



PKR ARTS COLLEGE FOR WOMEN, GOBI
Accredited by NAAC with 'A' Grade
Autonomous Institution-Affiliated to Bharathiar University

RESEARCH ACTIVITIES FOR THE ACADEMIC YEAR 2019-20

Research is the foundation of knowledge that brings new energy, promotes research publication, develops collaborations and becomes part of active community. P.K.R. Arts College for women has a dynamic process of education with an ambience for updation in teaching, learning, evaluation and research. Taking these into considerations, efforts have been taken to organize eight seminars in emerging areas to nurture the research acumen in the scholars, students and members of faculty of all disciplines.

Two seminars sanctioned by ICSSR during 2018-19 have been organized in the academic year 2019-20. Dr.S.Jayasankari and Dr.G.Dheepa , Department of Computer Science received the sanctioned for organizing a two day national seminar on “Cyber crime on (and) social media challenges”, which was conducted on 7th & 8th August 2019.

Dr.D.Karthika, Department of Computer Science and Dr.C.V.Latha Department of Commerce collaborated to apply for an interdisciplinary seminar on “Digitalization and economic development” and the same was conducted with ICSSR’s sponsorship on 11th & 12th February 2020.

Three seminar proposals were sent by our faculty members to ICSSR , IMPRESS and TNSCST respectively out of which the proposals sent to ICSSR and TNSCST were sanctioned during the academic year 2019-20. Dr.V.Radhika organized the TNSCST sponsored seminar on “Advancement and Innovations in Nanomaterials and Material Science for Environmental Applications”, Dr.S.Vidhya, organized the ICSSR sponsored “Two days National seminar on Start-up Businesses for Economic Revival: Prospects and Challenges” on 4th and 5th February 2020.

Dr. M.Velumani and Dr.V.Kavitha , Department of Management and Dr.C.V.Latha and Ms.Ramya Department of Commerce have successfully completed their respective Minor research projects approved by the UGC in 2019-20.

Proposals for two major projects, two minor projects and one short duration research project were submitted in response to call for proposals under UGC STRIDE, IMPRESS, UGC DAE, TNSCST and ICSSR by the faculty members.

Dr.S.Vidhya presented her major project proposal submitted under SECOND-CALL of IMPRESS during December 2019.

Realizing the importance of publishing research findings, our faculty members have published twenty eight research articles in reputed National and International journals. Dr.V.Kavitha (Associate

Professor and Head) and her colleagues, Department of Management, have published a book titled “Consumer Rights”, ISBN/ISN 978-81-942492—8. By providing financial incentive, our college management has acknowledged the contribution of faculty members to engage in research and also, enrich the quality of research.

Twenty five candidates have registered for Ph.D and four candidates have registered for M.Phil during the academic year 2019-20.

Under the able guidance and supervision of Dr.V.Kavitha, Head and Associate Professor - Department of Management, two of her research scholars have successfully defended their thesis in the public viva-voce under Bharathiar University, Coimbatore and have completed their Ph.D., during the academic year 2019- 20.

Dr.A.Amuthanandhini, Department of Commerce has successfully completed her Ph.D., degree under Bharathiar University, Coimbatore. Dr.V.S.Lavanya, Department of Computer Science and Dr. P.Balamani, Department of Commerce have been recognized as Ph.D., guides under Bharathiar University, Coimbatore in the academic year 2019- 20.

Apart from these, many of our faculty members were deputed to attend various workshops, symposia, seminars and conferences in their respective fields as well as in areas of contemporary importance.

To kindle research quest among students, all the PG programmes incorporated project work in the final semester in its curriculum. Many of our students participated and presented the papers in National and International conferences. Seven of our post graduate students have submitted summer internship project proposals to Indira Gandhi Institute of Development Research, Mumbai with faculty mentorship from the domains of Commerce and Management. Research scholars are encouraged to publish papers in the national and international journals and present papers in seminars and conferences.

