

FACULTY PROFILE

Name of the Staff : **Dr. AMUTHA S**
Official Address :
ARUMUGAM PILLAI SEETHAI AMMAL COLLEGE,
VALLAL ARUMUGAM PILLAI ROAD, TIRUPPATTUR – 630 211.
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Personal Details:

Age : 44
Date of Birth : 24/12/1979
Sex & Marital Status : Female & Married
Citizenship : INDIAN
Department : BUSINESS ADMINISTRATION
Date of Joining : 05/12/2016

Qualification:

Degree	Programme and Specialization	Class/CGPA	Month & Year of Passing	Institute/University
Ph.D	MANAGEMENT / MARKETING	AWARDED	11/2016	BHARATHIAR UNIVERSITY, COIMBATORE
M.B.A	MANAGEMENT / GENERAL	FIRST	07/2011	ALAGAPPA UNIVERSITY, KARAİKUDI
SET	MANAGEMENT	CLEARED	02/2016	MOTHER TERSA WOMENS UNIVERSITY, KODAIKANAL

Professional Experience:

Teaching Experience:

Designation	Institute/University	Period		Nature of Duties
		From	To	
Assistant Professor	ARUMUGAM PILLAI SEETHAI AMMAL COLLEGE, TIRUPPATTUR	05/12/2016	06/08/2024	Teaching Research

Industry Experience:

Designation	Organization	Period		Nature of Duties
		From	To	
Administrator	ARUMUGAM PILLAI SEETHAI AMMAL COLLEGE, TIRUPPATTUR	10/01/2008	04/12/2016	Administration

Other Academic Credentials:

S.No	Title
1	TECHNICAL COURSE IN TYPEWRITING(BOTH ENGLISH & TAMIL)
2	TNPSC - ACCOUNT TEST FOR SUBORDINATES - PART - I (TEST CODE : 176)

S.No	Title
3	TNPSC - OFFICE MANUAL TEST PART - II (TEST CODE : 208)

Area of specialization:

S.No	Title
1	MARKETING / RESEARCH

Course Taught:

S.No	Course Title	U.G. or P.G
1	BUSINESS ADMINISTRATION	U.G

H-Index:

Research Gate	Google Scholar	Scopus	Web Of Science
		2	

Development or Training Activity:

Organized:

S.No	Role	Title	Period		No. of Participants	Course Type	Type of Program
			From	To			
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Attended:

S.No	Title	Period		Venue	Course Type	Type of program
		From	To			
1	FDP on Preparation of Short Learning Objects	17/05/2022	19/05/2022	Arumugam Pillai Seethai Ammal College, Tiruppattur		
2	TANSCH - IN SERVICE TEACHER TRAINING PROGRAM	05/05/2022	06/05/2022	MADURAI KAMARAJ UNIVERSITY	FDP	FDP
3	ORIENTATION COURSE	17/05/2017	13/06/2017	HRDC - UNIVERSITY OF HYDERABAD		UGC ACADEMIC STAFF COLLEGE
4	REFRESHER COURSE IN COMMERCE AND BUSINESS STUDIES	17/05/2018	06/06/2018	BHARATHIAR UNIVERSITY, COIMBATORE		UGC - HRDC - ACADEMIC STAFF COLLEGE

S.No	Title	Period		Venue	Course Type	Type of program
		From	To			
5	REFRESHER COURSE IN COMMERCE AND MANAGEMENT	27/02/2020	11/03/2020	UNIVERSITY OF HYDERABAD		UGC - HRDC - ACADEMIC STAFF COLLEGE
6	REFRESHER COURSE IN COMMERCE AND MANAGEMENT (ONLINE)	01/08/2022	13/08/2022	UNIVERSITY OF HYDERABAD		UGC - HRDC - ACADEMIC STAFF COLLEGE
7	SHORT TERM COURSE (ONLINE - STC)	25/05/2020	03/06/2020	GUJARAT UNIVERSITY		ONLINE
8	TWO WEEK ONLINE WORKSHOP	25/05/2020	05/06/2020	TEACHING LEARNING CENTRE, RAMAJUJAN COLLEGE, UNIVERSITY OF DELHI		MHRD - PMMMMNTT - ONLINE
9	MOOC - COOPERATIVE LEARNING PEDAGOGY	22/05/2020	18/06/2020	GURUSAR SADHAR PUNJAB UNIVERSITY		FOUR WEEK ONLINE COURSE
10	THREE DAYS ONLINE WORKSHOP	07/05/2020	09/05/2020	UNIVERSITY OF HYDERABAD		ONLINE
11	ON PREPARTION OF SHORT LEARNING OBJECTS	17/05/2022	19/05/2022	ARUMUGAM PILLAI SEETHAI AMMAL COLLEGE TIRUPPATTUR	FDP	ONLINE
12	ETHICS IN ACADEMIC RESEARCH WRITING	30/01/2023	04/02/2023	HRDC - AMET BUSINESS SHCOOL, AMET UNIVERSITY	Short Term Course	ONE WEEK ONLINE SHORT TERM FDP

