



SHRIMATI INDIRA GANDHI COLLEGE

(Affiliated to Bharathidasan University)

Nationally Accredited at 'A' Grade (4th Cycle) by NAAC | An ISO 9001 : 2015 Certified Institution
Tiruchirappalli - 620 002

Name : Dr.O.T.V.LATASRI

Designation : Assistant Professor

Department : PG & RESEARCH DEPARTMENT OF COMMERCE

Qualification : M.Com., M.Phil., Ph.D.,

Experience : Teaching: 34 Years Research: 15 years

Area of Specialization(s) : HUMAN RESOURCE MANAGEMENT

Email (Official ID) : latasri@sigc.edu

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Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Commerce	Urumu Dhanalakshmi College	2007
M.Phil.	Commerce	Urumu Dhanalakshmi College	1994
M.Com.	Commerce	Urumu Dhanalakshmi College	1990
B.Com.	Commerce	Urumu Dhanalakshmi College	1988

Research Publications (Indexed)

International:

1. **A Study on Consumer Preference on Hair Colouring in Tiruchirappalli District**, Elixir Marketing Management, (39), 2011, pp 4657 – 4659, ISSN- 2229 - 712X, **Impact Factor 5.09**.
2. **Customer Value of Shampoo**, Elixir Marketing Management, (43), 2012, pp 6577- 6579, ISSN- 2229-712X, **Impact Factor 5.09**.
3. **Customer Value of Hair Care Products with Special Reference to Shampoo in Tiruchirappalli District**, International Journal of Research in Commerce and Management, 3(4), 2012, pp 59-62, ISSN- 0976 – 2183.
4. **Customer Value of Shampoo**, Advances in Management, 5(5) 2012, pp32-36, ISSN- 0974-2611.
5. **A Study on Customer Satisfaction of Tupper Ware Products**, Elixir Marketing Management, (59), 2013, pp15773-15775, ISSN- 2229-712X, **ImpactFactor5.79**.
6. **A Study on Financial Performance Analysis of the Arya Vaidiya Sala - Kottakkal Kerala**, Elixir Marketing Management, (59), 2013, pp15776-15780, ISSN- 2229-712X, **Impact Factor 5.79**.
7. **A Study on Brand Loyalty of Hair Oil among college students**, Elixir Finance Management, (59), 2013, pp15767-15772, ISSN- 2229 - 712X, **Impact Factor 5.79**.
8. **A Study on Quality of Work Life among Employees of Kothari Sugars and Chemicals Ltd. in Kattur, Lalgudi Taluk, Tiruchirappalli District, Tamil Nadu**, International of Engineering and Social Science, 3(5), 2013, pp 25-46, ISSN- 2249-9482.
9. **A Study on Financial Performance Analysis of City Union Bank**, International Journal of Advanced Research in Management and Social Sciences, 2(7), 2013, pp 53-67, ISSN- 2278-6236, **Impact Factor 4.4**.
10. **A Study on Perceived Benefits and Perceived Sacrifices of Shampoo with Special Reference to College students in Tiruchirappalli District**, International Journal of Advanced Research in Management & Social Sciences, 2013.
11. **A study on Job satisfaction of Hospital employees in SRM Hospital at Irungalur, Trichy**, International Journal of Business Management & Social sciences Research, 2(9) 2013, pp 28-40, ISSN- 2319 – 5614.
12. **A Study on Brand Switching Among Cellular Network Service Users.**, International Journal of Marketing & Technology, 3(9), 2013, pp 160-175, ISSN- 2249-1058, **ImpactFactor4.077**.

