

**Government Arts College (Autonomous),
Coimbatore –18
Performance - Teacher Appraisal
Report**

i) General Information

- a) Name : **Dr. L.SHANTHI**
- b) Address (Residential) : No.9, Jaya Nagar,
Kuniamuthur,
Coimbatore-641008.
- c) Designation : ASSISTANT PROFESSOR
- d) Department : BUSINESS ADMINISTRATION
- e) Date of Birth : 11-06-1974
- f) Area of Specialization : Marketing



A) Academic Qualifications

Examination passed	Board / University	Subject	Year	Division grade/merit etc.,
High School	State	Tamil, English, Mathematics, Science, Social Science	1989	I
Higher Secondary School	State	Tamil, English, Physics, Chemistry, Mathematics, Biology	1991	I
Bachelor's Degree (s)	Bharathiar	BSc	1994	I
Master's Degree (s)	Bharathiar	MBA	1996	I
SLET	Bharathidasan	Management	1999	
Other Diploma/ Certificates etc	Bharathiar	PGDCA	2002	II

ii) Research Experience & Training

Research stage	Title of thesis	University where the work was carried out.
M. Phil	A Study on factors influencing entrepreneurs and other problems with respect to SSI units in and around retail stores in Coimbatore.	Madurai Kamraj
Ph. D	A Study on Customer perception, Satisfaction and retailer services in Traditional and Modern retail stores in Coimbatore.	Bharathiar
No of Publication	21- Appendix-A	
Research guidance (give the names of students)	MPhil- 1. Ms. Krishna.A. S.	
Training (please specify)	Appendix-B	

B) Research Projects carried out

S. No.	Title of the Project	Name of the Funding Agency	Duration	Remarks
-	-	-	-	-

C) Seminars, Conferences, Symposia etc. attended

i. Appendix-C

**ii. Orientation course, Refresher Course, Workshops, FDP attended.-
Appendix-B**

iii) Teaching Experience

Courses Taught	Name of University/ College/Institution	Duration	
		Period of employment From - To	Years of Experience
BBA	Sree Narayana Guru College	02-07-1997-13-07-2007 04-01-2008-01-07-2017	19 yrs 6 months
BBA	Government Arts College, Kulithalai	03-07-2017- 04-09-2017	2 months
BBA	Government Arts College, Udumalpet	05-09-2017-07-02-2020	2 yrs 6 months
BBA	Government Arts College(A), Coimbatore	7.2.2020-till date	

Total Teaching Experience (in years and months) :

a)	Under-graduate	27 yrs
b)	Post-graduate	2 yr
c)	Research	2

viii) Innovations/ Contributions in Teaching

a) Design of Curriculum :	1. Board of Studies Member in Bharathiar University, RVS College, CMS College and NGM College, Member in Expert Committee in BBA dept in Hindusthan College of Arts and Science College, Coimbatore.
b) Teaching methods :	Case studies, Role plays, Group Discussion, Seminars and Chalk and Talk in addition to teaching with visual aids and Industrial Visits
c) Laboratory experiments :	Pc Software
d) Evaluation methods :	Classroom Tests, Quizzes, Online test using Kahoot and other Apps, Assignments, , Paper Presentations, Regular students Feedback, Projects and Internal tests.

e) Preparation of resource material including books, reading materials,	Mainly prescribed text books Journals and magazines Internet, Magazines, News papers.
f) Remedial Teaching / Student Counseling (academic) :	I take special care in finding out the slow learners and the students with some social and personal problems. After identifying such students, I give suitable counseling and guidance to overcome their problems relating to learning process. I give them full freedom to approach me to get rid of their academic problems.
g) Any other :	Encourage and guiding the students to participate in Extracurricular activities, Competitive exams, to develop their language skills and personality development. Making the students realize their moral and social responsibility.

