

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,
T.Kallipatty, Periyakulam 625 601.
Telephone No :
Mobile : 9159010765
Email : malarvzh93@gmail.com malarbba@annejac.ac.in

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 : 8 Years 6 Months

- 2014-2016 : Jayaraj Annapackiam college for women (Autonomous)
- 2018-2020 : Mangayarkarasi college of arts and science for women, Madurai
- 2021- Till date: Jayaraj Annapackiam college for women (Autonomous)

AREA OF SPECIALIZATION/INTEREST : Marketing / Finance

ACADEMIC AFFILIATION :

Position Held	Seminar/Workshop	Date
Member of Organizing committee	College Bazaar	Every Year
Member of Organizing Committee	State Level Seminar on “Entrepreneurial Thinking”	16 th December 2014
Member of Organizing Committee	National Seminar on “Changing Scenario of Global Business Management”	16 th December 2015
Member of organizing Committee	BXI QUEENTIA, 2018	26 th September 2018
Organizing secretary	A Seminar on “Business Law and its impact on Commercial transaction”	06 th October 2018
Member of organizing Committee	A seminar on “start up India”	22 nd August 2019
Organizing secretary	Golden Jubilee International Webinar on “Business Capability to Create Social Innovation.”	17 th March 2021
Member of organizing Committee	International Webinar on “Digital Transformation: How can I be a Part of It.”	14 th August 2021
Convenor	Hands on Training on “How to Make Eco- Friendly Rangoli color Powder”	22 nd December 2021.
Organizing Committee	International Webinar on “Business Trends in 2022” Development	30 th September 2022
Convenor	Diwali Mega Sale Kolam	17 th & 18 th October 2022

	Powder	
Organizing Committee	Guest Lecture	7 th September 2023
Convenor	Sale Kolam Powder Mega Sale in connection with Vijayadasmi & Diwali	19 th & 20 th October 2023
Organizing Committee	Fine arts (Fireless Cooking, AD-ACT)	15 th & 16 th December 2023
Organizing Committee	International Webinar on Trends in Business 2023	11 th January 2024
Convenor	Hand on Training Color Kolam Powder	14 th August 2024
Convenor	Color Kolam powder Festive sale	3 rd to 6 th September 2024
Organizing Secretary	International Webinar on Trends in Business 2024	18 th September 2024
Convenor	Diwali Mega Sale Kolam Powder	21 st & 25 th October 2024
Jury	JACFEST-O-BEATS – Mehandi	6 th December 2024

RESOURCE PERSON:

Title of the Presentation/Position held	Name of the Dept./Cell/Club/Seminar	Date
Work shop on “Tally”	Government Arts college for women ,Nilakottai	8 th January 2015
National Leadership Day-Qualities of Leadership	BBA Association	15 th 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 and Start -Up - 2023-2024
- ✓ Member in IQAC, Remedial, Research Committee, Attendance Committee and Start-Up- 2024-2025
- ✓ Entrepreneurship Cell Co-Ordinator, Member in IQAC, Research Committee, Attendance Committee, Remedial and Start -Up 2025-2026

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.
- **“Study on The Customer Relationship Management in Banking Sector”** Modern Trends in Multi- Disciplinary Volume 2 ISBN: 978-93-6048-415-6.

- **“Women Executives Problems in the Madurai Districts Bank”** Jacjosham-Journal of Science, Humanities and Management, Vol.11, No.2, June 2024 ISSN: 2347-9868.

