

## CURRICULAM VITAE



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### OBJECTIVES

- To strive for academic excellence and impart quality education with emphasis on business administration.
- To gain a practical exposure to the world of business in an esteemed organization

### Work Experience:

- ✓ Worked as a Guest Lecturer (BBA Department) in Government Arts College, Nilakottai, Dindigul District from March 2007 to Feb 2008.
- ✓ Worked as a Asst.professor (BBA Department ) in Parvathy' s Arts and Science college, Dindigul from August 2012 to May 2013.
- ✓ Worked as a Asst.Professor( BBA Department) in P.V.P Arts and science college, K.singarakottai. From June 2014 to Jan 2019.And H.O.D of 2017-2018.
- ✓ Worked as a Asst.professor (PTA staff) in M.V.M Gvt.Arts &Science for women' s college, Dindigul.
- ✓ Working as a Assistant professor department of Business Administration in Mary matha college of arts and science, periyakulam.from Jan 2020 to till.

PERIOD	POST HELD	ORGANISATION	YEAR
March 2007 to Feb 2008	Guest Lecturer (B.B.A., & B.Com)	Govt. Arts College for women. Nillakottai.	2007 to 2008.

August 2012 to May 2014	Asst.Professor (B.B.A, & B.Com)	Parvathy' s Arts and Science College, Dindigul.	2012 to 2013
June 2014 to Jan 2019	Asst.professor (B.B.A & M.COM, MS-IT&CS)	P.V.P College Batalagundu	2014 to 2019
Jan 2019 to June 2019	Asst.Professor (B.B.A&B.Com)	M.V.M Gvt.Arts &science college for women' s, Dindigul.	June 2019
Jan 2020	Asst.professor B. B.A.& B.B.A. ( Aviation)	Mary Matha College of Arts and science. Periyakulam.	Jan 2020 To Till.

During the above tenure handled the classes on Principles and practice of Management, Operational Management, Business Communication, Business Law, Auditing (theory),Marketing and Human Resource Management,Services marketing.Aircraft maintenance management  
Legal aspects of aircraft management.

#### **Academic Information:**

Sl#	Degree	University/ College	CGPA/ % of Marks
1	Ph.D.,	Madurai kamaraj university Madurai.	Completed Viva-voce date 22.06.2018
1	Master of Philosophy	Madurai Kamaraj University, Madurai	62.60%
2	Master of Business Admin	Mother Teresa Women' s University, Kodaikanal	6.66(CGPA)
3	Bachelor of Business Admin	Government Arts College for Women, Nillakottai.	54%
4	PG Diploma in Event Management	Mother Teresa Women' s University, Kodaikanal	74%
5	PG Diploma in Computer application	Manipal Institute of Computer Education	77%

#### **HANDLE SUBJECTS :**

#### **POST GRADUATE;**

- ✓ Principles and practice of management

- ✓ Operational Management.
- ✓ Insurance management.
- ✓ Investment management.
- ✓ Financial markets and services.

#### **UNDER GRADUATE;**

- ✓ Research methodology
- ✓ Business law.
- ✓ Body language
- ✓ Cost accounting
- ✓ Entrepreneurship
- ✓ Services marketing
- ✓ Banking Law
- ✓ Financial accountancy
- ✓ Development of personal selling.
- ✓ Personality development skills.
- ✓ Human resource management.
- ✓ Aircraft maintenance management
- ✓ Legal aspects of aircraft management.

#### **Specialization:**

- ✓ Specialized in the area of Marketing Management
- ✓ Event management.

#### **Area of Interest:**

- ✓ Profession of teaching
- ✓ Event organizing

#### **Implant Training:**

<b>Sl#</b>	<b>Name of the company</b>	<b>Duration</b>	<b>Place</b>
1	Training Report (Export Department) International Agriculture Processing Pvt. Ltd.	1 month	Nilakottai
2	ATK Guru Krishna Textiles Limited.	1.5 months	Theni

#### **Academic Projects:**

Sl#	Name of the Project	Duration	Place
1	A study on consumer awareness and consumer attitude towards refrigerator	2 months	Batlagundu
2	A study on market potential and share of coke products	2 months	Madurai
3	A study on event activities organized in Ad India	6 months	Madurai
4	A study on workers participation in Management on Theni Guru Krishna Mills Pvt. Ltd.	2 months	Theni
5	A study on perceived service quality and patient satisfaction in public and private hospital-comparative study.	2 years	madurai

## WORKSHOP:

- ✓ Women Empowerment - Mother Teresa women' s university
- ✓ Entrepreneurship Development - Gvt.Arts College for women, Nillakottai.
- ✓ Managerial Excellence - PVP Arts and science college, K.singarakottai.
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Extra activities:

1. NSS co- ordinator in Mary Matha College of arts and science, periyakulum.

## INTERNATIONAL CONFERENCE/JOURNALS:

1.A topic on “ India’ s foreign trade opportunities and challenges “ in the internation conference organized by Hajee Karutha Rowther Howdia College on 9<sup>th</sup> sep 2014.

ISBN:978-93-84193-15-7.

2 .A topic on ” Service quality dimension in health care industry in india” in the conference on ICASETM 2016. organized by M.P.Nachimuthu M.Jaganathan Engineering College at chennimalai. On 16<sup>th</sup> april 2016.