13. **A Study on Perceived Benefits and Perceived Sacrifices of Shampoo with Special Reference to College students in Tiruchirappalli District**, International Journal of Advanced Research in Management & Social Sciences, 2(9), 2013, pp 1 – 2, ISSN- 2278-6236, **Impact Factor 4.4.**
14. **Factors Influencing on line buying behavior in Tiruchirappalli District**, Research Journal's -Journal of Marketing, 2 (4), 2014, PP 1-20, ISSN- 2348-0947, **Impact Factor 1.34.**
15. **A Study on customer Delight of banks in Tiruchirappalli District**, International Journal of Advanced Research in management and social sciences, (6), 2014, pp 105 – 125, ISSN- 2278- 6236, **Impact Factor 4.4.**
16. **A Study on Factor Influencing Employee Engagement of Banks in Tiruchirappalli District**, International Journal of Humanities and Social Sciences, 3(4) 2014, pp 55 – 66, ISSN- 2319-393X, **Impact Factor 3.0.**
17. **A Study on Customer Satisfaction and Problems of Induction Stove User**, 1 International Journal of Research Instinct, (1), 2014, pp 233-239, ISSN- 2348-2095.
18. **Brand Loyalty of Wrist Watch Among College Students**, International Journal of Research Instinct, 1(1), 2014, pp 186-198, ISSN- 2348-2095.
19. **Customer Perceived Value of Shampoo in Tiruchirappalli District**, International Journal of Research in Business Management, 2(5), 2014, pp113-120, ISSN- 2347-4572, **Impact Factor 1.3.**
20. **Improving Service Quality Through Digital Banking-Issues and Challenges**, International Journal of Recent Scientific Research, Vol 8, Issue, 6, pp.17349-17353, June 2017 ISSN-0976-3031.
21. **Savings Bank Account Holders Expectation on Banking Products – A study at Private Sector Banks in Trichy**, International Journal of Recent Scientific Research, Vol 8, Issue, 10, pp.20929-20934, October 2017 ISSN-0976-3031.
22. **A Conceptual Study on Customer Delight in Banks- International Journal of**
 - a. **Advanced Research (IJAR), Int.J.Adv.Res.5(11), 563-568.**
23. **A Study on Faculty Engagement Amongst Self-Financing Colleges at Tiruchirappalli Town- PEZZOTTAITE** Journal, Vol 6, No.2, April-June 2017.
24. **A Study on Measuring Faculty Engagements of College Teachers in Tiruchirappalli District-** International Journal of Business and General Management (IJBGM), Vol 6, Issue 5, Aug-Sep 2017, 33-38.
25. **A study on Employee Engagement in Appollo Hospital, Tiruchirappalli-** International Journal of Research in Business Management (IJRBM)-Vol 5, Issue 5, May 2017, 79 – 84.

26. **Consumer Adoption of Mobile Wallet in Tiruchirappalli Town-** Primal Foundation, ANAYA Business College, Singapore. Sure Pun Journal for Multi-disciplinary Research. ISSN No. 2394-2886, Impact Factor 6.1, Page No. 236 to 240, 2019-20.
27. **Investor's perception towards Mutual Fund Investments with special references to TIRUCHIRAPPALLI City-** Must Shad Journal- ISSN No. 2347-3150 Volume –IX Issue IV, April 2020.

Book Publications

1. Presented a paper entitled “**Future prospects of HR Manager**” in the **State level** seminar on HR Practices in India conducted by Srimad Andavan Arts & Science College, Trichy on 12/09/2014.
2. Presented a paper entitled “**Poverty eradication by empowering women through self-help group**” in the **National level seminar** on eradication of poverty through innovative employment schemes conducted by Urumu Dhanalakshmi College, Trichy on 28 & 29/09/2006.
3. Presented a paper entitled “**Motivation in an Organization**” in the **International Seminar** on Case Study Method of Teaching in Commerce / Management Education conducted by Bharathidasan University on 20 & 21/01/2007.
4. Presented a paper entitled “**Social Advertising**” in the Seminar on New trends in advertising conducted by Srimad Andavan Arts & Science College, Trichy on 27/02/2002.
5. Presented a paper entitled “**Marketing strategies in the new millennium of banking sector**” in the **State level Seminar** on “Marketing strategies in the new millennium-Challenges and Perspectives organized by Jamal Mohammed College, Trichy on 01& 02/09/2004.
6. Presented a paper entitled **Recent trends in HRM** in the **National level Seminar** on “Marketing strategies in the Recent trends in Management organized by Vivekanandha College of Engineering for Women, Tiruchengode on 29/09/2004.
7. Presented a paper entitled “**Self Help Group**” in the **State level seminar** on Prospects of Rural Entrepreneurship conducted by Urumu Dhanalakshmi College, Trichy on 18 & 19/09/2004.
8. Presented a paper entitled “**Mutual Funds**” in the **National Seminar** on New Issue Market in the post liberalization Era conducted by Bharathidasan University on 07 & 08/01/2005.
9. Presented a paper entitled “**Financial Sector Reforms**” in the **National Level Seminar** on Financial Sector Reforms conducted by St Josephs College, Trichy on 12 & 13/09/2004.

