

## Bio Data

### A. Personal Information

a. Name	Dr.PL.Amirtham
b. Designation	Assistant Professor
c. Department	BBA (CA)
d. Date of Birth	12.02.1986
e. Residential Address	167,Sidthandeeswarar lay out ,s.v.mills post,Udumalpet
f. Contact No.	8610152351,9345883793
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

Exam Passed	Board / University	Subject	Year of passing	Division / Grade / Merit
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
Ph.D	Wisdom School of Managment	Management	2024	

### C. Teaching Experience

Name of the Institution	Experience in years
Sri GVG Visalakshi College for Women, Udumalpet	15

**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 – 2024)**

<b>Title</b>	<b>Name of the Journal/Book</b>	<b>Authors (as in the Journal/Book)</b>	<b>Page No</b>	<b>Volume</b>	<b>ISBN No</b>	<b>Impact factor</b>
Consumer Behaviour	Book- Charulatha Puplications	PL.Amirtham			978-93-6260-508-5	
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	ISSNNO: 0005-0601	5.1
Retention factors as predictors of the job embeddedness	Mukt Shabd Journal	PL.Amirtham	204-212	Volume- IX ,Issue XII	ISSNNO : 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 – 2024)**

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 "GoGreen" A Mantra for Global Business Opportunities	Karpagam college of engineering, Coimbatore	<b>Both</b>
4	20.8.2014&21.8.2014	International Level conference on Social media for service sector	Fatima college, Madurai	<b>Both</b>

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 – 2024)**

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

**Certificate Course :**

NPTEL Course -AICTE- **Certificate on Product and Brand Management** November 2023