

FACULTY PROFILE

I)GENERAL INFORMATION

a) Name : Dr. R.SUBBAMMAL

b) Address (Residential) : 67,Chellandiamman Kovil 3rd Street,Dindigul-1
Ph. No.: 9944099679, 9080117673

c) Designation : Associate Professor,
Department of Business Administration
M.V.M. Government Arts College for women,
Dindigul-1

d) Date of Birth : 26.05.1971

e) Area of Specialization : Finance & Marketing



II)ACADEMIC QUALIFICATION

EXAM PASSED	BOARD/ UNIVERSITY	SUBJECTS	YEAR	DIVISION/GRADE MERIT ETC.
HIGH SCHOOL	STATE BOARD	-	1987	I CLASS
HIGHER SECONDARY OR PRE-DEGREE	STATE BOARD	-	1989	I CLASS
BACHELOR'S DEGREE (S)	B.COM.,	-	1992	I CLASS
MASTER'S DEGREE (S)	M.COM.,	-	1994	I CLASS
MASTER'S DEGREE (S)	MBA	MANAGEMENT	2004	I CLASS
RESEARCH DEGREE (S)	M.PHIL	MANAGEMENT	2006	II CLASS
OTHER DIPLOMA / CERTIFICATES ETC.	SET	MANAGEMENT	2006	-
RESEARCH DEGREE(S)	PH.D	MANAGEMENT	2019	-

III) RESEARCH EXPERIENCE & TRAINING

RESEARCH	TITLE OF WORK/THESIS	UNIVERSITY WHERE THE WORK WAS CARRIED OUT
Ph.D	A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT IN AUTOMOBILE INDUSTRY	MOTHER TERESA WOMEN'S UNIVERSITY, KODAIKANAL

IV) BOOK PUBLISHED:

Name of the book	Publication	REFERENCE
Production Management	PAVAI Publications	ISBN:978-81-7735-778-2
Intellectual Property Rights	RYAN Publishers	ISBN:978-93-48615-86-2
Sustainable Human Resource Management Basics	REST Publishers	ISBN: 978-81-971629-5-4

V) JOURNALS:

Name of the Journal	Title of the paper	Reference
International Journal of Scientific Research	A Study on the opinion of the Motivational Schemes adopted by state Govt in selected villages of Dindigul District	ISSN 2277-8179 Volume4/Issue 4 April 2015
EPRA International Journal of Economic and Business Review	Brand Preference for Convenience goods among Rural Consumers	e – ISSN: 2347-9671 Volume3/Issue10/ October 2015
International Journal of Scientific Research	Identification of Factors Using Factor Analysis for Purchase Decision-Automobile Industry	ISSN 2277-8179 Volume5/Issue9 September 2016
EPRA International Journal of Multidisciplinary Research(IJMR)	A study on Profile of Car Users and their Buying Patterns in Automobile Industry	ISSN: 2455-3662 Volume2/Issue9 / September 2016
JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI	IMPACT OF SUPPLY CHAIN MANAGEMENT ON E-COMMERCE - A PERSPECTIVE STUDY	ISSN:0972-0766 Vol:XCV,No:30,2022 UGC CARE approved, Peer Reviewed and Referred
Journal of Fundamental & Comparative Research	INVESTMENT PATTERNS THROUGH CSR FOR HIGHER EDUCATION - A PERCEPTIVE STUDY	ISSN:2277-7067 Vol.VIII, No.1 (XXXI) :2022 UGC CARE approved, Peer Reviewed and Referred

VI)TEACHING EXPERIENCE:

COURSE TAUGHT	NAME OF THE INSTITUTION	DURATION	TOTAL
BBA	1) Sri Adichunchanagiri Womens' College, Cumbum.	Sept1996 - Oct 2002	6 YEARS
	2) SMS College of Arts and Science, Coimbatore	June2003-Apr 2005	1 YEAR AND 10 MONTHS
	3) Pannaikadu Veerammal Paramasivam College, K.Singarakottai	June2006-Jan2011	4 YEARS AND 8 MONTHS
	4) Govt. Arts College for Women, Nilakkottai .	28Feb2011-10Mar2021	10 YEARS AND 10 DAYS
	5) M.V.Muthiah Govt Arts College for women, Dindigul	11 Mar 2021 onwards	TILL NOW

