

NAME :Dr.(Mrs). M.MUTHUCHITRA
DEPARTMENT : BBA
DATE OF JOINING : 03.01.2020
DESIGNATION : ASSISTANT PROFESSOR



EDUCATION QUALIFICATION:

Examination Passed	University/Institution	Year of Passing
SET	State Eligibility Test for Lecturership	2017
Ph.D (Marketing)	Madurai Kamaraj University	2012
M.Phil (Entrepreneurship)	Madurai Kamaraj University	2003
M.B.A (Marketing)	Fatima College (Autonomous) Madurai Kamaraj University	2000
B.Sc (Mathematics)	Fatima College (Autonomous) Madurai Kamaraj University	1998

TEACHING EXPERIENCE: 19YEARS

College	Designation	Period
The American College, Madurai	Asst.Prof	Jan 2020 – Till date
JEPPIAAR Engg college, Chennai	Asst.Prof	2017 – 2019
JEPPIAAR SRR Engg college, Chennai	Asso.Prof	2012 - 2017
JEPPIAAR SRR Engg college, Chennai	Asst.Prof	2007 - 2012
Fatima College(Autonomous), Madurai	Lecturer	2001 - 2007
Mangayarkarasi College, Madurai	Lecturer	2000 - 2001

EXTERNAL EXAMINER - Ph.D Viva Voce

University : Sri ChandrasekharendraSaraswathiViswaMahavidyalala
(SCSVMV Deemed to be University), Kanchipuram

Topic : A study of addiction on Social Media – Emotional and Mental Dependency

BOARD MEMBER

- Appointed as the member of the Question paper scrutiny board for MBA – Nov/Dec 2019 Exam by Jerusalem Engineering College, Chennai.

AWARDS

- Won **Best Teacher Award** for the Academic Year 2015-2016.

CONFERENCE/SEMINAR/WORKSHOPS ORGANISED

- Organised One day Webinar on “**B+ve**” on 14.07.2020 at American College, Madurai.
- Organised One day Workshop on “**BRAND YOU**” on 14.03.2019 at Jeppiaar Engineering College, Chennai.
- Organising committee member in the One day National Workshop on “**COMPUTATIONAL CONCEPT OF CYBER SECURITY**”, 08.03.2018 at Jeppiar Engineering College, Chennai
- Organised One day National Level Workshop on “**HOW TO REACH THE HARD TO TEACH**” on 09.01.2018 at Jeppiaar Engineering College, Chennai.
- Organising committee member in the One day Regional seminar on **INDIAN SECURITIES MARKET – ENTREPRENEURSHIP OPPORTUNITIES FOR MBA** at Anna University, Chennai on 21.11.2014

NPTEL ONLINE COURSES

- Innovation, Business Models and Entrepreneurship
- Training of Trainers

MEMBERSHIP IN PROFESSIONAL ASSOCIATION

- Lifetime member in **ISTE**

PUBLICATION

- “Listening to the voice of the customer making the Organisation to work better” Published in **Business Sciences International Research Journal**, Volume 1, Issue 1, ISSN: 2321 -3191.
- “Employee Engagement: A Driving Force for Innovation and Service Quality” Published in **NIMS Journal of Management Research**, Volume 2, Issue 2, ISSN: 2278 -2362
- “A Study on Marketing Problems of Entrepreneurs” Published in **International Journal of Management**, Volume 4, Issue 4, ISSN: 0976-6502
- “Workplace stress : Causes, Effect and Coping Strategies” Published in **Shanlax International Journal of Management**, Volume 5, Issue 1, ISSN:44278
- “A Study on Health and Safety Measures for Site Engineers of a Construction Company in Chennai” Published in **MIM International Journal Of Management Research**, Volume 4 Issue 1, ISSN 2394 – 6997
- “Patronage toward store – Effectiveness of Instant Program” Published in Conference Proceedings **NCAMRSSET 2018**, Vol 1, ISBN
- “Quality of Work Life of Employees in a Manufacturing Organization in Chennai” published in **IEEE 3rd International Conference on Science, Technology, Engineering and Management, International E-Publication**, ISBN978-93-84658-77

