

## CURRICULUM VITAE

### Dr.A.MARIAMMAL

No.31B, Chellathai Nagar,  
N.G.O. 'A' Colony,  
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Tirunelveli - 627007  
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### OBJECTIVE

To get a challenging position focused on teaching and learning innovation through educational technology and dedicated to quality teaching at all levels. I could use my skill more professionally & efficiently.

### EDUCATIONAL QUALIFICATION:

DEGREE	INSTITUTION	YEAR	PERCENTAGE
<b>Ph.D</b>	Department of Management Studies M.S. University ,Tirunelveli	Jul 2015	Full Time (Awarded)
<b>M.Phil</b>	Department of Management Studies M.S. University ,Tirunelveli	Aus 2009	72
<b>M.Com</b>	DD&CE M.S. University ,Tirunelveli	Nov 2008	65
<b>M.B.A</b>	Department of Management Studies M.S. University ,Tirunelveli	Apr 2007	62.47
<b>B.Com</b>	Rosy Mary College of Arts & Science, Tirunelveli.	Apr 2005	55
<b>H.Sc</b>	St.Ignatius Convent HSS Palayamkottai	Mar 2002	71.58

### FIELDS OF RESEARCH INTEREST:

- ❖ Financial Management.
  - Analysis of financial system
  - Technology adoption models
  
- ❖ Marketing Management:
  - Marketing strategy analysis
  - Consumer Behavior Analysis

## PROFESSIONAL EXPERIENCE:

- **Teaching Experience** - Served as Assistant Professor in the dept.of.business administration (2010-2011)Sadakathullah Appa College, Tirunelveli and served as a Guest lecture for M.B.A Courses in DD&CE in M.S. University & Annamalai University (2007- Present).

### Industrial experience

- **Financial service center** - Relationship Manager (2007-2009)  
Karvy Stock Broking Ltd.  
Tirunelveli.
- **Banking** - HDFC (six months-2007)

## PROJECT WORK:

Institution / Industry	Project Title	Duration
Online share broking companies in Tirunelveli	Technology adoption behavior and attitude of online share investors in Tirunelveli district	2011 -2013
Stock broking companies in Tirunelveli	A study on strategy of online share trading market in Tirunelveli district	Aus 2009 - Sep 2010
Apollo sindoori capital investment ltd-Chennai	Technical analysis for banking sector	Dec 2006 - Feb 2007
ICICI prudential life insurance-Chennai	Customer attitude towards ICICI pru.life insurance	Sep2004 - Jan 2005
Manonmaniam Sundaranar University – Tirunelveli	A study about Outdoor Advertising in Tirunelveli	December 2006
ICICI BANK- Tirunelveli.	Performance Appraisal in ICICI Bank in Tirunelveli.	April – 2006
Kumars spinning mills Tirunelveli	Financial Performance Analysis	Apr – 2005

## EXTRA CURRICULAR ACTIVITIES:

- N.S.S. Volunteer- Participated in the 10 days camp.
- Red Cross Member

## **CERTIFICATION:**

- ❖ Achieved more models and rewards in the sports & games and get more than 200 certificates includes State and National level.