VII).PROGRAMS ORGANISED

S.N O	ACTIVITY	DATE	RESOURCE PERSON/ SPONSORED BY
1	WORKSHOP ON “TALLY”	7.1.2015 & 8.1.2015	TAMILNADU STATE COUNCIL FOR HIGHER EDUCATION (TANSCHE)
2	DEPARTMENT ASSOCIATION MEETING	24.04.2021	DR.J. MOHANA LAKSHMIKA , HEAD AND ASSISTANT PROFESSOR, DEPT OF MANAGEMENT STUDIES, MUTHURANGAM GOVT ARTS COLLEGE, VELLORE
3	AWARENESS ON ENTREPRENEURIAL SKILLS	05-05-2021	DR.M.SIVAKUMAR PROFESSOR, DEPARTMENT OF ENTREPRENEURSHIP STUDIES, HOD(I/C) - DEPARTMENT OF COMMERCE, SCHOOL OF BUSINESS STUDIES, MADURAI KAMARAJ UNIVERSITY, MADURAI - 625021 Email: dr.msk.mku@gmail.com
4	ONE DAY WEBINAR (CYBER CRIME)	22-05-2021	Shri.G.LLOYD SINGH SUB-INSPECTOR OF POLICE (TECH), CYBER CRIME POLICE STATION, MADURAI CITY
5	INCUBATION CENTER INNAUGRATION	04.08.2021	DR. P. S. VENKATESHWARAN, COORDINATOR EDC, PROFESSOR/MBA, P.S.N.A COLLEGE OF ENGINEERING AND TECHNOLOGY, DINDIGUL

6	INCUBATION CENTER AND DDHRF. SELF AWARENESS PROGRAM BRAND YOU	23-10-2021	MR. CHARLES GODWIN HR LEADER AND PUBLIC SPEAKER ZOHO , CHENNAI
7	DEPARTMENT ASSOCIATION MEETING CHALLENGES AND OPPORTUNITIES FOR MANAGEMENT GRADUATES	07.04.2022	MR.M.S.VIJAYAKUMAR, ASSISTANTCOMMISSIONER OF GST (RET.D),MADURAI
8	SEMINAR - IMPACT OF SOCIAL MEDIA DURING COVID PANDAMIC PERIOD	08.04.2022	Dr.P.NIRANJANA DEVI, M.Sc, MBA., ADCA., M,Phil., Ph.D., NET&SET
9	GLOBAL BUSINESS OPPORTUNITIES FOR WOMEN	23.04.2022	MRS. BHUVANESWARI. K.T, CMA(USA) & MBA – FINANCE HEAD OF FINANCE, BUSINESS PARTNER AL FUTTAIM AUTOMOTIVE AL QUSAIS, DUBAI, (UAE)
10	ORIENTATION PROGRAM FOR PROFESSIONAL COURSES –	09.6.2022	MRS.SUSILA, HEAD, MBA DEPARTMENT, NADAR SARASWATHI ARTS AND SCIENCE COLLEGE, THENI
11	WORKSHOP ON “UNLEASH YOUR POTENTIAL “	12.10.2022	MRS. HEMA MALINI, EXECUTIVE OFFICER-HR, MRS.SHARMILA,ASST.MANAGER,L&D, ANIL GROUPS, DINDIGUL
12	SEMINAR ON EDP	09.1.2023	1. RAJKUMAR ALAGARSAMY 2. DR.P.S.VENKATESWARAN 3.MR.S.NAGARAJAN, AD/MANAGER,DIC 4.MR.M.S.VIJAYAKUMAR, ASST.COMMISSIONER OF GST (RTD)
13	ASSOCIATION MEETING “ACADEMIC –INDUSTRY- INTERFACE”	08.02.2023	DR. S.MANIMARAN, DIRECTOR – MBA &PLACEMENT PSNA COLLEGE OF ENGINEERING AND TECHNOLOGY, DINDIGUL.
14	SEMINAR ON GST & TALLY	16.02.2023	MR.KAVIBALAN,MBA, ASSISTANT PROFESSOR, VIJAY INSTITUTE OF MANAGEMENT, DINDIGUL
15	WORKSHOP ON GST	20.02.2023	MS.KOKILA, CHIEF ACCOUNT OFFICER, VASAVI JEWELLERY, DINDIGUL
16	POT PAINTING & GLASS PAINTING	27.09.2023	DR.NIKKITHA JEYAPERUMAL ASSISTANT PROFESSOR & HEAD, DEPARTMENT OF BOTONY, M.V.M. GOVERNMENT ARTS COLLEGE FOR WOMEN, DINDIGUL.
17	ASSOCIATION MEETING	27.10.2023	Dr. M. Balaji, Head & Associate Professor, Dept., of Management Studies, VHNSN College,

