

FACULTY PROFILE



Name : Dr. C. AMIRTHARANI
Designation : Associate Professor of Commerce
Address : PG and Research Department of Commerce
Chikkanna Government Arts College
Tirupur – 641 602
Date of Joining in Collegiate Education : 11.07.1997 (Self finance)
24.10.1998 (Government service)
Date of Joining in the Present College : 12.09.2018
Academic Profile :

Degree	Institute / College	University	Period
B.Com.	V.V.Vanniaperumal College for Women, Virudhunagar	Madurai Kamaraj University, Madurai	1994
M.Com.	V.V.Vanniaperumal College for Women, Virudhunagar	Madurai Kamaraj University, Madurai	1996
SLET (Commerce)		Bharathidasan University, Tiruchirappalli	1997
M.Phil. (Commerce)	V.H.N.SenthikumaraNadar College, Virudhunagar	Madurai Kamaraj University, Madurai	2000
Ph.D. (Commerce)	V.H.N.SenthikumaraNadar College, Virudhunagar	Madurai Kamaraj University, Madurai	2014
P.G.D.C.A.	Distance Education	Alagappa University, Karaikudi	2014

Academic Proficiency

- i) 5 Gold Medals
- ii) 100% marks in Maths (SSLC)
- iii) District first mark in English (HSC)
- iv) College I Rank and University IV Rank in B.Com.
- v) College II Rank and University II Rank in M.Com.

Exam Passed

S.No.	Exam	Institution	Year
1.	Hindi - Rashtrabhasha	Dahshina Bharat Hindi Prachar Sabha, Madras	1987
2.	Typewriting - English - Senior Grade	Department of Technical Education, Tamilnadu	1990
3.	Typewriting - Tamil - Senior Grade	Department of Technical Education, Tamilnadu	1992
4.	Shorthand - Tamil and English - Senior Grade	Department of Technical Education, Tamilnadu	1996
5.	Computer Orientation Course	V.V.Vanniaperumal College for Women, Virudhunagar	1996
6.	Account Test for Executive Officers	TNPSC	2004

Teaching Experience

- i) Total : 26 Years, 07 Months
- ii) UG : 26 Years, 07 Months
- iii) PG : 16 Years

Name of the College	Position held	Period
V.V.Vanniaperumal College for Women, Virudhunagar	Lecturer in Corporate Secretaryship	11-07-1997 to 23-10-1998
Sethupathy Government Arts College, Ramanathapuram.	Lecturer in Commerce	24-10-1998 to 03-07-2001
Government Arts College for Women, Sivagangai	Lecturer in Commerce (S.S.)/ (S.G.)/ Associate Professor of Commerce	04-07-2001 to 07-08-2013
Government Arts and Science College, Sivakasi	Associate Professor of Commerce	08-08-2013 to 11-09-2018
Chikkanna Government Arts College, Tirupur.	Associate Professor of Commerce	12-09-2018 to Till date.

Field of Interest

- (i) Teaching : Banking, Accountancy and Income tax
- (ii) Research : Finance and Marketing

Research Guidance : Ph.D. (Commerce): 06 – Ongoing

List of Scholars Guided:

S. No.	M.Phil. / Ph.D.	Name of the student	Thesis Title	University	Completed / Ongoing
1.	Ph.D.(F/T)	Jayalakshmi.R	-	Bharathiar	Ongoing
2.	Ph.D.(P/T)	Pavithra.A	-	Bharathiar	Ongoing
3.	Ph.D.(F/T)	ManikandanSakthi lingaraj.P	-	Bharathiar	Ongoing
4.	Ph.D.(P/T)	Priyadharshini.M	-	Bharathiar	Ongoing
5.	Ph.D.(P/T)	Kalaivanan.A	-	Bharathiar	Ongoing
6.	Ph.D.(F/T)	Kaviya.V	-	Bharathiar	Ongoing

Guidance Number

(If have more than one University,
Given them against University name)

Research Course	University	Guide Approval No.
M.Phil. and Ph.D. in Commerce	Bharathiar	No. 8689/A2/2019, Dated 27/05/2019

