

CURRICULUM VITAE

Dr. K. KAVITHA

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Dr. K. Kavitha is a first-rank holder at the University of Madras, in her Postgraduate. She earned her Ph.D. in the area of Tourism Management focusing on cultural tourism from Madurai Kamaraj University, Tamilnadu. She has been in academics for 20 years and has 5 years of Industry experience. She has published 16 research articles in various journals of National and international repute listed in Web of Science, and Scopus. Has presented around 20 research papers at International and National conferences and participated in more than 37 programmes such as workshops, conferences, seminars, and FDPs organised by reputed institutions. She has also organised several workshops, seminars, conferences, cultural fest, food fests, FDP, and value-added programmes. She has delivered lectures as a resource person in various programmes.

She has served in different capacities discharging various academic and administrative responsibilities in an effective manner. As Chairman and member of BOE, Member of BOS, for over 13 years at Bangalore University and Bangalore North University. She has also served as a member of the Board of Recruitment of Staff Selection Commission at Garden City University, Karnataka.

She was chairperson for the short-term hotel management course project funded by Department of Tourism, Government of Karnataka, it was beneficial for 100 students of SC and ST and 100 students of OBC.

She was a member of many associations, Member of Indian Council of Business Education, Member of professional Housekeeping Association, Professional Member for Indian School of Scholars, Reviewer for the International Journal of Management and Social Studies, Reviewer for the International Journal of Emerging Technologies and Innovative Research.

AWARDS & RECOGNITIONS: Secured University first rank in M.sc, University of Madras, Tamilnadu, Awarded Best Principal Award from ESN Research Group and Publication, Chennai, Best Principal Award, from InSc, Institute of Scholars, Bangalore Reviewer for Inderscience Publications

Educational Qualification			
Degree	Subject/ Specialization	University	Year of Passing
Ph. D	Tourism Management	Madurai Kamaraj University	2018
M. Phil	Tourism Management	Madurai Kamaraj University	2011
M. Sc	Hotel & Catering Management	University of Madras	2006
MA	Public Administration	University of Madras	1998
B.Sc	Hotel & Catering Management	University of Madras	1996
Advanced Airline & Travel Agency	Airlines & Travel Agency	IATA Institute of Airlines & Travel Agencies, Chennai	1993

Title of Thesis/Dissertation		Name of the University / Year of Award
Ph.D.	Cultural Tourism in Tamil Nadu	Madurai Kamaraj University/2018
M.Phil.	Villianur Temple as a center Of Religious Tourism in Puducherry state	Madurai Kamaraj University/2011

Experience:			
Post Held	University/ Institution	Period	
		From	To
Assistant Professor	Central University of Tamilnadu	12.03.2020	Working till now
Principal	Sambhram College of Hotel	16.04.2007	10.03.2020

	Management		
Head of the Department	Sambhram College of Hotel Management	27.10.2006	15.04.2007
Asst. Professor	Sambhram College of Hotel Management	13.09.2006	26.10.2006
Sr. Lecturer	Garden City College	01.07.2006	12.09.2006
Lecturer	Vels College of Science	11.06.2003	30.08.2004
Lecture and Administrative Officer	Golden City College	16.11.2001	31.05.2003

RESEARCH AREA:

Tourism Management,
Cultural Tourism,
Hospitality Management,
Event Management
Ecotourism

TEACHING INTEREST:

Tourism Products of India, Global Tourism Destinations, Front Office Management, Accommodation Operations, Contemporary issues in Tourism and Hospitality Management, Resort Management, Tourism and Hospitality Marketing, Training and Development, Event Planning and Management, Research Methodology, and Hotel Facility planning

RESEARCH PROJECTS COMPLETED:

1. As chairperson completed a Project sponsored by the Department of Tourism, Government of Karnataka for SC and ST students in 2012, with a grant of Rs. 20 lakhs
2. As chairperson completed the Project sponsored by the Department of Tourism, Government of Karnataka for OBC students, 2013 with a grant of Rs. 20 lakhs.

ONGOING RESEARCH PROJECTS:

1. Awarded Minor Research Project from ICSSR entitled “Tourist Satisfaction towards religious destination with special reference to Thiruvavur” with the grant of 5 Lakhs.

