

Name : Dr.S.MUTHUMARI,

Designation : Head & Associate Professor.

Department : Business Administration

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**CAREER OBJECTIVES:**

To get a challenging position of Assistant Professor in which I can utilize my experience and make the bright career for students.

**EDUCATION:**

Qualification	Board / University	Year of Completion
Ph.D.	Bharathiar University, Coimbatore.	October 2018
M.Phil.	Bharathiar University, Coimbatore.	2009

PG	Bharathiar University, Coimbatore.	2004
UG	Bharathiar University, Coimbatore.	2002
HSC	Board of Hr.Sec. Examination Tamilnadu	1999

**CERTIFICATION COURSE:**

NPTEL	Practical English learning and teaching	IIT MUMBAI	2015
NPTEL	Introduction to research	IIT MUMBAI	2016
NPTEL	Service marketing: A practical approach	IIT MUMBAI	2014
NPTEL	Introduction to Marketing Essentials	IIT MUMBAI	2021
NPTEL	Product and brand management	IIT MUMBAI	2025

**RESEARCH :**

**Research Areas/Interests:**

- Marketing-Customer satisfaction, Viral marketing ,Online shopping market
- HR-Employer & Employee relations
- Organisational Behaviour –Motivation

- Bharathiar University Recognized Supervisor for guiding candidate leading to M.Phil., and Ph.D Research Programme in Management
- M.Phil Guide Recognition No: 1944-4/2013&25/2/2013
- Ph.D Guide Recognition No. 9135-1/A2/2019&25.5.2019

RESEARCH PROGRAMME	ONGOING	COMPLETED
M.Phil	-	2
Ph.D	2	-

**PUBLICATIONS:**

S. NO.	TITLE OF THE PAPER	NAME OF THE JOURNAL/CONFERENCE PROCEEDINGS	ISSN NO. Vol. / Issue,	WHETHER PEE REVIEWED.IMPFACITOR/ UGC
1.	Trends And Research in Socia lmedia and Research in Viral Marketing	One day international Multidisciplinary E- Seminar on “Trends in research“” International journal of Advance and Applied Research	ISSN no.-2347-7075 Impact factor 7.328 vol.9No.5	IJAAR Impact factor 7.3 May –June 2022 <a href="http://www.ijaar.co.in">www.ijaar.co in</a> Peer reviewed Bi-Monthly
2.	A Study of Viral Marketing on Social Network in Stream Line Business Model of Data Mining in Management	AJCST(Asian Journal of computer Science and Technology) February 2019	ISSN no.2249-0701 Special issue Vol.8 s12019 pp58-62	An International Revieweed journal computerscience

3.	An Overview of Viral Marketing for Marketers July 2013 Page no.191-193	International Journal Of Research And business innovation IJRBI	ISSN no.2321-5615	Peer reviewed journal
4.	A study on employability matrix towards HRM practices in corporate social responsibility Feb2013 Page no.285-286	PEZZOTTAITE JOURNALS International journal of logistics and supply chain management perspectives A referred quarterly journal	ISSN(P):2319-9032 ISSN(O): 2319-9040 Vol.2	Peer reviewed journal
5.	“A study on Innovative Practices in viral marketing Of Social Advertising Media – online Shopping July 2016	TRANS STELLAR Journal publications Research consultancy, International journal of Business & Research (IJBMR) TJPRC Pvt.Ltd	ISSN(P):2249-6920 ,ISSN(E):215-220 ,Impact factor (JCC):5.4362	peer reviewed journal factor (JCC):5.43
6.	Review of diffusion of knowledge Sharing sites for viral Marketing”	INTERNATIONAL JOURNAL OF MANAGEMENT ENTREPRENEURSHIP & TECHNOLOGY”(IJMET)	ISSN no.2162 1578 vol.7,issue no.1, July 2017	peer reviewed journal
7.	A study on Viral Marketing In An Online Shopping Market Page no.129-134	Journal of Management & science(JMS)October 2017 published by Non Olympic times	ISSN 2250-1819/ESSN 2249-1260	peer reviewed journal

8	Indexed by Scopus Journal& Educational administration :Theory and Practice	Impact or workload and role expectations on faculty performance in higher education institution in erode district:An Empirical study	E-ISSN:2148-2403/P- ISSN:1300-4832  2024, 30(11)	Scopus Journal
9	Indexed by Scopus Journal& Educational administration :Theory and Practice	Financial performance analysis of India banking sector :: a comparative study of public and private banks in the post digital Era(2019 - 2024)	E-ISSN :2148-2403 P-ISSN:1300-4832  2024,30(11)	Scopus Journal