The college management has established the suitable infrastructure to pursue research. It encourages our faculty members, students with passion for research, researcher scholars by investing more in books, e-journals, INFLIBNET and Wi-Fi facilities in the well established central library of college. Librarian helps the scholars to utilise the e-library

In total, Twenty seven faculty members possess their doctoral degree (Ph.D.) and twenty seven faculty members are currently pursuing their doctoral research. College management has extended its continuous support to the teachers and students to improve research activities in the academic year 2019-20.

Annexure 1

RESEARCH SEMINARS/CONFERENCES/WORKSHOPS

ORGANISED IN THE YEAR 2019-20

Sl.No	Date	Department	Name of the Activities	Detail of the resource persons	No .of beneficiaries
1	13.12.19	Tamil	International Seminar	Opening Ceremony Dr. R. Kurinji vendhan, HOD and professor, University of Tamil, Tanjavur. Closing Ceremony: Professor.Dr.s.kumaran, World Tamil Conservation Research Institute, Malaysia.	150
2	13.02.2020	Tamil	International Seminar	K.Malarvizhi Head of the Department, Tamil department, Sri vasavi college, Erode. k.saraswathi Assistant Professor, Navarasam arts & science college for women, Arachalur.	162
3	05.12.2019	English	Seminar on Myth in Literature	Mr. V. Balakumar M.A.,M.Phil Guest Faculty Department of English P.K.R. Arts College forWomen Gobichettipalayam.	173
4	18.12.2019	Physic	Symposium on “Nano composites and their applications”	Dr. Prasad Vishnu Bhotla, Department of Physics, Indian Institute of Science(IISC) , Bangalore Dr.K.B. Rajesh, Assistant Professor of Physics, Chikkanna Government Arts College, Tirupur	200
5	27.2.2020	Mathematics	International Webinar on Research	<u>Session 1:</u> Dr.N.H.Moui, Researcher,	75

			Planning and Designs	Department of Optimization and Control, Institute of Mathematics, Vietnam Academy of Science and Technology, Vietnam. <u>Session 2:</u> Dr.T.Saravana kumar, IM Simon post doctoral fellow, Department of Optimization and Control, Institute of Mathematics, Vietnam Academy of Science And Technology, Vietnam.	
6	19.02.2020	Commerce	One Day Seminar on Research Methodology and Applications of Tools and Techniques	<u>Session 1:</u> Dr.A.Vijaykumar, Associate Professor & head, Department of Commerce, Erode Arts College (Autonomous), Erode. <u>Session 2:</u> Dr.K.S.Manu, Assistant Professor, School of Business and Management, CHRIST Deemed to be University.	146
7	21.01.2020	Computer Science	Recent research trends in Bigdata Analytics	Dr. E.S. Samundeeswari Associate Professor Department of Computer Science Vellalar College for Women, Erode.	All the faculty members
8	29.08.2019	Management	National Seminar on "Tools and techniques for	Dr.A.S.Vinod Associate Professor, PG department of Commerce,	297

			<p>Social Science research”</p>	<p>Mahatma Gandhi College, Trivandrum, Kerala.</p> <p>Dr.K.S.Manu Assistant Professor, Department of Management Studies, CHRIST (Deemed to be University) Bengaluru.</p> <p>Dr.R.Subramaniya Bharathy, Associate Professor Department of Management Periyar Institute of Management Studies, Periyar University, Salem</p>	
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Annexure :2**MINOR PROJECTS COMPLETED IN THE YEAR 2019-20**

Department	Name of the Investigator	Title of the Project	Amount in lakhs	Funding Agency
Commerce	Ms.C.V.Latha	Service quality of private sector banks: A study in Erode District of Tamil Nadu	1,20,000/-	UGC
Commerce	Ms.N.Ramya	Policyholders attitude towards health insurance with special reference to Erode District	1,35,000/-	UGC
Management	Dr.V.Kavitha	A study on role of self help groups in women empowerment and poverty alleviation in rural areas of Erode District	1,36,800/-	UGC
Management	Dr.M.Velumani	A study on interpersonal relationship practiced in sugar industries in Erode District, Tamil Nadu.	1,40,000 /-	UGC

