

Faculty profile

Name: Dr.T.Nithya
Designation : Assistant professor,
Department : Bachelor business administration,
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Educational Qualification:

Degree	Subject	Institution	Year completed
BBA	Business administration	Mother Teresa women's university	2008
MBA	Human resource management	Madurai kamaraj university	2010
M.Phil	Management	Madurai kamaraj university	2016
Ph.D	Management	Madurai kamaraj university	2022

Specialization in Teaching:

- Human resource management,
- Financial services,
- Marketing management,
- Logistics management,
- International marketing,
- Corporate communication.

Specialization in Research: A study on faculty work-life balance in women's colleges in Madurai.

Other work Experience:

Designation	Institution/Company	Year
Assistant professor	The American college	2016 to till date
MDMS coordinator	Susee Mahindra automobile private Ltd.	2011 to 2015

Administrative / academic positions/s (held / currently holding):

- Member in university paper valuation board from 2019.
- Member in question setting board from 2016.

Articles Published in Journals:

- Role of ICT in marketing- 2018,ISBN-978-93-87871-67-0,Shanlax publications

- Achieving work life balance among working women-a serious challenge in the present scenario-2019, ISSN-1076-5131,JASC-journals of applied science and computations.
- People-work: emotion management, stress and coping. 2017,ISBN-978-93-85977-91-6,Shanlax publications.
- HRM development- recruitment System2016ISBN-978-93-85977-05-3,Shanlax publications
- Employability gab in Indian manufacturing industry, 2015,ISBN-978-81-93023-488,World literature books centre and publisher Pvt. Ltd.
- Contribution of society towards quality enhancement in higher education,2017,ISBN-978-81-933316-8-2,Shanlax publications.
- Work life balance among women faculties in arts and science colleges- an empirical study in Madurai district, 2019, ISBN-978-93-81208-34-2, G.K PUBLISHER (DAKSHINI).
- Transformation management for a resilient economy, 2019, ISSN-2395-5929, Mayas publication.
- Technological banking- an overview,2016,ISBN-978-93-84734-39-8,b-digest publications
- Developing Country like India gaining momentum in Entrepreneurship Development, 2018, ISBN: 978-81-931500-2-3.
- Societies contribution towards Quality improvement in Higher Education ,2018,ISBN: 978-81-931500-2-3
- Customer Relationship Management, 2018, ISBN: 978-81-931500-2-3.
- An Overview of GST and its impact on small scale industries ,2018, ISBN: 978-81-931500-2-3
- Strategies that aid to enter International markets ,2018, ISBN: 978-81-931500-2-3
- Emperor international journal of finance and management research, 2019, ISSN-2395-5929.

Conference / Workshop/ Seminar/Webinar participation:

- New dimensions of management in the globalized era-2016 on 30th march 2016, HRM development- recruitment system.
- One day national workshop on employability skills, September 23, 2015
- Innovative banking services- A transformative tool for business, finance and customer service- technological banking-an overview,10th January 2017
- New dimensions of management in the globalized era-2017 people work: emotion management stress and coping, 3rd February.
- Total quality management in higher education- February 2017.
- Employability gap in Indian manufacturing industry- Indian world class Manufacturing- the road ahead, 1stOctober 2015.
- An overview of goods and services tax transaction in tally- ERP9, July 2018.
- Women entrepreneurship in MSME sector- prospects of micro, small & medium enterprises (MSMEs) in Indian scenario.
- Achieving work life balance among working women-A serious challenge in the present scenario- February 2019.
- Work life balance among women employees in textile industry- an empirical study in Madurai district-September 2019.
- Work life balance among women faculties in arts and science colleges- an empirical study in Madurai district. August 2019.
- Time management- ICTACT (FDP)
- An over view of goods and services tax.

- Writing quality research paper and proposal,(FDP),International school of management patna.
- Digital transformation in higher education by using MS teams- the American college.
- Transition to online teaching: challenges and preparation-the American college
- Online education a boon or bane- the pros and cons-The American college.
- B+ positive- The American College.
- Misinformation of medicine- myths and Facts,
- Importance of research and case study in higher education The American College.
- Women at risk blossom- The American College.
- Changing Face of Indian customer and implications on marketing, The American college,
- Digital marketing strategies for E-commerce, G.T.N arts and science college, Dindigul.
- Innovation and entrepreneurship program development , PMO-IEDP, (FDP), 24/08/2021 to 28/8/2021, Organized by Entrepreneurship Development and innovation institute.
- Webinar on Self awareness and social responsibilities during COVID 19 pandemic, 13/06/2020, organized by the ladies club of The American college, Madurai.
- Management perspective in research, technology, empowerment..FDP, jointly organized by Ayya Nadar Janaki Ammal College, Sivakasi.
- FDP on investor awareness and education, Sraddha Academy for financial education , 28th to 30th April, 2022.