

## PROFILE



**Name** : **Dr.Mrs. P. MALARVIZHI**  
**Designation** : Assistant Professor  
**Department** : Business Administration  
**Date of Birth** : 15.05.1987  
**Date of Appointment** : 19.1.2020

### CONTACT DETAILS

**Present Address** : Ajitha Rice Mill, Vengatachalapuram,  
T.Kallipatty, Periyakulam 625 601  
**Permanent Address** : Ajitha Rice Mill, Vengatachalapuram,  
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### ACADEMIC

S. No.	Degree	University/ Institution	Year of Completion
1.	BBA	Mother Teresa Women's university/ Jayaraj Annapackiam College for Women (Autonomous) Periyakulam	2005-2008
2.	MBA	Anna University/ P.S.N.A College of Engineering and Technology	2008-2010
3.	M.Phil	Mother Teresa Women's University Kodaikanal	2010-2011
4.	Ph.D	Mother Teresa Women's University Kodaikanal	20.6.2016

### EXTRA CURRICULAR

Hindi : Rashtrabhasha Praveen  
DOA : (Diploma in office Automation)

**TOTAL EXPERIENCE** : 5 years

- 2014-2016 : Jayaraj Annapackiam college for women(Autonomous)
- 2018-2020 : Mangayarkarasi college of arts and science for women, Madurai
- 2020- Till date: Jayaraj Annapackiam college for women(Autonomous)

**AREA OF SPECIALIZATION/INTEREST** : Marketing / Finance

**ACADEMIC AFFILIATION** :

<b>Position Held</b>	<b>Seminar/Workshop</b>	<b>Date</b>
Member of Organizing committee	College Bazaar	Every Year
Member of Organizing Committee	State Level Seminar on “Entrepreneurial Thinking”	16 <sup>th</sup> December 2014
Member of Organizing Committee	National Seminar on “Changing Scenario of Global Business Management”	16 <sup>th</sup> December 2015
Member of organizing Committee	BXI QUEENTIA, 2018	26 <sup>th</sup> September 2018
Organizing secretary	A Seminar on “Business Law and its impact on Commercial transaction”	06 <sup>th</sup> October 2018
Member of organizing Committee	A seminar on “start up India”	22 <sup>nd</sup> August 2019
Organizing secretary	Golden Jubilee International Webinar on “Business Capability to Create Social Innovation.”	17 <sup>th</sup> March 2021
Member of organizing Committee	International Webinar on “Digital Transformation: How can I be a Part of It.”	14 <sup>th</sup> August 2021

**Resource Person:**

<b>Title of the Presentation/Position held</b>	<b>Name of the Dept./Cell/Club/Seminar</b>	<b>Date</b>
Work shop on “Tally”	Government Arts college for women ,Nilakottai	8 <sup>th</sup> January 2015

**PROFESSIONAL AFFILIATION** :

- ✓ Hope club, Extension, Physical education -2014-15,
- ✓ Hope Club , Extension, Physical education -2015-16,
- ✓ Hospitality committee, Physical education – 2018-2019,
- ✓ Consumer citizen club, Physical education – 2019-2020,
- ✓ Physical Education Committee, BBA Association - 2020-2021,
- ✓ Hope club, Research, Physical Education Committee, Attendance -2021-2022

## ACADEMIC PROJECTS

### MBA Project

Title: Financial and Operational Performance of the Shivaji&co.

### M. Phil Main Project

Title: Working Capital Management of the Central Co-operative bank.

### Ph. D Project

Title: A study on the customers attitude towards the services of dindigul district central co-operative bank.

