

The American College
Department of Business Administration

NAME : Dr.M.MUTHUCHITRA
DEPARTMENT : BBA
DATE OF JOINING : 03.01.2020
DESIGNATION : ASST.PROF
EMAIL ID : muthuchitra@americancollege.edu.in



EDUCATION QUALIFICATION:

Examination Passed	University/Institution	Year of Passing
SET	Tamilnadu 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: 20 YEARS

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 Chandrasekharendra Saraswathi Viswa Mahavidyalala
(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.
- Appointed as the member of the Question paper setting for PGDHRD – Nov/Dec 2022 Exam by Lady Doak College, Madurai
- Appointed as the member of the Question paper setting for PGDHRD – Apr/May 2023 Exam by Lady Doak College, Madurai
- Appointed as the member of the Question paper setting for BBA – Apr/May 2023 Exam by Lady Doak College, Madurai

AWARDS

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

CONFERENCE/SEMINAR/WORKSHOPS ORGANISED

- Organised International Virtual Conference on “**INTERDISCIPLINARY INNOVATION IN ACADEMIC RESEARCH**” on 02.11.2021 at The American College, Madurai
- Organised One day Webinar on “**B+ve**” on 14.07.2020 at The 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**” on 08.03.2018 at Jeppiaar 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**, ISBN 978-93-84658-77
- “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

- “Emotional Intelligence in the Work Place: Impact of Socio-Economic Factors” **Anveshak – A bi-annual journal**, vol.51, No1 (XI), January – June 2021.pp 104 ISSN: 0378 4568
- “A study on Dining out Habits of Individuals in Madurai City”, **Shodhsamhita: Journal of Fundamental & Comparative Research, Vol.VII, No.I(I): 2021**
- “A Study on job satisfaction of employee with reference to a confectionary company in Chennai”, **COMPENDIUM, 2022, ISBN:978-93-85434-43-3.**
- “A study on Work life Balance in Automotive Industry in Pondicherry”, **Humanities and Social Science studies journal, Vol 13. Issue No 3. ISSN 2319-829x**

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.
- "Ways & Means Of Using Secondary Data In Research Article" chaired the Technical session in "Two Week National Level Virtual Workshop" on "Advanced Research Methodology" organized by **Department of Commerce, Information System and Management for the Research Scholars, UG & PG students of Commerce** on 6 july 2023

INTERNSHIP

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

BOOK CHAPTERS

- “Determinants of Employee Engagement Impacting Customer satisfaction in Hotel Industry” – **Emerging Technologies and Innovative Research in Science, Engineering and Management – ETIRSEM 2021**
- “A study on Digitalised work Environment of a Manufacturing Organisation - **Management in Digital Era, December 2018** by Sri Krishna college of Engineering, Coimbatore.
- “A study on Leadership style in an electronics company in Chennai”, **Entrepreneurship and Business Transformation, 2023. ISBN:978-93-91987-81-7**

PAPERS PRESENTED

- “FDI and Pharmaceutical Industry” presented at **National Level seminar on Entrepreneurship and competitiveness after covid in the Global Era – A Multidisciplinary approach**, Sourashtra college, Autonomous, Madurai. 2022
- “A Study on job satisfaction of employee with reference to a confectionary company in Chennai”, presented at **International Conference on Artificial Intelligence – A Game Changer for Maritime Business**, AMET Business school, AMET University, Chennai
- “A study on Dining out Habits of Individuals in Madurai City” presented at **International Virtual Conference on “Interdisciplinary Innovation In Academic Research”** on 02.11.2021 at The American College, Madurai
- “Emotional Intelligence in the workplace: Impact of Socio-Economic Factors”, presented at **International Virtual Conference on Recent Trends and Innovations in Science and Management and Cape Forum – You Trust**, Anand Institute of Higher Technology, Chennai
- “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, Coimbatore.
- “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, **Dhanalakshmi Srinivasan 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 **AICTE sponsored Adobe Digital Creativity** International Workshop organised by Adobe as an educator partner with the association of **AICTE and Teerthanker Mahaveer University**, Moradabad on 9th June 2023.
- Attended National Level conference on “Entrepreneurship in Digital Era” organised by **BBA Department, The American College, Madurai and IOT Academy** 26 July 2023
- Attended One Day National Level seminar on “Managerial Skill Development” organised by **BBA Department, The American College, Madurai and IOT Academy** 12 July 2023

