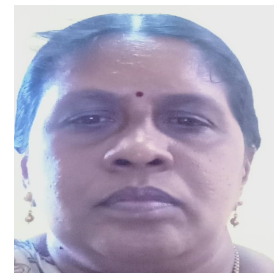


## FACULTY PROFILE

Name of the Staff : **Ms. SIVASANKARI P**  
Official Address : Assistant Professor  
ARUMUGAM PILLAI SEETHAI AMMAL COLLEGE,  
VALLAL ARUMUGAM PILLAI ROAD, TIRUPPATTUR – 630 211.  
Mobile : 9698322796  
E-Mail Address : bba4student@gmail.com



### Personal Details:

Age : 47  
Date of Birth : 17/12/1976  
Sex & Marital Status : Female & Single  
Citizenship : INDIAN  
Department : BUSINESS ADMINISTRATION  
Date of Joining : 20/10/2008

### Qualification:

Degree	Programme and Specialization	Class/CGPA	Month & Year of Passing	Institute/University
M.Phil	Management	First	08/2005	MADURAI KAMARAJ UNIVERSITY
MBA	Marketing	Second	04/2004	Madurai Kamaraj University

### Professional Experience:

### Teaching Experience:

Designation	Institute/University	Period		Nature of Duties
		From	To	
Associate Professor	ARUMUGAM PILLAI SEETHAI AMMAL COLLEGE.ALAGAPPA UNIVERSITY.KARAIKUDI	20/10/2008	23/08/2022	Teaching

### Course Taught:

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

### H-Index:

Research Gate	Google Scholar	Scopus	Web Of Science

### Development or Training Activity:

**Organized:**

S.No	Role	Title	Period		No. of Participants	Course Type	Type of Program
			From	To			
1	UGC HRDC PONDICHERRY	REF	12/10/2022	25/10/2022	37	Refresher Course	REF

**Research Achievements:****National Journal Publications:**

S.No	Title of the Paper	Name of the Journal	Vol.No & Page No.	Month & Year	Current Status
1	Branding strategy infact segment global and indian perspective	iosr jurnals	Vol.3 & PgNo. 36-37	01/2018	Published
2	impact of work environmenton job satisfff	international research journal of management sociology and humanities	Vol. 8 & PgNo.57-58	01/2017	Published

**International Journal Publications:**

S.No	Title of the Paper	Name of the Journal	Vol.No & Page No.	Month & Year	Current Status
1	Evolution of stock markets and role of stock exchange	www.irjes.com	Vol. 7 & PgNo.16-177	01/2018	Published
2	salient factors leads to stress management	international journal of advanced research ideas and innovations in technology	Vol.4 & PgNo 1887-1888	01/2018	Published
3	E recruitment online	international organisation of research community researches	23.page no 32-33	01/2018	Published
4	Corporate responsibility the need of the hour	IJSR	7 PAGE NO 215-216	01/2018	Published
5	Banking towards cashless economy in india	IJSR	8 PAGE NO269	01/2024	Published
6	A study on emotional intelligence of higher secondary students in karaikudi	international journal of management (scopusi indexed)	11 page no 2838-2847	01/2020	Published

**Project Guidance:**

Degree	Number of Projects
UG Degree	7

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

S.No	Name	Role	Period		Nature of Duties
			From	To	

S.No	Name	Role	Period		Nature of Duties
			From	To	
1	swatch Bharath	Co-Convenor in Swatch Bharath	03/23/2021	26/12/2022	Arranging Programme related to Swatch Bharath
2	Swatch Bharath	Member in Swatch Bharath	09/12/2023		Arranging program