



Dr. S. BABY THANGAM

Head & Research Co-ordinator

P.G & Research Department of Commerce,

Pasumpon Muthuramalinga Thevar College,

Melaneethanalur. 627953

Mobile No: 9445988919

snbk.2008@gmail.com

Vidwan ID : 183246

Profile

Name	:	Dr. S. Baby Thangam
Name of the Department	:	P.G & Research Department of Commerce
Academic Qualification	:	M.Com, M.Phil ,Ph.D (NET)
Designation	:	Head & Research Coordinator
Residential Address	:	W/o Mr. E.Kalidoss,1/311,F Senthur Nagar, Kalappakulam PIN 627754 Sankarankovil, Tenkasi District, Tamilnadu, India.
Email ID	:	Snbk.2008@gmail.com
Vidwan ID	:	
Title of M.Phil Dissertation	:	Marketing of Coconuts in Shencottah Taluk
Title of Ph.D Thesis	:	Marketing of Coconuts in Tirunelveli District
Research Guidance	:	<ol style="list-style-type: none">1. B.Vepriya, Impact of Freedom Prison Bazar in Promoting Entrepreneurship Skills among Inmates in Tiruvallur District. Status - Data Collection2. K.Muruga lakshmi@Viji , Work Life Balance of Women Employees of Commercial Bank At Thoothucorin District – Status, Report Writing3. S.Veni, Dimensions and Problems of Religious Tourism in Tirunelveli District Status - Data Collection

4. C.Linga Jothi, Working and Living
Conditions of Women Employees at Fire work Industry
in Virudhunagar District -Report Writing

Articles Published:

- 1.C.Lingajothi, Dr.S.Baby Thangam Safety Measures of Women Workers in Fireworks Industries at Vembakottai Taluk International Journal of Humanities law and Social Science, ISSN 2348-8301,Vol,IX issue I No 7;2022 UGC care listed.
2. C.Lingajothi, Dr.S.Baby Thangam ,Impact of Covid 19 in Fireworks Industries among women workers, Journal of Education Rabindrabharati University .ISSN 09722-7175 Vol XXIV,No;1(XIII) 2022
3. Dr. S.Baby Thangam Work life balance of women employees of commercial bank at Kovilpatti Town Wesleyan Journal of Research ISSN 0975-1386 Vol 14 No 81 ,April 2021 UGC care listed Presented & Published
4. Baby Thangam .S Cost and return analysis of coconut cultivation in Tirunelveli district. Sadakath A Research Bulletin ISSN-2347-7644 Journal no 64130 vol VI March 2019UGC Approved Presented &Published
5. Baby Thangam .S Impact of goods and service tax on groceries at Sankarankovil, Sadakath A Research Bulletin ISSN-2347-7644 Journal no 64130 vol VI March 2018. UGC Approved Presented &Published
6. Baby Thangam S cultivation of coconut in Thirunelveli District An economic Analysis Page no 106, The Investigator ,An international Refereed journal of multidisciplinary explorations vol2,No1 March2016 ISSN2454-3314 Published
- 7.Baby Thangam A Study on Price Analysis of coconut in Thirunelveli District ,International Journal of Business and administration Research Review Vol 2 Issue no 12 Oct-Dec 2015 Impact factor 3.072 Issn 2348-0653Page no 258-260 Published
- 8..Baby Thangam S. Consumer Perception Towards Cocacola in Thirunelveli Distric Global Trade Vision 2013 978-89-922545-0-0 Presented &Published

9. Baby Thangam S. “Price Spread in Marketing of coconut in Thirunelveli District” Facets of Functional Management 2013 ISBN 978-93-81723-15-9 Presented & Published

10. Baby Thangam S. ‘Marketing Problem by garment industrial in Tirupur’ Facets of Functional Management 2013 Management 2013 ISBN 978-93-81723-15-9 Presented & Published

11. Baby Thangam S. “Innovative Dimensions of Coconut oil in Shencottah Taluk” Sankha International Journal of Management And Technology 2012 Issn 0975-3915 Published