Research Publications : 10

LIST OF RESEARCH PAPERS

S.No.	Title of the Article	Name of the Journal	ISSN/ISBN No.	Month & Year of Publication
1.	Functional Information Systems	Innovative Facades in e-commerce (Edited book) - Pg. No.243-245	ISBN 978-93-81723-26-5	July 2014
2.	Role of Foreign Direct Investment in Tackling Current Account Deficit	Current Account Deficit and Fiscal Deficit in India (Edited book) - Pg. No. 115-117	ISBN 978-93-81724-37-8	July 2014
3.	A Study on the Awareness about Smart Cities Mission among College Students in Virudhunagar	College Sadhana (volume 9 Number 1-A) - Pg. No. 101-105	ISSN 0974-6838	August 2016
4.	A Study on the Problems of Green Banking	Commerce Times (Special edition) - Pg. No. 72-76	ISSN 2320-9461 Impact Factor 0.818	March 2017
5.	A Study on the Awareness about Green Skill Development Programme among College Students in Tirupur Taluk	The International Journal of Analytical and Experimental Modal Analysis (Volume XI, Issue IX – UGC CARE approved group –A journal) - Pg. No. 56-64	ISSN No-0886-9367	September 2019
6.	Exporters preference towards maritime containers in Tirupur	AutAut Research Journal (Volume XI, Issue VIII) Pg.No. 385-390	ISSN No.-0005-0601	August 2020
7.	Consumer Preference towards online shopping during Covid-19 Pandemic period	Journal of the Asiatic society of Mumbai (Volume XCV) No.4 3 Pg.No. 53-59	ISSN No.-0972-0766	November 2022
8.	An Analysis of Freight Forwarders services in Tirupur	Journal of the Asiatic society of Mumbai (Volume XCVI) No.28 – UGC Care Group-1	ISSN No.-0972-0766	2023
9.	Consumers Online Shopping – Literature review	Humanities and Social Science Studies (Volume 12, Issue 02, No.7, July – December : 2023 UGC Care Approved, Group -1	ISSN No.-2319-829X	October 2023
10	Profitability Analysis of Pharmaceutical Companies in Tamilnadu	Journal of Indian School of Political Economy	ISSN NO.-0971-0396	2023

Conferences/Seminars/Webinars

i) Participated : 39

CONFERENCES / SEMINARS / WEBINARS PARTICIPATED

S.No.	Institution	Topic	Date		Level
			From	To	
1	Madurai Kamaraj University, Madurai	FACSA's FINANZ MEET '96	08.02.1996	09.02.1996	-
2.	Government Arts College, Paramakudi	Seminar on e-governance	27.03.2001	28.03.2001	State
3.	Madurai Kamaraj University, Madurai	Public lecture on The Goal of Education: Utility or Creativity	13.03.2002	-	-
4.	NMSSVN College, Madurai	Faculty Development Programme on Research Methodology for Commerce and Management	28.08.2004	-	-
5.	Alagappa University, Karaikudi	Seminar on Corporate Restructuring	08.02.2005	-	National
6.	Forum of Commerce Teachers, Madurai	Seminar on Dynamics of Commerce Education in the globalised era	04.03.2007	-	State
7.	Forum of Commerce Teachers, Madurai	Workshop on Application of Statistical Tools in Social Research	22.12.2007	-	-
8.	Centre for Entrepreneurship Development (Tamilnadu), Madurai and VidyaBharathi Group of Institution, Kochi.	Seminar on Career Opportunities in Finance and Accounting – Emerging Trends	12.02.2010	-	Regional
9.	ATMIYA University	Online Faculty Development Program on How to write Effective case study?	02.05.2020	-	International
10.	M.O.P Vaishnav College for women, Chennai	Online Faculty Development Programme on Impact of COVID-19 & Management of Personal Finances through this period	09.05.2020	-	-
11.	SIES College of Arts, Science & Commerce, Mumbai	Webinar on Innovation and Entrepreneurship Ecosystem in Educational Institutes	10.05.2020	-	National
12.	ICT Academy	Super Session Webinar on Good Teacher to Great Teacher	14.05.2020	-	-

13.	Pioneer Kumarasamy college, Nagercoil	Online Faculty Development Programme on Effectiveness of online learning and teaching in commerce	16.05.2020	-	-
14.	SDNB Vaishnav College, Chennai	Online Faculty Development Programme on Present Challenges and Opportunities in Indian Business Environment	17.05.2020	-	-
15.	ICT Academy	Online Super Session on Change is the Essence of Life	25.05.2020	-	-
16.	Tiruppur Kumaran College for Women, Tirupur	Webinar on Opportunities and Challenges of Entrepreneurs in this Covid'19 Era and Navigating Covid'19 as an Entrepreneur	03.06.2020	04.06.2020	-
17.	L.R.G Government Arts College for Women, Tirupur	Webinar on Impact of Covid-19 on Indian Stock Market	04.06.2020	-	National
18.	Aditanar College of Arts and Science, Tiruchendur	Webinar on the Pandemic: It's implications for students and Teachers	10.06.2020	-	-
19.	Dhanalakshmi Srinivasan Engineering College, Perambalur	E-Faculty Development Programme on Teacher the Ultimate & New Challenges in International Trade	12.06.2020	-	National
20.	ICT Academy	Online super session on Future of Education	18.06.2020	-	-
21.	Rai University, Ahmedabad	Webinar on Current Scenario, Scope and Challenges in Pharmaceutical industry	19.06.2020	-	-
22.	Vivekananda Institute of Management Studies B – School Coimbatore in association with Annamalai Capital Services Capital Market Academy	Webinar on Career Opportunities in Capital Market	20.06.2020	-	-
23.	The Standard Fireworks Rajaratnam College For Women, Sivakasi	Webinar on Mindset Management	20.06.2020	-	-