10. Presented a paper entitled “**A Study on Internet Users among college students** “in the **International Conference** on e-Resources in Higher Education organized by Bharathidasan University, Trichy on 19 & 20/02/2010.
11. Presented a paper entitled “**A Study on Internet Users among college students** “in the **International Conference** on Accessibility to Learning - organized by Bharathidasan University, Trichy on 20/02/2010.
12. Presented a paper entitled “**Improving student Motivation in Higher Education**” in the **National Seminar** on Quality system and their applicability to Higher Education Institutions conducted by Srimad Andavan Arts & Science College, Trichy on 29 & 30/03/2013.
13. Presented a paper entitled “**Mutual Funds**” in the **National Conference** on New Issue Market in the post liberalization Era conducted by Annamalai University on 12/10/2007.
14. Presented a paper entitled “**A Study on Status of Working Women in Tiruchirappalli Town**” in the **National Conference** on Empowerment of Women conducted by Holy Cross College, Trichy on 04 & 05/02/2010.
15. Presented a paper entitled “**Corporate Governance Challenges and Benefits**” in the **State Level Seminar** on Corporate Governance in India –Challenges & Prospects Jamal Mohammed College, Trichy on 19/03/2010.
16. Presented a paper entitled “**Corporate Social Responsibility in Indian Companies**” in **National Level Seminar** on Social Entrepreneurship and Corporate Social Responsibility organized by Bharathidasan University Trichy on 27 & 28/03/2010
17. Presented a paper entitled “**A Study on Customer Satisfaction of Banking Services in Srirangam** “in the **National Level Seminar** on Prospects of Rural Entrepreneurship conducted by Urumu Dhanalakshmi College, Trichy on 16 & 17/03/2012.
18. Presented a paper entitled “**A Study on Investment Pattern among Working Women in Srirangam** “in the **State Level Seminar** on Emerging Investment Opportunities in Stock and Commodity Markets conducted by Poomphur College on 11 /03/2011.
19. Presented a paper entitled “**A Study on Customer Satisfaction of Electronic Payment System** “in the **National Level Seminar** on Emerging Investment Opportunities in Stock and Commodity Markets conducted by Poomphur College on 12& 13 /09/2011.

20. Presented a paper entitled “Green Human Resources Management” in the UGC sponsored International Seminar on Green Management conducted by St. Joseph’s college (Autonomous), Trichy on 12 & 13th Feb 2015.
21. Published a Book Chapter enhancing Transparency and Traceability in the supply chain in the E-Book E ISBN 978-93-6163-676-9 entitled “Disruption Management for long term resilience” - 2024-2025.
22. Published a International Book Chapter assessing Faculty members effective communication skills about their attitudes and student Academic achievement ISBN 978-1-80433-919-0 entitled Advancing knowledge from multi-disciplinary perspective in Engineering Technology and Management – 2024-2025.
23. Utility Patent published in Block chain Technology in Commerce a Revolutionary tools for supply chain-2024-2025.
24. Published Book Investment Analysis and Portfolio Management ISBN NO: 978-93-6348-171-8 in 2024-2025.

Participation in Conference

National:

1. One day National level Conference on “Entrepreneurship in digital Era” organized by the American College Madurai on 26th July 2023.
2. Participated in **State level seminar on “Enhancing Research, Consultancy and Extension Activities”** conducted by IQAC- Srimad Andavan Arts & Science College, Trichy 27/09/2014.
3. Participated in National level seminar on “Herbal Health Care – Product to Patent” conducted by Srimad Andavan Arts & Science College, Trichy.
4. Participated in National level seminar on “Accessibility to Learning Resources–” conducted by Srimad Andavan Arts & Science College and Bharathidasan University, Trichy on 14/12/2012.
5. Participated in National level seminar on “Skill Enhancement for Business Graduates” conducted by Indira Ganesan College of Engineering, Trichy on 12/03/2013.
6. Participated in the Workshop on Entrepreneurship Awareness Programme” conducted by Srimad Andavan Arts & Science College, Trichy on 26/02/2013.

