

Faculty Profile

Name : Dr. M. VIJAYACHITRA
Designation : ASSOCIATE PROFESSOR
Address : 196.A Odai kattu thottam
:Thindal Post
:Erode 12



Contact Number : 9486405073
Email ID : svijayachitra@gmail.com
Date of Joining in Collegiate Education : 01.03.2011
Date of Joining in the Present College :01.09.2018
Academic Profile :

Degree	Institute/College	University	Period
MBA	Shoba INSTITUTIONS	Bharathiar	1998
M.Phil.,	Erode Arts College	Bharathiar	2002
PhD	Erode Arts College	Bharathiar	2010

Teaching Experience :
i) **Total** : 26 Years
ii) **UG** : 26 Years
iii) **PG** : 13 Years

Name of the college	Position held	Period
Kongu Arts & Science College	Assistant Professor	1998-2011
Govt. Arts College, Karur	Assistant Professor	2011-2018
Chikkanna Govt. Arts College	Associate Professor & Head	2018-Till Date

Honors and Research Awards : Best Teacher Award, Lions Club of Erode

Field of Interest :
i) **Teaching** : Finance And General Management
ii) **Research** : Entrepreneurship
iii) **Proficiency in instrumentation** : Nil

Research Guidance**Guidance Number**

(If have more than one university, given them against university name)

: Bharathiar University : 19991-20758/A2/2010

Periyar University :

Bharathidasan University: 16680

Sl. No	Title	M.Phil. / Ph.D	Name of the Guide	Date of Registration	Date of Submission
1	A study on policy holders satisfaction towards LIC	M.Phil.	Dr. M. Vijayachitra	2006	Sep 2008
2	A Study on the factors determining the business success and failure of SSI units in Erode City	M.Phil.	Dr. M. Vijayachitra	2008	Oct 2009
3	A Study on real estate investors risk and return analysis	M.Phil.	Dr. M. Vijayachitra	2009	Sep 2011
4	A Study on customers perception towards Palamudir Nizhayam	M.Phil.	Dr. M. Vijayachitra	2009	Sep 2011
5	A Study on job stress among workers in Spinning Mills	M.Phil.	Dr. M. Vijayachitra	2009	Sep 2011
6	A study on job satisfaction among workers	M.Phil.	Dr. M. Vijayachitra	2009	Sep 2011
7	A Study on emotional stability among college students	M.Phil.	Dr. M. Vijayachitra	2010	March 2012
8	A Study on impact of Cartoon Channels among Children	M.Phil.	Dr. M. Vijayachitra	2010	March 2012

Funded Projects : Nil

Membership in Professional Bodies : Nil

S. No	Name of the Professional Body	Membership Detail with Number

Research Publications

:

- i) **Research Papers** : Journal of contemporary research in
menegement oct-dec 2009-issn 0973-9785
- Book/Book Chapters** : details with ISBN number
- ii) **Patent** :

National and International Conferences

: attach separate list (Annexure – II)

- i) **Participated** **National 10**
- ii **Paper Presented** National: 8 International: 1
- ii) **Poster Presented**

Workshop attended etc. : Regional: 3 National:05 International: 1

Papers Presented :

Conference/Seminars Organized : 5

Resource Person/Invited Lectures : 2

Faculty Development Programs Attended :

Course	University/Institute	Subject	Period
Orientation	Madras University	Orientation	04.05.2011 – 02.06.2011
Refresher Course	ASC - Bharathidasan University, Tiruchirappalli	18.07.2014	07.08.2014
Refresher Course	UGC-HRDC, Bharathiar University	20.11.2019	03.12.2019
Refresher Course	UGC-HRDC, Bharathiar University	02.06.2022	15.06.2022
AICTE -FDP	National institute of technology	E-business and scm	14-24-MARCH 2005
FDP JIONTLYWITH VICTORIA UNIVERSUTY	IIM-KOZHIKODE	CURRENT FRONTIERS IN MANAGEMENT	08-13 JAN 2007

Academic Activities

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- i) **Subject Handled** : **Marketing ,Finance and Legal Aspects**
- i) ii) **Class Advisor & batches** : For BBA classes of various years
- iii) **Special Coaching** : **Yes**
- iv) **Student Community Beneficial Activities** ; Grievance cell and Womens cell
- v) **Co-curricular and extra curricular activities** : **Attending seminar and conference**

Professional Activities :

- i) **Reviewer verification** : **mphil thesis and TRB certificate**
- ii) **Board of Studies/UR** :
- **Bharathidasan university thiruchirappalli**
 - Chairman & Member, Board of Studies, Bharathiar University, Coimbatore (2020-22, 2022-24)
 - Member, Academic Council of an Autonomous institution
 - Member of Grievance Cell and women cell
- ii) **Examiner/Scrutiny** :
- **Government arts college ,karur**
 - Examiner – MBA Board, Bharathiar University
 - Examiner – BBA Board, Various Autonomous Institutions
 - Question Paper Setting- QP setter for other University and Autonomous Institutions
 - Examiner – UG board for Business Management, Bharathiar University
 - Examiner – MBA board for Business Administration, Periyar University
- iii) **Senate/Syndicate** : **Nil**
- iv) **National/ International Collaboration** : **Nil**
- UGC sponsored State Level Workshop on Soft Skill Development Programme, PG and Research Department of Commerce, Govt. Arts College, Karur, 1/10/2014
 - ☒ Ministry of Corporate Affairs, Government of India Sponsored Investors Awareness Programme, PG and Research Department of Commerce, Govt. Arts College, Karur and ICSI-SIRC, Chennai, 18/02/2014
 - ☒ National level workshop on “Modern Trends in Research Methodology,” PG and Research Department of Commerce, Govt. Arts College, Karur (14/02/2014)
 - ☒ UGC sponsored National Conference on “Higher Education in India: Opportunities and Challenges, PG and Research Department of Commerce, Govt. Arts College, Karur (30/01/2015)

- ✚ Workshop on Innovative Curriculum Designing and Evaluation, CDC, Bharathidasan University, Tiruchirapalli, 13-08-2015.
- ✚ Indian Council of Social Science Research (ICSSR) sponsored two day National Level Workshop on “Social Science Research: Issues and Concerns,” Government Arts College, Karur, 16-17 February 2017
- ✚ UGC supported National Seminar on “The Art of Thesis Writing and Research Publication, Government Arts College, Karur, 6 January 2017