

STAFF PROFILE



1) Name: Dr. A. ARUMUGAM

2) Designation: Assistant Professor

3) Department: Commerce

4) Qualifications:

Academic: M.Com.,MBA.,PGDCA.,DGT.,M.Phil.,Ph.D.,

Additional: SET

5) Experience (in years): Teaching: 18 years Research: one year

6) Area of Specialization: Income Tax, Marketing

7) Contact: E-mail: a.arumugam5379@gmail.com Mobile Number: 94420 26668

8) Grants Received (Conference/Workshop/Seminar/any other):

Event Title	Agency	Fund Received	Date
Nil	Nil	Nil	Nil

9) Project Completed: Nil

Project Title	Agency	Fund Received	Duration
Nil	Nil	Nil	Nil

10) Project ongoing: Nil

Project Title	Agency	Fund Received	Duration
Nil	Nil	Nil	Nil

11) Research Guidance: 01

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	Nil	01
M. Phil.	Nil	Nil

12) Research Publications: 11

	International	National
Total Number of Publications	05	06

List of International Publications: 05

1. Published an article on the topic **“A Study on Attitude Towards Bank Employees with Special Reference to KVB Limited”** in Mukta Shabd Journal (UGC Care) on March 2022.

2. Published an article on the topic” **The Growth and Development of Banking Sector in India**” in International Journal of Research and Analytical Reviews, Approved by UGC, E ISSN - 2348-1269, Impact Factor: 5.75, COSMOS Impact Factor: 4.236, January 2019.
3. Published an Article on the topic “**Productivity of Banking Sector – A study**” Published in JASC Journal, volume 6, Issue I, January-2019, Impact factor: 5.8.
4. Published an Article on the topic “**Digital Marketing in Banking Sector**” in Shanlax International Journal of Commerce – Peer Review Journal (A Quarterly Journal), Vol.6, April 2018, ISSN No. 2320-4168, pp. 67
5. Published an article on the topic “**Rural Postal Life Insurance – A Boon for Rural People**” published in Shanlax International Journal of Commerce – Peer Review Journal (A Quarterly Journal), Vol. 6, January 2018, ISSN No. 2320 – 4168, pp.49

List of National Publications: 06

1. An article “**Socia – Economic Background of the Handloom Weavers**” Published in Studies in Indian Place Names with ISSN no. 2394-3114, Volume: 40, issue: 12, Month: February, year: 2020, Impact factor: 6.3, The journal is indexed, peer reviewed and listed in UGC Care.
2. An article “**Impact of Demonetization on Small Scale Industries**” published in SVNC Research Journal, Vol. 11, Dec. 2017, ISSN No. 0976-2949.pp-117
3. An article “**Financial Services in India**” published in a Book entitled Payment Banks Opportunities and Challenges by V.H.N.S.N. College, Virudhunagar, Sep. 2016, ISBN No.978-93-81723-58-6.pp-187
4. An article “**A Study on Growth and Development of Rural India through Post Offices**” published in SVNC Research Journal, Vol. 8, Dec. 2014, ISSN No. 0976-2949.pp-28
5. An article “**Computerisation of Rural Postal Life Insurance – A Boon for Rural Savings**” published in SVNC Research Journal, Vol. 6, Dec. 2012, ISSN No. 0976-2949.pp-1
6. An article “**Working of Postal Life Insurance with special reference to Southern Division in Madurai District**” published in a Book Emerging Trends in Management Practices, March 2011, ISBN No. 978–93–80530–33-8.pp-113.

