

## STAFF PROFILE



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 | Month&Year of passing | Subject  | Class with Marks or Grade | Name of the College/University |
|---------------------|-----------------------|----------|---------------------------|--------------------------------|
| B.Com.              | April 1990            | Commerce | First                     | Madurai Kamaraj University     |
| M.Com.              | April 1993            | Commerce | Second                    | Annamalai University           |
| M.Com.(BIM)         | April 2002            | Commerce | First                     | Annamalai University           |
| M.Phil.             | April 1998            | Commerce | Second                    | Madurai Kamaraj University     |
| Ph.D                | 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 2022:**

Under graduate - 25 Years  
 Post Graduate - 23 Years  
 Research (M.Phil.) - 1 Year

**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  | 01 <sup>st</sup> Nov 2019 |

|  |  |  |
|--|--|--|
|  | through Technology by Global Talent Track” (GTT – Academic Partner of Microsoft)at G.T.N Arts College, Dindigul. |  |
|--|--|--|

#### 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                     |
| 7       | 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                        |
| 8       | 41 Session of the South Indian History Congress  | G.T.N. Arts College, Dindigul                   | 26 <sup>th</sup> to 28 <sup>th</sup> August 2022 |

#### 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  | Commerce Research               | G.T.N. Arts College,                                 | 2011 |

|   |  |                               |  |  |
|---|--|-------------------------------|--|--|
|   | Management in Banks – A comparative study in Dindigul District   | colloquium                    | Dindigul.                                |  |
| 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      | AnnaiMathammalSheela 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 Problems Faced By Women Entrepreneurs In India                                   | National Seminar              | Vivekananda College, Tiruvedakam         | 2019   |
| 8 | A Study on Customer Relationship Management (CRM) Practices in Banks.                                    | International Conference      | VVV College for Women, Viruthunagar.     | 2019   |
| 9 | 41 Session of the South Indian History Congress  | G.T.N. Arts College, Dindigul | G.T.N. Arts College, Dindigul            | 26 <sup>th</sup> to 28 <sup>th</sup> August 2022 |

| <b>Webinars / Workshops/FDPs attended through online mode</b> |  |  |   |
|---|--|--|---|
| Date  | Topic  | Organised 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                                 |
| 30.05.2020  | Business Connection  | Kongunadu Arts & Science College, Coimbatore                                 |   |
| 31.05.2020  | Impact of Literature on Society  | Bharathiyar Arts & Science College for Women, Deviyakurichi, Salem Dt.       | E-FDP                                   |

