

## CURRICULUM VITAE



1. Name : Dr.S.AMUTHA
2. Age & Date of Birth : 50 yrs. 22.04.1969
3. Designation : Assistant Professor and Head
4. Educational Qualification : M.Com., M.com(BIM), M.Phil., Ph.D., SET
5. Date of Appointment : 01.06.2007
6. Date of Retirement : 22.04.2027
7. Spouse Name and Occupation : Mr.K.Shanmugam, Students' Counsellor, RVS College

### 8. a) Qualifications – Academic:

Examinations passed	Register Number	Month&Year of passing	Subject	Class with Marks or Grade	Name of the College/University
B.Com.	961668	April 1990	Commerce	First	Madurai Kamaraj University
M.Com.	23BDN5669	April 1993	Commerce	Second	Annamalai University
M.Com.(BIM)	126VO7SO279 7	April 2002	Commerce	First	Annamalai University
M.Phil.	97075001	April 1998	Commerce	Second	Madurai Kamaraj University
Ph.D	P8816	October 2015	Commerce		Madurai Kamaraj University

### 8.b) Additional Qualifications

Examinations Passed	Board	Year of Passing	Grade
STATE ELIGIBILITY TEST	Bharathiar University	SET 2012	

### 9. Teaching Experience

Sl. No.	Place of Service	Period		Designation
		From	To	
1	M.V.M.Arts College, Dindigul.	1998 – 1999		Guest Lecturer
2	MKU Evening College,Dindigul.	1998 – 2011		Guest Lecturer
3	Government Arts College, Nilakkottai	1999 – 2001		Guest Lecturer
4	Rama Prabha College of Arts and Science, Dindigul.	2001 – 2006		Lecturer
5	G.T.N.Arts College, Dindigul.	2007 – till date		Assistant Professor & Head

**10.Total Teaching Experience as on May 2019:**

Under graduate - 22 Years - 3 Months  
 Post Graduate - 20 Years - 3 Months  
 Research - 1 Year - 0 Months

**11. Area of Specialisation :** i) Teaching - Financial Accounting I to V, Cost Accounting, Management Accounting, CRM and Banking  
 ii) Research - Banking

**12. Research Experience – M.Phil:**

Course	No. of Candidates Awarded	University
M.Phil	One	MK University

**12.a). M.Phil. Awarded**

Sl. No.	Name of the Candidate with Regn. No.	Year of Passing
1	R.Vijayalakshmi B68102016	April 2017

**13. Orientation Course, Refresher, Short Term Courses Attended**

Sl.No.	Name of the Institution/University	Date
1	Faculty Enrichment Program on “Contemporary Effective Teaching Pedegogy” , at Agni School of Business Excellence, Dindigul.	13 <sup>th</sup> Feb 2015
2	One Day Workshop on “Emerging Trends in Accessing Electronic Resources” at G.T.N.Arts College, Dindigul	04 <sup>th</sup> Feb 2017
3	Faculty Development Programme on Goods and Service Tax, at Thiagarajar College, Madurai	25 <sup>th</sup> Mar 2017
4	One day Workshop on Assessment and Accreditation in Higher Education Institution at G.T.N.Arts College, Dindigul	09 <sup>th</sup> Aug 2018
5	One Day Workshop on “Examination Reforms in Higher Education” at G.T.N.Arts College, Dindigul	19 <sup>th</sup> Sep 2018
6	Workshop on “Preparation and Submission of Research Projects” to Funding Agencies G.T.N.Arts College, Dindigul	15 <sup>th</sup> Dec 2018
7	One Day National Workshop on “E Content Development and MOOC” at G.T.N.Arts College, Dindigul	22 <sup>nd</sup> Dec 2018
8	One Day Faculty Development Programme on “Unloading the Potential of Faculty Members” at G.T.N.Arts College, Dindigul	13 <sup>th</sup> Sep 2019
9	One Day Faculty Development Programme on,” Enabling Teaching through Technology by Global Talent Track” (GTT – Academic Partner of Microsoft)at G.T.N Arts College, Dindigul.	01 <sup>st</sup> Nov 2019