IX) Research Contribution

a). PhD/M.Phil undergoing scholars

Sl. No	Name of the PhD/ M.Phil (PT/FT) Scholar	Name of the University	Broad Field	Registration Number	Year of registration
	-				

b). PhD/M.Phil Awarded

Sl.No	Name of the PhD/M.Phil (PT/FT) scholar	Name of the University	Title of the thesis	Year of registration of the scholar	Year of award of MPhil
1	MPhil-PT	Bharathiar	A Study on Job satisfaction towards welfare measures given to lower level employees with special reference to Kerala Cashew Development Corporation	2016	2019

X) Extension Work/ Community Service

A) Please give a short account of your contribution to:

Acted as Convener of Finishing School in Sree Narayana Guru College, organized programmes to groom the personality of the students. Also raised funds by conducting entrepreneurial development programmes, and donated the raised funds to orphanages.

Strive to provide basic awareness about the basic values, interpersonal skills, social skills and pro social behavior among the students and members in the society

B) Positions held / leadership role played in organizations linked with Extension Work National Service Scheme (NSS), or NCC or any other similar activity.

Member in Entrepreneurship Development Cell and Bus pass Committee.

C. Participation in Corporate Life

Please give a short account your contribution to:

a) College/ University / Institution	<ul style="list-style-type: none">• To carry out the duties allotted by the Principal and HOD.• Department NAAC and IQAC member.• Department Admission committee member.• Member of the Inspection Committee for granting continuous approval for Business administration courses at various institutions under Bharathiar University.• University representative for the conduct of University Examinations
b) Co-curricular Activities	Organised various seminars, National and International FDP, Editor for the Department Newsletter.
c) Enrichment of Campus Life (Hostels, sports, games, cultural activities)	Coordinated Cultural activities for the department students.
d) Students Welfare and Discipline	Periodical counseling and guidance to the students .
e) Membership / Participation in Bodies	<ol style="list-style-type: none">1. Member of the Board of Studies of the Department2. Member of Board of Studies of various Colleges College of Arts and Science
f) Professional Organization of Teachers	

D. (a) Membership of Professional Bodies, Societies, Editorship of Journals etc.

E. Any other information

(Signature of the Teacher)

Appendix A
List of publications

PUBLICATIONS:

1. Dr.S.Mahalingam, L.Shanthi published research article on the topic "A Study on customer satisfaction towards retail stores in Coimbatore city in TATVA-The essence of excellence,ISSN-0973- 0974 Vol VI No 2 Jan 2010 pp-49-54
2. L.Shanthi, published article in the national conference Facets of Commerce organized by Sree Narayana Guru College on the topic "Event Management- an emerging field in present scenario", ISBN-978-81-909246-8-9, Feb 2010 pp-69-71
3. L.Shanthi published article in the national conference on Emerging trends in retailing industry organized by SNR Institute of Management Studies College on the topic "A study on consumer behavior towards garments shops in Coimbatore city. ISBN-978-81-7273-537-1 Mar 2010 .pp-447-451.
4. L.Shanthi, S.Kasthuri meena, M.Vanishree published research article on the topic "A Study on role of customs house agents In international business with special reference to cochin region" in Nehru journal of Management and research, ISSN 2230-7974, Issue-3, Vol-II June 2011. pp-14-17
5. Dr.S.Mahalingam, L.Shanthi, published article in the national conference "Challenges in contemporary Practice organized by Sree Narayana Guru College on the topic "Social work practice on disaster Management". ISBN-978-81-910224-5-2, Sep 2011 pp-5859.
- 6 L.Shanthi, Dr.S.Mahalingam, published research article on the topic "A Study on brand switching behaviour of highly used apparels among consumer in Coimbatore city in Rathinam Journal of Management ISSN-2250-2009, Vol-1, Jan-Mar 2012 pp-72-80.
7. L.Shanthi, Dr.S.Mahalingam published article in the national conference Magnetic organized by Sree Narayana Guru College on the topic "Retail Innovation- Impact on Indian consumers, ISBN-978-93-81537-05-3, Feb 2012 pp-65-70
8. L.Shanthi, published article in the national conference on Emerging trends in Banking industry organized by SNR Institute of Management Studies College on the topic "Indian Retail Banking-An Overview ISBN-978-81-7273-585-2, Mar 2012 pp-294-299.
9. L.Shanthi, Dr.S.Mahalingam published research article on the topic "An analysis on the strategic business activities of retailers in Coimbatore city, in Indo Asian Journal of Advanced Management ISSN-2250-1266 Vol.1, Issue-1, Jan-June-2012 pp-255-264
10. L.Shanthi, Dr.S.Mahalingam, published research article on the topic A study on customer Brand loyalty, factors influencing in purchase decision and celebrity endorsement in cosmetic advertisement in Coimbatore city in Journal of Management Science Printed ISSN-2249-1260, Online ISSN-2250-1819 Vol 1 Issue-VI, June-2012 Pp-29-38