Annexure : 3**Ph.D. CANDIDATES REGISTERED IN THE YEAR 2019-20**

Sl. No	Name of the scholar	Department	FT/PT	Name of the Guide	Official memorandum No	Registration date
1	S.Gayathri	Tamil	PT	Dr.N.Chandra	22712/B2/2019	7.1.2020
2	V.Bhuvaneswari	Tamil	PT	Dr.S.Maragatham ani	22712/B2/2019	7.1.2020
3	P.Kamali	Tamil	PT	Dr.N.Chandra	22712/B2/2019	7.1.2020
4	R.Sripriya	Tamil	PT	Dr.S.Maragatham ani	22712/B2/2019	7.1.2020
5	C.Arul jothi	Physics	PT	Dr. T. Vasuki	10377/B2/2019	01.07.2019
6	Reshma Vasu	Physics	PT	Dr. T. Vasuki	22712/B2/2019	01.10.2019
7	KirubhaRani	Commerce	PT	Dr.T.KokilaPriya	10377/B2/2019	1/7/2019
8	Abirami.V	Commerce	PT	Dr.T.Kokilapriya	10377/B2/2019	1/7/2019
9	Shapna .G	Commerce	PT	Dr.T.Kokilapriya	22712/B2/2019	1/7/2019
10	J.Malarvizhi	Management	PT	Dr.S.Vidhya	22712/B2/2019	1.10.2019
11	M.Rizwana	Management	PT	Dr.S.Vidhya	22712/B2/2019	1.10.2019
12	Ms. P. Vijayalakshmi	Computer Science	PT	Dr. D. Karthika	22712/B2/2019	09/01/2020
13	Ms. D. Poornima	Computer Science	PT	Dr. D. Karthika	22712/B2/2019	09/01/2020

14	Ms. G. Priyadarshini	Science	PT	Dr. D. Karthika	22712/B2/2019	09/01/2020
15	Ms. S. Kiruthika	Computer Science	PT	Dr. D. Karthika	22712/B2/2019	09/01/2020
16	Mr. Parthiban N	Science	PT	Dr.G.Dheepa	22712/B2/2019	09/01/2020
17	Ms. Sowmiya V	Computer Science	PT	Dr.V.S.Lavanya	22712/B2/2019	09/01/2020
18	Ms. Anushiya R	Computer Science	PT	Dr.V.S.Lavanya	22712/B2/2019	09/01/2020
19	Ms. Prema M	Computer Science	PT	Dr.P.M.Gomathi	22712/B2/2019	09/01/2020
20	Ms. Karthika P	Computer Science	PT	Dr.P.M.Gomathi	22712/B2/2019	09/01/2020
21	Ms. Yamunavathi T	Computer Science	PT	Dr.V.S.Lavanya	22712/B2/2019	09/01/2020
22	Ms. Lingeswari S	Computer Science	PT	Dr.P.M.Gomathi	22712/B2/2019	09/01/2020
23	Ms. Manju B	Computer Science	FT	Dr.V.S.Lavanya	22712/B2/2019	09/01/2020
24	Ms. Vijayalakshmi P	Computer Science	PT	Dr.P.M.Gomathi	22712/B2/2019	09/01/2020
25	Ms. P. Vijayalakshmi	Computer Science	PT	Dr. D. Karthika	22712/B2/2019	09/01/2020

