



**A.V.V.M. SRI PUSHPAM COLLEGE  
(AUTONOMOUS),  
POONDI – 613503, THANJAVUR – DT.**



**STAFF PROFILE as on 31-12- 2018**

1. Name of the Staff : **Dr. A. ANANTH**  
 2. Designation : **Assistant Professor of Commerce**  
 3. Academic Qualification : **M.Com.,M.Phil., Ph.D.,**

Course	UG	PG	M.PHIL.	PH.D.
Year	1994	1997	2000	2010
College & University	A.V.V.M. SRI PUSHPAM COLLEGE (AUTONOMOUS), POONDI – 613503, BHARATHIDASAN UNIVERSITY	ANNAMALAI UNIVERSITY	A.V.V.M. SRI PUSHPAM COLLEGE (AUTONOMOUS), POONDI – 613503, BHARATHIDASAN UNIVERSITY	A.V.V.M. SRI PUSHPAM COLLEGE (AUTONOMOUS), POONDI – 613503, BHARATHIDASAN UNIVERSITY

4. Date of Birth & Age : 25.06.1972 and 46 years.
5. Date of Appointment : Self – Finance : 

D	D	M	M	Y	Y	Y	Y
1	6	0	3	1	9	9	8
FIP							
Aided							
2	7	1	1	2	0	1	3
6. Total Service : 20 years & 9 months
7. Teaching Experience in completed years : UG 20 PG 19 M.Phil. 11
8. Residential Address : Layam, Narasingamangalam [Po], Needamangalam [Tk.], Tiruvarur [Dt.] 614 404  
 Mobile Number : 9751139583  
 E-Mail Address : aananthtnj@gmail.com
9. No. of Orientation / Refresher Courses and Training Programmes attended : 3 Annexure – I
10. Whether FDP availed, if yes, furnish details : Nil
11. No. of Seminars attended : 23 Annexure – II
12. No. of Papers Presented : 15 Annexure – III
13. No. of Papers Published : 6 Annexure – IV
14. No. of Books Published : Nil
15. No. of Guest Lectures delivered in other institutions : Nil
16. No. of Research Projects undertaken : minor Nil major Nil Other specify Nil
17. No. of Seminars organised : Nil
18. No. of M.Phil. Scholars Guided : Completed 30 Ongoing 2 Annexure – V
19. No. of Ph.D. Scholars Guided : Awarded Nil Ongoing 3 Annexure – VI
20. Participation in Academic Research Bodies in other institutions : Nil
21. Service rendered in academic / Extra Curricular/ Extension activities within the College other than teaching : 3 Annexure – VII
22. Service rendered in Professional bodies outside the College : Nil
23. Honors / Awards received : Nil

**Signature of the Staff**

**ANNEXURE – I**

**ORIENTATION / REFRESHER COURSES AND TRAINING PROGRAMMES ATTENDED**

<b>S.No</b>	<b>Programme</b>	<b>Institution</b>	<b>Period</b>
1.	Special Orientation Programme for Professors	A.V.V.M. Sri Pushpam College Poondi	06.04.2015 to 18.04.2015
2.	Orientation Course	UGC – HRD Centre Bharathiar University Coimbatore	06.05.2015 to 02.06.2015
3.	Refresher Course in Business Studies	UGC – HRD Centre Madurai Kamaraj University	02.11.2016 to 22.11.2016

**ANNEXURE – II**

**SEMINARS/CONFERENCES, SYMPOSIA, WORKSHOPS, ETC ATTENDED**

<b>S.No</b>	<b>Title of the Seminars/Conferences, Symposia, Workshops</b>	<b>Level (State / National / International)</b>	<b>Sponsoring Agency and Name of the Institution</b>	<b>Date</b>
1.	“A century of co-operation in India and its future challenges”.	National	A.V.V.M.SRI PUSHPAM COLLEGE	29.03.2002-30.03.2002
2.	Emerging issues of non-banking finance companies in India	National	UGC, A.V.V.M.SRI PUSHPAM COLLEGE	18.02.2005-19.02.2005
3.	Emerging dimensions in self help groups.	National	”	17.03.2006
4.	Global competitiveness in business: Trends and Traits.	National	P.R.INSTITUTE OF MANAGEMENT, VALLAM	25.02.2005
5.	Quality enhancement in evaluation system adopted in higher educational institutions.	National	A.V.V.M.SRI PUSHPAM COLLEGE	20.01.2007
6.	Research methodology	State	HOLY CROSS COLLEGE and St. JOSEPH’S COLLEGE, TRICHY.	24.01.2005
7.	Workshop on Human resource management-Focus on employment opportunities and employability skills.	State	A.V.V.M.SRI PUSHPAM COLLEGE	04.08 2005
8.	International Conference on Business Innovations in the Globalisation Era.	International	A.V.V.M. SRI PUSHPAM COLLEGE	22.09.2012
9.	Workshop on Research on commerce and management studies	State	TAMIL NADU COUNCIL FOR SCIENCE AND TECHNOLOGY CHENNAI & RESEARCH CENTRE OF COMMERCE	15 <sup>th</sup> & 16 <sup>th</sup> March 2013

