



**NAME:Dr.R.Pavithra**

**DESIGNATION:Assistant Professor**

**QUALIFICATION:M.Com,PGDCA,M.phil,Ph.D**

**TOTAL EXPERIENCE: 11.7 years**

**MAIL-ID: pavithra-dscasc@dayanandasagar.edu**

**SPECIALIZATION**

Marketing

**AREA OF INTEREST**

Marketing,Human resource management,Organisational Behaviour,Principles of Management,Financial Management

**SUBJECTS TAUGHT**

Banking Innovation, Business Ethics,Business Environment,Principles & Practice of Auditing,Indian financial System,Financial Management,Organisational Behaviour,Organisational Change & Development,Business Management & Startups & Eco-tourism

**NO OF CERTIFICATIONS**

2(Swayam- Essentials of Marketing, Consumer Behaviour)

**PAPERS**

**PRESENTED**

[NATIONAL&  
INTERNATIONAL]

- “A study on Growth Prospects & Challenges of Health Tourism” in National Conference, May 2022, Bangalore University Teachers Council of Commerce & Management- ISBN Number,9789391841713
- “Experience and Entrepreneurship: An Effectuation Theory Perspective”in International Conference,Dec 2022,Dayanandasagar college of Arts, Science & Commerce,ISBN Number , 978-93-92993-03-9
- “A study on Consumer Awareness and Buying Behavior towards Ayurvedic Products in Bangalore City “in International Conference,Dec 2022,Dayanandasagar college of Arts, Science & Commerce, ISBN Number, 978-93-92993-03-9
- “The Role of Rural Women Entrepreneurship In India “conducted by Dayananda sagar college of Arts, Science & Commerce,Bangalore,May 2023,ISBN Number 978-93-95196-76-5
- “A study on opportunities and challenges of start-ups in India”- Kpr College of Arts, Science & Research,Coimbatore,Sep 2023,ISBN number 978-81-967053-7-4
- Leveraging Experience In Entrepreneurship:An Analysis Through The Lens Of Effectuation Theory in National Conference conducted by Jain deemed to be university,Jan 2023
- Papers presented on National conference “A Comprehensive Review of the Evolution of Consumer Laws in India Over the years” conducted by Dayananda sagar college of Arts,

	Science & Commerce,Bangalore,August 2024
<p><b>PUBLICATION (INTERNATIONAL JOURNAL)</b></p>	<ul style="list-style-type: none"> <li>• R.Pavithra,(2020-2021)“Customer awareness Towards Green Marketing”-An Empirical Research-Journal published in Rabindra Bharati University,Vol:XXIII,No.3,2020-2021,ISSN:0972-7175</li> <li>• R.Pavithra,(2021)”Buying Behaviour of Consumers Towards Green Products-An Evidence From Erode Green Market”- Journal Published in Shodhsamhitha,Journal of Fundamental &amp; comparative research,Kavikulaguru Kalidas Sanskrit University, Vol.VII,No.10(I):2021,ISSN:2277-7067</li> <li>• Paper presented on “A study on power of Advertisements on Buying Habit of Women “in International Conference conducted by Chevalier T.Thomas Elizabeth College for Women &amp;published in peer reviewed Journal- oct 2023- ISSN-2349-6738</li> <li>• An Empirical Study On Employee Engagement In Organizations Associated To Renewable Energy Sectors In Bangalore-published In Rabindra Bharati University Journal Of Economics ISSN : 0975-802x Vol. : Xxviii, No:3, 2024 With If: 6.986</li> <li>• A Study On Insights Of Health Tourism And Its Challenges For Future-published In Rabindra Bharati University Journal Of Economics ISSN : 0975-802x Vol. : Xxviii, No:3, 2024 With If: 6.986</li> <li>• Leveraging Experience In Entrepreneurship:An Analysis Through The Lens Of Effectuation Theory in National Conference conducted by Jain deemed to be university,Jan 2023,IPE Journal of Management:ISSN 2249-9040 with IF=7.138 Vol-14, No-03, July-December: 2024</li> </ul>
<p><b>PUBLICATION (CONFERENCE PROCEEDINGS)</b></p>	<ul style="list-style-type: none"> <li>• “A study on Growth Prospects &amp; Challenges of Health Tourism” in National Conference, May 2022, Bangalore University Teachers Council of Commerce &amp; Management.</li> <li>• “Experience and Entrepreneurship: An Effectuation Theory Perspective”in International Conference,Dec 2022,Dayanandasagar college of Arts, Science &amp; Commerce,ISBN Number , 978-93-92993-03-9</li> <li>• “A study on Consumer Awareness and Buying Behavior towards Ayurvedic Products in Bangalore City “in International Conference,Dec 2022,Dayanandasagar college of Arts, Science &amp; Commerce, ISBN Number, 978-93-92993-03-9</li> <li>• “The Role of Rural Women Entrepreneurship In India “conducted by Dayananda sagar college of Arts, Science &amp; Commerce,Bangalore,May 2023,ISBN Number 978-93-</li> </ul>

