

PROFILE



PERSONAL DETAILS

Name : Dr.V.Amutha

Date of Birth : 14/04/1976

Qualification : M.Com. B.Ed., M.Phil., Ph.D

Designation : Assistant Professor

Department : PG & Research Department of Commerce

Community : Vadugar

Nationality : Indian

Email ID : vamutha2010@gmail.com

ACADEMIC QUALIFICATIONS

Degree	Specialization	College	University	Year of Passing
Ph.D	Commerce	MTN College Madurai	Madurai Kammaraj University	2016
SET /NET	-	-	-	-
M.Phil	Commerce	MTN College Madurai	Madurai Kammaraj University	2006
M.Com	Commerce	Annamalai University	Annamalai University	2001
B.Ed	Commerce	Mahatmama Gandhi College of Education	Tamil Nadu Teachers Education	2021
B.Com	Commerce	GVN College, Kovilpatti	MS University	1997
H.Sc	Commerce	Kammavar Girls Hr.Sec.School, Kovilpatti		1994
SSLC		Kammavar Girls Hr.Sec.School, Kovilpatti		1992

ACADEMIC IDENTITY

*VIDWANID	200436
*ORCIDID	0000-0002-2335-0949
*SCOPUS ID	https://journalppw.com/index.php/jpsp/issue/view/30
*RESEARCHER ID/PUBLON SID	

GOOGLE SCHOLARLINK	HDra014AAAAJ
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TEACHING EXPERIENCE	
Date of Appointment	Assistant Professor in Commerce
Date of Retirement	14/04/2036
Teaching Experience	17 years
UG	17 years
PG	9 years
Research	

COURSES/CLASSES TAUGHT	NAME OF THE INSTITUTIONS	DURATION		Years
		From	To	
I B.Com Financial Accounting –I & II II B.com Banking Theory Law & Practice, Auditing, Trade III B.com Corporate Accounting , E-Commerce I M.Com Advanced Corporate Accounting II M.com Financial Management	Padmarajam College of Management MTN College	01.06.2006 01.12.2009	30.11.2009 01.12.2020	3.5 months 12
I B.com Economics for Managerial Decisions II B.com Accounting Package –TALLY III B.com E-Commerce, SPSS I M.COM Advanced Cost Accounting II M.Com Customer Relationship Management	GVN College	05.09.2022	Till Date	3.2 months

ORIENTATION/REFRESHER COURSES/FACULTY DEVELOPMENT PROGRAMME UNDERGONE			
S. No	Name of the Training	Name of the Sponsoring Agency	Place and Date
1.	Empowering College Teachers with Effective Teaching skills	OAAMAVMM School of Management	12.03.2016
2.	Moodle Learning Management System	MTN College, Madurai	06.06.2020-10.06.2020
3.	“Quality Management in Higher Education”	The Standard fireworks Rajaratnam college for women (autonomous),	20-09-2021

4	Digitalization in Accounting and Finance	KG College of Arts and Science & Pioneer College of Arts and Science	08.11.2022– 14.11.2022
5	Current scenario in advanced materials research and nanotechnology	Rajapalayam Rajus college- Rajapalayam	14.11.2022 18.11.2022
6	“Social Entrepreneurship”	SRM Institute of Science & Technology Chennai	21.02.2023 25.02.2023
7	“UPSKILL YOUR RESOURCES”(Under UGC Autonomy Grant)	AYYA NADAR JANAKI AMMAL COLLEGE	07.07.2023 13.07.2023
8	Influence of AI in Teaching & Research	Hindusthan College of Arts & Science Coimbatore	04.09.23 09.09.23
9	Setting Goals and Managing Time	G.Venkataswamy Naidu College	28 .08.2023 30 .08 2023
10	Data Analytics with Excel - Basics to Advanced	Dayananda Sagar College of Engineering in Collaboration with ExcelR Edtech Pvt. Ltd.	20.11.2023 1.12.2023
11	Research the Journey from Inception to publishing	Dhanraj Baid Jain Collge- Chennai	05.02.2024 09.02.2024
12	Digital Marketing	MIT Arts Commerce & Science College (Autonomous)- Maharashtra, Nishitha Degree College (Autonomous) - Nizamabad, Telangana, Seshadripuram College Tumakuru, Karnataka P.B. Siddhartha College of Arts and Science -Andhra Pradesh in Collaboration with ExcelR Edtech Pvt. Ltd.	27.05.2024 31.05 2024.
13	International Virtual Workshop on Excellence in Research Methodology	SRM Institute of Science & Technology& Faculty of Science and	23.09. 2024 28.09 2024