Annexure: 4**M.Phil. CANDIDATES REGISTERED IN THE YEAR 2019-20**

Sl.No	Name of the scholar	Department	FT/PT	Name of the Guide	Official memorandum No	Year/Session of Registration
1.	R. Kalai Selvi	Physics	PT	Dr.V.Radhika	22711/B2/2019	Oct 2019
2.	R.Sudharsana	Physics	FT	Dr. T.Vasuki	22711/B2/2019	Oct 2019
3	Ms. M. Poobalageetha	Computer Science	FT	Dr. S. Jayasankari	22711/B2/2019	11/01/2020
4	Suvetha.I	Commerce	FT	Dr.R.Rama	22711/B2/2019	11/1/2020

Annexure :5**Ph.D. SCHOLARS PRODUCED IN THE YEAR 2019-20**

Sl.No	Name of the scholar	FT/PT	Name of the Guide	Official memorandum No	Registration date
1	S.Sindhubairavi	FT	Dr.V.Kavitha	29944/b2/2018	1.11.2014
2	B.Mohanapriya	PT	Dr.V.Kavitha	21327/b2/2014	1.11.2014

Annexure:6

PUBLICATIONS OF FACULTY MEMBERS

S.No	Faculty Name	Article Title	Journal Name	Date	Issn.No
1	Dr. V. Kavitha	Talent management: a conceptual Perspective	International journal of research and analytical research	Sep 2019	E-ISSN 2348-1269, P- ISSN 2349-5138
2	Ms.G.K.Poorane e	Talent management: a conceptual Perspective	International journal of research and analytical research	Sep 2019	E-ISSN 2348-1269, P- ISSN 2349-5138
3	Mrs.J.Malarvizhi	A study on “institutional climate of School teachers at Theni city”	International journal of research and analytical research	Sep 2019	E-ISSN 2348-1269, P- ISSN 2349-5138
4	Dr. V. Kavitha	A Study on Impact of Emotional Intelligence with Job performance of Nurses in Coimbatore	MERC Global’s International Journal of Management	Oct 2019	E-ISSN 2321-7286 P-ISSN 2321-7278
5	S.Gomathi	Fault-Tolerant control for uncertain stochastic singular Time-Delayed systems under Non-linear Fault Inputs and Actuator Failures.	Applied Mathematics and Informational Science	1 July 2019	Issn: 1935- 0090(Print) Issn: 2325- 0399(Online)
6	S.Gomathi	Finite Time Extended Dissipative based optimal guaranteed cost resilient control for switched neutral systems with stochastic actuator failures	IEEE Access (Institute of Electrical and Electronics Engineers)	24 TH July 2019	Issn: 2169 – 3536 Oclc No: 820007312 Vol. 7 DOI : 10.1109/ACC ESS.2019.29 26524

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7	N.Ramya	Financial Performance of Standalone Health Insurance Companies In India.	International Journal Of Research And Analytical Reviews	June 2019 Vol.6, Issue 2	2349-5138
8	Dr. C.V.Latha	Problems Faced By Bank Customers : A Study In Selected Private Sector Banks In Erode District	International Journal Of Research And Analytical Reviews	June 2019 Vol.6, Issue.2	2349-5138
9	Dr.Shine Poulouse	Policy Holders' Awareness About Lic: A Study In Erode District Of Tamil Nadu	International Journal Of Research And Analytical Reviews	Sep 2019 Vol.6, Issue 3	2349-5138
10	Dr.H.Chandra	Market Structure, Level Of Satisfaction Of Farmers And Problems In Marketing Of Paddy In Gobichettipalayam Taluk, Erode District	International Journal Of Research And Analytical Reviews	Sep 2019 Vol.6, Issue 3	2349-5138
11	Dr.P.Balamani	A Study On Service Quality Of Public Sector Banks With Special Reference To Gobichettipalayam Taluk, Erode District, Tamil Nadu.	International Journal Of Research And Analytical Reviews	Sep 2019 Vol.6, Issue 3	2349-5138