12. Baby Thangam S. “Marketing strategies for commerce education at Mano college Sankarankovil” Recent Trends in Indian Services Marketing March 2012 ISBN 978-89-922545-0-0 Presented & Published

Papers Presented:

1. Baby Thangam S. “Impact of Foreign Direct Investment on Retail Sector in India” Rani Anna College Thirunelveli.
2. Baby Thangam S. “Impact of ICT on Agricultural Marketing”, Sri Parasakthi College Courtallam
3. Baby Thangam S. “Consumer Satisfaction towards Mysore Sandal soap” Kamadenu College of Arts and Science, Sathyamangalam.
4. Baby Thangam .S. A Study on Social entrepreneur at Kalappakulam Village, ICSSR sponsored seminar at VHNSN College Virudhunagar
5. Baby Thangam .S A current scenario of women empowerment under MGNEGS at kalappakulam

Program Organized:

1. Prime Minister Employment Generation Awareness Program (2021-2022) at Pasumpon Muthuramalinga Thevar College on 7, April, 2022

2. Stock market is boom or ban at Pasumpon Muthuramalinga Thevar College on 24, January, 2017.

Convener:

National workshop on Research Methodology and Data Analysis using SPSS on 25, April, 2022

National workshop on Research Methodology and Data Analysis using SPSS on 30, September, 2019 & 01, October, 2019

Organizing Committee Member:

International Conference on Commerce, Management and Leadership- A Global perspective on 6, March, 2019, at Pasumpon Muthuramalinga Thevar College

National workshop on Art of writing Article organized at Pasumpon Muthuramalinga Thevar College on 15, February 2019

Academic Laurels:

- Acting as **Resource Person** of one day seminar at Manonmaniam Sundaranar University College Sankarankovil, in the topic Moving towards the Inevitable; Research as the Quotient
- **Guest lecture** on criteria for good research at Manonmaniam Sundaranar University College, Govindaperi.
- **Research Supervisor** of commerce at Manonmaniam Sundaranar University
- **Doctoral Committee member**
- **Member of Board of studies** at Sri Parasakthi College for women Courtallam
- Organize various **guest lecturers** to our students
- Attended **one orientation two refreshers one short term course and two Swayam course.**
- Attended **two week capacity building program** and two short term online course
- Bring students **to participate various seminars, conference, work shops**
- **Examiner in Post Graduate Course Theory ,Practical &Project**
- **Best paper presenter Award** in two days ICSSR sponsored international conference on Transformation of youth A lead to skilled and developed India at VHNSN College Virudhunagar

- **Best paper presentation Award** in one day national conference Indian strategies of functional management on 20 January 2016 at JP college Tenkasi
- **Produce two M .Phil** scholars
- Attended **10 International level 26 National level 2 State level 11 University level 4 Faculty development Programme 11** Webinars and 1 Interuniversity level, Conferences ,Workshops ,Symposiums
- **Secured 100% in Research Methodology in M.Phil .**
- Secured **FIRST RANK** in M.Com from Sri Parasakthi College for Women, Courtallam.

Experience in other Colleges (21 years in U.G level and 11 years 8 months in PG level):

- **Assistant Professor** of commerce at **Pasumpon Muthuramalinga Thevar College** Melaneelathanallur from January 2014 to tilldate
- **Lecturer** in **Manonmaniam Sundaranar University College**, Puliangudi from July 2004 to January 2014 .
- **Lecturer** in **V.P.M.M. College of Arts and Science**, Srivilliputhur from June 2003 to April 2004. Handled classes for UG and PG Courses.
- **Lecturer** in **S.Chattanatha Karayalar College**, Tenkasi as well as Part Time **Lecturer in Alagappa University Study Centre**, Tenkasi from June 2000 to April 2003.
- **Lecturer** in **Sri Parasakthi College for Women**, Courtallam from Feb 2001 to Mar 2002.
- Accountant cum **Part Time Lecturer in Rajiv Gandhi Hotel Management and Catering Technology** from May 2000 to Jan 2001.

This information pertains up to 15th May, 2022.

(Dr. S. BABY THANGAM)