			BARATHIDASAN UNIVERSITY COLLEGE, PERAMBALUR	
10.	Workshop on Micro Finance in Banking Sector	National	ANNAI VAILANKANNI ARTS & SCIENCE COLLEGE, THANJAVUR	14 <sup>th</sup> Feb.2014
11.	National Seminar on Emerging Trends in Marketing Techniques – Global Scenario	National	R.D.B. COLLEGE OF ARTS & SCIENCE PAPANASAM	26.02.2014
12.	National Seminar on Emerging Trends in banking	National	A.V.V.M.SRI PUSHPAM COLLEGE, POONDI	24 <sup>th</sup> March 2014
13.	Workshop on Testing of Hypotheses in Commerce and Management: Why What and How?	National	TAMIL NADU COUNCIL FOR SCIENCE AND TECHNOLOGY CHENNAI & RESEARCH CENTRE OF COMMERCE BARATHIDASAN UNIVERSITY COLLEGE, PERAMBALUR	30 <sup>th</sup> March 2014
14.	Conference on Investor Awareness and Portfolio Management	State	RESEARCH CENTRE OF COMMERCE, BHARATHIDASAN UNIVERSITY CONSTITUENT COLLEGE, PERAMBALUR & ICCSI SOUTHERN INDIA REGIONAL COUNCIL CHENNAI	27 <sup>th</sup> August 2014
15.	International conference on Emerging Trends in Management, Commerce, Education and Economics	International	SWAMI VIVEKANANDA INSTITUTE OF MANAGEMENT THANJAVUR	13 <sup>th</sup> Feb.2015
16.	National seminar on Rural Women Entrepreneurship: The Dynamics of progress and its Reversal	National	UGC A.V.V.M.SRI PUSHPAM COLLEGE, POONDI	20 <sup>th</sup> and 21 <sup>st</sup> March 2014
17.	National seminar on Emerging Trends in Banking and Insurance Sectors	National	UGC A.V.V.M.SRI PUSHPAM COLLEGE, POONDI	29.09.2015
18.	National seminar on Green Banking – An Innovative Tool for Service Quality	National	UGC N.S.S. COLLEGE, NEMMARA PALAKKAD, KERALA	2015
19.	State Level Conference on “ Start-Ups: Catalyst for Revitalizing Indian Economy”	State	Thiruvalluvar University Model Constituent College Tittagudi	15 <sup>th</sup> March 2017
20.	National Level Seminar on Inter Twinning Issues of Commerce Concerns: GST and Cashless Economy	National	Thiruvalluvar University Model Constituent College Tittagudi	20 <sup>th</sup> February 2018

21.	National Level Workshop on “Sustainable Development on India Economy through Women Entrepreneurship”	National	ICSSR A.V.V.M.Sri Pushpam College, Poondi	21 <sup>st</sup> February 2018
22.	National Seminar on Women in Indian Agriculture	National	ICSSR A.V.V.M.Sri Pushpam College, Poondi	5 <sup>th</sup> & 6 <sup>th</sup> March 2018
23.	National Seminar on Enchaining the Economy of Tamilnadu Through Emerging Technologies in Agriculture in the Cauvery Delta Districts”	National	UGC A.V.V.M.Sri Pushpam College, Poondi	16 <sup>th</sup> & 17 <sup>th</sup> March 2018