12	V.S.Poonkothai	Green Marketing - An Overview.	International Journal Of Research And Analytical Reviews	Sep 2019 Vol.6, Issue 3	2349-5138
13	Dr.T.Kokila Priya	Factors Influencing the Customers to Prefer Online Food Services : A Study with Reference to Erode City	Our Heritage	Jan 2020, Vol.X X, Issue. X	0474-9030
14	Dr.T.Kokila Priya	Corporate Social Responsibility in Indian Perspective	Our Heritage	Feb 2020, Vol.68 ,Issue. 30	0474-9030
15	Dr. S. Jayasankari	Multi Improved Ant colony Optimization (IACO) Based Cluster Head Selection and Information Gathering in Wireless Sensor Networks(WSNs)	International Journal of Advanced Science and Technology	Vol. 28, No. 17(2019)	2005-4238 IJAST
16	Ms. O.P. Uma Maheswari	Differential Evolution and Enhanced Distributed Fuzzy Associative Classifier for Big data	International Journal of Advanced Science and Technology	Vol. 28, No. 17(2019)	2005-4238 IJAST
17	Ms. T. B. Saranya Preetha	Multi Improved Ant colony Optimization (IACO) Based Cluster Head Selection and Information Gathering in Wireless Sensor Networks(WSNs)	International Journal of Advanced Science and Technology	Vol. 28, No. 17(2019)	2005-4238 IJAST

18	Abhinaya.V	Identifying History In the select novels of Dan Brown	IJIRMF	31.10.2019	2455-0620
19	Dr.N.Chandra	Vaasippai nesippom	Internation seminar on ilakkiya vaasippinmaiym panpaattu vizhuvuya pinnadaivum	13.12.2019	978-81-942492-2-1
20	Dr.S.Maragatha mani	Maranthupona tamar unavu murai	Internation seminar on ilakkiya vaasippinmaiym panpaattu vizhuvuya pinnadaivum	13.12.2019	978-81-942492-2-1
21	Mrs.G.Umamahe seari	Aandal piriadarshini sirukathaikalil samooga panpaattu vizhumiyangal	Internation seminar on ilakkiya vaasippinmaiym panpaattu vizhuvuya pinnadaivum	13.12.2019	978-81-942492-2-1
22	Mrs.K.Mohana	Vallalaar kaattum vaalviyal vizhumiyangal	Internation seminar on ilakkiya vaasippinmaiym panpaattu vizhuvuya pinnadaivum	13.12.2019	978-81-942492-2-1
23	Mrs.N.Amirthak odi	Tamilarkalin panpaattu koorugal	Internation seminar on ilakkiya vaasippinmaiym panpaattu vizhuvuya pinnadaivum	13.12.2019	978-81-942492-2-1
24	Dr.A.Sentamizhs elvi	Moothuraiyil idamperum vaalviyal seithigal	Internation seminar on ilakkiya vaasippinmaiym panpaattu vizhuvuya pinnadaivum	13.12.2019	978-81-942492-2-1

25	Mrs.S.Ariyanacheyammal	Sanga ilakkiyavaalviyalum – ikkaala vaalviyalin pinnataiyum	Internation seminar on ilakkiya vaasippinmaiyyum panpaattu vizhuvuya pinnadaivum	13.12.2019	978-81-942492-2-1
26	Miss.S.Gayathri	Kurunthokaiyil panpaattu vizhumiyangal	Internation seminar on ilakkiya vaasippinmaiyyum panpaattu vizhuvuya pinnadaivum	13.12.2019	978-81-942492-2-1
27	Miss.V.Bhuvaneswari	Ilakkiyankalum panpaattu vizhumiya pinnadaiyum	Internation seminar on ilakkiya vaasippinmaiyyum panpaattu vizhuvuya pinnadaivum	13.12.2019	978-81-942492-2-1
28	Mrs.S.Govindam mal	Tamilar panpaadu	Internation seminar on ilakkiya vaasippinmaiyyum panpaattu vizhuvuya pinnadaivum	13.12.2019	978-81-942492-2-1

For other research activities click Research in main menu.