- “Does Socio Economic Factors Promote Emotional Intelligence?” published in Conference Proceedings, **Fourth International Conference on Management – ICOM ‘18**
- “Quality of Work life of employees”, **International Journal of Creative Research Thoughts, IJCRT**, Volume 6, Issue 2, ISSN 2320 -2882.
- “Impact of Work Environment on Employee Satisfaction”, **International Journal of Advanced Research in Management, Architecture, Technology & Engineering. IJARMATE**, ISSN(online) 2454-9762.
- “Green Entrepreneurship”, **International Journal of Management Technology and Engineering**, Vol 8, Issue VII, Dec 2018, pp 896, ISSN 2249 7455
- “Health and well being education on Academic Performance”, **International Journal of Scientific Research in Computer science Applications and Management studies, IJSRCSAMS** Vol 8, Issue 2, March 2019, pp ISSN 2319 1953

PUBLICATION IN NEWSPAPER

- 4Ps of Marketing – **Dinamalar** dated on 22-12-2002.

RESOURCE PERSON

- Application of Marketing Mix Elements in Insurance” for **Junior Level Sales Executives of Shriram Groups Ltd**, Madurai.
- Problems and Prospects of Women Entrepreneurs” For **Trainees of WEAT** at Fatima College, Madurai.
- Time Management for students at **Mangayarkarasi College of Arts and Science for Women**, Madurai.

INTERNSHIP

- Undergone One week **Faculty Internship** in Mahesh Elastomers Pvt Ltd, Madurai.

PAPERS PRESENTED

- “Impact of Social Media on Juvenile crime”, presented at **IMPRESS- ICSSR sponsored National Seminar on Education on Digital Culture and Social Media**, Annamalai University, Chitambaram.
- “Health and well being education on Academic Performance”, presented at **Fifth International Conference on Management – ICOM ’18 Strategic Business Sustainability in Digitalised Era (SSBD ’19)**, Jeppiaar Engineering College, Chennai.
- “A study on Digitalised work Environment of a Manufacturing Organisation” **International Conference on Management in Digital Era, December 2018** at Sri Krishna college of Engineering, Chennai.

- “Green Entrepreneurship” presented at **International Conference on Multidisciplinary Approaches in Social Sciences, Humanities and Sciences (MASHS’18)**
- “Impact of Work Environment on Employee Satisfaction”, presented at **National Conference on “Business Transformation and Operational Excellence 2018”** at S.A Engineering college, Chennai.
- “Quality of Work Life of Employees in a Manufacturing Organization in Chennai” presented at **IEEE 3rd International Conference on Science, Technology, Engineering and Management**, Jeppiaar Engineering College, Chennai.
- “Patronage toward store – Effectiveness of Instant Program” presented at National Conference conducted by Department of Management Studies, **M.A.M Business School**, Trichy
- “Service Quality of Banks: Entrepreneurs Perspective” Presented at National Conference conducted by Department of Management Studies, **National Institute of Management Studies**, Chennai.
- “Using SERVQUAL model to Assess Service Quality” Presented at International Conference conducted by Department of Management Studies, **DhanalakshmiSrinivasan College of Engineering & Technology**, Chennai.
- “Service Quality: A Mantra to Customer retention in Hospitality Industry” Presented at National Seminar conducted by Department of Management Studies, **Bharathiar University**, Coimbatore.
- “Rural Marketing: A Boon to FMCG Companies” Presented at National Seminar conducted by Department of Management Studies, **Jawaharlal Institute of Technology**, Coimbatore.
- “Impact of Global Recession on Indian Market with special reference to Hotel Industry” Presented at National Level Conference conducted by Department of Management Studies, **JEPPIAAR Engineering College**, Chennai.
- “Consumer Protection in Service Sector with special reference to Hospitality Industry” Presented at National Seminar conducted by Department of Management Studies, **Kalasalingam University**, Krishnankoil.
- “Service Quality in Healthcare Industry” Presented at National Conference conducted by Department of Management Studies, **Valliammai Engineering College**, Chennai.
- “Medical Tourism in India: State of Service Quality” Presented at International Conference conducted by Department of Management Studies, **Adaikalamatha Institute of Management**, Thanjavore.
- “Role of HRM in TQM” Presented at National Seminar conducted by Department of Management Studies, **Karpagam College of Engineering**, Chennai.