RESEARCH PUBLICATIONS:

1. Sneha Ravindra Kanade, Dr. Veena Prasad Vemuri, Dr. K. Kavitha, Dr. Somanchi Hari Krishna and Neerej Dev (2022), “A Comparative Analysis of Founder Leadership at Infosys”, *The British Journal of Administrative Management* (ABDC indexed Journal), Vol - 58, issue -151, 78 -84. ISSN:1746-1278.
2. “Tourist attraction toward a religious destination with special reference to Madurai”(2021)*International Journal of Management* (Scopus indexed), Vol - 12, 396 - 402, 10.34218/IJM.12. 3.2021.037.
3. ‘A Study on the significance Value-based Education for Social Happiness’, (2020), *TEST Engineering and Management Journal*, Vol. no.83, (Scopus Indexed) 0193-4120.
4. ‘A study on Non- performing Assets of Indian commercial Banks’(2020), *Juni Khyat Journal*, vol-10, Issue 5 No:8, 219 (UGC –CARE Group-1), 2278 -4632.
5. ‘A Study on Methods for Overcoming Organization Stress in Work Place’ (2020), *Adalya Journal* (Web of Science), Volume 8, 1301-2746.
6. A Study on Unethical Practices in Modern Marketing, (2019), *International Journal of Emerging Technologies and Innovative Research* (UGC Journal), Vol - 6 Issue 5, 2349-5162.
7. ‘A Study on Functions of tourist agencies on Tourism’(2019), *International Journal of Emerging Technologies and Innovative Research* (UGC Journal), January-, Vol- 6, 2349- 5162.

PUBLICATIONS (other than Research papers)

(a) Books authored

1. Fundamentals of Tourism Management (2023), KAAV Publications, New Delhi, ISBN: 978-81-96111-72-4.
2. ‘Cultural Tourism in Tamil Nādu’, (2020), Mayas Publication, Salem, Tamilnadu, ISBN: 978-93-89507-87-4.

(b) Chapter in Edited Book:

1. A Perspective on Pilgrimage Tourism in Thiruvavur District, (2023), *Pilgrimage Tourism in the Kaveri Delta Region*, Bloomsbury, New Delhi, ISBN: 978-93-56403-99-4.
2. Financial Inclusion – Opportunities and Challenges, (2013), Tumkur University, Tumkur, Karnataka, ISBN: 978-81-920859-3-7.
3. Tourism and economic sustainability, (2012), Christ College, Bangalore, Karnataka, 978-93-82305-11-8.

4. 'Technology in Business: A Competitive Edge for organization ', (2012), East Point College. Bangalore, Karnataka, ISBN 978-81-92342-45-0

Papers Presented at International/National Conferences (Published in Conf. Proceedings):

SN	Title of the Invited Lecture/Paper presented	Title of Conference/ Seminar etc.	Organised by	Date of Presentation	Level
1.	Prospective of Pilgrimage tourism in Kaveri Delta region (IL)	Pilgrimage Tourism in the Kaveri Delta Region	ICSSR, DTHM, Central University of Tamilnadu	2.11.2022 To 3.11.2022	National
2.	Developmental Dimensions of Pilgrimage Tourism in Thiruvarur District	Pilgrimage Tourism in the Kaveri Delta Region	ICSSR, DTHM, Central University of Tamilnadu	3.11.2022	National
3.	Rural Tourism in India, Prospective and Challenges	Unnat Shikshan Unnat Bharat	KRMMS, ABRSM in collaboration with Bangalore City University, Bengaluru	8.9.2022	National
4.	Role of processed food companies in agriculture and Nation Development	Innovative Management Strategies in Agriculture and Business,	Indian Institute of Plantation Management	29.01.2021	National
5.	E-Marketing in the hospitality, Prospectus and Challenges	Sustainability of e-education as a Close Alternative to Traditional Education	Central University of Tamilnadu Jointly with Millennium University, Blantyre, Republic of Malawi, and SK University, Andhra Pradesh.	17.12.2020	International (Within India)