13) Chapters in Books: Nil

14) Other Publications (Proceedings): Nil

15) Books Published: Nil

16) Presentation in Seminar / Conference: 13

International: 06

1. Presented a paper on “ **Retail Banking Service Quality in India**” in the International Seminar on “opportunities and challenges of digital marketing and cashless transactions” Organised by PG and Research Department of Commerce, Voorhees College, Vellore on 21st February, 2020.
2. Presented a paper entitled “**A Study on overview of National Electronic Fund Transfer (NEFT)**” in the International Conference on “ Digital Economy – Emerging Trends in Commerce & Management” organised by the PG Department & Research Centre in Commerce, Rajapalayam Rajus’ College, Rajapalayam on 20th February 2020.
3. Presented a paper entitled “ **Productivity of Banking Sector – A Study**” in the International Conference on “ Innovations in Business and Management” organised by the Department of Commerce on 1 & 2 February, 2019 at The American College, Madurai.
4. Presented a paper on” **The Growth and Development of Banking Sector in India**” in the International Conference on “Contemporary Issues, Challenges and Recommendations on Digitalisation CICRD-2K19” Organised by Department of Commerce, Mannar Thirumalai Naicker College on 4th January 2019.
5. Presented a paper on “**Impact of Demonetization on Small Scale Industries**” in the International Seminar organized by Department of Commerce (SF) on 27th January 2017, held at N.M.S.S.Vellaichamy Nadar College, Madurai.
6. Presented a paper on “**Computerization of Postal Life Insurance in India**” in the one day International Seminar organized by Department of Business Administration, N.M.S.S.Vellaichamy Nadar College, Madurai, on 25th August 2011.

National: 07

1. Presented a paper entitled “**Socia – Economic Background of the Handloom Weavers**” in the National Level seminar on “Recent Trends in Digital Marketing Strategies – Issues and Challenges” jointly organised by the PG Department of Commerce with Computer Application, Ananda College, Devekottai and Indian Accounting Association – Tiruchurappalli Branch, held on 28th February 2020.
2. Presented a paper on “**The Spirit And Force Behind Entrepreneurs In Madurai District**” in the one day National Seminar on “A Digital Transformation- Entrepreneur & Infopreneur 2k20” Organised by PG and Research Department of Commerce, Mannar Thirumalai Naicker College, Madurai held on 24th January 2020.
3. Presented a paper on “**Digital Marketing in Banking Sector**” in the National Conference organized by Department of Commerce, The American College, Madurai held on 16th February 2018.
4. Presented a paper on “**Financial Services in India**” in the two days National Conference on “Payment Banks: Opportunities and Challenges” organized by the Department of Commerce, V.H.N.S.N.College, Virudhunagar on 29th & 30th September, 2016.
5. Presented a paper on “**Working of postal life Insurance with special reference to Southern Division in Madurai (DT)**” in the one day National Seminar held on 17th March 2011 at N.M.S.S.V.N. College, Madurai.
6. Presented a paper “**Working of Postal Life Insurance with special Reference to Madurai District**” in the Research Colloquium organized by Department of Commerce, Vivekanantha College on 26th February, 2011.
7. Presented a paper on “**Computerization of Rural Postal Life Insurance – A Boon for Rural Savings**” in the two days national seminar on topic “Rural Development in India” held at School of Economics, Madurai Kamaraj University, during 28th and 29th October, 2010.

17) Participation in Conference: Nil

18) Participation in Seminar: 36

1. Participated in One day National Conference on “**Intellectual Property Rights**” held on 6th March 2020 Organised by the IQAC of N.M.S.Sermathai Vasan College for Women, Madurai.

