

## Staff Profile



1. Name : Dr. A.MUTHUKUMARAN

2. Gender : Male

3. Age & D.O.B : 38 Yrs & 06.05.1981

### 4. Educational Qualifications:

| Sl. No. | Degree  | College/University       | Month & Year of Passing | Subjects                | Grade/ Percentage |
|---------|---------|--------------------------|-------------------------|-------------------------|-------------------|
| 1.      | Ph.D.   | Bharathidasan University | August 2017             | Commerce                | -                 |
| 2.      | SET     | Bharathiyar University   | October 2012            | Commerce                | -                 |
| 3.      | M.B.A.  | Annamalai University     | June 2010               | Business Administration | 68.8%             |
| 4.      | M.Phil. | Bharathidasan University | March 2005              | Commerce                | 79.4%             |
| 5.      | M.Com.  | Bharathidasan University | April 2003              | Commerce                | 77%               |
| 6.      | B.Com.  | Bharathidasan University | April 2001              | Commerce                | 67.6%             |

### 5. Total Teaching Experience:

| Sl. No. | Name of the Institutions                                    | From       | To         |
|---------|---|------------|------------|
| 1.      | A.V.C.College (Autonomous), Mannampandal, Mayiladuthurai.   | 01/08/2011 | Till Date  |
| 2.      | Theivanai Ammal College for Women (Autonomous), Villupuram. | 02/06/2010 | 18/07/2011 |
| 3.      | A.R.C.Visvanathan College, Mayiladuthurai.                  | 09/06/2005 | 31/05/2010 |

### 6. Seminar Attended:

- Number

5

1. Inter Collegiate Seminar on “Recent Trends in Financial Services” at A.R.C Visvanathan College, Mayiladuthurai on 16<sup>th</sup> & 17<sup>th</sup> February 2006.

2. State Level Seminar on “Current Financial Market Scenario” at A.R.C Visvanathan College, Mayiladuthurai on 06<sup>th</sup> October 2008.

3. UGC aided Seminar on “Consumerism” at A.V.C.College (Autonomous), Mannampandal on 15<sup>th</sup> March 2013.

4. UGC aided Seminar on “Foreign Direct Investment and Business Opportunities” at A.V.C.College (Autonomous), Mannampandal on 6<sup>th</sup> October 2014.

5. Department of Management Studies Organized One Day State Level Seminar on “New Paradigm in Management” at A.V.C. College, (Autonomous), Mannampandal on 18<sup>th</sup> February 2016.

**7. Workshop Attended:**

–Number

5

1. Attended Workshop on “Communication in English” at A.R.C Visvanathan College, Mayiladuthurai on 17<sup>th</sup> to 21<sup>st</sup> January 2006.

2. Attended Workshop on “Preparing Young Teachers for Autonomy” at Theivanai Ammal College for Women (Autonomous), Villupuram on 9<sup>th</sup> June 2010 to 11<sup>th</sup> June 2010 & 14<sup>th</sup> June 2010.

3. UGC aided Workshop on “Question Bank Setting for Part-A Questions” at A.V.C.College (Autonomous), Mannampandal on 26<sup>th</sup> & 27<sup>th</sup> December 2011.

4. UGC aided Workshop on “TALLY ERP. 9 & Office Automation” at A.V.C.College (Autonomous), Mannampandal on 27<sup>th</sup> & 28<sup>th</sup> March 2012.

5. Internal Quality Assurance Cell (IQAC) Workshop on “Scientific Writing” at A.V.C.College (Autonomous), Mannampandal from 11<sup>th</sup> October 2014.

**8. Conference Attended:**

–Number

3

1. International Conference on “International Researches in Commerce” Presented a paper titled “Banking, Finance, Business & Technology for Sustaining Economic Development in Global Market” at AVS College of Arts & Science, Salem on 19<sup>th</sup> September 2014.

2. International Conference on “Innovation in Commerce and Management” Presented a paper titled “Emerging Opportunities and Challenges of Green Marketing-A Study with Reference to Nagapattinam District” at A.V.C. College (Autonomous), Mannampandal on 10<sup>th</sup> and 11<sup>th</sup> August 2015.

