

Faculty Profile -A.Kiruthika

- **Profile Photo:**



- **Name: A.KIRUTHIKA**

- **Designation:**Assistant Professor

- **Department:** BBA

- **Contact Details:**

- Email: kiruthivi124@gmail.com

- Mobile:6369446272

About: MBA Graduate and pursuing PhD in part time, I have 4 years of work experience as Assistant Professor,during this period I have completed 2 NPTEL online course, Published 3 papers in listed journals , participated in various national and international conference. As Eves cell coordinator organised various programs for women.

Qualification	Board / University	Year of Completion
HSC	State Board	2009
UG	Bharathiar University	2012
PG	Bharathiar University	2014
Ph.D.	Bharathi University	pursuing

Education Qualification:

1.

Additional Qualification:

Title of the certification	Offering Instructions	Duration	Year of completion
NPTEL-E-COMMERCE	IIT Mumbai	8 weeks	2022
NPTEL-CUSTOMER RELATIONSHIP MANAGEMENT	IIT Mumbai	8 weeks	2022

Research

- Research Areas/Interests: Management -Strategic Human Resource Management
- Publications:
 - A Kiruthika,2024,Impact of work life balance among co operative Bank employee in Chennai City,Humanities and social science studies journal,ISSN 2319-829X with IF=7.28, Vol.13,Issue 02,No. 12,January -June -2024.
 - A.Kiruthika,2025, A study on job satisfaction of cooperative Bank employees with special reference to Salem District ,International journal of advanced research in arts and science , Engineering& Management.ISSN 2395-7852, Volume 12, Issue 4, July -August

2025.

- A.Kiruthika,2025,Study on Employee Engagement in a Digitally Transformed work place in banking sector. International Journal of Science, Engineering and Technology
ISSN(online)2348-4098.ISSN(Print)2395-4752, 4 September 2025.

Experience

Total work experience as on (31.12.2024)		3 years 4 months	
Institution Name	Designation	Period from	Period to
Sri Vasavi College Erode (Self Finance Wing)	Assistant Professor	1.9.2021	Till date

Achievements:

- 1.Organised Add on Course Real Time Digital Marketing
- 2.Organised Vasavi Young Entrepreneur Exhibition-2022
- 3.Organised Vasavi Young Entrepreneur Exhibition-2025
- 4.Organised Intra department function 2025
5. Organised 5 Days Skill Development Training Programme On Herbal products with KVIC, Chennai.

Professional Engagement

Memberships: Co-ordinator in Eves- Cell of our College- Since 2021- Till date

Editorial Work: Editor in Department Bulletin- 2021, 2023.

Add on course co coordinator-2023.