientation Programme / Short Term Courses

- 1) **Professional Development Program** Conducted by NIPER Hyderabad from 02/08/2021 to 26/08/2021.
- 2) **Guide to Reference Managers: How to effectively manage your References** Conducted by Researcher Academy – Elsevier, June 2020.

### Participation in Faculty Development Programme

- 1) **E-Business in Textile-Apparel-Fashion-Retail Industry-A Future Trend**, Sardar Vallabhbhai Patel International School of Textiles and Management on 28/09/2016
- 2) **Behavioural finance**, GRD Institute of Management 25/11/2017 and 26/11/2017
- 3) **Research Methods**, in Fire Bird Institution from 06/12/2017 to 10/12/2018
- 4) **Outcome Based Education**, in Karpagam Academy of Higher Education Coimbatore from 26/07/2021 to 01/08/2021
- 5) **Professional Development Program**, NIPER, Hyderabad, from 028/08/2021 to 26/08/2021
- 6) **Current Trends in Commerce Education**, Bharathidasan University, 05/12/2020
- 7) **Skill Focus in Higher Education**, ASFASM, 22/06/2020
- 8) **Importance of Online Education & ICT Tools**, ASFASM, 18/05/2020
- 9) **Faculty 5.0**, ASFASM, 19/05/2020
- 10) **Internationalization of Education**, ASFASM, 21/05/2020
- 11) **Traits of a Good Teacher**, ASFASM, 23/05/2020
- 12) **Macro Economic Policy Response by India in times of Covid-19**, Government Arts & Science, Commerce, Gujarat, 26/05/2020
- 13) **MS Powerpoint for Business Application**, JCI, Coimbatore 08/07/2020
- 14) **The Art of Debriefing in Simulation Based Learning**, Hindusthan College of Arts and Science, Coimbatore, 22/05/2020

#### **Conference / Seminar / Workshop Organized**

Nil

#### **Invited Speaker / Session Chair- Conference / Seminar / Workshop**

**Banking Conclave – Indian Banking Scenario : The Road Ahead in Nation Building** in ST. Xavier's College Jaipur, Nevita Mahapura Road on 18/10/2021 at 10.30 am to 12.30 pm.

#### **Member in BoS**

Nil

#### **Editorial / Review Board Member**

Nil

#### **Membership in Professional Bodies**

<b>Name of the Professional Body</b>	<b>Nature of membership</b>	<b>Duration</b>
Coimbatore Productivity Council	Industry oriented Training Programmes	Life time
National Institute for Technical Training & Skill Development	Technical training and skill development	Life time

#### **Awards / Honors**

<b>Awards / Honors</b>	<b>Agency / Institute</b>	<b>Year of Award</b>
-	-	-

#### **Recognition National / International**

<b>Nature of Recognition</b>	<b>Organization / Institution</b>	<b>Year</b>
-	-	-