- Attended two week National Level Virtual workshop on "Advanced Research Methodology" conducted by Department of Commerce, Information System and Management, **SRM Institute of Science and Technology, Ramapuram campus, Chennai, from 3 July 2023 to 18 July 2023**
- Attended Two Day Online Workshop on "Empowering Rural Consumers" organized by **PG & Research Department of Commerce, Periyar E.V.R College, Trichy.**
- Attended Five Day Interdisciplinary Online Workshop on "Advance Teaching, Learning, Research Methodology and Innovations" organized by **Saint Francis De Sales College, Nagpur, Maharastra**
- Attended 1 day International Webinar on "Scenario of Data Analytics and Emerging Technologies at Global Level organised by **Swami Swatantranand Memorial college, Punjab.**
- Attended 1 day webinar on SWOT-COVID-19 (Academia-Industry Perspective) jointly organized by **Department of Management Studies, IQAC & EDII-HUB, Madurai Kamaraj University**
- Attended 1 day Webinar "Latest Amendments in company Law" **Erode Arts and Science college, Erode.**
- Attended 1 day Webinar "Skill set for Effective Classroom Teaching" **R.M.K Engineering college, Chennai.**
- Attended 1 day National Webinar "Taking Research Forward during the Pandemic", **Loyola Institute of Frontier Energy(LIFE), Loyola College, Chennai**
- Attended 1 day Webinar on "Feasibility study on Project Management – A Case study" **Laki Reddy Bali Reddy college of Engineering, Mylavaram, Andhrapradesh.**
- Attended 1 day Webinar on "Start up Development" **KITS E-CELL, KKR and KSR Institute of Technology and Scinces, Guntur, Andhrapradesh.**
- Attended 1 day Webinar on "Mind Mapping", **PSG Center for Research and Academic Excellence, Coimbatore.**
- Attended 1 day Webinar on "Covid 19 and Continuing Relevance" Department of Commerce, **The American College, Madurai**
- Attended 1 day Webinar on "Misinformation in Medicine - Myths Vs Facts" , Department of Business Administration, **The American College, Madurai**
- Attended 1 day Webinar on "Importance of research and case studies in Higher Education" , Department of Business Administration, **The American College, Madurai**
- Attended 2 days Webinar on "SPSS", **Kalasalingam Business School, Krishnan koil, Srivilliputhur**

- Attended 1 day Webinar on Digital Transformation by using MS Teams" , Department of Business Administration, **The American College, Madurai**
- Attended 1 day Webinar on "Management Education: The challenges of changing scenario" Department of Business Administration, **The American College, Madurai**
- Attended 1 day Webinar on "Maintaining Quality Life During Covid Era" , Department of Business Administration, **The American College, Madurai**
- Attended 1 day Webinar on "Transition to Online Teaching : Challenges and Preparation" , Department of Business Administration, **The American College, Madurai**
- Attended 1 day Webinar on "changing face of Indian customers and implications on Marketing", Department of Business Administration, **The American College, Madurai**
- Attended 1 day Webinar on "Walking on a Dark Road" , **Department of Commerce, Rajapalayam Raju's College, Rajapalayam**
- Attended 1 day Webinar on "Online Education A Boon or Bane", Department of Business Administration, **The American College, Madurai**
- Attended 1day Webinar on "Safety 360 - School of Management Studies, **Sathyabama University, Chennai.**
- Attended 2 days National Seminar on Social Networking Medias: Security and Challenges at **Jeppiaar Engineering College, Chennai.**
- Attended 1 day National Workshop on e-Learning and MOOCS IN Higher Education, **jointly organised by Guru Angad Dev 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 Selvabai Thavaraj David College For Women, Madurai**

FDPs

- Attended Three Day Faculty Development Programme on “Investors Awareness & Education” Organized by **Sraddha Academy for Financial Education, Chennai.**
- Attended One Day Online Faculty Development Programme on “Essential Softskills for Impactful Professional Career” Organized by **Indian Institute of Management and Commerce.**
- Attended One day International FDP on “Research Methodologies - Application of Statistical Tools for Decision Making” organized by **PG & Research Department of Commerce, Marudhar Kesari Jain College for Women, Vaniyambadi**
- Attended One week online Faculty Development Programe on “Life skills and Wellness during Pandemic” Organized by **AMET Business school, Chennai.**
- Attended Three day National Level online Faculty Development Programe on “ICT Tools for E-Content Making” Organized by **PG and Research Department of Computer Science, St.Joseph’s college of Arts and Science, Cuddalore.**

- Attended One Week Online National Faculty Development Program on E-Contents and ICT Tools for Innovative and Effective Teaching & Learning Process” Organized by **Roorkee College of Management & Computer Applications, Roorkee**
- Attended One day online Faculty Learning Programme on “Post Covid World: Skills and strategies for Faculty” Organized by **Business Standard Learning.**
- Attended One day online Faculty Development Programme on “Teaching Pedagogy after Covid ’19 Organized by **Dr.M.G.R Educational and Research Institute, Maduravoyal, Chennai**
- Attended One day online Faculty Development Programme on “Work Life Balance through Life style changes” Organized by **AMET Business school, Chennai.**
- Attended One day online Faculty Development Programme on “My Life, My Pride, My Career” Organized by **Patrician College of Arts and Science, Chennai**
- Attended One day online Faculty Development Programme on “Challenges in Building collaborations in Research and Innovations” Organized by **Dr.M.G.R Educational and Research Institute, Maduravoyal, Chennai**
- Attended Five days online Faculty Development Programme on “Principles of Management” Organized by **Panimalar Institute of Technology in Association with CSI and IEEE Computer Socieity, Chennai.**
- Attended Five days online Faculty Development Programme on “Mastering the Art of Handling Post Covid challenges for Development” Organized by **Dr.M.G.R Educational and Research Institute, Maduravoyal, Chennai**
- Attended one week online Faculty Development Programme on “Effective Learning and Teaching Methods of Business Practices” Organized by **Kalasalingam Business School, Kalasalingam Academy of Research and Education, Srivilliputtur.**
- Attended Five days online Faculty Development Programme on “Evolution of Teaching Learning Process – Post Covid 19” Organized by **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 Council, 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.**