## PUBLICATION

Paper entitled,

- **“A Study on the Opinion about Human Resource Auditing in Central Co-operative bank - Dindigul”** International Journal of Management & Technology vol-3 issue-2 September 2012, ISSN No. 0975- 3915
- **“A Study on Entrepreneurship Symptoms among College Students”** Research Explorer vol-II, Issue-3, February 2013, ISSN No. 2250-1940.
- **“A Study on the Working Capital Management of The Central Co-operative Bank Dindigul”** on Management Research Current Trends and Practices, December 2012, ISBN 978-93-81505-48-9
- **“Impact of Corporate Social Responsibility on Customer Satisfaction in Banking Service”** in Challenges in Reinventing the Business 2013, ISBN 978-93-83241-07-1
- **“A Study of Customer Services Rendered by the Private sector Commercial Banks in Madurai District”** Handbook of Business, Management and Behavioural Sciences, 2013, ISBN 978-81-928926-0-3.
- **“A Study on Service Quality in Banking Sector”** Handbook of Management, Technology and Social Sciences, 2014, ISBN 978-81-928926-2-7.
- **“A Study on Performance Analysis of Lakshmi Vilas Bank Limited at Theni District”** International Journal of Management & Technology 2014, ISSN 0975-3915
- **“A Study on Customer Perception on Service Provided by in Bank Madurai District”** International Journal of Functional Management,2015, ISSN 2319-1406
- **“A Study on Customer Attitude towards the Services of Dindigul District Central Co-Operative Bank”** in International Management Research Review, 2015, ISSN 2231-2501.
- **“A Study on the customer satisfaction towards E- Banking Services”** International journal of scientific Research and review, September 2018, ISSN No:2279-543x with Impact Factor-6.1

- **“A Study the Perception of Customers Towards Internet Banking in Theni District”**  
International Journal MASIVJ, Vol-4 Special Issue 1 September- 20018 ISSN 24-4558
- **“Work Stress of Women College Student doing Part time job in Madurai City”**  
International Journal of Multidisciplinary Researchers vol-4 Special issue-4 February2019,  
ISSN 2349-8684 with impact factor 4.075

## **PRESENTATION**

Paper entitled,

- **Risk Management issues in today’s Green Business”** National Conference on green buzz at Kodaikanal Christian College on 23<sup>rd</sup> September 2010.
- **“A Study on the Co-operative Banking in a Competitive Business Environment”**, International Conference On “Impact of Global Crisis in Indian Business” at Annai Mathammal Sheela Engineering College, Namakkal, on 14<sup>th</sup> September 2012.
- **“Problems Faced by Women Executives Working In Banks-Madurai District”**, National Conference on “Educating Women: A Development Imperative”-WEDIMP at Mother Teresa Women’s University, Kodaikanal. On27th & 28th November, 2012.
- **“A Study of Customer Service in Dindigul District Central Co-operative Banks Limited”** Society of Management and BehaviouralScience (SMBS) march 2013, Noida.
- **“A Study on the Customers Attitude Towards the Service of the Bank”**,3<sup>rd</sup> International Conference on “Competency Building Strategies in Business and Technology For Sustainable Development” at Sri Ganesh School of Business Management, Salem. On 25<sup>th</sup> February 2014.
- **“A Study on the Customer Relationship Management in Banking Sector”**, International Conference on “Emerging Paradigms in Management Research” at Vivekanandha Institute of Information and Management Studies & Mother Teresa Women’s University, Kodaikanal. On27th & 28th Feb 2014.
- **“A Study on Employee Satisfaction of the Bank”** Society of Engineering and Management Sciences &M.G.Institute of Management and Technology, April 2014.
- **“A Study on Customer Perception on Service Provided by Bank in Madurai District”**, International Conference On “4<sup>th</sup> Competency Building Strategies in Business and Technology for Sustainable Development” at Sri Ganesh School of Business Management, Salem on 20th February 2015.

- **“A Study on Green Banking in District General Co-operative Bank”**- in National Seminar on “Changing Scenario of Global Business Management” organized by Department of Business Administration at Jayaraj Annapackiam college For Women(Autonomous) periyakulam on 16<sup>th</sup> December 2015
- **“A study on Quality of Work life balance of employees in central co-operative bank with special reference to madurai district”** in International Seminar on Good Governance & Sustainable Financial Markets organized by Department of Commerce & Research centre at KLE Societ’s S.Nijalingappa college Bengaluru on 8<sup>th</sup> &9<sup>th</sup> October 2021.

#### **SEMINARS / CONFERENCES / WORKSHOPS PARTICIPATED**

- **Total number of Seminars/ Conference/ Workshop participated: 20**
- **Total number of webinar and e-quiz participated: 35**