### ANNEXURE – III

#### PAPERS PRESENTED IN SEMINARS/CONFERENCES, SYMPOSIA, WORKSHOPS, ETC

Sl. No.	Title of the Paper	Level (State / National / International)	Sponsoring Agency and Name of the Institution	Date
1.	Need of legal environment to investors in NBFCs.	National	UGC A.V.V.M.SRI PUSHPAM COLLEGE	18.02.2005- 19.02.2005
2.	SHG's and Women empowerment	National	A.V.V.M.SRI PUSHPAM COLLEGE	17.03.2006
3.	Recent trends of global competitiveness in business.	National	P.R.INSTITUTE OF MANAGEMENT, VALLAM	25.02.2005
4.	Growth and Stability of Traditional Retailers Facing Corporate Giants – A Study	International	A.V.V.M.SRI PUSHPAM COLLEGE	22.09.2012
5.	Quality Dimensions in Marketing of services	National	R.D.B. COLLEGE OF ARTS & SCIENCE PAPANASAM	26.02.2014
6.	Risk Management in Commercial Bank	National	A.V.V.M.SRI PUSHPAM COLLEGE, POONDI	24 <sup>th</sup> March 2014
7.	Rural Women Entrepreneurship for Rural Development	National	UGC A.V.V.M.SRI PUSHPAM COLLEGE, POONDI	20 <sup>th</sup> & 21 <sup>st</sup> March 2014
8.	Reforms in Public Sector Banks	National	UGC A.V.V.M.SRI PUSHPAM COLLEGE, POONDI	29.09.2015
9.	Green Banking Initiatives in Indian Banking Sector	National	UGC N.S.S. COLLEGE, NEMMARA, PALAKKAD, KERALA	2015
10.	A study on Advertisement effectiveness in consumer behaviour	International	SWAMI VIVEKANANDA INSTITUTE OF MANAGEMENT THANJAVUR	13 <sup>th</sup> Feb.2015
11.	Brand Awareness of Hindustan Unilever limited at Pattukottai Area	International	RDB COLLEGE, PAPANASAM	2015

12.	Problems faced by Entrepreneurs in Rural Area	State	Thiruvalluvar University Model Constituent College Tittagudi	15 <sup>th</sup> March 2017
13.	Impact of GST on Indian Economy	National	Thiruvalluvar University Model Constituent College Tittagudi	20 <sup>th</sup> February 2018
14.	Role of Women in Indian Agriculture	National	ICSSR A.V.V.M.Sri Pushpam College, Poondi	5 <sup>th</sup> & 6 <sup>th</sup> March 2018
15.	Uses of Technology in Agriculture of Thanjavur District	National	UGC A.V.V.M.Sri Pushpam College, Poondi	16 <sup>th</sup> & 17 <sup>th</sup> March 2018

#### ANNEXURE – IV

#### RESEARCH PAPERS PUBLISHED:

Sl. No.	Title of the Paper	JOURNAL			Page Number
		Name	Volume	Year / Month of Publication	
1.	Growth and Stability of Traditional Retailers Facing Corporate Giants	<b>Sankhya</b> International Journal of Management and Technology	3	September 2012	10
2.	A study on Advertisement Effectiveness in Consumer Behaviour	International Journal of Management and Social Development	2	February 2015	123
3.	The Impact of Tourism on Income Creation in India.	TULASI	3	April 2015	20
4.	Brand Awareness of Hindustan Unilever limited at Pattukkottai Area	Journal of Exclusive management Science (International)	Special Issue	April 2015	174
5.	Relationship between service Quality and customer satisfaction in India Hotel Industry	TULASI	3	October 2015	52
6.	Development of small-scale industries in Tamilnadu – A study	TULASI	4	April 2016	7

#### ANNEXURE – V

#### Research Experience (M.Phil.) – Guided and Guiding

Sl. No	Name of the Scholar	Title of the Dissertation	Year of Study	University
1.	M.Kala	A study on working of Sankaranathar Kudikadu PACB in Thanjavur District.	2007-2008	Bharathidasan
2.	R.Sharmila	A study on Television viewers opinion regarding bath soap at Ayyampet Town Panchayat.	2008-2009	Bharathidasan
3.	Tamilselvi	A study on sale of Hero Honda two-wheelers at Abi & Abi, Thanjavur.	2008-2009	Bharathidasan

4.	K.Meenakumari	Marketing of Television in Kumbakonam-A study.	2009-2010	Bharathidasan
5.	K.Manimozhi	A study on rural consumer behaviour towards selected non-durable goods in Tiruvarur district.	2009-2010	Bharathidasan
6.	A Anandraj	A study on individual employee retention in Arasu Hyundai at Thanjavur.	2010-2011	Bharathidasan
7.	K.Mohamedgani	A study on Marketing of Britannia products in Trichy Town.	2010-2011	Bharathidasan
8.	Priya	Consumer Preference towards Talcum Powder in Thanjavur Town-A Study	2011-2012	Bharathidasan
9.	P Deepa	A study on marketing of AVIVA Life and General Insurance.	2010-2011	PRIST University
10.	N.Dhavachezhiyan	A study on retailers & consumers perception about Dabur Real and Dabur Home Made in Chennai.	2010-2011	PRIST University
11.	C.V.Hemamalini	A study on role of women in purchase of consumer durable goods.	2010-2011	PRIST University
12.	G.Anbalagan	A study on consumer responsiveness to advertisements with special reference to textile garments in Krishnagiri town.	2010-2011	PRIST University
13.	M.Kavitha	A study on the consumer behaviour of college students on facial creams.	2010-2011	PRIST University
14.	S.Nalini	An analysis of variance and future trends among mobile telephone services.	2010-2011	PRIST University
15.	S.Lavanya	A study on customer awareness on ULIP and Insurance product in ICICI.	2010-2011	PRIST University
16.	A.N.Perumal	A study on customer services rendered by India Post in Vellore.	2010-2011	PRIST University
17.	M.Sakthipriya	A study on consumer behaviour towards Fair and Lovely at Dharmapuri.	2010-2011	PRIST University
18.	T.Sindhuja	A study on product life cycle of consumer durables of Hitachi TV.	2010-2011	PRIST University
19.	K.Sivagami	A study on production and marketing of neem products in Namakkal district.	2010-2011	PRIST University