#### 14. Seminars/Workshops/Conferences/Symposium – Participation

Sl. No.	Theme of Seminar/Workshops/Conferences/Symposium	Institution/Organisation	Date
1	Inter-Collegiate Seminar	Vivekananda College, Madurai	01 <sup>st</sup> Oct 2004
2	One day National Level Workshop	Government Arts College, Madurai.	14 <sup>th</sup> Feb 2014
3	One day National Workshop – Outcome Based Education – A Paradigm Shift	G.T.N. Arts College, Dindigul	27 <sup>th</sup> June 2019
4	One day Workshop – Funding Opportunities and Proposal Making	IQAC – G.T.N. Arts College, Dindigul	27 <sup>th</sup> July 2019
5	One Day State Level Technical Workshop on E-Content Development	Sr. S. Ramasamy Naidu Memorial College, Sattur.	14 <sup>th</sup> August 2019
6	NAAC Sponsored National Seminar on Disruptive Innovation in Higher Education Curriculum – Quality Enhancement of Digital Natives and Promoting Social Equity	Fathima College, Madurai.	30 <sup>th</sup> August 2019
6	One day National Level Workshop on “Writing Research Paper and Publishing in High Reputed Journals”	G.T.N. Arts College, Dindigul	04 <sup>th</sup> Nov 2019

#### 15. Seminars/Workshops/Conferences/Symposium – Paper Presentation

Sl.No.	Title of the Paper	Seminar / Workshop / Conference	Institution where Attended	Year
1	Challenges and Opportunities in Service Marketing – A special reference to Indian Banking Sector	National Conference	Naina Mohamed College of Arts & Science, Aranthangi.	2011
2	Emerging Trends in Service Sectors (Customer Relationship Management in Banking sector)	National Conference	Amman College of Arts and Science, Dindigul.	2011
3	Customer Relationship Management in Banks – A comparative study in Dindigul District	Commerce Research colloquium	G.T.N. Arts College, Dindigul.	2011
4	New Vistas of Indian Business in Global Scenerio	International Conference	Brahma school of Business, Namakkal.	2013
5	Impact of Global Crisis in Indian Business”	International Conference	Annai Mathammal Sheela Engineering College	2013
6	Customer Relationship Management in Service Sectors with Special Reference to Banks in Dindigul District	National Conference	Sowdeswari College	2019
7	Women Entrepreneurs And	National Seminar	Vivekananda College,	2019

	Problems Faced By Women Entrepreneurs In India		Tiruvedakam	
8	A Study on Customer Relationship Management (CRM) Practices in Banks.	International Conference	VVV College for Women, Viruthunagar.	2019

<b>Webinars / Workshops/FDPs attended through online mode</b>			
Date	Topic	Organaised by	National/International Webinar/Workshop
04.05.2020	Post Covid -19 , Job Opportunities and Entrepreneurial Possibilities- Indian and Global Scenario-an Analysis	Francis Xavier Engg. College, Tirunelveli	National Level Online Workshop
05.05.2020	Joy of Orderly Living	Department of Commerce, Kamadhenu Arts and Science College, Sathyamangalam.	National Level Webinar
11.05.2020	Assessment and Evaluation in Outcome based Education	COE Office, G.T.N Arts College, Dindigul.	Webinar
12.05.2020	Entrepreneurial Opportunities & Entrepreneurial Ethics	Department of BBA, MIT Arts, Commerce & Science College, Pune	National Level Webinar
13.05.2020	Holistic Education towards creating Industry Ready Smart Professionals	Placement Cell, G.T.N Arts College, Dindigul.	Webinar
13.05.2020 to 15.05.2020	Future of Entrepreneurship and Employment Opportunities	Department of Management Studies, Nehru Institute of Technology, Coimbatore.	Webinar
16.05.2020	An Overview of GST	Department of Commerce with CA, G.T.N Arts College, Dindigul.	Webinar
18.05.2020	Trends in Commerce Study through Online WLearning	PG & Research Department of Commerce, G.T.N Arts College, Dindigul	Webinar
20.05.2020	Personal Financial Management	ICT Academy, Skycampus	Webinar
27.05.2020	Next Generation Skill Set of Managers	Department of BBA, G.T.N Arts College, Dindigul.	Webinar
29.05.2020	Protection of Women and Children from Everyday Violence-Covid 19	Cyber Intelligence Academy and Auxilium College, Vellore.	Webinar
30.05.2020	How to Face Challenges?	G.T.N Arts College, Dindigul.	Webinar
31.05.2020	Impact of Literature on Society	Bharathiyar Arts &	E-FDP