			Virudhunagar.
18	PATTERN MAKING	30.10.2023	Dr. Asha Devi, Assistant professor, Department of Computer science, M.V.M. Government Arts College for Women, Dindigul
19	INTERNATIONAL SEMINAR ON LIFE MANAGEMENT SKILLS	19.01.2004	Mrs.Rosary UthayaMathavam SENIOR CONSULTANT KGISL Sdn Bhd, KOLA LUMPUR.
20	SEMINAR ON ETIQUETTES	03.02.2024	Dr K. Murugajothi ASSOCIATE PROFESSOR DEPARTMENT OF FASHION TECHNOLOGY NATIONAL INSTITUTE OF FASHION TECHNOLOGY(NIFT – CHENNAI).
21	LECTURE SERIES ON “FINANCIAL LITERACY”	29.08.2024 &30.08.2024	1. Dr.K.Suresh Kumar, Channel Sales Manager, GEOJIT Financial Services Ltd 2. Mrs.B.Sneha, Dealer – Stock Market
22	EVENT MANAGEMENT	04.09.2024	Dr.ANNADHURAI, HEAD, DEPT OF MATHEMATICS, M.V.M.GOVT ARTS COLLEGE FOR WOMEN, DINDIGUL
23	SHAPE HER ENTREPRENEURSHIP- CHAMBER OF COMMERCE,DINDIGUL	07.10.2024	Mr. MANI RAM, SENIOR COACH FOR SEBI, WEALTH COACH AND TRAINER.
24	ASSOCIATION MEETING- SOCIAL MARKETING	20.12.2024	Mrs. P.SWETHA, ASSISTANT PROFESSOR, DEPARTMENT OF MANAGEMENT STUDIES, PANIMALAR ENGINEERING COLLEGE, CHENNAI.
25	ORIENTATION –LEGAL LITERACY ON WOMEN RIGHTS	23.12.2024	MR.V.ABRAHAM, M.A.,M.L., ADVOCATE, PART TIME PROFESSOR (LAW) G.T.N ARTS COLLEGE, DINDIGUL
26	AWARENESS ON AI TOOLS	07.01.2025	Dr. SATHEES BABU, MCA.,M.PHIL.,Ph.D., ASSISTANT PROFESSOR, DEPT OF COMPUTER AND INFORMATION SCIENCE, FACULTY OF SCIENCE, ANNAMALAI UNIVERSITY.