WORKSHOPS - SEMINARS ATTENDED

- Attended 2 days National Seminar on Social Networking Medias: Security and Challenges at **Jeppiaar Engineering College, Chennai**.

- Attended 1 day National Workshop on Learning and MOOCs in Higher Education, **jointly organised by Guru AngadDev Teaching Learning of MHRD,SGTB Khalsa college, University of Delhi and Anna University, Chennai**
- Attended 1 day National Seminar on Establishing Safe Shelter Homes – Strategies to reduce crime against women in Shelter Homes, **sponsored by National Commission for women at Jeppiaar Engineering College, Chennai**
- Attended 2 days National Seminar on Education on Digital Culture and Social Media at **Annamalai University, Chithamabaram.**
- Attended 1 day workshop on Business Analytics, **VIT, Chennai**
- Attended 1 day International Seminar on Sustainable Development and Clean Technologies, **Centre for Technology Development and Transfer, Anna University, Chennai**
- Attended 1 day workshop on “How Reach the Hard To Teach” **Jeppiaar Engineering College, Chennai.**
- Attended 1 day National Seminar on Becoming a Leader through 7 Habits to Achieve Excellence, **Annual Convention on Quality Management Q QUEST’ 18, Anna University, Chennai.**
- Attended 1 day National Workshop on Financial Modelling using Excel,**Jeppiaar Engineering College, Chennai.**
- Attended 1 day workshop on Case study Pedagogy in Management Education, **Sathyabama University, Chennai.**
- Attended 2 days National Seminar on Technical Teachers Quality Improvement, Consortium of Self – Financing Professional Arts and Science Colleges in Tamilnadu, at **Sathyabama University Chennai.**
- Attended 1 day National Seminar on ‘Strategic Career Alerts For MBAs As –Business Executive/Entrepreneur/Researcher’ at **SRR Engineering College, Chennai**
- Attended 2 days National Workshop on Case Study Method of Teaching for Management & Commerce Teachers, **Sri Ramachandra College of Management, Chennai.**
- Attended 2 days National Seminar on Competing through Cost Leadership, **University of Hyderabad.**
- Attended 2 days National Conference on Financial Management for Healthcare Institutions, Federation of Hospital Administrators at **Meenakshi Mission Hospital and Research Centre, Madurai.**
- Attended 1 day Regional Symposium on Entrepreneurship Development in the Liberalised Era – Unleashing the Opportunities with a focus on regional scenario, **Madurai Kamaraj University.**
- Attended 1 day Inter-Collegiate seminar on National Waterways, **C.S.I Darling SelvabaiThavaraj David College For Women, Madurai**

FDPs

- Attended Five days online Faculty Development Programme on “Evolution of Teaching Learning Process – Post Covid 19” at **Bharath Institute of Higher Education and Research, Chennai .**
- Attended one week “Webinar series for Faculty” **Organised by Sathyabama Institute of Technology in Association with UNIS, Brazil.**
- Six Days National level Faculty Development Programme on "Entrepreneurship and Innovation"organised by Entrepreneur Development Cell and Institution's Innovation Councilat**P. K. R. Arts College For Women (Autonomous) jointly with ED CELL, Anna University Regional campus,Anna University, Coimbatore through online mode.**
- Attended 2 weeks AICTE sponsored Faculty Development Programme on Business Metrics and its Application in Business Decision conducted by **Sri Krishna Engineering college, Coimbatore.**
- 1 week **AICTE – NPTEL** Faculty Development Programme on Training of Trainers.
- 1 week **AICTE – NPTEL** Faculty Development Programme on Innovation, Business Models and Entrepreneurship.
- Attended 5 days Quality Improvement Programme on Innovative Pedagogical tools in Teaching Marketing Management, **T.A.PAI Management Institute, Manipal.**
- Attended 2 weeks AICTE sponsored Faculty Development Programme conducted by **St. Mary’s School of Management, Chennai.**