

## **PROFILE**

Name of the teacher : Dr. K. SATHYA BAMA

Qualification : M.Com., Ph.D., M.Sc. (Applied Astrology)

Designation : Associate Professor

Date of Birth : 18.2.1961

Teaching Experience : UG: 32 year

Date of Retirement : 28.02.2019

Area of Specialization : Financial Accounting, Corporate Accounting

### **Academic Profile**

<b>COURSE</b>	<b>UNIVERSITY/ INSTITUTION</b>	<b>YEAR OF PASSING</b>
B.Com.	Madurai Kamaraj University, Madurai	April 1981
M.Com.	Madurai Kamaraj University, Madurai	April 1983
Ph.D.	Manonmaniam Sundaranar University, Tirunelveli	Dec 2003
B.Sc.(Astrology)	SASTRA Deemed University, Thanjavur	May 2008
M.Sc.(Applied Astrology)	Karpagam Deemed University, Coimbatore	Sep 2010

### Details of Research Guidance:

M. Phil.	-	3 (awarded)
Ph. D.	-	2 (awarded)
		6 (in progress)
M. B. A.	-	1 (completed)

### Books Published : 2

NAME OF THE BOOK	PUBLISHER	YEAR OF PUBLICATION
Advertising Management	Sathyasaisri,	Apr 2009
Salesmanship	Sathyasaisri,	Sep 2009

### Journal Publications : 18

1. Article on '**Interest Subvention to Exporters**' in the journal, *Banking Finance*, Volume XXII, No.10, Oct.2009, ISSN – 0971-4498, Page no.20-23.
2. Article on '**Causes of Inflation and Its Impact on Indian Economy**' in the journal, *Business and Economic Facts for You* EFY-Delhi, Volume 30, No. 3, Dec. 2009, ISSN-0970-2652, Page no.27-30.
3. Article on '**Brand Preference of the Consumers in Buying Packaged Drinking Water**' in the E-Journal, *International Journal's Research Journal of Commerce and Behavioral Science*, Volume 02 , No. 11, Sep 2013, ISSN-2251-1547, Page no.9-14.
4. Article on '**Impact of Packaged Drinking Water on Health and Water-Borne Diseases**' in the E-Journal, *International Journal's Research Journal of Social Science and Management*, Volume 03, No.05, Sep 2013, ISSN-2251-1571, Page no.47-52.
5. Article on '**A Study on Consumer's Attitude and Opinion on Services Offered by the Departmental Stores in Thoothukudi**', in the E-Journal, *Indian Retail Sector in the*

*Global Economy –Emerging Trends, Issues and Challenges*, Jan 2016, ISBN-978-81-9300247-6. Page no.73.

6. Article on ‘**A Study on Customer Satisfaction towards Internet Banking Services in Thoothukudi City**’ in the journal, *Innovative Banking Services-A Transformative Tool for Business, Finance & Customer Service*, Jan.2016, ISBN-978-93-84734-39-8, Pg.225-230.
7. Article on ‘**Customer Satisfaction on Value Added Services in Commercial Banks in Thoothukudi**’, in the journal, *Innovative Banking Services- A Transformative Tool for Business, Finance & Customer Service*, Jan.2016, ISBN-978-93-84734-39-8, Pg.337-342.
8. Article on ‘**Women Empowerment and its Impact on Self Help Group**’, in the journal, *Indo Asian Journal of Advanced Management*, 2016, ISSN-2250-1266, Pg.no.1-6.
9. Article on ‘**Women Empowerment and its Impact on SHG’s**’ in Indo-Asian Journal of advanced management, Volume V(I), Jan- June 2015, ISSN-2250-1266. Pg.no. 1-6.
10. Article on ‘**Stress Management in the Banking Sector**’ in the journal, *Enrich*, Vol.VIII, (I), Jan-June2017, ISSN 2319-6394, Page no. 39- 44.
11. Article on ‘**A Study on Work Life Balance of Women Teachers in Thoothukudi**’, in the journal, *Enrich*, Vol.VIII, (II), Jan-June2017, ISSN 2319-6394, Page no .27- 34
12. Article on ‘**A Study on Job Satisfaction of Women Police in Thoothukudi**’, in the journal, *Enrich*, Vol.VIII, (II), Jan-June2017, ISSN 2319-6394, Page no.42-47.
13. Article on ‘**Self Help Group and Women Empowerment**’ in the journal, *Enrich* Volume VI(II), Jan- June 2015, ISSN-2319-6394. Pg. No. 88.
14. Article on ‘**Performance Evaluation of Entrepreneurs in Tirunelveli District**’ in the E-journal, *BODHI-International Journal of Research in Humanities Arts and Science*, Volume 2, no.1,Oct. 2017, ISSN-2456-5571 page no 5- 10 .
15. Article on ‘**Corporate Social Responsibilities and Entrepreneurship**’ in the journal *Roots International Journal of Multi- Disciplinary Researches*, Volume 2, Special issue 7 Feb. 2016 ISSN 2349-8684 Page no 24- 31.
16. Article on ‘**Behavioral Change of Consumers in Purchasing and Using Package Drinking Water**’ in International journal *Functional Management*, Volume 02, Apr. 2014, ISSN-2319-1406 Page no. 172- 176.