7. Participated in National level seminar on “Marketing for Non-Marketable Manager” conducted by J.J College of Engineering, Trichy on 07 & 08/10/2009.
8. Participated in **National level seminar** on “**Branding & Advertising for Future Managers**” conducted by SASTRA, School of Management, Trichy on 12 /10/2009.
9. Participated in **National Seminar** on “**Herbal Health Care Solutions**” conducted by, Srimad Andavan Arts & Science College Trichy on 19 /02/2011.
10. Participated in **Symposium** on “**Prospectus of Commerce Education**” conducted by, Srimad Andavan Arts & Science College, Trichy on 04 /02/2011.
11. Participated in **National Seminar** on “**Role of IQAC in Enhancing Quality in Higher Educational Institution**” conducted by, Srimad Andavan Arts & Science College, Trichy on 24 & 25 /02/2011.
12. Participated in National Seminar on “Marketing Strategies for Make in India Products and Services” conducted by Jamal Mohamed College (Autonomous), Trichy on 24th Jan 2015.
13. Participated in National Seminar on “New vistas in Employment Relations in Public and Private Sector undertakings” conducted by Jamal Mohamed College (Autonomous), Trichy on 5th Feb 2015.

Participation in Seminars

1. One day National Level Seminar on “Managerial Skill Development” Organized by the American College Madurai on 12th July 2023.
2. Participated in a Webinar on Tech Expectation by Practico on 8th May, 2020.
3. Participated in a Webinar on Systematic Literature Review by Dr. Hiran Patel on 8th May, 2020.
4. Participated in a Seminar on Introduction to product marketing management in Sri Krishna Adithya College, Trichy on 8th May, 2020.
5. Participated in a Seminar on Project proposals for funding agency (FDP) in Patrician College, Trichy on 17th May, 2020.
6. Participated in a Seminar on Me for my Nation J.Z Shah College on 26th May, 2020.

Participation in Workshop

1. Participated in **Workshop on “Nuances of Teaching Accounting”** conducted by, M.O.P Vaishnav College for Women, Chennai on 25 /01/2008.
2. Participated in **Workshop on “Research Methodology and Statistical Package”** conducted by St Joseph’s College Chennai on 23 /01/2008.
3. Participated in **Workshop on “Recent Practices in HR”** conducted by Srimad Andavan Arts & Science College, Trichy on 17 /07/2010.
4. Participated in **Workshop on “Evaluation in HRM Practices”** conducted by Srimad Andavan Arts & Science College, Trichy on 18 /03 /2011.
5. Participated in **Workshop on Introduction to product marketing management** conducted by Sri Krishna Adithya College on 8/05/2020/
6. Participated in **Workshop on E- Learning Enhancement** conducted by University of Technology on 05/10/2020.

Participation in Orientation Programme / Short Term Courses

1. Online Course on Enhancing Soft Skill Sri Krishna Adithya College of Arts and Science Coimbatore, May 2020.
2. A Comprehensive Online Course on Personnel and Stress Management Erode Arts and Science College, May 2020.
3. A Two-Day Online Course on The Essence of Research Methodology Jamal Mohamed College Trichy, May 2020.
4. Online Course on Companies Act 2013 Jamal Mohamed College Trichy, May 2020.

Participation in Faculty Development Programme

1. Participate Five days Faculty development programme on ESG 'S Impact on Sustainable goods: A Perceptive tenacity by St. Joseph college of Engineering Technology and Thanjavur 23.9.2024=27.09.2024.
2. Participate Five days Faculty development programme online Workshop on Foundation of Stock Market for Beginners by Star International Foundation and Research Education from 23.09.2024.
3. Participate Six days Faculty development programme on "Finpro" conducted by NSE Academy on 12.07.2024-18.07.2024.
4. Three Day Faculty Development Programme on Economic Down Turn and Phenomenal progress Nallamuthu Gounder Mahalingam College Pollachi. May 2020
5. Faculty Development Programme on Free and Open Access Resources for Teaching, Learning and Research Sri Adi Chuchanagiri Womens College Cumbum. May 2020.
6. Online International Faculty Development Programme on Management of Virtual Class room National College Trichy, May 2020.
7. National Level Faculty Development Programme Lala Lajpat Rai College of Commerce University of Mumbai, May 2020.
8. Faculty Development Programme on Covid-19 Dataset Analysis Using Pandas in Python Rajalakshmi Engineering College Chennai, June 2020
9. Faculty Development Programme on International Webinar on Introduction To E-Learning and Its Challenges Patrician College of Arts and Science Chennai, June 2020.
10. Seven days National level Faculty Development Programme on NAAC Revised Accreditation Frame Work held from 17th to 25th Oct 2023 on IOT Academy.
11. Two days National level Faculty Development Programme on "Innovative Teaching Methods & ICT Tools and Resources" on 20th & 21st July 2023.
12. Seven days National level Faculty Development Programme on Personality Development for Teachers held from 5th to 13th Oct 2023 by IOT.