24.	Aditanar College of Arts and Science, Tiruchendur & Rani Anna Government College For women, Tirunelveli	Webinar titled Careers in Corporates	25.06.2020	-	International
25.	Government Arts and Science College, Palladam	Webinar on Opening the 5 th Eye-A Novel Educative Technique for the current generation	11.07.2020	-	International
26.	Government Arts and Science College, Sivakasi	Webinar on	15.07.2020	-	-
27.	TamilNadu Government Collegiate Teachers Association	Webinar on New Education Policy-2020	23.08.2020	-	-
28.	National Engineering College, Kovilpatti	Hands on training on Matrix of Dots – through Virtual mode	23.06.2021	24.06.2021	-
29.	M P Birla Institute of Management, Bengaluru & Southern Economist	Webinar on Cryptocurrency – A Paradigm shift	14.05.2022	-	-
30.	M P Birla Institute of Management, Bengaluru & Southern Economist	Webinar on Transforming Higher Education in India : A Research enabled Knowledge Ecology	02.07.2022	-	-
31.	Rani Anna Government College For women, Tirunelveli & Globethics.Net India	Webinar on Digital Divide in the Context of Ethical Issue	20.12.2022	-	International
32.	Patrician College of Arts and Science, Chennai	Online Professional Development Programme on Research Methodology	06.06.2023	13.06.2023	International
33.	Rani Anna Government College For women, Tirunelveli & Globethics, South Asia Centre, Bangalore	Webinar on Ethics of Digital and Emerging Technologies	04.08.2023	05.08.2023	International
34.	Chikkanna Government Arts College, Tirupur	Seminar on ‘ AI Based Tools for Scientific Writing in Research ’	25.08.2023	-	National
35.	ASEM Lifelong Learning, Ireland and Globethics South Asia Centre, Bangalore	Webinar on Artificial Intelligence and Ethical Leadership	09.09.2023	-	International

36.	Sri Parasakthi College for Women, Courtallam & Association of Mutual Funds in India	Webinar on Personal Financial Planning the path to wealth creation	14.10.2023	-	National
37.	Ilena Technologies Private Limited, Jammu and Kashmir & Association of Mutual Funds in India	Webinar on Financial Empowerment through Wealth Creation	15.10.2023	-	National
38.	Barpeta Bongaigaon College, Langla & Association of Mutual Funds in India	Webinar on Contribution of Mutual Funds on Philosophical Counselling for the development of Nation	03.11.2023	-	National
39.	Jyoti Nivas College Autonomous, Bengaluru	Online Faculty Development Programme on Quality Enhancement to Facilitate Academic Excellence and Well-Being	16.01.2024	21.01.2024	International

ii) Papers Presented : 11

CONFERENCES / SEMINARS – PAPERS PRESENTED

S.No	Institution	Topic	Title of the Paper	Date		Sponsored by
				From	To	
1.	Government Arts College. Paramakudi	National level Seminar on Competition Law	Competition Act	05.03.2004	-	-
2.	V.V.Vanniaperumal College for Women, Virudhunagar	National Conference on Recent Trends in Commerce Education and Research	Business Process Outsourcing: An Indian Scenario	01.09.2005	02.09.2005	UGC
3.	V.V.Vanniaperumal College for Women, Virudhunagar	State level Seminar on VAT	Value Added Tax	21.02.2007	-	-
4.	Bharathiar University, Coimbatore	Silver Jubilee Year National level Conference on Recent Trends in Financial Sector Reforms and Information Technology	Choosing a Mutual Fund Scheme – A Guiding Light	13.03.2007	14.03.2007	-
5.	Women's Christian College, Nagercoil	First International Conference of KAAS	Living through a Bear Market	05.12.2008	06.12.2008	-
6.	Bharathidasan University, Tiruchirappalli	International Seminar on Recent Trends in Capital Markets and Financial Innovations (RET CAM FIN - 2009)	SIP & Small Investors	10.01.2009	11.01.2009	-
7.	NadarSaraswathi College of Arts and Science, Theni	National Seminar on Business and Investment Vision	Investors' Perception at Present	12.09.2009	-	-