17. Article on ‘**A Study on Women Entrepreneur of Small State Industries In Tirunelveli District**’ in the proceedings *Creating Entrepreneurship Awareness among SHG’s Members in Tirunelveli District- Tamilnadu*, Feb. 2015, ISSN-978-93-80686-29-5 pg. no .176-184.
18. Article on ‘**Transformation Leadership**’ in the peer reviewed conference proceedings *M- Infinity Journal of Management*, Oct. 2015, Vol:8, No 2, ISSN-0973-7197.

### **Conference Proceedings Publications : 4**

1. Article on ‘ **Real Estate Investment in India- Compelling Opportunity**’ in *Trends And Perspectives in Management Research* , Volume II, Feb 2015, ISBN-978-81-910601-0-2. Pg. No.182 -187
2. Article on ‘**Micro- Finance and Political Empowerment of Women through SHGs**’ in the conference ‘Economic Empowerment of Women through Entrepreneurship problems and Prospects’-(1<sup>st</sup> Edition), 2016, ISBN-978-81-92808-8-8 Page no 228 -233.
3. Article on ‘**Financial Inclusion and SHGS**’ in **Financial Inclusion**’ in the conference *Imperatives for Human Development and Sustainable Growth* (1<sup>st</sup> Edition), 2012, ISBN-978-81-909192-3-4, Page no 131-140.
4. Article on ‘**Creating Entrepreneurship Awareness among Self Help Group Members in Tirunelveli District**’ in *Indian Council of Social Science Research – Com.SEM 2015*, ISBN-978-93-80686-29-5, Page no.176-184.

### **Paper presentations**

#### **International Conference: 2**

1. ‘**Growing Service Industry**’ in *International Challenges of Global Business in the 21<sup>St</sup> Century* organized by the Department of Commerce, Rev. Jacob Memorial Christian College, Ambilikkai, Dindigul on 4<sup>th</sup> & 5<sup>th</sup> Feb 2009.

2. **‘Waste management’** in *Globalization- Impact, Challenges & Opportunities* organized by Department of Commerce & Economics St. Joseph’s College of Arts and Science, Cuddalore on 14<sup>th</sup> & 15<sup>th</sup> March 2008.

### **National Seminar / Workshop / Conference: 5**

1. **‘Financial Inclusion and SHGs’** in the UGC sponsored national seminar on *Multilevel Interventions for Financial Inclusion: Imperatives for Human Development and Sustainable Growth* at St. Xavier College, Palayamkottai on 9<sup>th</sup> & 10<sup>th</sup> February 2012

2. **‘Indian Women in Entrepreneurial World’** in the national conference on *Role of Empowered Women in Empowering Women* by the Department of Economics at Sarah Tucker College Tirunelveli on 12-13 March 2009.

3. **‘Management Strategies to Overcome the Economic Melt Down’** in the *national seminar* organized by the Department of Management Studies, Francis Xavier Engineering College Tirunelveli on 17<sup>th</sup> April 2009.

4. **‘Elections- 2004 And the Impact of the results in Social, Economic and State structure’** in the national seminar on *Polity, Politics, Public Opinion and Common Good* organized by the Department of Commerce, St. Xavier’s College, Palayamkottai on 3<sup>rd</sup> & 4<sup>th</sup> March 2005.

5. **‘Ancient Commerce – India’** in the national conference on *Ancient Science and Archaeology* organized by Sri Parasakthi College for Women, Courtrallam on 7<sup>th</sup> – 9<sup>th</sup> March 2003.

### **State / Regional Level Seminar - 2**

1. **‘Emerging Trends in Recent Years in Retailing in India’** in UGC sponsored state level seminar on *Emerging Trends in Indian Retail Trade* organized by Department of Commerce, SadakathullahAppa College, Tirunelveli.