6.	Tourists Satisfaction Towards Religious Destinations with Special Reference to Madurai	Econder 2020 2 nd International Economics, Business, and Social Sciences Congress	Kastamonu University Turkey	24.07.2020	International (abroad)
7.	Dynamics of Women Entrepreneurship in India	Dynamics of Entrepreneurship for Sustainable Development	Sree Venkateshwara College of Science & Management studies.	07.10.2015	National
8.	Economic Development through cultural tourism	Innovations and Economic Development	Sambhram College of Hotel Management	25.03.2015	National
9.	Financial Inclusion – Opportunities and Challenges	Financial Inclusion- Opportunities and Challenges	Indian Academy School of Management studies	26.04.2013	National
10.	Technology in Business: A Competitive Edge for organization	Technology in Business: A Competitive Edge for organization	Tumkur University	28.03.2013	National
11.	Impact of Union Budget 2013 – 2014	Leadership and finance	Sree Venkateshwara College of Science and Management studies.	22.03.2013	National

12.	Tourism and Economic Sustainability	IV Annual National Seminar	Christ University	8.02.2013	National
13.	Role of Women in Service Sector	Women Empowerment in India: Issues & Challenges in the 21 st century	Sri Sai College for Women	19.01.2013	National
14.	India as a Grand to contribute to the world of technology	Emerging Knowledge and ICT Paradigms in Business Education	Sambhram College	27.09.2012	National
15.	Knowledge Management with reference to research methodology	Emerging Knowledge and ICT Paradigms in Business Education	Sambhram College	27.09.2012	National
16	Resource person for food preparation competition for homemakers,	competition for homemakers	Terapant Bhavan	11-05-2015	National

Conferences & Seminars Participated

S.no	Title	Period / Duration	Organizer / Place	Level
1.	Inspiring Women Entrepreneurs in Management	29.5.2023	School of Commerce and Management, Department of Management, Garden city University	National
2	Creative Patents in Business Management	29.5.2023	School of Commerce and Management, Department of	National

			Management, Garden city University	
3	International Virtual Tourism Seminar on “Rethinking Tourism: Revisit Revive Reflect”,	29.9.2022	Department of Tourism and Travel Management, Jothi Nivas College Autonomous Bengaluru.	International (Within India)
4	One Day Webinar on Intellectual Property Rights”	23.10.2021	Banwarilal Bhalotia College, Asansol	National
5	Commodity Derivatives market	29.06.2021 to 30.06.2021	AIMS in Association with Bangalore University	National
6	Leadership	10.2.2021	Sambhram College of Hotel Management in association with University of Boltan (International)	International (Within India)
4.	Innovative Management Strategies in Agriculture and Business	29.01.2021	Indian Institute of Plantation Management	National
5.	Sustainability of e education as a close alternative to traditional Education	16.12.2020 and 17.12.2020	Central University of Tamilnadu Jointly with Milennium University, Blantyre, Republic of Malawi and SK University, Andra pradesh. (International)	International (Within India)
6.	A Webinar on NEP 2020 – Challenges in Implementation	20.11.2020	Sri Krishnadevaraya University Anantapur	National
7.	National Webinar on Commodity Derivatives Market- A Complete Approach	18.08.2020	Sree Vidyanikethan Institute of Management	National
8.	5 Days National e-conference on Examinations Transformation – (NEXT – 2020),	10.08.2020 To 14.08.2020	Council of Examiners, India and Skillslate, Pune	National
9.	National Webinar on Apparel and Fashion World : Post Pandemic Perspectives,	27.07.2020	Sam Higginbottom University of Agriculture, Technology and Sciences	National
10.	National webinar on Cooperative Business Enterprises: A Rainbow of Opportunities	25.07.2020	The Gandhigram Rural Institute	National

11.	Econder 2020 2 nd International Economics, Business and Social Sciences Congress.	22.07.2020 To 24.07.2020	Kastamonu University Turkey	International (Abroad)
12.	International webinar on Global Scenario of Hospitality Industry : Post COVID – 19	11.07.2020	Oriental Institute of Catering Technology & Hotel Management	National
13.	National webinar on Job Opportunities after COVID – 19 : Focus on Skills and Employability,	10.07.2020	PALAMURU University, Karnataka	National
14.	Implementation of International Financial Reporting Standards	07.05.2013	Indian Academy	National
15	Housekeeping Seminar	08.11.2005 to 10.11.2005	IHMCT, Chennai	National

FDP (Participated)