		Humanities, Ramapuram, Chennai	
14	"Recent Advances in Teaching and Research on Sustainable Development in Commerce"	Vel Tech Rangarajan Dr.Sagunthala R&D Institute of Science and Technology,	11.12.2024 17.12 2024.
15	AI Applications in Banking and Healthcare Industry	Maharashtra KLE Technological University, Dr. M S Sheshgiri Campus, Belagavi - Karnataka Chaitanya Bharathi Institute of Technology Autonomous, Hyderabad - Telangana Adhiyamaan College of Engineering, Hosur - Tamil Nadu in Collaboration with ExcelR Edtech Pvt. Ltd.	12.12.2024 18.12.2024 .
16	"Interdisciplinary Excellence: Integrating Tech, Ethics, and Creativity"	SRM Institute of Science & Technology- Chennai Ramapuram	27th June 2025 to 3rd July 2025.
17	AI Tools for Research and Teaching	ST. Xavier's College Autonomous -Palayamkottai	09.03.2025

PH.D.THESISADJUDICATED:

S.No	NameoftheUniversity	TitleoftheThesis/NameofCandidate/Year
1	Madurai Kammaraj University	A Study on Customer services Rendered by Public Sector Banks in Theni District 2016

PUBLICATIONS

BOOKS	BOOK CHAPTERS	SCOPUS	WEB OF SCIENCE	UGC LISTED
OTHERINDEXED	ASA	PAPERS	WEBINARS,	

	RESOURCE PERSON	PRESENTED IN NATIONAL AND INTERNATIONAL SEMINARS	SEMINARS, WORKSHOPS ATTENDED	

BOOK CHAPTERS			
S. No	Title of the Paper	Name of the Book	ISSN No., Pg.No
1.	Effect of Entrepreneurship Education in Enterprise Development	Emerging Trends and Innovations in Business, Commerce and Management for Sustainable Entrepreneurship	ISBN 978-93-5737-352-4165

PUBLICATIONS:SCOPUSINDEXEDJOURNALS&WEB OF SCIENCE			
S. No	Titleof thePaper	Nameof the Journal	ISSN No., Volume, Issue,Impactfactor & Pg. No
1.	Green entrepreneurship: a sustainable development initiative with special reference to selected districts	<i>Journal of Positive School Psychology (online)</i>	2717-7564
PUBLICATIONS:UGCLISTEDJOURNALS			
S. No	Titleof thePaper	Nameofthe Journal	ISSN No., Volume, Issue,Impactfact or & Pg. No
1.	Need & Importance of International Banking	Nehru Institute of Technology Journal	2230-7974
2.	Customer Relationship Management	Shanlex Journal of Commerce	2320-4168
3.	Retail Marketing	Shanlex Journal of Commerce	2320-4168
4.	Entrepreneurship Development; Importance for make in India	Research Journal of SRNMC	2395-7085
5.	Global Luxury Market Growth, Brands And Companies	Rabindra Bharati Journal of Philosophy	0973-0087
6	An Empirical Study of the Service Quality Gap in New Generation Private Banks	Kanpur Philosophers Certificate of Publications	2348-8301
7	Effect of Entrepreneurship Education in Enterprise Development	Internal Quality Assurance Cell (IQAC),	ISBN 978-93-5737-352-4 Page No:165
8	Entrepreneurial Opportunities and Competences for the Rural Youth in Kovilpatti Taluks: A Study	Journal of the Asiatic Society of Mumbai	0972-0766
9	A DIGITAL MARKETING FRAMEWORK FOR BRAND SUCCESS	Journal of Inventive and Scientific Research Studies (JISRS)	Vol: II, Issue: 2 December 2024 ISSN: 2584-0630 (Online)