2. Participated in the FDP Program entitled “**Competent Teachers for Milennial Learners**” under UGC Autonomy Grants, on 29th February 2020, Organised by N.M.S.S.Vellaichamey Nadar College, Madurai-22.
3. Participated in the Orientation Programme on “**Quality Publications in Academic Research**” Organised by “Nilam International Journal of Arts and Culture” on 16th November 2019.
4. Participated in the one day workshop on” **Activity Based teaching and Class Room Management**” Organised by the IQAC of Saraswathi Narayanan College on 17th August 2019.
5. Participated in FDP entitled “**Discover the Teacher in You**” on 16th March 2019 Organised by N.M.S.S.Vellaichamy Nadar College, Madurai.
6. Participated in FDP on SEBI Organised by IQAC in Saraswathi Narayanan College on 21st December 2018.
7. Participated in “**Ryla-Mass 2018**” Conducted by Rotaract Club of Saraswathi Narayanan College held on 21st March 2018.
8. Attended a **Faculty Development Programme** on 20th March 2018 at N.M.S.S. Vellaichamy Nadar College organized by Academic and Administrative staff training cell in NMSSVN College.
9. Attended a National level seminar on “**New Frontiers in Business Management**” organised by Department of Management Studies held on 5th January 2018.
10. Participated in one day workshop on “**Tally for GST**” Conducted by PG & Research Dept. of Commerce, Thiagarajar College, Madurai on 25th March 2017.
11. Participated in the “**E-Commerce Seminar**” organized by Govt. of Tamilnadu Food and consumer Protection Department in association with Federation of Consumer Organizations Tamil Nadu & Pondicherry at N.M.S.S. Vellaichamy Nadar College, Madurai on 23rd March, 2017.
12. Participated in the one day Workshop on “**Formulating the Research Problem**” organized by the Post Graduate & Research Department of Commerce, Saraswathi Narayanan College, Madurai on 30th December, 2015.
13. Participated in the UGC Autonomy Grant one day “**Faculty Development Programme**” conducted by IQAC of N.M.S.S. Vellaichamy Nadar College on 22nd March 2014.
14. Participated in the One-Day National Seminar on “**Innovative Marketing Techniques**” Organized by PG & Research Department of Commerce, N.M.S.S. Vellaichamy Nadar College, Madurai on 18th March 2014.

15. Participated in the UGC sponsored one day seminar on “**Examination Reforms – 2014**” conducted at N.M.S.S.Vellaichamy Nadar College on 22nd February, 2014.
16. Attended a one day seminar on “**fy;tpnaDk; Nts;tp**” for 150th Vivekanandar Birthday Celebration organized by National Youth Association and N.M.S.S.Vellaichamy Nadar College, Madurai on 01.02.2014.
17. Participated in the UGC Sponsored Workshop on “**Article Writing**” conducted by Department of Business Administration at N.M.S.S.Vellaichamy Nadar College on 25th October, 2013.
18. Participated in the one day state level seminar on “**Green Marketing – Strategies and Opportunities**” conducted by PG and Research Department of Commerce of N.M.S.S.Vellaichamy Nadar College on 19th March 2012.
19. Participated in State Level Workshop on “**Research Methodology in Management**” Conducted by Department of Business Administration at V.V.V.College for Women, Virudhunagar on 29th August 2011.
20. Participated in the two day interactive seminar on “**Making Distance Education System more effective**” jointly organized by Centre for Educational Research and Directorate of Distance Education, Madurai Kamaraj University, Madurai on 25th and 26th April 2011.
21. Participated in the one day “**Industry Academic Interface**” organized by the Department of Commerce, Yadava College, Madurai on 1st April 2011.
22. Attended the UGC Grant one day National Conference on “**Women Empowerment in India**” on 28th January 2011 Conducted by Department of Commerce, N.M.S.S.Vellaichamy Nadar College, Madurai.
23. Attended the one day national level seminar on “**The impact of Globalisation on Business in India**” on 24th January 2011 Conducted by Department of Commerce, N.M.S.S.Vellaichamy Nadar College, Madurai.
24. Participated in a one day national level seminar on “**Present Employment Scenario – Challenges and opportunities**” held on 19th March, 2010 at N.M.S.S.Vellaichamy Nadar College, Madurai.
25. Participated in a UGC sponsored one day National Level Seminar on “**Investment Scenario in India**” held on 26th February, 2010 at N.M.S.S.Vellaichamy Nadar College, Madurai.
26. Participated in the UGC Autonomy Grant one day seminar on “**Examination Reforms**” conducted in N.M.S.S.Vellaichamy Nadar College, Madurai on 16th February, 2008.