VIII) COURSES ATTENDED:

❖ ORIENTATION AND REFRESHER COURSES

S.NO	COURSE	UNIVERSITY	PERIOD
1	Orientation Course	Tamilnadu State Council for Higher Education Chennai& University of Madras, Chennai.	04.05.2011 to 02.06.2011
2	Refresher Course	Madurai Kamaraj University, Madurai.	11.03.2016 to 31.03.2016
3	Refresher Course	Madurai Kamaraj University, Madurai.	09.03.2018 to 29.03.2018
4	Refresher Course	Teaching Learning Centre,Ramanujan College, University of Delhi	30.01.2021 to 14.02.2021
5	Refresher Course	Teaching Learning Centre, Ramanujan College, University of Delhi	02.06.2021 to 16.06.2021

❖ FACULTY DEVELOPMENT PROGRAMS

S.NO	COURSE	UNIVERSITY	PERIOD
1	FDP	TAMILNADU STATE COUNCIL FOR HIGHER EDUCATION CHENNAI,	29.05.2020& 30.05.2020
2	FDP	P. E. S. COLLEGE OF ENGINEERING MANDYA, KARNATAKA (AN AUTONOMOUS INSTITUTION AFFILIATED TO V.T.U, BELAGAVI)	30-03-2021 to 03-04-2021
3	FDP	TEACHING LEARNING CENTRE, RAMANUJAN COLLEGE, UNIVERSITY OF DELHI	18.02.2021 to 24.02.2021
4	FDP	DR.N.G.P.INSTITUTE OF ENGINEERING, COIMBATORE	21.06.2021
5	FACULTY ENRICHMENT PROGRAM	IQAC,ST.ANTONY'S COLLEGE OF ARTS AND SCIENCES FOR WOMEN, THAMARAIPADI, DINDIGUL	22.06.2021 to 24.06, 2021.
6	FDP	ST.ALOYSIUS COLLEGE, MANGALURU.	05-07-2021 to 11-07-2021
7	FDP	ACADEMIC AFFAIRS AND RESEARCH CELL IN ASSOCIATION WITH IQAC UNDER UGC -PARAMARSH SCHEME	20.09.2021 - 22.09.2021
8	FDP	DEPARTMENT OF COMMERCE (CA/EC/SF) AYYANADAR JANKIAMMAL COLLEGE, SIVAKASI IN	22/09/2021 to 24/09/2021

		ASSOCIATION WITH THE IQAC UNDER UGC PARAMARSH SCHEME.	
9	FDP	SRI ADHI CHUNCHANAGIRI WOMEN'S COLLEGE, CUMBUM.	25.03.2022 to 31.03.2022
10	FDP	PPG COLLEGE OF ARTS AND SCIENCE, COIMBATORE.	12.12.2022 to 19.12.2022
11	FDP	VEDANTA COLLEGE WITH BAMBAY STOCK BROKERS FORUM	02.01.2023 to 06.01.2023
12	FDP	HUMAN RESOURCE DEVELOPMENT CENTRE(HRDC) & AMET BUSINESS SCHEEL	30.01.2023 to 04.02.2023
13	SHORT TERM COURSE	Dr.M.G.R EDUCATIONAL AND RESEARCH INSTITUTE	10.04.2023 to 17.04.2023
14	FDP	TAMILNADU TEACHERS EDUCATION UNIVERSITY & Dr.MGR EDUCATIONAL AND RESEARCH INSTITUTE	05.06.2023 to 09.06.2023
15	FDP	MADURAI KAMARAJ UNIVERSITY- NAAN MUTHALVAN SCHEME	17.07.2023 to 21.07.2023