**WEBMINARS/SEMINARS/CONFERENCES/SYMPOSIA/WORKSHOP
PAPERPRESENTED:National -International-**

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1.	A Study on Secondary Education in Educationally Backward Rural Areas in Relation to Poverty	Arul Anandar College (Autonomous) Karumathur, Madura	27.10.2025
2.	An Overview of GST	Madurai Sivakasi Nadars Pioneer Meenakshi Women's College, Poovanthi in Collaboration with Idhaya College for Women, Sarugani.	18-03-2022
3.	Ethical Principles in Research	Sri Sarada College for Women, Fairlands, Salem	29-04-2022
4.	"On Impact of Digital Marketing in Future scenario"	Swami Dayananda College of Arts & Science, Tiruvarur District	22-10-2021
	Outcome Based Education & ITS Impact in Teaching Assessment and Evaluation	M.T.N College, Madurai.	10.06.2020
	Customer Relationship Management.	Sourashtra College, Madurai.	24.02.2017
	Retail Marketing	Sourashtra College, Madurai.	24.02.2017
	Trends in Mobile Marketing	Nehru Institute of Technology, Coimbatore.	04.10.2016

SEMINARS/CONFERENCES/SYMPOSIA/WORKSHOP/ATTENDED:

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1.	The Role of self help groups in empowering women	Rev. Jacob Memorial Christian College, Ambilikkai-624612	Ambilikkai, 22-9.2005
2.	The Role of Foreign Direct Investment in Indian Business	M.T.N College, Madurai.	15-10.2015-16-10.2005
3.	Health Insurance Policies and Insurance Companies in India	M.T.N College, Madurai.	03.03.2006
4	Inclusive Growth in India	M.T.N College, Madurai.	16.12.2009
5	Investment Scenario in India	S. Vellaichamy Nadar College, Madurai-19	26-02-2010
6	Emerging Trends in Business and Commerce	Arul Anandar College (Autonomous) Karumathur, Madurai.	17-03-2010
7	Challenges and Opportunities in Indian Banking Industry	M.T.N College, Madurai.	09-09-2010
8	Research methods using SPSS	M.T.N College, Madurai	28.11.2011-29 .11 2011
9	Customer Relationship Management in Banking Sector	M.T.N College, Madurai.	26.09.2014
10	Women Entrepreneurship	M.T.N College, Madurai.	11.03.2016
11	Consumer Protection Act and Human Rights Act in India	M.T.N College, Madurai.	30.03.2016
12	Economic Growth Rate in India	M.T.N College, Madurai.	30.03.2016
13	Business&Covid-19	APSA College, Tiruppatur	30.05.2020
14	Moodle Learning Management System(FDP)	M.T.N College, Madurai	06.06.2020-10.06.2020
15	Women at Risk Blossom	American College, Madurai	09.06.2020
16	Effective Way of writing Scholarly Article	Muthayammal College, Arts&Science	12.06.2020
17	Prepare Yourself for beginning a Best career	Parvathy's Arts& Science College- Dindigul	03-07-2021
18	Online Workshop on Creation of Research ID's	Patrician College of Arts&Science - Chennai	03-07-2021
19	Recent Trends in Management	Scad College of Engineering & Technology- Tirunelveli	19-03-2021
20	"Qualitative & Quantitative Metrics in RAAF of NAAC"	Rajalakshmi Engineering College	17-09-2021

21	"QualityManagementinHigher Education"	Thestandardfirewo rksRajaratnam college for women (autonomous),	20-09-2021
22	ActionsforHappiness"	Aims	23.11.2022
23	"PCSecurity"	Bellinstituteofhote lmanagement & catering technology	23.11.2022
24	"ResearchEthicsandIdentifying Predatory and Cloned Journals inPublications"	IndianInstituteofMa nagementand Commerce	25.11.2022
25	Artofselectingtheemployer	Aims	04.12.2022
26	InternationalisationofHigher Education - Challenges and Opportunities"	Aims	09.12.2022
27	RESEARCH METHODOLOGY	SRM Institute of Science & Technology& Faculty of Science and Humanities, Ramapuram, Chennai	09.10.2023 14.10.2023
28	Financial Empowerment Through Wealth Creation	Aravali College of Engineering and Management Feridabad, Haryana in Collaboration of Mutual Funds in India (AMFI)	28.11.2023
29	Financial Empowerment Through Wealth Creation	B.S Abdur Rahman Crescent Institute of Science & Technology (AIMF)	04.06.2024

Date: 26.11.2025



Signature