

FACULTY PROFILE



Dr. K. Maruthamuthu,
M.Com., M.Phil., B.Ed., M.B.A., Ph.D.,
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Educational Qualifications

S. No	Degree	Subjects	Specialization	Year of Passing	Name of the Institution / College / University
1.	Ph.D	Commerce	HRM	2003	Bharathidasan University
2.	M.Phil	Commerce	HRM	1993	Bharathidasan University
3.	M.Com.	Commerce		1985	Bharathidasan University
4.	M.B.A.		HRM	2011	Tamil Nadu Open University
5.	B.Ed.	Commerce		1990	University of Madras
6.	B.Com.	Commerce		1983	University of Madras

Teaching Experience

Sl. No	Institution	Position	Duration		Total Years of Service
			From	To	
1	Thanthai Hans Roever College	Lecturer and Head, Dept. of Business Administration	28.10.1985	23.11.2004	19 Years 1 Month
2	Periyar University	Assistant Professor, Dept. of Commerce	24.11.2004	Till Date	9 Years 10 Months
3	Periyar University College of Arts & Science	Principal i/c (Additional Duty)	16.08.2011	22.07.2014	2 Years 11 Months

Research Experience

S. No.	Positions held	Name of the Institutions	Research Guidance (Degree Awarded) No. of Candidates	
			M.Phil.	Ph.D.
1.	Lecturer and Head, Department of Business	Thanthai Hans Roever College, Perambalur	2	-
2.	Lecturer & Assistant Professor	Dept. of Commerce, Periyar University, Salem	27	9
3.	Research Supervisor	PRIDE, Periyar University, Salem	24	-

Research Projects undertaken

S. No	Title of the Project	Amount Sanctioned	Name of the Funding Agency		Period of Project	Year of completion
			National	International		
1.	Marketing Strategies and Financial Viability of Tribal Self Help Groups - A Study in Tamil Nadu	Rs. 5,75,000	UGC	-	2 Years	2014

Administrative Experience

Sl. No.	Positions held	Name of the Institutions	Duration		Years of Experience
			From	To	
1	Lecturer and Head, Department of Business Administration	Thanthai Hans Roever College, Perambalur	28.10.1985	23.11.2004	19 Years 1 Month
2	Principal i/c	Periyar University College of Arts & Science, (Constituent College), Pappireddipatti	16.08.2011	22.07.2014	2 Years 11 Months

Membership in Professional Bodies

S.No.	Organization	Position	Duration
1.	Indian Accounting Association	Life Member	From 13/10/2010

Research Papers in Journals:

S.No	Author(s)	Title of the Article	Name of the Journal	Volume, Issue & Page No.	Year of Publication	ISSN No.
1	Dr.K.Maruthamuthu & Dr.K.Krishnakumar	Instruments of Governance in Cooperatives	Raj Journal of Commerce	Vol-1 Issue-1 pp.21-23	Dec 2005	
2	K.Krishnakumar, Dr.K.Maruthamuthu & Dr.A.Jayakumar	Factoring Services – An Analysis of CANBANK Factors Ltd	Indian Commerce Bulletin	Vol.X- No.1 pp. 20-26	Jan 2006	0972-6187
3	Dr.K.Maruthamuthu K.Krishnakumar & M.Vasan	Consumer Behaviour and Brand Preferences of Britannia Biscuits – An empirical study with reference to Salem, Tamil Nadu	Indian Journal of Marketing	Vol-XXXVI No.8 pp.17-21 contd 39	Aug 2006	
4	Dr.K.Maruthamuthu K.Krishnakumar & M.Vasan	Customer Satisfaction on ICICI Bank Debit Cards	The Economic Challenger	No.33 pp.71-74	Oct-Dec 2006	RNI. 70869 /98
5	Dr.K.Maruthamuthu M.Vasan	SWOT Analysis of Cooperative Wholesale Stores in Tamil Nadu	Indian Cooperative Review	Vol.44 No.3 pp.204-208	Jan 2007	
6	Dr.K.Maruthamuthu K.Krishnakumar & M.Vasan	Influences of Socio-Economic Factors in Job Satisfaction- A case study with reference to Credit Cooperative in Tiruvarur District. Tamil Nadu	Raj Journal of Commerce	Issue-3 pp.10-14	Feb 2007	
7	Dr.K.Maruthamuthu K.Krishnakumar & M.Vasan	Role of Enterprise Resource Planning in Changing Scenario	Southern Economist	Vol-46 No.1 pp.72-74	May 2007	0038-4046
8	Dr.K.Maruthamuthu K.Krishnakumar & M.Vasan	Retail Industry in India – A Review	The Economic Challenger	No.09 Issue-33 pp.71-74	Jul-Sep 2007	
9	Dr.K.Maruthamuthu M.Vasan	Bonded Child Labour in India	Raj Journal of Commerce	Issue-4 pp.33-37	Aug 2007	
10	Dr.K.Maruthamuthu R.Kavitha	CRM in Hospital Services	Customer Relationship Management – Modern Trends and Perspectives (Edited volume in conference Proceedings)	pp.237-243	2008	97881-203-33260
11	Dr.K.Maruthamuthu A.Arumugam	Impact of Global Financial Crisis	KISAN WORLD	Vol.36 No.4 pp.41-43	Apr 2009	0971-9229

