

FACULTY PROFILE

Name of the Staff : **Dr. Muthukamu M**
Official Address : Associate Professor
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Personal Details:

Age : 53
Date of Birth : 05/09/1971
Sex & Marital Status : Male & Married
Citizenship : Indian
Department : BUSINESS ADMINISTRATION
Date of Joining : 01/03/2001

Qualification:

Degree	Programme and Specialization	Class/CGPA	Month & Year of Passing	Institute/University
Ph.D	Portfolio Management	NA	10/2017	Alagappa University Karaikudi

Professional Experience:

Teaching Experience:

Designation	Institute/University	Period		Nature of Duties
		From	To	
Associate Professor	APSACOLLEGE	01/03/2001		Teaching Research

Other Academic Credentials:

S.No	Title
1	Served as Question paper setter for TamilNadu Public Service commission, Chennai.
2	Served as Member - Board of Studies for BBA in Alagappa University, Karaikudi
3	Serving as Chairman - Board of Studies for BBA in Alagappa University, Karaikudi
4	Served as Question paper setter for Teacher Recruitment Board, Chennai.
5	Served as member in the board constituted to check to syllabus equivalence by the Tamil Nadu State council for
6	Serving as approved research supervisor in Management - Alagappa University, Karaikudi.

Course Taught:

S.No	Course Title	U.G. or P.G
1	Portfolio management, Marketing Management, Principles of Management	U.G

H-Index:

Research Gate	Google Scholar	Scopus	Web Of Science
3	5	2	0

Development or Training Activity:**Attended:**

S.No	Title	Period		Venue	Course Type	Type of program
		From	To			
1	Contact Program for Trainers in Securities Market of the Mutual Funds	23/01/2015	24/01/2015	NISM, Chennai		Faculty Development Program
2	Basics of Equity Derivatives & Technical Analysis : Theory and Practice.	22/11/2014	22/11/2014	GRG School of management Studies, Coimbatore		Faculty Development Program
3	Recent Trends and Future Perspectives of Biosciences	05/09/2014	06/09/2014	APSA College, Thiruppattur		National level seminar
4	Parametric and Non-parametric analysis using SPSS	15/11/2019	16/11/2019	PSG Institute of Management, Coimbatore	FDP	Faculty Development Program
5	Basics of Equity Derivatives & Technical Analysis :Theory and Practice	22/11/2014	22/11/2014	GRG School of Management studies, Coimbatore	FDP	Faculty Development Program
6	Emerging Trends in Banking Sector	14/02/2020	15/02/2020	APSA College, Thiruppattur		National level seminar
7	Data Analysis for Business Applications	11/09/2015	13/09/2015	Pondicherry Central University, Pondicherry.	FDP	Faculty Development Program
8	Applied Econometrics for Business and Finance	21/10/2016	22/10/2016	Xavier Institute of Management & Entrepreneurship, Bangalore	Professional Development Programme	Faculty development Program
9	"Quality Assurance in Higher Education : Global Perspective"	21/10/2010	22/10/2010	APSA College, Thiruppattur		National level Seminar

Expert Lecture Delivered/Judge:

S.No	Title	Period		Venue
		From	To	
1	National Seminar on Emerging Trends in Banking Sector	14/02/2020	15/02/2020	APSA College, Thiruppattur

Research Achievements:

International Journal Publications:

S.No	Title of the Paper	Name of the Journal	Vol.No & Page No.	Month & Year	Current Status
1	Issues of Attrition and Retention in BPO industry- A study with special reference to India.	Paripex- Indian Journal of Research	Volume - 10 , Issue - 06, 55-59	06/2021	Published
2	Work life balance for management faculties in India – A literature review analysis.	International Journal of Creative Research Thoughts	Vol.9 Issue.12 pp.803-808	12/2021	Published
3	An Analysis of the trends of NPA of Banks in India	Journal of the Asiatic Society of Mumbai	99 (03), pp.69-78	11/2023	Published
4	A study on the Non-performing assets recovery stregegy in Indian Banking sector	Shodha Praba	01(01), pp 24-34	08/2023	Published
5	Balancing work life and health due to new policy of work from home for management faculties in India -A mixed approach	Journal of the Asiatic Society of Mumbai	95 (10), pp.12-21	11/2022	Published
6	Influencing of Youtube on Marketing Strategies and consumer behaviour	DOGO Rangsang research Journal	12 (02), pp.95-100	07/2023	Published
7	Work life balance of ITES sector employees workiing from Home- A literature Review analysis	Sambodhi	44 (01), pp.76-86	09/2021	Published
8	Artificial Intelligence Revolution: A study on consumer transfermation in Online shopping	Anvesak	51(1), pp-155-160	11/2021	Published
9	Assessing work life balance and employee performance in Indian ITES companies	Sambothi	44 (01), pp.126-131	09/2021	Published
10	Implications of the Trajectory of COVID -19 Pandemic on Online business in India	International journal of Management	11 (12, pp.2820-2831	12/2020	Published
11	The Rollout of GST and its impact on the auto sector stocks of National stock exchange	Indian journal of finance	14 (12), pp. 25-39	12/2020	Published
12	Impact of Demonetization on the volatility and returns :NSE sectoral indices	SCMS Journal of Indian Management	17 (2), 30-40	08/2020	Published
13	Effect of global economic crisis on the price behaviour of realty sector index stocks of NSE	International Journal of Recent Technology	08 (04) pp.5854-5862	11/2019	Published
14	Demonetization upshot on the volatility and return of Banking sector stocks on National stock exchange	International journal of Monetary economics and Finance	12 (5), pp.426-444.	06/2019	Published
15	Modelling Symmetric and Asymetric volatility in the Indian stock market	Indian journal of finance	12 (11), 23-36	11/2018	Published
16	Volatility and Return : A study with special reference to the selected banking sectoral stocks of NSE	Journal of Manangement research and analysis	5(3), pp.30-40.	10/2018	Published
17	Reactions to Union budget by the sectoral indices of NSE	Indian Journal of Finance	9 (6), 30-40	06/2015	Published
18	Stock price reaction to bonus issue - Evidence fron Indian equity market	International acedemic research journal of economics and finance	3(4), 32-41	10/2015	Published
19	Impact of selective corporate events on price movements of stocks of bank nifty index	Indian journal of applied research	4(4), 317-320	04/2014	Published

S.No	Title of the Paper	Name of the Journal	Vol.No & Page No.	Month & Year	Current Status
20	Bank Nifty index and other sectoral indices of NSE - A comparative study	PARIPAX -Indian Journal of Research	3(4),pp.147-149	04/2014	Published
21	Exploring the asymmetric price behaviour of health care and Pharma sector stocks of NSE in the Pandemic period	Indian Journal of Finance	Vol.1 (2024), 57-71	01/2024	Published

National Conference Publications:

S.No	Title of the Paper	Name of the Conference	Organizer	Month & Year
1	Role of SEBI in Investors Education and Protection	Investor Protection - Rights and duties	APSA college, Thiruppattur	03/2015
2	Prospects of Tourism in India	One day state level conference on " The impact of Tourism on Indian Economy"	APSA College, Thiruppattur	04/2010

International Conference Publications:

S.No	Title of the Paper	Name of the Conference	Organizer	Month & Year
1	Is Equity Market Dancing to the Tune of Foreign Institutional Investors? - An Indian approach.	AVID-ARC	ACRPUM	07/2020
2	Reactions to Union Budget by the Sectoral indices of NSE	International Centre of Economics, Humanities &	ICEHM at Phuket, Thailand	10/2014
3	Stock Price Reaction to Bonus Issue- Evidence from Indian Equity Market	International Conference on Applied research in Business, Management, Economics and Finance	ACRPUB	08/2014

Ph.D. Guidance:

S.No	Research Scholar Name	Research Area	Year	Mode of Research
1	M.Sameera	MARKETING	2019	Part Time
2	Ajith.A.Krishnan	HUMAN RESOURCE MANAGEMENT	2020	Part Time
3	Xavier.J.Stalin	HUMAN RESOURCE MANAGEMENT	2020	Part Time
4	S.Saravanan	MARKETING	2021	Part Time
5	J.Pandi Lakshmi	FINANCE	2022	Part Time

Other Contribution work to the Institute/Organization:

S.No	Name	Role	Period		Nature of Duties
			From	To	
1	Career Guidance & Entry in Service	Served as Convener - Career Guidance Cell	07/01/2016	31/05/2023	Arranging the campus interview

S.No	Name	Role	Period		Nature of Duties
			From	To	
2	College Council	Serving as College Council Secretary	06/01/2016		Organising the Council meeting
3	Department of Business Administration	Serving as Head of the Department	06/01/2016		Managing the departmental work