PRESENTATION

Paper entitled,

- **Risk Management issues in today's Green Business”** National Conference on green buzz at Kodaikanal Christian College on 23rd 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 14th 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”**, 3rd International Conference on “Competency Building Strategies in Business and Technology For Sustainable Development” at Sri Ganesh School of Business Management, Salem. On 25th 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 “4th 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 16th 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 8th & 9th October 2021.
- **“A Study on Urban Rural Partnership for sustainable development”** in National Conference on “Innovative Approached to Quality Assurance in Higher Education for Sustainable Future” on 9th January 2025 organized by IQAC JAC

SEMINARS / CONFERENCES / WORKSHOPS PARTICIPATED

- Attended 10 days Professional Development Programme on “Research Methodology and Data Analysis from 9th to 19th August 2023 organised by Seshadri Puram Academy of Business Studies, Bengaluru through virtual mode.
- Attended National Level Seminar (Virtual) on “Intellectual Property Rights” organized by Seshadri Puram Academy of Business Studies on 31st August 2023 in association with Visvesvaraya Trade Promotion center, Bangalore.
- Attended Demo class on “Interactive Teaching Tools for an Immersive Learning Experience on 4th September 2023.
- Participated in Faculty Development Programme on “Intellectual Property Rights and Innovative Research Methods” organized by Research Committed and IQAC on 24th November 2023.
- Attended Online FDP on “Mentoring for Leadership” on 25th November 2023, organized by IQAC.
- Participated in IP awareness/Training programme under “National Intellectual Property Awareness Mission” on 29th November 2023, jointly organized by Intellectual property office and MoE’s Innovation Cell, India.
- Participated in IP awareness/Training programme under “National Intellectual Property Awareness Mission” on 28th & 30th November 2023, jointly organized by Intellectual property office, India.
- Attended FDP on “LOCF- The way forward on 15th February 2024 Organized by IQAC and COE JAC.

- Attended AI – Enhanced Education : A comprehensive workshop on modern teaching Tools” on 13th and 14th June 2024, Organized by IQAC.
- Attended FDP on “Teacher in the context of Education 5.0” organized by IQAC on 15th June 2024.
- Participated in Webinar “NEP2020 and National Curriculum frame work (NCF) – Master Class” organized by Himalaya Unnati Mission (HUM) on 27th May 2024.
- Received International E-Quiz Certificate in Connection with “World Standards Day” on 14th October, Organized by BBA department JAC.
- Attended FDP on “Incorporating Indian Knowledge System (IKS) in Research” Organized by IQAC and Research Committee JAC on 21st November 2024.
- Attended FDP on EUDAIMONIC Educator Organized by IQAC and Counselling cell JAC on 22nd November 2024.
- Attended National Conference on “Innovative Approached to Quality Assurance in Higher Education for Sustainable Future” on 9th January 2025 organized by IQAC JAC.
- Attended 7-Days Online Workshop on “Research Methodology and Publication Ethics” organized by Star International Foundation for Research and Education , Tiruchenkodu, Namakkal from 5th 11th march 2025.
- Attended 3 Days FDP on “Empowering Faculty Through Whole Person Education – Fostering Teaching Skills, Wellness and Women’s Leadership” from 10th to 12th April 2025, organized by St.christopher’s College of Education Autonomous Chennai, and funded by United Board for Christian Higher Education In Asia since 1922 at JAC PKM.
- Attended National level Online FDP on “Outcome Based Education, Bina Accreditation and usage of AI” organized by St.Mary’s centenary Degree College, Secunderabad, Telangana from 2nd to 5th June 2025.
- Attended two Days FDP on “Empowering Educators: Integrating Whole person Education in Teaching Practices”, Financial Supported by Uniter Board organized by IQAC from 12th and 13th June 2025.

▪ **Total number of Seminars/ Conference/ Workshop participated: 35**

▪ **Total number of webinar and e-quiz participated: 48**

SHORT TERM COURSE:

- Completed Course on “Cost Accounting”, NPTEL, IIT Bombay 4 weeks course July to August
- Participated in National Level 5 Days Virtual FDP on “Outcome Based Education Blended with Current gen Technology” Held at United College of Arts and Science Coimbatore from 23rd to 27th December 2024.

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
- Appointed as a question paper setter by Mother Teresa Womens University, Kodaikanal October 2024
- Received Patent for :Title of the Invention: “Facial Expression Analysis System for predicting the stress imposed on employee s of on organization through image recognition Techniques.” On 4th November 2022. Application Number:202241060869 Issue No:44/2022.