



Name:Dr.T.Nithya

Designation: Head &AssistantProfessor,

Department: Department of BusinessAdministration,

DateofJoining:28-06-2016

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EducationalQualification:

Degree	Subject	Institution	Year completed
BBA	Business Administration	MotherTeresa Women's University	2008
MBA	Humanresource management	MaduraiKamaraj University	2010
M.Phil	Management	MaduraiKamaraj University	2016
Ph.D	Management	MaduraiKamaraj University	2022

Specializationin Teaching:

- Humanresource management,
- Financialservices,
- Marketingmanagement,
- Logisticsmanagement,
- Internationalmarketing,
- Corporatecommunication.

Specialization inResearch: Astudyonfacultywork-lifebalanceinwomen'scollegesinMadurai.

WorkExperiences:

Designation	Institution/Company	Year
Assistantprofessor	TheAmericacollege	2016totilldate
MDMScoordinator	SuseeMahindraautomobile private Ltd.	2011to2015

Administrative/Academicpositions/s(held/currentlyholding):

- **Memberinuniversitypapervaluationboardfrom2019.**
- **Memberinquestionsettingboardfrom 2016.**
- **The American College Senatus - Member**

ArticlesPublishedinJournals:

- **RoleofICTinmarketing-2018,ISBN-978-93-87871-67-0,Shanlaxpublications**

- Achievingworklifebalanceamongworkingwomen-aseriouschallengeinthepresentscenario- 2019, ISSN-1076-5131,JASC-journals of applied science and computations.
- People-work:emotionmanagement,stressandcoping.2017,ISBN-978-93-85977-91-6,Shanlax publications.
- HRMdevelopment-recruitmentSystem2016ISBN-978-93-85977-05-3,Shanlaxpublications
- EmployabilitygabinIndianmanufacturingindustry,2015,ISBN-978-81-93023-488, World literature books centre and publisher Pvt. Ltd.
- Contributionofsocietytowardsqualityenhancementinhighereducation,2017,ISBN-978-81-933316-8-2,Shanlax publications.
- Worklifebalanceamongwomenfacultiesinartsandscience colleges- anempiricalstudyin Madurai district, 2019, ISBN-978-93-81208-34-2, G.K PUBLISHER (DAKSHINI).
- Transformationmanagementforaresilienteconomy,2019,ISSN-2395-5929,Mayaspublishment.
- Technologicalbanking-anoverview,2016,ISBN-978-93-84734-39-8,b-digestpublications
- DevelopingCountrylikeIndiagainingmomentuminEntrepreneurshipDevelopment,2018, ISBN: 978-81-931500-2-3.
- SocietiescontributiontowardsQualityimprovementinHigherEducation,2018,ISBN:978-81-931500-2-3
- CustomerRelationshipManagement,2018,ISBN:978-81-931500-2-3.
- AnOverviewof GSTanditsimpactonsmall scaleindustries,2018,ISBN:978-81-931500-2-3
- StrategiesthataidtoenterInternationalmarkets,2018,ISBN:978-81-931500-2-3
- Emperorinternationaljournaloffinanceandmanagementresearch,2019,ISSN-2395-5929.

Conference/Workshop/Seminar/Webinarparticipation:

- Newdimensionsof managementintheglobalizedera-2016on30thmarch2016, HRM development- recruitment system.
- Onedaynationalworkshoponemployabilityskills,September23,2015
- Innovativebankingservices- Atransformative toolforbusiness,financeandcustomerservice- technological banking-an overview,10th January 2017
- Newdimensionsofmanagementintheglobalizedera-2017peoplework:emotionmanagement stress and coping, 3rd February.
- Totalqualitymanagementinhighereducation-February2017.
- EmployabilitygapinIndianmanufacturingindustry- IndianworldclassManufacturing-theroad ahead, 1stOctober 2015.
- Anoverviewofgoodsand servicestax transactionintally-ERP9,July2018.
- WomenentrepreneurshipinMSMEsector-prospectsofmicro,small&mediumenterprises (MSMEs) in Indian scenario.
- Achievingworklifebalanceamongworkingwomen-Aseriouschallengeinthepresentscenario- February 2019.
- Worklifebalanceamong womenemployeesintextileindustry-anempiricalstudyinMadurai district-September 2019.
- Worklifebalanceamongwomenfacultiesinarts andsciencecolleges- anempiricalstudyin Madurai district. August 2019.
- Timemanagement- ICTACT(FDP)
- Anoverviewof goodsand servicestax.

- Writing quality research paper and proposal, (FDP), International school of management patna.
- Digital transformation in higher education by using MStems-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.Narts 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 COVID19 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.
- National Webinar on Empowering Early-Career Researchers against Cloned Journals held on 29th November, 2024, INTEGRAL UNIVERSITY, LUCKNOW
- National Conference on on “Enhancing the Quality of Academics and Research in HEIs” 28th January, 2025
- International workshop on “Artificial Intelligence”, 23rd -26th November, 2024 the UNESCO Chair & Asia Pacific University, Malaysia