3. International Conference on “Integrated Business and Management” Presented a paper titled “GST: One Nation, One Tax Regime – Benefits & Impact on Indian Economy” at Annai Vailankanni Arts & Science College, Thanjavur on 16<sup>th</sup> February, 2018.

1. Article published on “Consumer Perception towards Brand Preference of Mobile Phone Service Providers” in International Journal of Research in Commerce & Management (IJRCM), Volume No.4, Issue No.10, October 2013, ISSN: 0976-2183.
2. Article published on “Reader’s Satisfaction towards the Puthiya Thalaimurai Magazine in Mayiladuthurai Town.” in International Journal of Advance Research and Innovative Ideas in Education (IJARIE), Volume-1, Issue-3, July-2015. ISSN (O): 2395-4396. Impact Factor: 3.1218.
3. Article published on “Consumer Attitude and Perception of Mobile Phone Service Providers in Nagapattinam District” in International Journal of Multidisciplinary Research and Development. Volume-2, Issue-7, Aug-2015.e-ISSN No.2349-4182, p-ISSN: 2349-5979. Impact Factor: 3.762.
4. Article published on “Emerging Strategies of Green Marketing in India.” in International Journal of Applied Research (IJAR), Volume-1, Issue-10, and Aug-2015. ISSN Print: 2394-7500: ISSN Online 2394-5869. Impact Factor: 5.2.
5. Article published on “Foreign Direct Investment in Indian Retail Sector” in Global Journal for Research Analysis (GJRA), Volume-4, Issue-9, September-2015. ISSN No.2277-8160. Impact Factor: 3.1218.
6. Article published on “Consumer Brand Preference towards Health Drinks in Nagapattinam District” in GE-International Journal of Management Research, Volume-3, Issue-12, December -2015.ISSN No.2321-1709.Impact Factor: 4.316.
7. Article published on “Consumer Satisfaction towards Cosmetic Products in Nagapattinam District” in International Journal of Research in Social Sciences (IJRSS), Volume-6, Issue-3, March -2016.ISSN No.2249-2496. Impact Factor: 5.650 for 2014 and 6.278 for 2015.
8. Article published on “Mobile Phone User Satisfaction towards Social Networking Sites – A Study with reference to WhatsApp in Nagapattinam District of Tamil Nadu” in International Journal in Management and Social Science (IJMR), Volume-5, Issue-4, April-2017. ISSN No.2321-1784. Impact Factor: 6.178.
9. Article published on “Internet Users’ Perception towards Online Shopping” in International Journal of Research in Finance and Marketing (IJRFM), Volume-7, Issue-11, November-2017. ISSN (o): 2231-5985. Impact Factor: 6.397.
10. Article published on “Consumer Buying Behaviour towards Selected Soft Drinks in Nagapattinam District of Tamil Nadu” in International Journal of Basic and Applied Research, Volume-9 Number-1, January-2019. ISSN 2249-3352(P) 2278-0505(E). Cosmos Impact Factor: 5.86.

**10. Other Positions Held in A.V.C. College:**

| <b>Sl. No.</b> | <b>Positions held</b>                             | <b>From</b> | <b>To</b> |
|----------------|---|-------------|-----------|
| 1.             | Member, Stage Committee                           | 2011        | 2012      |
|                |   | 2018        | Till Date |
| 2.             | Member, Refreshment Committee                     | 2012        | 2013      |
| 3.             | Member, Application Processing Committee          | 2013        | 2014      |
|                |   | 2014        | 2015      |
| 4.             | Member, Students Discipline Maintenance Committee | 2013        | 2014      |
|                |   | 2018        | 2019      |
| 5.             | PEKAK Coordinator                                 | 2014        | Till Date |

**11. Books Published:**

-Number

1

Financial Accounting – Sri Hanuman Publications – 2007

**12. Research Guidance:** Guided many projects for M.Com., Students and Approved Research Supervisor for M.Phil.,(Commerce) in Bharathidasan University.

**13. Residential Address:** 2/7, Kuthur, Alaveli (Post), Sirkali (Taluk). PIN. 609 118.  
Nagapattinam (District)  
Mobile No. 9942259528.  
E-Mail: profamk06@gmail.com

\*\*\*