|                          |  |   |                        |
|--------------------------|--|---|------------------------|
| 04.06.2020               | Cyber Awareness for Women  | JayarajAnnapackiam 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 Webinar |
| 08.06.2020               | Future of Examinations: Bloom’s Taxonomy 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 TaknikiPrashikshanShansta, 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 QuaideMilleth College for Men, Chennai   | Webinar                |
| 13.06.2020               | Strategies of MSME in Covid 19   | BharathiarUniverstiy 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<br>20.06.2020 | Global Pandemic Challenge :<br>Mental Health<br>and Future Education                   | Dept of Zoology,G.T.N<br>Arts College, Dindigul.                                    | Two day International<br>Webinar |
| 20.06.2020                  | Impact on Food Industry  | Indore Management<br>Institute and Research<br>Center, Indore                       | Webinar                          |
| 20.06.2020                  | Effective Conduct of Online<br>Classes   | Dept.of EEE, Sri<br>Eshwar College,<br>Coimbatore.                                  | Webinar                          |
| 21.06.2020                  | NAAC Accreditation Process<br>for Autonomous Colleges                                  | IQAC, Rathinam<br>College of Arts &<br>Science, Coimbatore.                         | Webinar                          |
| 22.06.2020                  | Stress Management during<br>Covid 19 Pandemic Period                                   | Dept. of Management<br>Studies,<br>NadarSaraswathi Arts &<br>Science College, Theni | Webinar                          |
| 24.06.2020                  | Health and Hygiene practices<br>for Women Against<br>Covid- 19                         | Women Empowerment<br>cell, Parvathy's Arts &<br>Science College,<br>Dindigul.       | Webinar                          |
| 26.06.2020                  | You can become a good<br>researcher – Building<br>Research Capacity in<br>Institutions | Sri Eshwar College,<br>Coimbatore.  | Webinar                          |
| 29.06.2020                  | OBE Framework Nurturing<br>Graduates Towards<br>Employability                          | CDC, G.T.N Arts<br>College, Dindigul.   | Webinar                          |
| 05.07.2020                  | Child Rights and Protection in<br>Present Scenario                                     | PG Dept. of Social<br>Work, G.T.N Arts<br>College, Dindigul.                        | Webinar                          |
| 11.07.2020                  | Mind Mapping for Teaching and<br>Learning Excellence                                   | Dept. of Commerce,<br>JainCollege,<br>Minjur.                                       | National Level<br>Workshop       |
| 11.07.2020                  | Role of Advanced Technology<br>and Innovation in Transforming<br>Global Supply Chain   | SAMBRAM Academy<br>of Management<br>Studies,Bangalore.                              | Webinar                          |
| 18.07.2020                  | Yoga for Health  | Yoga Claub, ISHA<br>Foundation CBE, and<br>Phy.EdN. Dept. G.T.N                     | Webinar                          |
| 21.07.2020 to<br>23.07.2020 | Rethinking on Quality Teaching<br>and Academic Strategies in<br>Higher Education       | Dept of HM&CS,<br>G.T.N Arts College,<br>Dindigul.                                  | FDP                              |
| 08.08.2020                  | Challenges and Strategies for<br>Human Resources Post covid                            | Dept of Commerce,<br>PasumponMuthuramalin<br>gathevar College,<br>Usilampatti       | National Webinar                 |
| 10.02.2021                  | Career Opportunities in Tally<br>and Features of New Tally<br>Prime                    | Rev.Jacob Memorial<br>College, Ambillikai   | National Level Webinar           |
| 08.05.2021                  | People Analytics-Agenda for the<br>Future HR   | Firebird Institute of<br>Research and   | International Webinar            |

|                          |  |   |                        |
|--------------------------|--|---|------------------------|
|                          |  | Management, CBE.  |                        |
| 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                |
| 01.10.2021               | Innovation and Incubation - Funding Opportunities for Start-ups” & “Design Thinking - Innovation and Entrepreneurship Strategies in Education” | Ministry of Education and Innovation Cell sponsored - Institution’s Innovation Council (IIC) of VidyaJyothi Institute of Technology | Impact Lecture Series  |

#### 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. |



|    |   |
|----|---|
| 5. | Organising Committee member in the 41 Session of the South Indian History Congress organized by the Department of History, G.T.N Arts College, Dindigul on 26 <sup>th</sup> and 28 <sup>th</sup> August 2022. |
|----|---|

### 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/ Conference Proceedings

| 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 ,SamagraShiksha,                                       | Govt. Boys Higher Secondary School, Dindigul. |
| 4 | 30.09.2019 | conducted for the students at Hr. Sec. Acted as a Judge for the District Level show casing of the Project by name SCOPE .SamagraShiksha | SMBM Hr. Sec.School, Dindigul.                |

## 20. Membership in Academic Bodies / Editorial Boards and Board of Studies& Others

- Dean of Arts (Academic Affairs), G.T.N. Arts College (Autonomous)(SSP)
- 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.ArulmiguPalaniAndavar College, Palani
- 2.Sri Krishna Arts & Science College, Coimbatore.
- 3.VVV College of Arts and Science, Madurai.
- 4.SriYadhava 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.
10. Gobi Arts & Science College, Gobichettipalayam.
11. Sri Ramakrishna College of Arts and Science, Coimbatore.

## 22. SWAYAM, NPTEL MOOC Courses:

| Course Period | Course Title      | Duration |
|---------------|-------------------|----------|
| July-Aug 2019 | Cost Accounting   | 4 weeks  |
| Jan-Mar 2022  | Consumer Behavior | 8 weeks  |

## 23. 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 insisted them to support Eco friendly Environment etc.

**Dr.S.AMUTHA**