		Science College for Women, Deviyakurichi,Salem Dt.`	
04.06.2020	Cyber Awareness for Women	Jayaraj Annapackiam College for Women, Theni	International Webinar
05.06.2020	Developing a winning mindset for Everyday life	PG & Research Dept. of Commerce, National College, Trichy	Webinar
05.06.2020	Economic Impact of Global Pandemic Covid 19	Dept of Commerce & BBA, Thiagarajar College, Madurai	International Webinar
05.06.2020	Programming the Mind with Creative Visualization”	Mary Matha College of Arts & Science, Periyakulam.	FDP
06.06.2020	Challenges for College Teachers in the new Educational Scenario	Mary Matha College of Arts & Science, Periyakulam.	FDP
06.06.2020	Pandemic Threats in Indian Agriculture	Dept of Commerce ,VVV College for Women, Virudhunagar.	National Level Webianr
08.06.2020	Future of Examinations: Bloom’s Taxanomy and Multiple Assessment Tools	G.T.N Arts College,Dindigul.	FDP
08.06.2020	Relevance and Importance of Good Mental Health during & after Covid	Comp Feeder Takniki Prashikshan Shansta, Indore	Webinar
10.06.2020	Social Entrepreneurship	Dept of Maths, Rathinam College, CBE	Webinar
11.06.2020	Role of IQAC in Maintainin Quality Standards in Higher Education	IQAC, Govt Arts College for Women, Nilakkotai	Webinar
11.06.2020	Effective Management of Finance during & post covid 19	Internal Quality Assurance Cell, The Quaide Milleth College for Men, Chennai	Webinar
13.06.2020	Strategies of MSME in Covid 19	Bharathiar Universtiy Arts & Science College, Pollachi	Webinar
15.06.2020	ICT Resources in Educational Institutions,	Dept. of Science, Comp Feeders Aisect College of Professional Studies, Indore	Webinar
15.06.2020 to 19.06.2020	Techniques In Enhancing Teaching & Learning Skills	IQAC, Idhaya College for Women, Kumbakonam	FDP

16.06.2020	Impact of Covid 19 on Indian Economy	Dept of BBA, Govt Arts College , Coimbatore	
19.06.2020	Don't Work Work Out	G.T.N Group of Institutions	National Webinar
19.06.2020 to 20.06.2020	Global Pandemic Challenge : Mental Health and Future Education	Dept of Zoology,G.T.N Arts College, Dindigul.	Two day International Webinar
20.06.2020	Impact on Food Industry	Indore Management Institute and Research Center, Indore	Webinar
20.06.2020	Effective Conduct of Online Classes	Dept.of EEE, Sri Eshwar College, Coimbatore.	Webinar
21.06.2020	NAAC Accreditation Process for Autonomous Colleges	IQAC, Rathinam College of Arts & Science, Coimbatore.	Webinar
22.06.2020	Stress Management during Covid 19 Pandemic Period	Dept. of Management Studies, Nadar Saraswathi Arts & Science College, Theni	Webinar
24.06.2020	Health and Hygiene practices for Women Against Covid – 19	Women Empowerment cell, Parvathy's Arts & Science College, Dindigul.	Webinar
26.06.2020	You can become a good researcher – Building Research Capacity in Institutions	Sri Eshwar College, Coimbatore.	Webinar
29.06.2020	OBE Framework Nurturing Graduates Towards Employability	CDC, G.T.N Arts College, Dindigul.	Webinar
05.07.2020	Child Rights and Protection in Present Scenario	PG Dept. of Social Work, G.T.N Arts College, Dindigul.	Webinar
11.07.2020	Mind Mapping for Teaching and Learning Excellence	Dept. of Commerce, JainCollege, Minjur.	National Level Workshop
11.07.2020	Role of Advanced Technology and Innovation in Transforming Global Supply Chain	SAMBRAM Academy of Management Studies,Bangalore.	Webinar
18.07.2020	Yoga for Health	Yoga Club, ISHA Foundation CBE, and Phy.EdN. Dept. G.T.N	Webinar
21.07.2020 to 23.07.2020	Rethinking on Quality Teaching and Academic Strategies in Higher Education	Dept of HM&CS, G.T.N Arts College, Dindigul.	FDP
08.08.2020	Challenges and Strategies for Human Resources Post covid	Dept of Commerce, Pasumpon Muthuramalingathevar College, Usilampatti	National Webinar

10.02.2021	Career Opportunities in Tally and Features of New Tally Prime	Rev.Jacob Memorial College, Ambillikai	National Level Webinar
08.05.2021	People Analytics-Agenda for the Future HR	Firebird Institute of Research and Management, CBE.	International Webinar
12.05.2021 to 15.05.2021	Revised NAAC Accreditation Framework Perceptions	Dept of Computer Sciecn, G.T.N Arts College, Dindigul.	Four Days FDP
24.05.2021	Professionalism Among Faculty Members in Higher Education	Dept of BBA,Soundarya Institute of Management & Science, Bangalore	National Level Webinar
24.05.2021 to 28.05.2021	Cyber Security Awareness	Computer Science & Engineering of Amity School of Engineering and Technology ,Amity University Mumbai	Five Days FDP
24.05.2021 to 30.05.2021	Research Methodology	Govt.V.Y.T PG Autonomous College Durg Chhattisgarh	National Workshop
31.05.2021	Patent Drafting Skills for Researchers and Academicians	PG & Research Center of Commerce, G.T.N Arts College, Dindigul.	Webinar