11. Dr.M.Vanishree, Dr.L.Shanthi published research article in the national conference on "Looming opportunities and threats organized by Karpagam University, Dept of Management Studies on the topic "A study on consumer behaviour towards Hero Honda with special reference to Coimbatore city. ISBN-978-93-82338-23-9. Sep 2012 pp-93-96

12. Dr.L.Shanthi Dr.M.Vanishree, published research article in the national conference on "Looming opportunities and threats" organized by Karpagam University, Dept of Management Studies on the topic "A study on users attitude towards social networking sites with special reference to Coimbatore city" ISBN-978-93-82338-23-9, Sep 2012 pp-118-125

13. Dr.L.Shanthi Published article on the topic “ Ethical issues n Corporate Social Responsibility” in Rathinam Journal of Management, ISSN NO: 2250-2009 VOL-I,ISSUE-IV

14. Dr.M.Vanishree, Dr.L.Shanthi published research article on the topic "A study on customers awareness level towards Sakthi Masala products with reference to Coimbatore city" in PARIPEX- Indian Journal of Research-a peer reviewed International journal ISSN-2250-1991 Vol I, Issue-11, Nov-2012.pp-56-58

Appendix B

Orientation Course, Refresher Course, Workshop, FDP

Name of the Course	Theme	Academic Staff College, University	Duration of the Course
Orientation Course	-	Bharathiar University	4 Weeks 26.5.2000 to 22.6.2000
Refresher Course	Information Technology	Bharathiar University	3 Weeks 9.11.2004 to 29.11.2004
Orientation Course	-	Bharathiar University	4 Weeks 05.12-2018 to 23.12.2018
Refresher Course	Research Methodology	Teaching Learning Center, Ramanujan College, University of Delhi	17/5/2021 to 31/5/2021
Refresher Course	Commerce and Management	GOA University GOA	17/8/2021 to 30/8/21
Refresher Course	Commerce and Management	Teaching Learning Center, Ramanujan College, University of Delhi	27 May – 09 June, 2022
Workshop	ISO - Internal Auditing	TUV Rheinland	5th & 6th FEB 2009

FDP	Changing Paradigm in Collegiate Teaching	Sree Narayana Guru College, Coimbatore-105	20 th Nov 2010
Orientation	Library and Information Science	Sree Narayana Guru College, Coimbatore-105	30 th Nov 2010
Workshop	Data Analysis using IBMSPSS& AMOS	Karpagam University	Two Days 18th & 19th OCT 2014
Orientation	Training in Counseling	IQAC, Sree Narayana Guru College, Coimbatore-105	29 th 30 th June 2015
FDP	Research Proposal writing techniques	IQAC, Sree Narayana Guru College, Coimbatore-105	14 th July 2015
3 day Training	Counselling	Student Welfare and Counseling Cell Sree Narayana Guru College, Coimbatore-105	28 th , 29 th & 30 th July 2016
FDP	Communicative English and recent methodologies in teaching	IQAC, Sree Narayana Guru College, Coimbatore-105	2 nd June 2017
Seven days Faculty Development Programme	“Beyond Academic Excellence - A Reality Show”	Nallamuthu Gounder Mahalingam College (Autonomous) Pollachi, Coimbatore.	25.05.2020 - 31.05.2020
Two-Day FDP	Design, Develop and Deliver online courses through MOODLE platform	Tamil Nadu State Council for Higher Education, (TANSCH), Chennai.	May 29 & 30, 2020
Five-Day FDP	Design, Develop and Deliver online courses through MOODLE platform	Pioneer College of Arts and Science, Coimbatore.	08-06-2020- 12-06-2020
Seven days FDP	Learning Pedagogy on Teaching and Assessment tools	IQAC, Sree Narayana Guru College, Coimbatore-105	17 th June to 25 th June 2020.