Expert Lecture Delivered/Judge:

S.No	Title	Period		Venue
		From	To	
1	Entrepreneurship Promotional Activities For The Outgoing Students	24/02/2023	24/02/2023	Sri Sarada Niketan College for Women, Amaravathipudur, Karaikudi

Awards:

S.No	Title
1	II PRIZE IN NATIONAL LEVEL ESSAY COMPETITION ORGAINIZED BY MINISTRY OF CONSUMER AFFAIRS,

Research Achievements:

National Journal Publications:

S.No	Title of the Paper	Name of the Journal	Vol.No & Page No.	Month & Year	Current Status
1	A Study on Users Attitude Towards Digital Banking During Pandemic Period (COVID 19)	Madhyabharathi	82 - 1 / 98-103	12/2022	Published
2	Assertive Behaviour Among Post Graduate Students: A Study with Special Reference to Ramnad District.	Madhya Bharati	Vol.82, No.:01	06/2022	Published
3	Work-Life Balance Among Women Administrative Staffs of Higher Education Institutes in Coimbatore District	Dogo Rangasang Research Journal	Vol.: 12, Issue : 03, No.:01	03/2022	Published
4	Impact of Work From Home on Organizational Culture	Dogo Rangasang Research Journal	Vol-12, Issue-03, No.02	03/2022	Published
5	Leadership Challenges on Motivation During Covid 19 Pandemic Situations	Dogo Rangasang Research Journal	Vol-12, Issue-02, No.02,	02/2022	Published
6	The Research On Discerningly Diversified Arena of Adequate Funding Concerning With Entrepreneurial Finance In The Contemporary Business Phenomenon	Dogo Rangasang Research Journal	Vol-12, Issue-01, No.03, Page No.: 1 – 7.	01/2022	Published
7	Customer Satisfaction Towards Recent Trends in Banking and Financial Services in Chengalpattu District	Journal of Education : Rabindra Bharati University	XXIII, No.:9, 2021 Page No.: 138-146	06/2021	Published

International Journal Publications:

S.No	Title of the Paper	Name of the Journal	Vol.No & Page No.	Month & Year	Current Status
1	Green Marketing For the Society – The Existence and Future	International Journal For Innovative Research in Multidisciplinary Field	Vol. : 7, Issue-6, 30th	06/2021	Published
2	Exploring the Asymmetric Price Behaviour of Health Care and Pharma Sector Stocks of NSE in the Pandemic Period	Indian Journal of Finance	18 (i 1) & 57-71	01/2024	Published
3	Effectiveness of Computer Assisted Instructional Technology Module (CAITM) in Learning Chemistry at Higher Secondary Level	Psychology & Education	59 : 2 / 1441-1448	10/2022	Published

National Conference Publications:

S.No	Title of the Paper	Name of the Conference	Organizer	Month & Year
1	Resilient CRM Strategies Sews During Covid-19- The Unprecedented Paradigm Shift in the Prevailing Business Manifestation–A Descriptive Study	Virtual National Conference on Recent Trends in Business (RBT – 1.0)	Research Department of Business Administration, Arumugam Pillai Seethai Ammal College, Tiruppattur.	09/2021

S.No	Title of the Paper	Name of the Conference	Organizer	Month & Year
2	Current Trends in Global Business Management – A Conceptual Frame Work	Virtual National Conference on Recent Trends in Business (RBT – 1.0)	Research Department of Business Administration, Arumugam Pillai Seethai Ammal College, Tiruppattur.	09/2021
3	Latest trends in Banking and Financial Services in India – 2021	Virtual National Conference on Recent Trends in Business (RBT – 1.0)	Research Department of Business Administration, Arumugam Pillai Seethai Ammal College, Tiruppattur.	09/2021
4	The Perspective on Contemporary Management Practices in the Prevailing Business Phenomenon	Virtual National Conference on Recent Trends in Business (RBT – 1.0)	Research Department of Business Administration, Arumugam Pillai Seethai Ammal College, Tiruppattur.	09/2021
5	Leadership Challenges on Motivation During Covid 19 Pandemic Situations	Virtual National Conference on Recent Trends in Business (RBT – 1.0)	Research Department of Business Administration, Arumugam Pillai Seethai Ammal College, Tiruppattur.	09/2021