#### 16. Seminars/Workshops/Conferences/Symposium – Organised

1.	Organising committee member for “Two Days People Education Programme sponsored by Divisional Office”, Khadi and Village Industries Commission (Ministry of MSME, Govt. of India), on 29 & 30.01.19, at G.T.N.Arts College, Dindigul.
2	Organising committee member for Seminar on the Topic “Emerging Trends in Organic Products” Organised by PG & Research Department of Commerce, G.T.N.Arts College, Dindigul, on 22.03.2019.
3	Organising Committee member in the UGC – Student Induction Programme (SIP) , held at G.T.N. Arts College (Autonomous), Dindigul from 20.06.2019 to 26.06.2019
4	Organising committee member and rapporteur in Two days National Conference on “Business Opportunities, Issues and Challenges in BRICS Countries” held on 12 <sup>th</sup> and 13 <sup>th</sup> December 2019, organized by the Department of Commerce, G.T.N.Arts College(Autonomous) , Dindigul.

#### 17. List of Publications. International Journals

Sl.No.	Title of the Article	Name of the Journal	Volume, Year, Page No.	ISSN No.	Impact Factor
1	Customer Relationship Management in Service Sectors with Special Reference to Banks in Dindigul District	IJSRR	Volume 8, Issue 1, January – 2019.	ISSN NO.2279-543X	6.1
2	A Study on Customer Relationship Management (CRM) Practices in Banks	International Journal of Analytical and Experimental Modal Analysis	Volume XI- Issue IX- 2019-3	0886-9367	6.3

#### 18. Text Books / Edited Books/ Chapter(s) in Books Published

Sl.No.	Name of the Book	Publisher's Name	Volume & Year	ISBN No.
1	Emerging Issues in Business and Management	Organised by Vivekananda College, Madurai . (Shanlax Publications, Madurai)	2019	ISBN978-93-88398-27-5
2	Emerging Trends in Organic Products	Organised by GTN Arts College, Dindigul.	2019	ISBN 978-93-89146-42-4

#### 19. Academic Services in Other Institutions:

#### Acted as a Resource Person

Sl.No.	Date	Name of the Programme	Name of the Institution
1	29.07.2015	You are the Achiever – a Motivational Programme	Sri Hayagreeva Arts and Science College, Dindigul.
2	17.09.2018	“ You Can Create Your Own World”	Kalasalingam Academy of Research & Education, Deemed to be University, Krishnankoil.
3	23.03.2019	Acted as a Judge for the District Level show casing of the Project by name SCOPE „Samagra Shiksha, conducted for the students at Hr. Sec.	Govt. Boys Higher Secondary School, Dindigul.
4	30.09.2019	Acted as a Judge for the District	SMBM Hr. Sec.School, Dindigul.



		Level show casing of the Project by name SCOPE . Samagra Shiksha	
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## **20. Membership in Academic Bodies / Editorial Boards and Board of Studies & Others**

- Dean of Arts (Academic Affairs), G.T.N. Arts College (Autonomous)(SSC)
- Member- Curriculum Development Cell
- Member – Academic Council
- Member – Board of Studies
- Member - Awards Committee
- Member – Annual Plan Committee
- Member – Research & Development Committee

## **21. Paper Setters / Examiner ship in other Institutions**

- 1.Arulmigu Palani Andavar College, Palani
- 2.Sri Krishna Arts & Science College, Coimbatore.
- 3.VVV College of Arts and Science, Madurai.
- 4.Sri Yadhava College, Madurai.
5. Government Arts College, Karur.
6. St. Joseph’s College, Trichy.
- 7.Vivekananda Arts College, Madurai
- 8.Gobi Arts & Science College, Bodi.
9. Thiagaraja College, Madurai

## **22. Students’ Welfare Activities**

1. Motivating and train the students to develop their Personality and Leadership Skill, and imparting knowledge about Value Education and insist their responsibility in the Society.
2. Encourage and help them to prepare for Competitive Examinations.
3. Providing Special Coaching Classes to the below average students after regular hours.

## **23. Co-curricular / Extra Curricular Activities in the College**

1. Dean of Arts, G.T.N. Arts College (SSC)
2. Member, Editorial Board, College Magazine.(2017-2018)
3. Assistant Coordinator, IGNOU Study Center, G.T.N Arts College, Dindigul.(2017-2018)
4. Co-ordinator, Consumer Club, G.T.N Arts College (SSC)

## **24. Social Responsible Activities**

1. Creating awareness about Clean India, and Plant Sapling etc. among the students.
2. Creating awareness among the students, Save Water, Save Energy and support Eco friendly Environment etc.
3. Helping the poor students to improve their studies.

**Signature**