8.	V.V.Vanniaperumal College for Women, Virudhunagar	National Seminar on Challenges of Commerce Education in the Twenty First Century	Commerce Education in the Twenty First Century	22.09.2011	23.09.2011	-
9.	V.V.Vanniaperumal College for Women, Virudhunagar	National level Symposium on Emerging Trends in Functional Management	Capital Market Reforms and Primary Market Reforms	27.09.2011	-	-
10.	V.H.N.S.N.College, Virudhuagar	International Conference on Strategies for Sustainable Growth of E-Commerce	A Study on the Usage of Internet by Women in Virudhunagar	24.07.2015	25.07.2015	-
11.	V.V.Vanniaperumal College for Women, Virudhunagar	International Research Conference on recent development and innovation in Social Science, Arts & Humanities	Consumer Perception towards online shopping during Covid-19 period	22.04.2022	-	-

iii) Conference/Seminars Organized : 2

S.No.	Institution	Programme	Date		Position	Sponsor
			From	To		
1.	Government Arts College for Women, Sivagangai	Entrepreneurship Awareness Camp	17.03.2005	19.03.2005	Nodal Officer of Entrepreneurship Development Cell	Department of Science and Technology, Government of India
2.	Government Arts and Science College, Sivakasi	National Seminar on Demonetization and Green Banking	17.03.2017	-	Co-ordinator	-

iv) E-Quiz Participated: 21

S.No.	Institution	Topic	Date		Level
			From	To	
1.	Rai University, Ahmedabad	E – Quiz on Research Methodology	02.05.2020	-	-
2.	SreeSankaraVidyapeetom College, Valayanchirangara, Perumbavoor, Kerala	Online Awareness test on Methodology of Social Science Research	07.05.2020	-	-
3.	Guru Nanak College, Chennai	Online Quiz Competition on Fundamentals of Accounting	11.05.2020	-	National
4.	Guru Nanak College, Chennai	Online Quiz Competition on Cost Accounting	12.05.2020	-	National
5.	Guru Nanak College, Chennai.	Online Quiz Competition on Basic Elements of Income Tax	13.05.2020	-	National
6.	Guru Nanak College, Chennai	Online Quiz Competition on Management Accounting	14.05.2020	-	National
7.	Guru Nanak College, Chennai	Online Quiz Competition on Company Law	15.05.2020	-	National
8.	SRM Institute of Science & Technology, Chennai	COVID-19 General Awareness Quiz 2020	18.05.2020	-	-
9.	Government Arts and Science College, Nagercoil	Online Quiz program Covid-19 and its impact on Indian Economy	30.05.2020	-	-
10.	Chikkanna Government Arts College, Tirupur	E-Quiz on Management Accounting	31.05.2020	-	National
11.	Soundarya Institute of Management & Science, Bangalore	Online Quiz on Prime Minister's Self- Reliant India Movement	31.05.2020	-	-
12.	M.R.Government Arts College, Mannargudi	E-Quiz 2020 on Banking Theory, Law & Practice	05.06.2020	-	National
13.	Chikkanna Government Arts College, Tirupur	E-Quiz on Covid-19 Pandemic	08.06.2020	27.06.2020	National
14.	Chikkanna Government Arts College, Tirupur	E-Quiz on Marketing - 2020	16.06.2020	-	National
15.	Trinity College for Women, Namakkal	Online Quiz on Business Management	20.06.2020	23.06.2020	-
16.	Soundarya Institute of Management & Science, Bangalore	Online Quiz on Aptitude	28.06.2020	-	-

17.	Rani Anna Government College For women, Tirunelveli	E-Quiz on Learning for basic Skills	30.06.2020	-	-
18.	Government Arts and Science College, Sivakasi	E-Quiz on Financial and Management Accounting	17.07.2020	-	National
19.	M.R.Government Arts College, Mannargudi	E-Quiz on Corporate Accounting	22.07.2020	-	National
20.	Aditanar College of Arts and Science, Tiruchendur	E-Quiz on Money Banking and International Trade	28.07.2020	31.07.2020	National
21.	Chikkanna Government Arts College, Tirupur	E-Quiz on Fit India Movement	02.10.2020	06.10.2020	National