International Conference Publications:

S.No	Title of the Paper	Name of the Conference	Organizer	Month & Year
1	A Study on Business Practices of Women Homepreneurs in Sivaganga District.	Research Conference on “RECENT DEVELOPMENTS AND INNOVATIONS IN SOCIAL SCIENCE, ARTS & HUMANITIES”	V.V.Vanniyaperumal College for Women, Virudhunagar	04/2022

Book/ Chapters Publishing:

S.No	Title Of The Book	Name Of The Publisher	Type	Year Of Publishing
1	ORGANIZATIONAL BEHAVIOUR	SHANLAX PUBLICATIONS	National	2021
2	SECRETARIAL PRACTICE	MJ Publication House	National	2020
3	AGRI-LOGISTICS & Supply Chain Management	SHANLAX PUBLICATIONS	National	2023

Ph.D. Guidance:

S.No	Research Scholar Name	Research Area	Year	Mode of Research
1	Aswathi Mohanan	MANAGEMENT	2019	Part Time
2	K.Anitha	MANAGEMENT	2021	Part Time

S.No	Research Scholar Name	Research Area	Year	Mode of Research
3	T.Justin	MANAGEMENT	2021	Part Time
4	M.Anand	MANAGEMENT	2021	Part Time

Project Guidance:

Degree	Number of Projects
UG Degree	70

Innovation and Intellectual Property:

Teaching & Learning Innovation:

S.No	Title of the Innovation	Instructional Method	Month & Year	Description
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Outside World Interaction and Consultancy:

National & International Interaction:

S.No	Title of the lecture	Institution which lecture delivered	Month & Year
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Other Contribution work to the Institute/Organization:

S.No	Name	Role	Period		Nature of Duties
			From	To	
1	NATIONAL PROGRAMME ON TECHNOLOGY ENHANCED LEARNING	BUSINESS ADMINISTRATION DEPARTMENT - MENTOR	06/01/2018	30/04/2019	MENTOR
2	GATEWAY COMMITTEE	MEMBER	06/01/2018	30/04/2019	MEMBER
3	WOMEN'S WELFARE COMMITTEE	MEMBER	06/01/2018	30/04/2019	MEMBER
4	INTERNAL QUALITY ASSURANCE CELL (IQAC)	HELP DESK MEMBER	06/01/2018	30/04/2019	HELP DESK MEMBER
5	INTERNAL QUALITY ASSURANCE CELL (IQAC)	MEMBER	06/01/2019	30/04/2020	MEMBER
6	INTERNAL QUALITY ASSURANCE CELL (IQAC)	MEMBER	06/01/2020	31/05/2021	MEMBER
7	ADD - ON COURSES DEVELOPMENT CELL	CO-CONVENER	06/01/2020	31/05/2021	CO-CONVENER
8	INTERNAL QUALITY ASSURANCE CELL (IQAC)	MEMBER	06/01/2021	31/05/2022	MEMBER
9	ADD - ON COURSES DEVELOPMENT CELL	CO-CONVENER	06/01/2021	31/05/2022	CO-CONVENER

S.No	Name	Role	Period		Nature of Duties
			From	To	
10	INTERNAL QUALITY ASSURANCE CELL (IQAC)	MEMBER	07/01/2022	30/04/2023	MEMBER
11	WOMEN EMPOWERMENT COMMITTEE	CO-CONVENER	07/01/2022	30/04/2023	CO-CONVENER
12	ADD - ON COURSES DEVELOPMENT CELL	CO-CONVENER	07/01/2022	30/04/2023	CO-CONVENER
13	INTERNAL QUALITY ASSURANCE CELL (IQAC)	MEMBER	06/01/2023		MEMBER
14	DISCIPLINE COMMITTEE	MEMBER	06/01/2023		MEMBER
15	WOMEN EMPOWERMENT COMMITTEE	CONVENER	06/01/2023		CONVENER
16	ADD - ON COURSES DEVELOPMENT CELL	CO-CONVENER	06/01/2023		CO-CONVENER