

Name : Dr. R. Rukmathan
Designation : Assistant Professor
Department : Management
Qualification : MBA., Ph. D.
Experience : Teaching: 8.5Years Industry: 2 Years
Area of Specialization(s) : Marketing and HR
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Academic Qualifications

| Degree | Branch | Institution / University Name | Year of Graduation |
|--------|-----------------|--------------------------------------|--------------------|
| Ph. D. | Management | <i>P.K.R.</i> Arts College for Women | 2020 |
| MBA | Management | Dr.N.G.P. Institute of Technology. | 2010 |
| BBM | Management (CA) | Kongu Arts & Science college | 2008 |

RESEARCH EXPERIENCE:

- Topic of Ph.D Thesis “**A Study on Impact of Emotional Intelligence on The Performance of Nursing Personnel in Multi Specialty Hospitals with Special Reference to Coimbatore City**”
- Finding and suggestions made on the topic “**Customer Satisfaction of Life Insurance Product of Birla Money Mart Limited**” – Coimbatore.
- Finding and suggestions given on the topic “**A Study on Social Entrepreneur who Undertook E-GOVERNANCE project initiated by government of Tamilnadu**”.
- Finding and suggestions recommended on “**A study on CSR for Sakthi Sugars Ltd towards its employee**”.

PUBLICATION:

- Research Paper published in International Journal of Current Research (ISSN 0975-833X), Volume 06, Issue 07, pp. 7534 – 7536, July 2014.”
- **Paper Title: “A study on Organizational Effectiveness with special reference to a Multispecialty Hospital”**

- Research Paper published in International Journal of Research and Analytical Reviews (IJRAR) © 2018 December 2018, Volume 5, Issue 4 www.ijrar.org (E-ISSN 2348-1269, P-ISSN 2349-5138)
- **Paper Title: A Study of Emotional Intelligence on the Performance of Nursing Excellence.**
- Research Paper published in MERC Global's International Journal of Management ISSN 2321-7278 (Print) and ISSN 2321-7286 (Online) Index Copernicus Value: 70.64, ICDS: 3.30 Volume 7, Issue 4, October 2019, pp. 301-306.
- **Paper Title: A Study on Impact of Emotional Intelligence with Job Performance of Nurses in Coimbatore**

PAPER PRESENTED IN CONFERENCE/ SEMINAR:

- Paper presented in National Conference on “Corporate Social Responsibility a step towards Brand Building.” Organized by Department of Management, PKR Arts College for Women held on 15th September, 2017.
- Paper presented in International Conference on “Food Processing-Service, Concept, Values-Indian Scenario.” Organized by Department of Management, PKR Arts College for Women held on 19th August, 2016.
- Paper presented in ICSSR sponsored National Seminar on “Sampling Techniques and Data Analysis in Social Science Research.” Organized by PKR Arts College for Women held on 20th & 21st February, 2015.
- Paper presented in International Conference on “Global HRM Strategies for Sustainable Development.” Organized by Department of Management, PKR Arts College for Women held on 15th September, 2015.
- Paper presented in National Conference on “Corporate Social Responsibility the Triple Bottom Line” Organized by Kaamadhenu Arts and Science College held on 14th February, 2014.

CONFERENCE ATTENDED:

- Attended National Conference on “Research Avenues in Social Science.” Organized by Department of Management, PKR Arts College for Women held on 27th August, 2018.
- Research Paper Published in IOSR Journals/ International Conference on “Service Marketing-Taking the show Abroad.” Organized by Department of Management, PKR Arts College for Women held on 19th August, 2016.

- Attended National Conference on “Emerging Education Models for 21st century learner (NCEEM - 2015).” Organized by Department of Management Studies Dr. N.G.P. Arts and Science College held on 01st August, 2015.
- Attended International Conference on “Endocrinology & Metabolic Diseases.” Organized by Kovai Center Medical and Hospital, Coimbatore on 25th & 26th January 2014.

SEMINAR ATTENDED:

- Attended NAAC sponsored National Seminar on “IAQC – The Pathfinder in the post – Accreditation period” Organized by PKR Arts College for Women held on 10th October, 2014.
- Participated in Dr. Purani Endowment Seminar on “Ethical and Legal Issues in Healthcare Documentation” held on 25th February 2014 organized by the Department of Hospital Administration, Dr. N.G.P. Arts and Science College, Coimbatore.
- Participated in National Symposium on “ Perception of Microbes in Human Health and Environment PSPM-2013” held on 22nd August 2013 organized by Dr. N.G.P. Arts and Science College, Coimbatore.

FDP/MDP ATTENDED:

- Attended Management Development Program on “Triangle of Leadership, Change and Strategy” held on 21st July, 2017 organized by GRD Institute of Management, Dr. GR Damodaran College of Science, Coimbatore.
- Attended Faculty Development Program on “Insurance for Business Process Services” designed and conducted by Tata Consultancy Services at Dr. N.G.P. Arts and Science College, Coimbatore, between 7th June to 9th June 2017.
- Attended Faculty Development Program from IBS – ICFAI Business School held on 20th August 2016, Coimbatore.

CERTIFICATION:

- Certified in NPTEL Online Certification in Consumer Behavior with a consolidated score of 49% from Indian Institute of Technology Kharagpur.

EVENTS PARTICIPATED:

- Participated in World Hepatitis Day “HEP 2013 – Attempt to Guinness Records Event” held on 28th July 2013 under the auspices of World Hepatitis Alliance.
- Participated in Corporate Quiz organized by Department of Management Studies Dr. N.G.P. Institute of Technology, Coimbatore from 11-05-2020 to 17-05-2020.

- Participated in E-Quiz competition in World Population Day conducted by PG & Research Department of Economics, Gobi Arts & Science College held on 11th July, 2020.