ISBN PUBLICATIONS:

S. No.	Title of the seminar /conference	Name of the Editor/ Associate Editor/ Authors	Type Of Book (Text/Reference)	ISBN NO.	Year
1.	Three day National Conference on Business excellence for inclusive and sustainable growth by MS Ramaiah institute of	Author - S.Muthumari	“An Overview Of corporate Social Responsibility” ISBN no.978-93-5062-623-8 page no. 16	ISBN no.978-93-5062- 623-8 page no. 16 Excel Books Delhi	2015

	technology , Bangalore				
2.	International Conference on Globalization and its impact on Indian Economy	Associate Editor- S.Muthumari	A Research book Innovation in Research Published by Mithila Publications, Erode	ISBNno.-978-93-80506-06-7 ISBN no.-978-93-80506-12-8 Published by Mithila Publications, Erode	2014
3.	International conference on Innovations in Research in the field of Social Science on	Associate Editor- S.Muthumari	A Research book Innovation Research published by Mithila Publications Erode.	ISBN no.-978-93-80506-12-8 Published by Mithila Publications,Erode	2015
4.	Emerging Trends in social media	Author - S.Muthumari	Text Book Perspective on Business and Management published by Adyta informatics and research Centre Bikaner,	ISBN : 9789382135019 Page no.123-131	2016
5.	UGC sponsored National level conference on Recent trends and opportunities for Growth in Indian Retail Industry By Erode Arts & Science college ,Erode	Author - S.Muthumari	Text Book Retailing in India - Trends and challenges	ISBN 978- 93-5056-752-4 , page no.280-289	2014

6.	National conference on Indian Scenario of school and college Education in 2020-2021	Author - S.Muthumari	Education 2021 -My VIEW	Vol.II ISBN 978-8-942871-9-3 Published by Cape forum of By and for you Trust &publications ,Kanyakumari.	2021
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#### KEYNOTE SPEAKER:

Acted as a Resource Person &Keynote speaker at National conference in Indianscenario of school and college Education held on 18<sup>th</sup> April2021.

Acted as a Rapporteur in International seminar organized by Department of Information Technology in the year March 2016.

#### TEACHING EXPERIENCE

Institution Name	Designation	Department	Period from	Period to	Experience
Sri Vasavi College (Self finance Wing ),Erode	Head and Associate Professor	Business Administration	01.08.2005	Till date	19 years

#### ACHIEVEMENTS

- organized VYEE -2022 (Vasavi Young Entrepreneur Exhibition) conducted on 12<sup>th</sup> and 13<sup>th</sup> April 2022.
- organized Five days Skill Development Training Programme jointly organised by Khadi Village Industries Commission (KVIC) MSME , Government of India ,Chennai & The Department of Business Administration from 22.09. 2025 to 26.09.2025
- Certificate of Appreciation award received for Add-on Course Coordinator for Digital Marketing held during 2020-2021.
- Acted as Executive member in National and International conference, International Symposium during the year 2012,2014,2015 &2017.
- Successfully organized international symposium and acted as a convenor during the year 2017.
- Co-ordinator of Live Webinar programme in Association with Desa Illatchiyam Foundation Charitable Trust organised by Dept,of BBA and Competitive Training cell.

**Keynote Speaker or Conferences & Seminars Attended / organised:**

S. NO	DEPT.NAME	YEAR	NATIONAL/ INTERNATIONAL	NAME OF CONFERENCE / SEMINAR	ORGANIZORS
1.	Department of Management	December 2012	National level conference	Innovative Management Practices for Global Competitiveness (NCIM PGC)	Organized by Sri Vasavi college (Self finance wing), Erode

2.	Department of Management	2.1.2014	International Conference	Globalization and its impact on Indian Economy (INCGALLOIE)	Organized by Sri Vasavi college (Self-finance wing),Erode
3.	Department of Business Administration	31.12.2014	International symposium	Recent trends in Research in the field of Management & Commerce	Organized by Sri Vasavi college (Self-finance wing),Erode
4.	Department of Management	21.7.2015	International Conference	Innovations in Research in the field of social science	Organized by Sri Vasavi college (Self-finance wing),Erode