	<p>95196-76-5</p> <ul style="list-style-type: none"> <li>• “A study on opportunities and challenges of start-ups in India”- Kpr College of Arts, Science &amp; Research,Coimbatore,Sep 2023,ISBN number 978-81-967053-7-4</li> <li>• Leveraging Experience In Entrepreneurship:An Analysis Through The Lens Of Effectuation Theory in National Conference conducted by Jain deemed to be university,Jan 2023</li> </ul>
<p><b>BOOK/ BOOK CHAPTER PUBLISHED</b></p>	<ul style="list-style-type: none"> <li>• Book chapter published on “Prospects And Challenges Of CSR In India” in the Book “Dynamics Of E-commerce &amp; Management” (Volume 1)-ISBN: 978-93-6010-178-7-Dec 2023</li> </ul>
<p>FDP ATTENDED</p>	<ul style="list-style-type: none"> <li>• Academic Integrity &amp; Role of IPR in Effective Implementation of NEP -November 2021</li> <li>• Implementation of NEP-Roadmap for Quality Education, Research &amp; Academic Excellence,March 2022</li> <li>• Contemporary Management &amp; Commerce Education through Research Excellence, March 2022</li> <li>• Empowered Leadership Program,March 2022</li> <li>• Advances in Research Methodology &amp; Publication Techniques, May 2022</li> <li>• Essentials Of Research And Publications ,March 2023</li> <li>• Research methodology,March 2023</li> <li>• The role of technology in fostering business-April 2023</li> <li>• Teachers empowerment, April 2023</li> <li>• Creating Research Eco-System In Higher Educational Institutions May 2023</li> <li>• Art of Mentoring And Counselling,May 2023</li> <li>• Research Methodology &amp; Data Analysis</li> <li>• Soft Skills for Teachers -sep 2023</li> <li>• Empowering Educators: Navigating Intellectual Property In Education-Oct 2023</li> <li>• Research Methodology Techniques-Oct 2023</li> <li>• Research Methodology -Nov 2023</li> <li>• Artificial Intelligence in higher Education:Teaching &amp; learning languages-Nov 2023</li> <li>• Johari Window with Emotional Quotient–Feb 2024</li> <li>• Counselling &amp; Mentoring skills -feb 2024</li> <li>• Developing Leadership Skills Among Academicians -feb 2024</li> <li>• Enhancing Research paper &amp; Case study writing for top tier publication -May 2024</li> <li>• Empowering Management faculty for Patenting &amp; Copy rights- July 2024</li> </ul>

Workshop Attended	<ul style="list-style-type: none"> <li>• Implementation of NEP 2020”,16<sup>th</sup> &amp; 17<sup>th</sup> Feb</li> <li>• Creating Financial Wealth through Capital Market</li> </ul>
Seminar Attended	<ul style="list-style-type: none"> <li>• Research Funding, December 2022</li> <li>• Personal financial planning and wealth creation through mutual funds, April 2023</li> <li>• =Social development through financial empowerment to citizens, April 2023</li> <li>• Strategy for managing personal finance, April 2023</li> <li>• Managing personal finance and wealth creation, April 2023</li> <li>• Financial Empowerment &amp; career opportunities In Financial &amp; Securities Market, May 2023</li> <li>• Intellectual Property Rights</li> </ul>
FDP/Conference/Workshop Organised	<ul style="list-style-type: none"> <li>• Organized National level conference on “Changing Paradigms of Business, Management &amp; Commerce, May 2023, Dayananda sagar college of Arts, Science &amp; Commerce ,Bangalore</li> <li>• Conducted FDP on “One Day FDP on “Creating Research Eco-System In Higher Educational Institutions” by Dayananda sagar college of Arts, Science &amp; Commerce, Bangalore, May 2023</li> <li>• Conducted FDP on “Teachers empowerment” organized by B.Com/BBA department Dayananda sagar college of Arts, Science &amp; Commerce, Bangalore, April 2023</li> <li>• Conducted Workshop series-1,2 &amp;3 on “Industry Driven Approach” by B.Com/BBA department Dayananda sagar college of Arts, Science &amp; Commerce, Bangalore, April 2023</li> <li>• Conducted 5 Days online FDP on “Mastering Research Paper &amp; Enhancing Case Study Writing for Leading Publications” organized by B.Com/BBA department Dayananda sagar college of Arts, Science &amp; Commerce, July 2024</li> <li>• Organized National conference on “Innovate to Elevate: Fostering Creativity For sustainable business”- by B.Com/BBA department Dayananda sagar college of Arts, Science &amp; Commerce, August 2024</li> </ul>