S.no	Organizer / Place/ Employer	Period / Duration	Level
1.	Faculty Refresher Course in Business Studies, UGC HRDC Pondicherry University	12.10.2022 to 25.10.2022	National
2.	AICTE Training and Learning (ATAL) Academy Online Advanced FDP on "Data Analytics: Tools & Techniques" at the University of Hyderabad.	22/11/2021 to 26/11/2021	National
3.	Faculty Induction Programme, UGC –HRDC Osmania University	01.09.2021 to 30.09.2021	National
4.	International Faculty Development Programme , Central University of Tamilnadu	30.03.2021	National
5.	Faculty Development Programme, on Transdisciplinary Research, Department of Social work, CUTN, Bharathiyar University,	8.03.2021 to 10.03.2021	National

	Gandhigram Rural Institute, Solent University , UK		
6.	MOODLE – FDP, MOOCS-ICT at Central University of Tamilnadu	21.09.2020 to 29.09.2020	National
7.	Two days National Level Faculty Development Programme, Sambhram College of Hotel Management	27.12.2019 & 28.12.2019	National
8.	FDP on Research Methodology	15.02.2015	National
9.	Orientation Program for Newly appointed Principal	24.02.2012	National
10.	FDP, Vels College of Science, Chennai	15.06.2005 To 17.06.2005	National

Workshops (Participated)

S.no	Organizer / Place/ Employer	Period / Duration	Level
1.	Art Therapy Workshop “Discovering Self Through Art” Organized By The Department Of Applied Psychology, Central University Of Tamilnadu.	9.9.2022	National
2.	Leadership Development Programme (Mid- Level) Organized by UGC-HRDC Osmania University, Hyderabad, Telangana	21.10.2021 to 23.10.2021	National
3.	Techno pedagogical tools and Techniques, Team Moocs ICT, Central University of Tamilnadu	5.7.2021 to 9.7.2021	National
4.	Happiness workshop on positive Emotions , Centre of Happiness, Central University of Tamilnadu	17.05.2021	National
5.	Incorporating Universal Human value in Technical Education, An AICTE initiative	19.04.2021 to 23.4.202	National

6.	Aiming for Excellence: Pathways to Institutional Advancement through Research, an AICTE Initiative	15.03.2018	National
7.	Case studies in Hospitality Management, Acharya College, Bangalore	02.09.2006	National

Design of new curriculum and courses:

1. Designed New syllabus and courses for the Master of Business Administration (Tourism and Hospitality Management) programme (2020) for the Department of Tourism and Hospitality Management, Central University of Tamilnadu.
2. Designed New syllabus and courses for the Ph.D. (Tourism and Hospitality Management) programme (2020) for the Department of Tourism and Hospitality Management, Central University of Tamilnadu
3. Designed a new syllabus and courses for the Bachelor of Hotel Management programme (2019) in Bengaluru North University.
4. Designed a new syllabus and courses for the Bachelor of Hotel Management programme (2018) in Bangalore University.
5. Designed a new syllabus and courses for the Master of Tourism Management programme (2018) in Bangalore University
6. Designed a new syllabus and courses for the Bachelor of Hotel Management programme (2014) in Bangalore University.
7. Designed a new syllabus and courses for the Bachelor of Hotel Management programme (2010) in Bangalore University.
8. Designed Skill Development Course for Trades under the Craftsmen Training Scheme (CTS) under the Ministry of Skill Development and Entrepreneurship (DGT) as Member of the Expert Committee.

Membership/Fellowship of learned/accredited bodies
Institute of Scholars: Professional Member.
Indian Council for Business Education: Life Member
Professional Housekeeping Association: Professional Member
Research advisory committee for Department of Tourism and Hospitality Management CUTN: Member
Research advisory committee for Department of Management CUTN: Member
Board of Studies, Dept. of Tourism and Hospitality, CUTN: Member

Board of Studies, Bengaluru North University: Member
Institute of Scholars: Reviewer
Inderscience Publishers: Reviewer

OTHER RELEVANT INFORMATION

other credentials, significant contributions, responsibilities, etc:

- Flexibility and willingness to take new challenging assignments
- Understand the client's objective/requirements and plan to meet as per committed timelines
- Quick in learning and execution
- Align to organization goals
- Having strong analytical and communication skills