2. '**Industrialisation and Pollution Control**' in the UGC Regional level seminar on *Enquiry about Industrialisation Paving the Way for Urbanisation* organized by the Department of Economics , Popes College, Sawyerpuram.

### **Seminar / Workshop / Conference Participated -12**

1. Seminar on **Environmental Studies for College Teachers** sponsored by organized *The Nature Club*, St. John's College, Palayamkottai on 10<sup>th</sup> & 11<sup>th</sup> February 2005.
2. Workshop on **Application of Appropriate Statistical Tools in Management Research** organized by *Department of Management Studies, Manonmaniam Sundaranar University*, Tirunelveli on 4<sup>th</sup> April 2009.
3. Workshop on **Skill Based subjects –Personality Development and Effective Communication** organized by *Manonmaniam Sundaranar University*, Tirunelveli at V.O.C College, Thoothukudi on 14<sup>th</sup>& 15<sup>th</sup> Dec 2009.
4. One day awareness programme on **Career Guidance & Empowerment of Differently Abled Persons** organized by *Manonmaniam Sundaranar University*, Tirunelveli on 30<sup>th</sup> March 2012.
5. 'Two day skill-based training programme on **e-LITERACY** conducted by *ICT Academy of Tamilnadu* held at A.P.C.Mahalaxmi College for Women, Thoothukudi on 10<sup>th</sup>& 11<sup>th</sup> Sep 2011.
6. One day **Zonal Level YRC Seminar** at *M.S. University, Tirunelveli* on 5.2.2016
7. **University Level Workshop** conducted by *Youth Welfare Department, M.S. University, Tirunelveli* on 18.3..2016
8. **Lecture-cum-Demo 'Redesigning Pedagogy for the Digital Learners: What, Why, and How'** organised by *IQAC, A. P. C. Mahalaxmi College for Women, Thoothukudi* on 27. 1.2015
9. **Orientation Programme –Zonal Level** organised by *District YRC* at M.S.University, Tirunelveli on 30.1.2017
10. **National level workshop on Women Harassment** organised by *Department of Commerce, M.S.University* on 18.2.2017

11. National Conference on '**Demonetization and Cashless Economy**' organised by *Department of Commerce A.P.C.Mahalaxmi College for Women, Thoothukudi* on 2.3.2017.
12. Workshop on '**SPSS IN Commerce and Management Research**' organised by *Department of Commerce, A.P.C.Mahalaxmi College for Women, Thoothukudi* on 29.12.2016 and 30.12.2016.

### **Career Advancement Courses Attended**

1. Refresher Course on '**Indian Capital Market**' conducted by the Academic Staff College Bharathiar University, Coimbatore from 7.8.1996 to 27.8.1996.
2. Refresher Course on '**Business Information Systems & Computer Applications to Business**' conducted by the Academic Staff College, Madurai Kamaraj University, Madurai from 5.3.1997 to 25.3.1997.
3. Refresher Course on '**Globalization of Indian Business**' conducted by the Academic Staff College, Madurai Kamaraj University, Madurai from 10.7.2003 to 30.7.2003.
4. Refresher Course on '**Corporate Secretaryship**' conducted by the Academic Staff College, Alagappa University, Karaikudi from 25.10.2004 to 16.11.2004.

### **SUBJECT EXPERTISE OFFERED:**

#### **As Resource Person:**

1. Business Environment for I.B.Com, Annamalai University (D.E) on 10.1.2004 & 11.1.2004.
2. Human Resource Management for I.M.Com, Annamalai University (D.E) on 1.5.2004 & 2.5.2004.

### **QUESTION PAPER SETTER:**

1. Banking Law and Practice, Thiyagaraja College Madurai
2. Cost Accounting, P.S.G.R.Krishnammal College for Women, Coimbatore.

3. Business Communication, P.S.G.R.Krishnammal College for Women, Coimbatore.
4. Business Accounting, Arulmigu Palani Andavar College, Palani.
5. Advertisement and Salesmanship, M.S.University, Tirunelveli.

### **Contribution towards Campus Activities**

1. Staff in charge of Music club from the year 2005 till date
2. Staff in charge of Students Proficiency Record from 2005-2008.
3. Public Relation Officer (PRO) from 2009-2011
4. Coordinator of Career Guidance Cell from 2011 till date
5. Member, Students' Discipline Committee
6. Coordinator – YRC and Rotaract