❖ WORKSHOPS

S.NO	PERIOD	PROGRAM	UNIVERSITY/COLLEGE
1	18.08.2016 - 19.08.2016	WORKSHOP ON RESEARCH METHODOLOGY	MOTHER TERESA WOMEN'S UNIVERSITY, KODAIKANAL.
2	22.01.2019- 23.01.2019	SPSS APPLICATIONS IN DAQTA ANALYSIS	MEPCO SCHLENK ENGINEERING COLLEGE, &SPSS SOUTH ASIA (p) LTD, BANGALORE.
3	06.03.2021S	WORKSOP ON STRESS MANAGEMENT USING MINDFULNESS TECHNIQUES	MADURAI SCHOOL OF MANAGEMNT
4	20.06.2021	WORKSHOP ON EACH REACH ONE THROUGH HELERS'S SKILLS	ARULMIGU PALANIANDAVAR COLLEGE OF ARTS AND CULTURE IN ASSOCIATION WITH MAHATMA GANDHI NATIONAL COUNCIL OF RURAL EDUCATION
5	10.11.2021	WORKSHOP ON GETTING BASIC KNOWLEDGE ABOUT ADVANCED EXCEL	KOVAI CONSULTANCY SERVICES
6	24.11.2021 - 26.11.2021	ICSSR – SRJ NATIONAL WORKSHOP ON SPSS & AMOS	GTN ARTS COLLEGE
7	16.06.2022- 17.06.2022	NATIONAL LEVEL WORKSHOP ON DATA ANALYSIS IN RESEARCH USING SPSS	GOVERNMENT ARTS AND SCIENCE COLLEGE FOR WOMEN, KODAIKANAL

❖ SEMINAR,CONFERENCES

S.N O	PERIOD	PROGRAM	UNIVERSITY/COLLEGE
1	17.03.2021	INTERNATIONAL WEBINAR ON BUSINESS CAPABILITY TO CREATE SOCIAL INNOVATION	JEYARAJ ANNAPACKIYAM COLLEGE(AUTONOMOUS), PERIYAKULAM
2	12.05.2021	WEBINAR ON MANAGING STRESS DURING PANDEMIC	IQAC, M.V.M.GOVT ARTS COLLEGE FOR WOMEN, DINDIUGL
3	02.06.2021	WEBINAR ON CHANGING DYNAMICS OF MERGERS& TAKEOVERS	M.V.M.GOVT ARTS COLLEG FOR WOMEN, DINDIGUL
4	11.06.2021	NATIONAL LEVEL WORKSHOP ON PROCEDURAL ASPECTS IN GST	PARVATHYS ARTS AND SCIENCE COLLEGE,DINDIGUL
5	17.07.2021	NATIONAL LEVEL WEBINAR ON DIGITAL MARKETING	PARVATHYS ARTS AND SCIENCE COLLEGE,DINDIGUL
6	19.06.2021	NATIONAL LEVEL WEBINAR ON CONCEPTUAL UNDERSTANDING OF PRANAYAMA & MEDITATION	SMT.P.N.DOSHI WOMEN'S COLLEGE, GHATKOPAR
7	28.06.2021 &29.06.2021	NATIONAL CONFERENCE ON BLENDING EDUCATION WITH ADVANCE TECHNOLOGY FOR EFFECTIVE TEACHING	PRERNA COLLEGE OF COMMECE, NAGPUR
8	10.09.2021	INTERNATIONAL WEBINAR ON EMERGING BUSINESS TRENDS DRIVEN BY COVID-19	JEYARAJ ANNAPACKIYAM COLLEGE(AUTONOMOUS), PERIYAKULAM
9	28.09.2021	WEBINAR ON IMPACT LECTURE SERIES-SESSION-I	SARADHA GANGADHARAN COLLEGE, PUDUCHERRY SPONSORED BY MHRD'S INNOVATION CELL, AICTE, NEW DELHI
10	18.10.2021	NATIONAL WEBINAR ON "STRATEGY FOR MANAGING PERSONAL FINANCE"	ICFAI UNIVERSITY INCOLLABORATION WITH ASSOCIATION OF MUTUAL FUNDS OF INDIA
11	29.10.2021	INTERNATIONAL WEBINAR ON TIME MANAGEMENT	GOVERNMENT ARTS COLLEGE FOR WOMEN, NILAKOTTAI
12	11.11.2021	WEBINAR ON JOB EMPLOYABILITY SKILLS	GOVERNMENT ARTS COLLEGE FOR WOMEN, NILAKOTTAI
13	28.01.2022	WEBINAR ON RESEACH METHODOLOGY	M.V.M. GOVT ARTS COLLEGE FOR WOMEN, DINDIGUL
14	30.09.2022	BUSINESS TRENDS IN 2022	JEYARAJ ANNAPACKIYAM COLLEGE(AUTONOMOUS), PERIYAKULAM
15	12.12.2022 - 19.12.2022	RESEARCH METHODOLOGY	PPG COLLEGE OF ARTS AND SCIENCE,COIMBATORE
16	02.01.2023 - 06.01.2023	OVERVIEW OF CAPITAL MARKET	VEDANTA COLLEGE IN ASSOCIATION WITH BOMBAY STOCK EXCHANGE BROKERS FORUM
17	07.01.2023	WEBINAR ON ENTREPRENEURIAL ATTITUDE AND SKILL DEVELOPMENT	ST.MOTHER TERESA ENGINEERING COLLEGE, TUTICURIN
18	30.01.2023 - 04.02.2023	ETHICS IN ACADEMIC RESEARCH	HRDC & AMET BUSINESS SCHOOL , AMET UNIVERSITY CHENNAI
19	10.04.2023 - 17.04.2023	THE ART OF PROFESSIONALISM	DR.MGR EDUCATIONAL AND RESEARCH INSTITUTE AND FACULTY OF EDUCATION.
20	11.01.2024	INTERNATIONAL WEBINAR ON TRENDS IN BUSINESS 2023	JEYARAJ ANNAPACKIYAM COLLEGE(AUTONOMOUS), PERIYAKULAM & SACRED HEART COLLEGE, TIRUPATTUR