## **PAPERS PRESENTED AND PUBLISHED:**

- ❖ Participated in the State Level Seminar on “communication skills” conducted on 17<sup>th</sup> oct 2017 in Wavoo Wajeeha Women’s College of Arts and Science, Kayalpatnam.
- ❖ Participated in the One Day Programme for Government, Aided and Autonomous College Teachers on 15 Sep 2017 at FX Engineering College, Tirunelveli.
- ❖ Organized the International guest lecturer on “Motivation skill” held in department of Business Administration on 1<sup>st</sup> Aug 2017 at Sri Sarada College for Women, Tirunelveli.
- ❖ Participated in the Two days Workshop on “Excel Applications in Data Management” held on 3<sup>rd</sup> and 4<sup>th</sup> August 2017 in Mepco Schlenk Engineering College, Sivakasi.
- ❖ Published research article in the International Journal of current research on “A Study on strategy of online share trading intention in stock markets of southern Tamil Nadu” vol.6, Issue, 05, pp.6671-6674, May-2014.
- ❖ Participated “International workshop on improving skills on publishing in reviewed and indexed journals” held on Mar 2014 at the department of university library, M.S University, Tirunelveli.
- ❖ Actively Participated “Ten day course on research methodology in social science for research scholars” held from 20<sup>th</sup> to 29<sup>th</sup> Nov 2013 at the department of education, M.S University, Tirunelveli.
- ❖ Presented a paper in Two day National Conference on “Creativity and innovation: A way to sustainable entrepreneurship” held on Mar 2013 at the department of management studies, M.S University, Tirunelveli.
- ❖ Presented a paper in International Conference on “Sustainable marketing strategies issues and challenges” held on Aug 2012 at the department of management studies, M.S University, Tirunelveli.
- ❖ Presented a paper in the National Seminar on “enhancing the quality in education through research ” held on Mar 2009 at the department of education, M.S university, Tirunelveli.

- ❖ Presented a paper in the “ National Conference on Application of Advanced statistical data analysis for business intelligence ” held on Nov 2009 at the department of management studies, Kalasalingam University, Krishnankovil, Srivilliputhur.
- ❖ Participated one day workshop on “Application of Appropriate statistical tools in management research” held by the department of management studies, M.S University, Tirunelveli.
- ❖ Actively Participated in the National level seminar on “Managing Human Capital in Knowledge Era”held on Nov 2008 conducted by the department of management studies, M.S.University,Tirunelveli.
- ❖ Participated Two day workshop on “Mobilization of impact making R&D projects” held on Dec 2012 at Curriculum development cell, M.S University, Tirunelveli.
- ❖ Participated One day workshop on “Enhancing publication skills” held on Aus 2012 at Curriculum development cell, M.S University, Tirunelveli.
- ❖ Participated Two day workshop on “Developing soft skills” held on Mar 2007 at Department of management studies, M.S University, Tirunelveli.
- ❖ Actively participated in International conference on “Marine and terrene ecology Jesuit tsunami service” held on Jan 2006 at St.Xaviers college, Palayamkottai.
- ❖ Actively participated in two days National level Management and IT meet, Runner in Product launch which is conducted by Thiagarajar school of Management, Madurai.

### **AREAS OF INTEREST:**

Financial Management, Investment Management, Management Accounting, Marketing, Business Communication.

### **LINGUISTIC PROFICIENCY**

English, Tamil.

### **COMPUTER SKILLS:**

- ❖ MS word, Excel, Power point, computer fundamentals and accounting, Windows 98/2010/XP.

### **PARTICIPATION IN SOCIETY**

Technology shapes the future and it can help to make it compatible with nature. It can help us to develop clean energy, transport possibilities with less emissions and low-energy houses to save resources. They made our lives simple but much dependent on it, everyone can sit in a corner and get connected to the world.

My area of doctoral research is technology adoption behavior which primarily focuses on the financial services practice. In an attempt of my research, the efficient and effective management of funds related to investment practices that measure to facilitate easy access to finance and trade for everywhere at any time only by technology. Thus, the participation of technology adoption will be facilitated by me through an organization which promotes the people to get advanced technology in the easy manner that the reason really got a welcome in my research.

**PERSONAL DETAILS:**

Date of birth	30-APR-84
Marital Status	MARRIED
Husband Name&	Dr.A.VELIAPPAN.,Ph.D
Profession	Assistant Professor, Dept.of .Education M.S. University, Tirunelveli
Nationality	INDIAN

I would render sincere services, if I were offered an opportunity.

I here by declare that all above details are true to the best of my knowledge.

Thanking you,

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yours faithfully,

(A.MARIAMMAL)

References: 1. Dr. B.Rajasekaran.,M.B.A.,Ph.D	2.Dr.Syed Mohamed Khaja
Professor and Head	Head
Department of management studies	Department of Commerce (B.Com)
M.S.University, Tirunelveli.	Sadakathullah Appa College, Tirunelveli.