

## FACULTY PROFILE

Name of the Staff : **Dr. VANITHA A**  
Official Address : Assistant Professor  
ARUMUGAM PILLAI SEETHAI AMMAL COLLEGE,  
VALLAL ARUMUGAM PILLAI ROAD, TIRUPPATTUR – 630 211.  
Mobile : 9791471572  
E-Mail Address : avanitha83@gmail.com



### Personal Details:

Age : 41  
Date of Birth : 20/03/1983  
Sex & Marital Status : Female & Married  
Citizenship : INDIAN  
Department : BUSINESS ADMINISTRATION  
Date of Joining : 16/03/2016

### Qualification:

Degree	Programme and Specialization	Class/CGPA	Month & Year of Passing	Institute/University
Ph.D	Management	awarded	03/2016	Anna University
M.Phil	Management	First Class with Distinction	11/2006	Bharathidasan University
M.B.A	Human Resource/Marketing	First	05/2005	Alagappa University

### Professional Experience:

### Teaching Experience:

Designation	Institute/University	Period		Nature of Duties
		From	To	
Assistant Professor	Arumugam Pillai Seethai Ammal College, Tirupathur, Sivagangai Dt.	16/03/2016	17/11/2023	Teaching

### Area of specialization:

S.No	Title
1	Human Resource and Marketing

### Course Taught:

S.No	Course Title	U.G. or P.G
1	BBA	U.G

### Development or Training Activity:

**Organized:**

S.No	Role	Title	Period		No. of Participants	Course Type	Type of Program
			From	To			
1	Co-Convenor	Recent Trends in Business (RBT – 1.0)	22/09/2022	22/09/2022	110	Virtual National Conference	Virtual National

**Attended:**

S.No	Title	Period		Venue	Course Type	Type of program
		From	To			
1	In service Teacher Training Programme in Management	05/05/2022	06/05/2022	Madurai Kamaraj University, Madurai		Faculty Development Programme
2	Refresher course on Commerce and Management	02/06/2022	15/06/2022	UGC – HRDC, Bharathiar University, Coimbatore	Refresher Course	Refresher course on Commerce and Management
3	Refresher course on Commerce and Management	07/09/2020	20/09/2020	UGC, HRDC, Gujarat University, Ahmedabad	Refresher Course	Refresher course on Commerce and Management
4	Orientation Program	16/08/2018	12/09/2018	UGC, HRDC, University of Madras, Chennai	Orientation Programme	Orientation Program
5	"MANAGING ONLINE CLASSES and CO-CREATING MOOCS"	20/04/2020	06/05/2020	Teaching Learning Centre, Ramanujam University		FDP
6	MUTUAL FUND AND INCOME TAX & GST COURSES	30/01/2023	03/02/2023	Alagappa University		NSE ACADEMY AND TAMIL NADU SKILL DEVELOPMENT COOPERATION
7	Trainer program on Digital Productivity and AI Fluency under the Faculty Development Programme	28/08/2023	01/09/2023	Online Mode		Naan Mudhalvan in partnership with Microsoft

**Membership in Professional bodies:**

S.No	Name of the society	Grade of Membership
1	INDIAN SOCIETY FOR TECHNICAL EDUCATION	Life Member

**Research Achievements:**

**International Journal Publications:**

S.No	Title of the Paper	Name of the Journal	Vol.No & Page No.	Month & Year	Current Status
1	WORK RELATED STRESS AMONG WOMEN PROFESSIONAL'S IN SOFTWARE	International Academic Research Journal of Business and Management	Vol.No.6 Issue No1 & Page No. 1 to 6	10/2017	Published
2	Affirmative and Undesirable Effects between Impact of Stress and Job Gratification: Performance of Indian Public Sector Bank Employees	Asian Journal of Research in Social Sciences and Humanities	Vol. 6, No. 9, pp. 1040-1060	09/2016	Published
3	Impact of Stress among Public Sector Bank Employee's in Tamilnadu – An Empirical Investigation	European Journal of Economics, Finance and Administrative Sciences	Issue 64	03/2014	Published
4	Innovation of Technology for Green Growth Towards Sustainable Development in India	Shanlax International Journal	Vol.-4, Issue No.: 4, Pg.:12 to 18	04/2017	Published
5	Innovational HR Techniques for Business Excellence in Banking Sector	ROOTS International Journal of Multidisciplinary Research	Vol.4., Special Issue1 pg- 229-234	12/2017	Published
6	Challenges and Opportunities of Skill Development in India	International Journal of Research in Humanities, Arts and Literature	Vol.- VI, Issue No.: 10, Pg.: 145 to 149,	09/2017	Published
7	Effectiveness of Computer Assisted Instructional Technology Module (CAITM) In Learning Chemistry At Higher Secondary Level	Psychology and Education Journal	Vol. 59 No. 2 (2022)	10/2022	Published
8	A Study on Factors Influencing Employee Retention of IT Professionals	ROOTS International Journal of Multidisciplinary Research	Vol.9 Pg.28	02/2023	Published
9	A STUDY ON EMPLOYEE RETENTION WITH SPECIAL REFERENCE AT PHILIPS ELECTRONICS, CHENNAI	DOGO RANSNG RESEARCH JOURNAL	vOL.13 pAGE 31-39	08/2023	Published
10	A study on factors influencing employee retention of it professionals	AI-Barkaat Journal of Finance & Management	Volume : 11, Issue : 1 Pg-13-32	07/2023	Published

**Ph.D. Guidance:**

S.No	Research Scholar Name	Research Area	Year	Mode of Research
1	R.Rampriya	A Study on factor Influencing Employee Retention in Software Industry in Coimbatore,Tamil nadu	2021	Part Time
2	Mr.Bibin Xavier	A Study on Digital Marketing of Micro Small and Medium Enterprises in Idukki	2022	Part Time
3	J.Anna Thangam	A Study on Job Satisfaction of Nurses Working in Private Hospitals with Special Reference to Tirunelveli District, Tamil Nadu	2023	Part Time

**Other Contribution work to the Institute/Organization:**

S.No	Name	Role	Period		Nature of Duties
			From	To	
1	Girls student Welfare Committee	Member in Girls student Welfare Committee			organizing women welfare programme
2	Mulya Pravah Committee Member	Mulya Pravah Committee Member	06/19/2017	17/11/2023	Organizing Programme related to human values
3	Insurance Governance Cell	Member in Insurance Governance Cell	06/19/2018	17/11/2023	Insurance related activities