Resource Person/Invited Lectures : 4

S.N o.	DATE	VENUE	PROGRAMME
1.	29.09.2004	Union Office, Sivagangai	Small Savings Agents Training Programme
2.	02.08.2019	V.V.Vanniaperumal College for Women, Virudhunagar	UG Commerce Association Inaugural Meeting
3.	15.08.2019	Prema Matriculation Higher Secondary School, Tirupur	Independence Day Celebration
4.	22.08.2019	V.V.Vanniaperumal College for Women, Virudhunagar	International Conference on Futuristic Vision in Functional Management for Global Green Economy

Faculty Development Programs Attended

: 4

Orientation / Refresher Course Attended

S. No	Course	University / Institute	Subject	Period	Sponsored / Organized by
1.	Orientation Course	Madurai Kamaraj University, Madurai		01.03.2002-28.03.2002	UGC
2.	Refresher Course on	Gandhigram Rural Institute Deemed University, Gandhigram	Management of Rural Industries	03.11.2003-23.11.2003	UGC
3.	Refresher Course	Madurai Kamaraj University, Madurai	Commerce	30.01.2006-20.02.2006	UGC
4.	Refresher Course	Bharathidasan University, Tiruchirappalli	Commerce	25.10.2007-14.11.2007	UGC

Academic Activities:

- i. Subject Handled : Banking, Auditing, Accountancy, Income tax, Costing and Marketing
- ii. Class Advisor : B.Com., M.Com.
- iii. Co-curricular and extracurricular Activities :

S. No	Course	University / Institute	Subject	Period	Sponsored / Organized by
1.	Orientation Course	Sri Avinashilingam Education Trust Institutions Training and Orientation Centre, Coimbatore	NSS	13.08.2003-22.08.2003	Department of Youth Affairs and Sports, Government of India
2.	Training of Trainers Programme for Nodal Officers of Entrepreneurship Development Cell	Centre for Entrepreneurship Development (Tamil Nadu), Madurai	Entrepreneurship	29.11.2004-03.12.2004	Alagappa University, Karaikudi
3.	Training Programme for YRC volunteers, Sivagangai District	Seethalakshmi Achi College for Women, Pallathur	Red Cross	09.03.2005	
4.	Workshop on Dissemination of Red Cross Principles & International Humanitarian Law	Collectorate, Sivagangai	Red Cross	28.07.2005-29.07.2005	Indian Red Cross Society, Sivagangai District Branch
5.	Training Programme for YRC volunteers	Seethalakshmi Achi College for Women, Pallathur	Red Cross	06.03.2006	
6.	Orientation Programme for YRC Programme Officers of Alagappa University Zone	Alagappa College of Education, Karaikudi	Red Cross	18.04.2006	Indian Red Cross Society, Tamilnadu Branch - YRC Unit of Alagappa University, Karaikudi

(a) Served as NSS Program Officer and organised Regular Camp Activities and 10 days Special Camp at Nalukottai village in Sivagangai district

(b) Served as Youth Red Cross (YRC) Program Officer

(c) Served as Red Ribbon Club (RRC) Program Officer

(d) Served as Library in-charge

(e) Served as Physical Education in-charge

(f) Served as Member in College level Committees such as Admission, Stock Verification, Graduation day, Anti-Ragging and the like

Professional Activities:

i) Board of Studies/UR : 5

S.No	University/Institution	BOS / UR	Period
1.	V.V.Vanniaperumal College for Women (Autonomous), Virudhunagar	Meritorious Alumnus in B.Com.(Computer Application)	2009-10 to 2010-11
2.	V.V.Vanniaperumal College for Women (Autonomous), Virudhunagar	Subject expert in B.Com.(e-Commerce)	12.09.2011 to 11.09.2013
3.	Madurai Kamaraj university, Madurai	Member in PG Commerce	July 2017 to June 2020
4.	Madurai Institute of Social Sciences (Autonomous), Madurai	University nominee in UG Commerce	06.06.2019 to 05.06.2020
5	V.V.Vanniaperumal College for Women (Autonomous), Virudhunagar	Subject expert in UG Commerce	19.01.2021 to 18.01.2023

ii) Examiner/Scrutiny : 1.Question Setter
2. Additional Examiner
3. Chief examiner
4. Practical / Project examiner
5. Chief Superintendent for University Exam
6. Inspection Commission Member for New Course
7. Observer in School Inspection
8. CAS Committee Subject Expert
9. GL Certificate Verification
10. TRB confidential work
11. External Expert for Academic Audit

iii) Extension work – Community Service:

1. Donated One day salary as Relief Fund for Flood, Cyclone, and COVID
2. Served as Presiding Officer in Local Body, State Legislative Assembly and Lok Sabha Elections