IX)POSITIONS HELD:

1	College Central Library In-charge (2011 to 2014)
2	Co-Ordinator , TANSCHE sponsored seminar in 2013
3	NSS Programme officer (2016 -2018)
4	Member,Board of Studies of Mother Teresa Women's University, Kodaikanal (from 2018 to 2021)
5	Member, IQAC (from 2018 onwards)
6	Member, Passing Board of Mother Teresa Women's University, Kodaikanal (from 2011 to 2021)
7	YRC/RRC Coordinator (2016-2018 and 2020-2021)
8	Member, Admission Committee (2018 to 2021)
9	College Central Library In-charge (2011 to 2014)
10	Co-Ordinator , TANSCHE sponsored seminar in 2013
11	Member, College Governing Body (2018-2021)
12	Member, Discipline Committee (2018-2021)
13	University Exam In-charge (2015 to 2016)
14	Convocation In-charge (2014 to 2015)
15	Head of the Department (2018 to 2021)
16	Member, Stock Verification Committee (2011 to 2021)
17	Editorial Board Member, Buds and Blooms, College Research Journal 2018-2019
18	External Examiner, Jeyaraj Annapackiam College for women (Autonomous), Periyakulam(2021 onwards)
19	Secretary, Registered Old Students Association, (2018 to 2021)
20	Department Coordinator, AISHE & NIRF 2023-2024
21	Department Coordinator, Website Committee (2022 onwards)
22	Member, EDCELL (2021-2022 &2022-2023)
23	Co-ordinator, EDCELL (2023-2024)
24	Co-ordinator, Legal Literacy Club (2023-2024 to 2025-2026)
25	Examiner, Madurai Kamaraj University (From 2006 to 2011)
26	Chief Superintendent Madurai Kamaraj University (1999 to2002 &2006 to2011)
27	Question Paper Setter, Sri S. Ramasamy Naidu Memorial College (Autonomous), Sattur (2013 onwards)
28	Question Paper Setter, SVN College (Autonomous), Nagamalai Pudukottai Madurai, (2013 onwards)
29	Question Paper Setter, Sri Meenakshi Govt College for Women (Autonomous), Madurai, (2015 onwards)
30	Question Paper Setter, Jeyaraj Annapackiam College for women (Autonomous), Periyakulam(2016 onwards)
31	Subject Expert, Board of Studies, Jeyaraj Annapackiam College for women (Autonomous), Periyakulam(2022 onwards)

(Dr. R. SUBBAMMAL)