27. Participated in one day orientation program on “**Effective Teaching**” conducted in N.M.S.S.Vellaichamy Nadar College, Madurai on 11th August 2007.
28. Participated in a two days International Seminar on “**Emerging Paradigm in Financial Services**” held at Cauvery College for Women, Trichy on 7th & 8th April 2007.
29. Attended the UGC sponsored State Level Seminar Topic – “**Small Scale Industries in the New Millennium**” Conducted by Department of Economics, N.M.S.S.Vellaichamy Nadar College, Madurai on 22nd & 23rd March 2007.
30. Participated in one day inter-collegiate seminar on “**Personality Development and Humanistic Values**” conducted by N.M.S.S.Vellaichamy Nadar College, Madurai organized by Youth Red Cross and Students Service Forum on 6th February, 2007.
31. Participated the one day inter-collegiate seminar on “**F.D.I. in India – Challenges and Opportunities**” conducted by P.G.Commerce Study Club of N.M.S.S.Vellaichamy Nadar College, on 2nd February 2007.
32. Attended the UGC sponsored two day State Level Seminar on “**Women Work Force in India**” Organized by the P.G. & Research Department of Commerce, M.S.S. Wakf Board College, Madurai, on 20th & 21st September, 2006.
33. Attended the one day “**Industry – Institution Interface**” organized by the Department of Commerce, Yadava College, Madurai on 21st March 2006.
34. Participated in the Workshop on “**Statistical Packages & Interpretation of Research Data**” organized by Department of P.G. Studies & Research Center in Commerce, Saraswathi Narayanan College, Madurai on 20th March 2006.
35. Attended the UGC sponsored two day state level seminar on “**Rural Entrepreneurship Changes and Challenges**” organised by the Department of Economics, N.M.S.S.Vellaichamy Nadar College, Madurai on 13th and 14th March 2006.
36. Participated and Completed the “**Understanding and Handling Adolscent Children**” Conducted by TOPKIDS, Madurai at TOPKIDS Centre, K. Pudur, Madurai.

19) Participation in Workshop: Nil

20) Participation in Orientation Programme/ Induction Programme/ Short term Courses: 01

1. I have participated Induction Programme on 01-02-2022 to 02-03-2022 organised by UGC- HRD Centre, Madurai Kamaraj University, Madurai, Tamil Nadu

21) Participation in Faculty Development Programme: 02

1. Participated FDP on 24-05-2021 to 06-06-2021 organized by UGC- HRD Centre, AMET University, Chennai.
2. Participated FDP on Yoga for well-being during covid period organized by UGC- HRD Centre, AMET University, Chennai on 11th to 17th June 2021.

22) Conference/ Seminar/ Workshop Organized: Nil

23) Invited Speaker/ Session Chair – Conference/ Seminar/ Workshop: 04

1. Resource person for the invited Guest Lecture in the two NSS Camp and Planning Forum.
2. Resource person in Career Development Programme at SVN. B.Ed. College, Madurai.
3. Served and acted as a resource person in CSI Arts College for Women, Madurai on 18th January 2018 on the topic of “**Motivational Awareness**”.
4. Acted as a resource person in Mannar Thirumalai Naicker College, Madurai on 10th October 2022 on the topic of “**Awareness of Income Tax**”.

24) Other Co-curricular / Administrative Responsibilities: 05

1. Served as an **Assistant Controller of Examinations** at N.M.S.S.Vellaichamy Nadar College, Madurai from 05-12-2014 to 30-07-2018.
2. I have attended Question Papers Scrutiny Board meeting in Alagappa University, Karaikudi.
3. Serving as a Committee Member for NIRF at College Level.
4. Served as a co-ordinator for Gandhian Studies from 2020 to 2023.
5. Serving as a co-ordinator for Parent Teacher Association from 2023 onwards.

25) Member in Board of Studies: 04

1. I have attended Board of studies meeting of B.Com (Honour) course as Subject Expert in Subbalakshmi Lakshmipathy College of Science, Madurai.
2. I have attended Board of studies meeting of B.Com Course as a Alumnus Expert in Mannar Thirumalai Naicker College, Madurai.
3. I have attended Board of studies meeting of B.Com with Computer Applications Course (SF) as Subject Expert in N.M.S.S.Vellaichamy Nadar College, Madurai.
4. I have attended Board of studies meeting of B.Com (CS) as Subject Expert in Sri Sarada College for Women, Thirunelveli.

26) Editorial/ Review Board Member: Nil

27) Membership in Professional Bodies: Nil

28) Awards received: Nil

29) Consultancy: Nil

30) Patents: Nil

31) Any other information:

* Note: Please provide the total Numbers and details for each metrics