Two weeks online FDP(MOOC)	Effective use of ICT tools in online teaching	G.S Mandal's , Maharashtra Institute of Technology, Aurangabad.	22 nd June 2020 to 4 th July 2020.
Five days International Level Online Faculty Development Programme	“Hands On Training On SPSS”	Government Arts College(A), Cbe-8 PG and Research Department of Economics	27th to 31st July 2020.
Two day Training	In Service Teacher Training program	Bharathiar University	05.05.2022-06-05-2022.
Five day International Faculty Development Programme	Challenges of the students in the new normal.	BBA Department, Government Arts College	13.02.2023 to 17.02.2023

Appendix C

Seminars/Conferences/ attended

Name of the Seminar/ Conference/ Symposia / workshop	Name of the Sponsoring Agency	Place and Date
Issues on infrastructural developments in India	State Bank of India	Karpagam Arts and Science College, 21 st Oct 1997
Financial sector: The Heart of Global market, issues, Challenges Opportunities	UGC Sponsored/National	Department of Commerce, Bharathiar University 29th &30th March 2005
Standardization and Consumer Protection	UGC Sponsored/National	PG and Research Department of Commerce PSG College of Arts and Science 23 rd and 24 th Sep 2005.
Indian Banking In Globalized Era	Karpagam Arts and Science College	Department of Commerce and Management, Karpagam Arts and Science College. 24 th Feb 2006.
Liberalization and its impact on Export performances	Karpagam Arts and Science College	Department of Commerce and Management, Karpagam Arts and Science College. 7 th Oct 2006

Consumer Awareness, Protection and Promotion of Consumer Rights	Khadir Mohideen College	21 st , 22 nd Feb 2009
Recent Trends in Capital Market	Department of Business Management, Nehru Arts and Science College	Department of Business Management, Nehru Arts and Science College 18th Sep 2009
Emerging Trends and Issues in Human Rights	UGC Sponsored/National	Gobi Arts and Science College, Dec 10 th th,11th 2009
Facets of Commerce	PG and Research Department of Commerce, Sree Narayana Guru College, Coimbatore	Sree Narayana Guru College, Coimbatore 19 th -20 th Feb 2010
Challenges in contemporary social work practice	PG and Research Department of social work Sree Narayana Guru College, Coimbatore	Sree Narayana Guru College, Coimbatore 29 th &30 th Sep 2011
Magnetic	PG and Research Department of Commerce, Sree Narayana Guru College, Coimbatore	Sree Narayana Guru College, Coimbatore 16 th &17 th Feb 2012.
Role of Foreign Trade in Economic Development	Department of International Business, NGP Arts and Science College Coimbatore	NGP Arts and Science College Coimbatore 22 nd Feb 2012.
Looming Opportunities and Treats	Karpagam University, Coimbatore	Karpagam University, e Coimbatore-28 th Feb 2012
Quality Enhancement in Higher Education	IQAC, Sree Narayana Guru College, Coimbatore-105	Sree Narayana Guru College 9 th & 10 th Jan 2013
CSR as a Tool for Branding	Rathinam College of Arts and Science (Autonomous),Coimbatore	Rathinam College of Arts and Science (Autonomous),Coimbatore 25 th March 2015.
International conference on Research avenues in Social Science	PG and Research Department of Commerce, Sree Narayana Guru College, Coimbatore.	Sree Narayana Guru College, Coimbatore 4 th and 5 th Feb 2016. 2016
International Faculty Development Programme	BBA Department, Government Arts College	Coimbatore 13.02.2023 to 17.02.2023