

## 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** : 7 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
Convenor	Hands on Training on “How to Make Eco- Friendly Rangoli color Powder”	22 <sup>nd</sup> December 2021.
Organizing Committee	International Webinar on “Business Trends in 2022” Development	30 <sup>th</sup> September 2022
Convenor	Diwali Mega Sale Kolam Powder	17 <sup>th</sup> & 18 <sup>th</sup> October 2022
Organizing Committee	Guest Lecture	7 <sup>th</sup> September 2023
Convenor	Sale Kolam Powder Mega Sale in connection with Vijayadashmi & Diwali	19 <sup>th</sup> & 20 <sup>th</sup> October 2023
Organizing Committee	Fine arts ( Fireless Cooking, AD-ACT )	15 <sup>th</sup> & 16 <sup>th</sup> December 2023
Organizing Committee	International Webinar on Trends in Business 2023	11 <sup>th</sup> January 2024

## 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
National Leadership Day-Qualities of Leadership	BBA Association	15 <sup>th</sup> February 2022

## 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
- ✓ Research Committee, Attendance Committee, BBA Association -2022-2023
- ✓ Research Committee, Attendance Committee, Fine arts Committee- 2023-2024

## 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.

## JAC FUNDED RESEARCH PROJECTS (JACFRP)

Title : Swot Analysis of the New Normal in Higher Education Due to Covid-19.

## 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 February 2019, ISSN 2349-8684 with impact factor 4.075
- **“A Study on Quality of work life Balance of Employees in Central Co-Operative Bank with Special Reference to Madurai District”** Journal of Science, Humanities and Management Vol.9, No.1, December 2021 ISSN:2347-9868.
- **“SWOT Analysis of new Normal in Higher Education Due to Covid-19 Staff Perspective in Dindigul & Theni District”**. South India Journal of Social Sciences Vol. XXI. No.12, January-June:2023, ISSN:0972-8945.
- **“SWOT Analysis of new Normal in Higher Education Due to Covid-19 Student Perspective in Dindigul & Theni District”**. South India Journal of Social Sciences Vol. XXI. No.12, January-June:2023, ISSN:0972-8945.
- **“Impact of Corporate Social Responsibility on Employees Satisfaction In Dindigul District Central Co-Operative Bank”** Jacjosham-Journal of Science, Humanities and Management, Vol.10, No.2, June 2023 ISSN: 2347-9868.

## 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. On 27th & 28th November, 2012.
- **“A Study of Customer Service in Dindigul District Central Co-operative Banks Limited”** Society of Management and Behavioural Science (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. On 27th & 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 Society’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: 30**
- **Total number of webinar and e-quiz participated: 45**

## **OTHER ACHIEVEMENTS:**

- Received Best Co-ordinator Award for participated in the largest event World Record Bharatha Natiyam Dance conducted by Cumbum Sathguru Sangeetha Natya Vidyalaya on 7th January 2024. Recognized by Government of Tamil Nadu Reg. No:84/2022.
- Appointed as a question paper setter by Rajah Serfogi Government College (Autonomous), Thanjavore. October 2023