

**Sri G.V.G. Visalakshi College for Women, Udumalpet**  
**(Autonomous)**  
**Department of BBA(CA)**

**A. Personal Information**

a. Name	Mrs.PL.Amirtham
b. Designation	Assistant Professor
c. Department	BBA (CA)
d. Date of Birth	12.02.1986
e. Residential Address	167,Chithandeeswarar lay out ,s.v.mills post,Udumalpet
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g. Mail id	<a href="mailto:amirtham@gvgvc.ac.in">amirtham@gvgvc.ac.in</a> , amudha.palaniappan@gmail.com
h. Area of Specialization	Finance and Human Resource

**B. Academic Qualifications**

<b>Exam Passed</b>	<b>Board / University</b>	<b>Subject</b>	<b>Year of passing</b>	<b>Division / Grade / Merit</b>
B.Com	<b>Bharathiar university</b>	Bachelor of Commerce	2006	First class
MBA	<b>Madurai Kamaraj university</b>	Master of Business Administration	2008	First class with distinction
PGDCA	<b>Madurai Kamaraj university</b>	Post Graduate Diploma Computer Applications	2011	First class
M.Com	Bharathiar University	Master of Commerce	2019	First class
PGDIB	Bharathiar University	Post Graduate Diploma International Business	2021	First class

**C. Teaching Experience**

<b>Name of the Institution</b>	<b>Experience in years</b>
<b>Sri GVG Visalakshi College for Women, Udumalpet</b>	<b>14</b>

**D.Club activities:**

- 1.Career Oriented Club member
- 2.Vigilance club member
- 3.IAS Study circle member
- 4.Job oriented course member
- 5.Computer club member
- 6.Union club member
7. Fine Arts club member
- 8.Exam Committee member
9. Consumer Awareness club member
10. Parents Teachers club member
11. RED Cell
12. NIRF
13. IQAC
- 14.Faculty Development Cell

**E. Research****a) Publications (2013 – 2021)**

<b>Title</b>	<b>Name of the Journal</b>	<b>Authors (as in the Journal)</b>	<b>Page No</b>	<b>Volume</b>	<b>ISBN No</b>	<b>Impact factor</b>
Factors influencing Job Retention	Mukt Shabd Journal	PL.Amirtham	36-40	Volume - IX Issue IV	ISSN No : 2347-3150	4.6
A Revisit on Employee engagement	Aut Aut Research Journal	PL.Amirtham	39-46	Volume- IX Issue VIII	ISSN NO: 0005-0601	5.1
Retention factors as predictors of the job embeddedness	Mukt Shabd Journal	PL.Amirtham	204-212	Volume- IX ,Issue XII	ISSN NO : 2347-3150	4.6

Emerging trends and methods of CRM	Emperor International Journal of finance and management research	PL.Amirtham	225-234	Vol-3	e-ISSN :2395-5929	1.14
Strategic management-Formulation and implementation	Imperial journal of Interdisciplinary Research	PL.Amirtham		Vol-2		3.7
Emerging trends in Human Resource management	Imperial journal of Interdisciplinary Research	PL.Amirtham		Vol-2		3.7
Reward Management	Imperial journal of Interdisciplinary Research	PL.Amirtham		Vol-2		3.7
A study on employees perception on in-house canteen facility	EPRA International Journal of Economics, Business and Management Studies	PL.Amirtham		Vol-4,Special issue		3.957

**b. Details of Seminars, Conferences, Symposia, Workshops etc. (2013 – 2018)**

S.No.	Date	Name of the Seminar / Conference / Symposia / Workshop	Place	Presented / Attended / Both
1	11.06.2013	Workshop on Mechanics of Writing a Research Article	Sri GVG Visalakshi college for women, Udumalpet	Attended
2	04.09.2013	A One Day State Level Workshop on Challenges and Opportunities for entrepreneurs	Sri GVG Visalakshi college for women, Udumalpet	Attended
3	25.10.2013	National Level Conference on "Go Green" A Mantra for Global Business Opportunities	Karpagam college of engineering, Coimbatore	<b>Both</b>
4	20.8.2014&	International Level conference on	Fatima college,	<b>Both</b>

	21.8.2014,	Social media for service sector	Madurai	
5	1.10.2015	National Level conference on Indian world-class manufacturing – The road ahead	Fatima college, Madurai	<b>Both</b>
6	29.9.16 & 30.9.16	Managing Disaster – A strategic perspective	Fatima college, Madurai	<b>Both</b>
7	24.3.2017 & 25.3.2017	Changing Paradigms in Indian Business	NGM College, Pollachi	<b>Both</b>
8	22.02.2018	National Level Workshop on Entrepreneurship and Business Solutions	NGM College, Pollachi	<b>Attended</b>
9.	8 .10. 2021 9.10.2021	Two - Day International Conference on ‘Enterprise Management and Business Intelligence’	Dr.N.G.P. Institute Of Technology	<b>Attended</b>
10.	12.6.2021	National Webinar on “Strategies for Managing Personal Finance including Mutual funds”	University of Madras and Association of Mutual funds in India	<b>Attended</b>
11.	June 2021	Beat Covid Campaign	Initiative of Mahatma Gandhi National Council of Rural Education, Hyderabad.	<b>Participated</b>
12.	22.7.2021	Digital Teaching Techniques- Online Certificate Course	ICT Academy	<b>Attended</b>
13.	30.3.2023-31.3.2023	International Conference on “Sustainable Developmental goals and business”	Hindustan College of Engineering and Technology	<b>Both</b>

**c. Details about Orientation Courses / Refresher courses / other Faculty Development Programs attended (2013 – 2021)**

Date(s)	Name of the Program	Place
17.07.2023- 21.07.2023	Five day online Faculty development program on Machine Learning for Data science .	Sri GVG Visalakshi College for Women, Udumalpet
1.2.2023 - 8.2.2023	UGC Sponsored 7 days National Level short term course on <i>e- teaching for e-era</i>	Avinashilingam Deemed University
05.07.2021 - 9.7.2021	Digital Teaching Techniques	ICT Academy -Online portal
31.08.2021 - 4.9.2021	Data Analysis for Research	Dr.N.G.P Institute of Technology -Online portal
22. 9.2021 - 24.9.2021	Learning through Gamification: Fun is the Future	IQAC Nirmala college, Muvattupuzha- Online portal
4.1.2017 - 6.1.2017	FDP Programme monitoring office – Innovation and entrepreneurship programme	Anna university regional campus Coimbatore
13.12.17 - 15.12.17	FDP Programme monitoring office – Innovation and entrepreneurship programme	Anna university regional campus Coimbatore
9.6.2014- 13.6.2014	FDP on Facilitating finance and accounting for BPS	PSG college of arts and Science coimbatore