20.	A. Mala	Marketing Opportunity Analysis for Detergent Bar and Powder in Thanjavur Town with Special Reference to Hindustan Level Limited	2012 – 2013	Bharathidasan University
21.	S. Rashiya	A study on consumer Attitudes Towards Bharath Sanchar Nigam Limited – Tiruvarur Town	2012 – 2013	Bharathidasan University
22.	P. Anandhi	Human Resource Development in MOBIS INDIA PVT. LTD Kanchipuram – A study	2012 – 2013	Bharathidasan University
23.	K. Nandhini	A study on Quality of work life with special reference to Rajalakshmi Engineering Industry, Trichy	2013 – 2014	Bharathidasan University
24.	M. Saranya	A study on customer satisfaction Towards ATM Service in Thanajvur Town	2013 – 2014	Bharathidasan University
25.	M. Manju	Consumer preference of Tooth Paste with special Reference to Thanjavur Town – A study	2013 – 2014	Bharathidasan University
26.	N. Reka	Customer satisfaction of Airtel Services in Ammapetai Town – A study	2014 – 2015	Bharathidasan University
27.	M. Suganya	Impact of Television Advertisement on the viewers of Thanjavur Town – A study	2015 - 2016	Bharathidasan University
28.	Brindha	Consumer Behaviour and preference Towards Buying cars in Tiruvarur Town – A study (Ongoing)	2015 – 2017 (PT)	Bharathidasan University
29.	Manjuladevi	A study on Consumer satisfaction Towards JIO SIM users on Thanjavur.	2016 – 2017	Bharathidasan University
30.	R. Atchaya	A study on consumer satisfaction Towards Public Distribution system with special reference to Thanjavur	2017- 2018	Bharathidasan University

#### ANNEXURE – VI

##### PH.D. GUIDING (ONGOING)

Sl. No.	Name of the Candidate	Ref. No.	University
1.	G. Lakshmi	Ref.No.45386/Ph.D4/Commerce/P.T/Jan.2015	Bharathidasan University
2.	J. Rajapriya	Ref.No.6383/Ph.D4/Commerce/P.T/April2015	Bharathidasan University
3.	R. Sasikumari	Ref.No.16818/Ph.D4/Commerce/F.T/July2015	Bharathidasan University

**MEMBER IN DOCTORAL COMMITTEE**

<b>Sl. No.</b>	<b>Name of the Candidate</b>	<b>Ref. No.</b>	<b>University</b>
1.	D. Narmatha	Ref.No.06547/Ph.D4/Commerce/P.T/April 2015	Bharathidasan University
2.	R. Pasupathi	Ref.No.13500/Ph.D4/Commerce/F.T/July 2015	Bharathidasan University
3.	A.N. Christy	Ref.No.26216/Ph.D4/Commerce/P.T/Oct. 2015	Bharathidasan University
4.	P. Maheswari	Ref.No.45742/Ph.D.K4/Commerce/P.T/Jan. 2016	Bharathidasan University
5.	G. Sathya	Ref.No.7857/Ph.D.K4/Commerce/P.T/April 2016	Bharathidasan University

**ANNEXURE – VII****SERVICE IN ACADEMIC / EXTRA CURRICULAR/ EXTENSION ACTIVITIES**

<b>Sl. No.</b>	<b>Name of the Activity</b>	<b>Period</b>
1	Acted as a member in the examination committee of A.V.V.M Sri Pushpam college, Poondi.	2004-2008
2.	Acting as a member in the disciplinary committee of A.V.V.M Sri Pushpam college, Poondi.	2012-2013 & 2017 – 2018
3.	Acting as an Additional Chief Superintendent in the examination committee of A.V.V.M. Sri Pushpam College, Poondi	2016 – 2017 onwards