3.A topic on” Service Quality of Private Quality Hospitals in Dindigul” in the conference on 2ICTBS-2016. organized by Kongu Engineering college on 26<sup>th</sup> &27<sup>th</sup> Feb 2016. ISBN:978-93-85477-56-0. Published by International research journal of Business and Management (ISSN 2322-083X). Paper code (ICTBS-M-25).

4. A topic on “ service quality in health care” in the conference on FATER academy of india. Organized by carmel college of arts and science and commerece for women, goa. November 10-12,2016.

4. a topic on “ measuring hospital service quality a conceptual framework” in the conference on ICSTEM-2017. Held on 3<sup>rd</sup> and 4<sup>th</sup> march 2017, at Kalaigarkarunaidhi institute of technology, coimbatore.

3. A topic on “ service quality in public and private hospitals in Madurai district” in the conference on ICASET’ -2017. organized by M.P.Nachimuthu M.Jaganathan Engineering College at chennimalai. On 25<sup>th</sup> March 2017.

4. a topic on “ perceived service quality in health care organization” in the conference on strategic shift in business excellence for sustainable development in indo-global business and technology. Organized by sri ganesh school of business management at salem.on 10<sup>th</sup> feb 2017.

4. A topic on “ perceived service quality to increase patient satisfaction in private hospital” journals published in roots international journals of multidisciplinary researches-VOL-2 NO:10, PAGE NO:136, FEBRUARY 2016, ISSN:2349-8684.

5. A topic on service quality impact on customer loyalty in hotel industry” journal published in PSNA JOURNAL OF BUSINESS AND SYSTEM-vol-2, page no:162, December 2016, ISSN:2319-2909.

4. A title on “ service quality and determinants of customer satisfaction in hospitals” journals published in research journals of social science and management-RJSSM. VOL-7,NO:5(2017): 01 SEPTEMBER 2017.ISSN:22511571.

5. A title on “ linkage between service quality and customer satisfaction towards telecom industry in dindigul” journal published in primax international journal of marketing – VOL4,NO:2 JUNE-2017, PAGE NO:28.ISSN:23480491.

6. Interpersonal skills or business success- 25.04.2022.

#### **NATIONAL SEMINAR:**

1. “Emerging trends in fast moving consumer goods in india” in the conference on managing for tomorrow-emerging trends,issues and challenges, arul anandar college at karumathur on dec 2014. ISBN:978-93-80657-29-5.
2. A topic on “ Service quality dimension in private hospitals” in the conference on Management practices in the era of globalization organized by S.Vellaichamy Nadar College on 2<sup>nd</sup> feb 2016.
3. A topic on “ perceived service quality to increase patient satisfaction in private hospital” in the conference on INNOVATION IN BIG DATA SEARCH MINING & MANAGEMENT organized by the department of IT&MANAGEMENT, Arul anandar college at karumathur on 26<sup>th</sup> feb 2016.paper published by Roots international journal of multidisciplinary researches ISSN:2349-8684.
4. A topic on service quality in health care” in the conference ‘ BEAT 2016’ organized by department of management studies, PSNACET on april 29,2016.
5. A topic on “Antecedents of customer loyalty in hospital” at the national conference on “ innovating paradigm in management & entrepreneurship” held on 25<sup>th</sup> and 26<sup>th</sup> of November 2016.

6. A topic on “ measurement of service quality through SERVQUAL framework” in the seminar conducted by mangalore institute of management & science, on 7<sup>th</sup> January 2017.
7. A topic on “ A study on service quality of patient satisfaction” in the national conference on VUCA world 2017 held on February 10<sup>th</sup> 2017,organized by S.A ENGINEERING COLLEGE.at Chennai.

8.Sustainable development of consumer behaviour on green marketing in india.  
31st January 2020. ISBN -978-81-937540-6-1.  
Lady dock college at madurai.

9.Mergers and acquisitions among large and small players of hotel industries in india.  
National conference on March 2020.  
ISBN 978-93-90082-07-0.

10. Intellectual property rights conduct y international quality Assurance cell-24.06.2021.

### **AWARD:**

- ✓ Teaching excellence award get from PVP institution on 31<sup>st</sup> july 2015.
- ✓ Teaching excellence award get from PVP institution on 31<sup>st</sup> july 2016.
- ✓ Teaching excellence award get from PVP institution on 31<sup>st</sup> july 2018.

### **BOOKS PUBLISHED:**

1. Product design and project management – madurai kamaraj university DDE. Paper code POPM18.
2. **Research methods in Business-** ISBN:978-81-7735-853-7  
Published by Pavai publication.

### **Computer Proficiency:**

Language : VB, C, Oracle

Packages : MS Office, HTML, Tally,

### **PERSONAL PROFILE:**

**Father' Name : I.Abdul rahim**

**D.O.B** : **06-06-1982**  
**Gender** : **Female**  
**Citizenship** : **Indian**  
**Religion** : **Muslim**  
**Marital status** : **Married**  
**Languages known** : **Tamill and English**

**Technical Proficiency:**

- Type writing (English-Lower), Tailoring, First Aid, Driving (2&4wheelers),
- NSS and CERTIFICATION OF GHANDIAN THOUGHT.

**Declaration:**

I hereby declare that the information' s furnished above are true to the best of my knowledge & belief.

**Place: Batalagundu**

**Yours faithfully**

**Date:**

**A.SHAJITHA**

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