



Staff Profile

1. Name : Dr.J.AMUDHA
2. Gender: Female
3. Age: 54 & D.O.B: 02-06-1965
4. Educational Qualifications:

S. No.	Degree	College/University	Year of passing	Subjects	Grade/Percentage
1	Ph.D	BHARATHIDAS AN UNIVERSITY	Dec 2014	COMMERCE	-
2	M.Phil	Annamalai University	1990	Commerce	58%
3	PG	ADM College for Women	1988	Commerce	66%
4	PG	Alagappa University	2011	Business Administration	62%
5	UG	Govt.Atrs College for Women	1986	Commerce	59%
6	Others	-	-	-	-

5. Total Teaching Experience as on date:

Sl. No.	Name of the Institution	From	To	YY//MM/DD
1	AVC College (Autonomous)	1.10.12	Till date	-
2	Poombuhar College	1995	1998	02/01/
3	Rabimmal Ahamed Maiden College for Women	1998	2003	04/01/
4	AVC College (Autonomous)	2003	2011	08/
5	BEST Arts and Science College	2011	2012	01/

Seminars attended

- Number

4

Participated in the one day state level seminar on "NEW PARADIGMS IN MANAGEMENT" on 5th March 2005 conducted as part of the Golden Jubilee celebrations of our college.

Participated in two days UGC Aided National seminar on "VAT - A BOON OR BANE" during 17th and 18th Feb 2007 at A.V.C.College (Autonomous).

Participated in two days UGC Aided National seminar on "INCLUSIVE GROWTH" during 10th and 11th March 2008 at A.V.C.College (Autonomous).

Participated in the UGC sponsored National seminar on "INVESTMENT AWARENESS" Jointly organized by the Ministry of Corporate Affairs, The Institute of Cost and Works Accountants of India (ICWAI), Pondicherry Chapter and P.G & Research Dept. of Commerce, A.V.C.College (Autonomous) on 19th and 20th Nov 2010.

Seminar Presented:

Participated and Presented in 9th National Conference on Revitalising Global Business: "Issues, Approaches and strategies" Held on 19th December 2011 organised by the Commerce wing DDE ,Annamalai university, Annamalai nagar.

Participated and Presented in International conference on Marketing Research in the Emerging Global Scenario on Marketing of Products produced by self help Groups, organized by PG and Research Department of commerce , Peravurani on 24th September 2011.

Participated and presented a paper titled on Rural marketing in Indian context. an International conference on challenges of Indian Business in global Economy, organized by department of management studies, Annai Mathammal sheela Engineering college on 23rd September 2011.

Participated and presented in international seminar on " E-Governance -Challenges and prospects" organized by Annai College of Arts and Science, Kumbakonam titled on "Self help Groups in Micro finance " was held on 21 Sep 2016.

Participated in the one day state level seminar on "New Paradigm In Management" organized by Department of Management Studies A.V.C.College (Autonomous) Mannampandal was held on 18th Feb 2016.

Participated in the international Conference on Bridging Urban and Rural Divide-Techno Management Perspective' Organised by Sastra University was held on 26th & 27th February 2016.

Participated in International seminar on "Globalisation - A SWOT Analysis " organized by PG and Research Department of Commerce and Management , Idhaya college for Women, Kumbakonam, on 22nd September 2016.

Participated" in the international Conference on "Innovation in Commerce and Management" organized by PG & Department of Commerce, A.V.C.College (Autonomous) was held on 10th & 11th August 2015,

Participated and Presented a paper entitled " **Impact of GST in Business Sectors**". Annai Velankakki Arts & Science College Thanjavur. 2nd International Conference on 'Integrated Business and Management' organized by post graduate department of commerce in 16th Feb 2018.

Published a paper titled "**Self Help in Micro Finance**" in UGC approved online journal Aarthat Multidisciplinary international Education Research Journal (AMIERJ) with impact factor 2.78 , ISSN No. 2348-6742 in the Dec 2017.

Published a paper titled “**Online Social Networking**” in UGC approved online journal Aarthat Multidisciplinary international Education \Research Journal (AMIERJ) with impact factor 5.18, ISS. N No.2278-5655 in the Nov 2017.

Presented a paper titled “ Business to consumer marketing ,ONE DAY INTERNATIONAL SEMINAR ON SUSTAINABLE DEVELOPMENT IN COMMERCE & MANAGEMENT EDUCATION” organized by PG & Research Department Of Commerce., Idhaya College For Women, Kumbakonam on 13th March 2019.

Presented a paper Titled on ‘SEBI’, ONE DAY INTERNATIONAL CONFERENCE ON “ NEW FRONTIER IN COMMERCE A GLOBAL PERSPECTIVE” organized by Department Of Commerce., commerce CA Department of business administration , Mass College of Arts & Science Kumbakonam on 16th March 2019.

6. Workshops attended -Number

- a. Participated in the two days workshop on “Application of Mathematical and Statistical tools in Social science Research” on 23rd and 24th Dec 2004 conducted by Golden Jubilee celebrations of our college.

1

7. Training programmes attended -Number

- a. Attended a Five day Faculty Improvement programme on “EFFECTIVE TEACHING METHODS” organized by the Internal Quality Assurance Cell(IQAC) from 6th Oct to 11th Oct 2010 at A.V.C.College (Autonomous)

8. Other Positions Held in AVC College:

Sl. No.	Positions held	From	To	Nature of work
1	PEKAK Member	2004	2005	Social Work
2	Discipline Committee	2007	2008	
3	PEKAK Member	2012	2014	
4	Discipline Committee	2013	2015	

9. Positions Held in Other Institutions

Sl. No.	Positions held	From	To	Nature of work
1	HOD of Commerce and Business Administration RA College of Arts and science Thiruvarur	1999	2003	
2	Principal in Best Arts and science college	2011	2012	
3.	Member of Advisory committee in Krishnaswamy arts and arts and college , cuddalore	2015	2016	
4.	Question paper securitizing member in ADM College, Nagapattinam	2016	2017	

10. Research Guidance (completed and registered)

Sl. No.	Degree	Completed No.	Ongoing No.	Under process
1	M.Phil.	5	-	-
2	Ph.D.	-	-	-

Research Articles Published:

Journal

Number

2

Proceedings Published in Seminars/Conferences etc., Number

1. Role of women self help groups in co-operative bank linkage with refernce to Nagapattinam district Published in Tamil Nadu journal of co-operation
2. Women empowerment -Published in HRD TIMES(2011)
3. Non- Conscious women consumer psychology published by Global online Electronic International Interdisciplinary Research journal in Peer Reviewed journal ISSN : 2278-5639.
4. PERT and CPM published by Global online Electronic International Interdisciplinary Research journal in Peer Reviewed journal ISSN : 2278-5639.

Residential Address:

2/134,East Street,
Manigramam (post)
Sirkali Taluk.
Nagai (Dt.)
Pin: 609114
e-mail ID: MGA@yahoo.in
Cell : 9486718799