

FACULTY PROFILE

Name of the Staff : **Dr. Vijaya lakshmi.s**
Official Address : Assistant Professor
ARUMUGAM PILLAI SEETHAI AMMAL COLLEGE,
VALLAL ARUMUGAM PILLAI ROAD, TIRUPPATTUR – 630 211.
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Personal Details:

Age : 39
Date of Birth : 02/06/1985
Sex & Marital Status : Female & Married
Citizenship : Indian
Department : COMMERCE
Date of Joining : 13/10/2022

Qualification:

Degree	Programme and Specialization	Class/CGPA	Month & Year of Passing	Institute/University
Ph.D	BANKING & MARKETING	FIRST	12/2017	BHARATHIDASAN UNIVERSITY

Professional Experience:

Teaching Experience:

Designation	Institute/University	Period		Nature of Duties
		From	To	
Assistant Professor	Arumugam Pillai Seethai Ammal College	13/10/2022	24/08/2024	Teaching Research
Lecturer	Alagappa Government Arts College	08/12/2009	31/08/2022	Teaching
Lecturer	Arumugam Pillai Seethai Ammal College	07/08/2008	08/12/2009	Teaching

Area of specialization:

S.No	Title
1	BANKING,MARKETING,ACCOUNTANCY

Course Taught:

S.No	Course Title	U.G. or P.G
1	INTERNATIONAL MARKETING,INVESTMENT MANAGEMENT	P.G
2	RESEARCH METHODOLOGY,ORGANISATIONAL BEHAVIOUR	U.G

Development or Training Activity:**Organized:**

S.No	Role	Title	Period		No. of Participants	Course Type	Type of Program
			From	To			
1	Participant	Faculty Induction programming	15/11/2023	14/12/2023	35	Induction Programmes	Online Faculty Induction
2	Participant	Quantitative Data Analysis Using SPSS With Interpretation And Writing Research Article With AI	14/06/2024	21/06/2024	115	FDP	Virtual FDP Sindhi
3	Participant	NEP Orientation & Sensitation Programme	07/05/2024	15/05/2024	72	Orientation Programme	MM-TTP virtual meet

Attended:

S.No	Title	Period		Venue	Course Type	Type of program
		From	To			
1	FDP- MUTUAL FUND	31/10/2023	31/10/2023	ALAGAPPA UNIVERSITY		NAAN MUDHALVAN
2	Faculty Induction programme			MMTC- UGC MALAVIYA MISSION TEACHER TRAINING CENTRE MADURAI KAMARAJ UNIVERSITY		Online faculty Induction Programme
3	NEP 2020 Orientation and sensitiation programme	07/05/2024	15/05/2024	Madurai Kmaraj university, Ugc HRDC Malaviya Mission Teacher Training Centre	Orientation Programme	Virtual mode
4	NEP Orientation And Sensitation Program	20/05/0024	28/05/0024	Madurai Kamaraj University, MMTC Ugc HRDC Malaviya Mission Teacher Training Centre	Orientation Programme	Virtual mode
5	Quantitative Data Analysis Using SPSS With Interpretation And Writing Research Article With AI	14/06/2024	21/06/2024	Sindhi college, Bangalore	FDP	Virtual Mode
6	Yoga for life Skills	09/03/2024	09/03/2024	Madurai Kamaraj University		UGC sponsored Webminar

Research Achievements:**National Journal Publications:**

S.No	Title of the Paper	Name of the Journal	Vol.No & Page No.	Month & Year	Current Status
1	Banking Sector Reforms	HRD TIMES	15	01/2013	Published

International Journal Publications:

S.No	Title of the Paper	Name of the Journal	Vol.No & Page No.	Month & Year	Current Status
1	A RECENT TREND IN RURAL CREDIT SERVICE BY COMMERCIAL BANKS	INTERNATIONAL JOURNAL OF FINANCE	2 \$ 56-59	01/2015	Published
2	A Study on Brand preference Towards Hindusthan unlever Ltd in karaikudi Town	International journal of Creative Research Thoughts	II	01/2023	Published

National Conference Publications:

S.No	Title of the Paper	Name of the Conference	Organizer	Month & Year
1	Marketing Research	Marketing	Dr.N.palanivelu	01/2013

International Conference Publications:

S.No	Title of the Paper	Name of the Conference	Organizer	Month & Year
1	Customer Satisfaction of Hero Motors in Thanjavur District of Tamilnadu	Inclusive Growth Through Corporate Social Responsibility Initiatives	Dr.A.Abna Manthiri	01/2023

Project Guidance:

Degree	Number of Projects
UG Degree	20
PG Degree	1