S. No.	Title of the Programme	Place & Date
1	One day Faculty development programme on NPTEL (IIT Madras) workshop.	Organised by Sree Saraswathi Thiagarajar College Pollachi & April 2015
2	One day faculty development programme on Research Methodology organized by school of Management studies	Organised by VELS UNIVERSITY Chennai & 2015
3	Two Days FDP organized by PMO-IEDP	Organised by PKR Arts college for Women Gobichettipalayam By Anna University Regional Campus, Coimbatore Gobichettipalayam & 21.2.2020 to 22.2.2021

4	FDP On Hybrid Teaching And Learning	Organised by PSG Krishnammal College Coimbatore & 29.11.2021 to 3.12.2021
5	4 Days Online Faculty Development Programme on Inclusive Procedures and Processes in Assessment and Accreditation by NAAC	Organised by IQAC of st. Joseph's college Tiruchirappalli & 30.06.2020 to 4.7.2020

- PROFESSIONAL ENGAGEMENT

Memberships:

- Member in Board of Examiner in Management at Bharathiar University, Coimbatore during the year 2008 to till date.
- Erode Arts and Science College (Autonomous), Erode during the year 2018 to till date.
- Gobi Arts & Science College (Autonomous), Gobichettipalayam, during the year 2015 to till date.
- Faculty Bharathiar university, Coimbatore SDE Programme.
- Internal and External Examiner in Management Board during the year 2008 to till date & April 2009 to till date., for Central Valuation, Practical's and Project viva-voce and Examiner in Adjudication of M.Phil dissertation.
- Member in IQAC during the year 01.05. 2022 – till date
- Chairman in DGRC (Department Grievance Redressal Committee)

- Member in College Magazine Editorial Board during the year 2021-tilldate
- Coordinator of Commission work for provisional Affiliation of additional permanent intake for 20 seats from Bharathiar university for BBAcourse
- Member in NAAC peer committee during the year2010
- Member in NAAC for criterion wise coordinator of criterion 6, 3, 2 during the year2005, 2010,2012 to 30.04.2022
- Chief superintendent for SDE Practical Examination at BharathiarUniversity,Coimbatore.
- Acted as a Reserve for Bharathiar university Examination November /December2019, April
- /May2019
- Additional camp officer for Bharathiar University central Valuation December2017, April
- /May2018
- Chief superintend for Distance Education Theory Examination at Annamalai University during the year May2019.
- Appointed as Chief superintend in TNPSC EXAMINATION Group II, Group I, Group IV during the year November 2018, march2019, 2025
- Editor, Advisor , Chief Editor in Department Bulletin –VASAVI EXECUTIVE from 2007 to till date
- Member in Grievance Redressal committee during the year 2020- tilldate

- Co-ordinator of special programme jointly organise IQAC and Dept.of BBA conducted a Webinar on “Now or Never” held on 23.9.2021
- Co-ordinator of Live Webinar programme in Association with Desa Illatchiyam Foundation Charitable Trust organised by Dept,of BBA and Competitive Training cell.
- Acted as a university representative in the year 2024 & 2025
- Appointed as a Member For Inspection Committee in Bharathiar university at Chikkana Government Arts College ,Tirupur
- extracurricular /co curricular activity
- Appointed as NSS Programme Officer for GIRLS Unit- VI during the year of appointment from 01.11.2012 to 30.06.2016. Two NSS Special Camp Conducted for Girls Unit-VI during the Dec 2012 & March 2016
- Coordinator of Faculty Development cell during the year 2010
- Coordinator of Fine Arts Association during the year 2008-10
- Coordinator for College Day celebration during the year 2020.
- Covenor for Womens Day Celebration during the year 2008.
- Co-ordinator of CIA Exam, Model Exams during 2008-2009

- Coordinator of TCS –F&A course for BPS during the year2014-2016
- Course Coordinator for add –on course Digital Marketing during the year 2021 to2022
- Coordinator for pongal sports day cultural programme period2010
- Coordinator for Alumni meet during the year2009.
- Co- ordinator for Field Studies /Industrial Visit, Industry LinkagePractice.
- Co-Ordinator for admission committee 2023-2024

**EDITORIAL WORK:**

- Chief Editor and Editor For College Magazine
- Editor for Department Bulletin “VASAVI EXECUTIVE”
- Editor for “VASAVI BLAZE”