12	K.Senthil Kumar Dr.K.Maruthamuthu	A Birds Eye View on Union Budget	Southern Economist	Vol-48 No.7 pp.35	Aug 2009	0038- 4046
13	K.Senthil Kumar Dr.K.Maruthamuthu	Customer Relationship Management in VODAFONE - At Dharmapuri City	Management Trends	Vol:6 No.1&2 PP.115- 119	Sep 2009	0973- 9203
14	A.Thiruniraiselvi Dr.K.Maruthamuthu	Impact of Globalisation on Indian Agriculture	KISAN WORLD	Vol:36 No.9 PP.25-29	Septem ber 2009	0971- 9229
15	A.Arumugam Dr.K.Maruthamuthu	Food Grain Production	KISAN WORLD	Vol:37 No.3 PP.31-35	Marc h 2010	0971- 9229
16	A.Arumugam Dr.K.Maruthamuthu	Budget Focus on Rural and Urban Development	KISAN WORLD	Vol:37 No.6 PP.41-42	June 2010	0971- 9229
17	K.Senthil Kumar Dr.K.Maruthamuthu	Investors perception towards mutual fund investment	International Journal of Commerce and Business and Management	Vol:3 No.2 PP.190- 194	Octob er 2010	0974- 2646
18	Dr.K.Maruthamuthu R.Yuvarani	Organic Agriculture	INDIAN Economic Panorama	Vol.20 No.4 PP.41-43	Janua ry 2011	
19	Dr.K.Maruthamuthu R.Yuvarani	Organic Cultivation of Basmati Rice	KISAN WORLD	Vol:38 No.2 PP.35-38	Febru ary 2011	0971- 9229
20	Dr.K.Maruthamuthu S.Boobalan	Impact of Globalisation on Indian Steel Industry	A RESEARCH BOOK ON GLOBAL BUSINESS ENVIRONMENT AND ITS IMPACT ON MANAGEMENT EDUCATION (Edited volume in conference Proceedings)	PP.103- 105	Febru ary 2011	978- 93- 5051- 4627
21	Dr.K.Maruthamuthu Dr.Kalaivani K.N & B.Seetha Devi	Income Generation Programmes for SHGs - A Study in Selected Blocks in Salem District	SELP Journal of Social Science	Vol. II No.7 PP.30-34	July - Sept 2011	0975- 9999
21	Dr.K.Maruthamuthu T.Tamilselvi	Financial Inclusion - Role of Banking Industry	INDIAN JOURNAL OF APPLIED RESEARCH	Vol. 1 No.7	April 2012	2249- 555X
22	Dr.K.Maruthamuthu S.Boobalan	FDI's Impact on Indian Agriculture Sector	INDIAN Economic Panorama	Vol.22 No.1 PP.30-31	April 2012	
23	Dr.K.Maruthamuthu S.Boobalan	Self Help Groups and Tribal Women Development in Tamil Nadu	RESEARCH EXPLORER (International Journal)	Vol. II No.12 PP.150- 153	July 2013	2250- 1940

24	Dr.K.Maruthamuthu S.Boobalan & T.Mohanraj	Role of Self Help Groups in Socio Economic Changes of Scheduled Tribes in Salem Region	International Journal of Research & Business Innovation	Vol. 3 No.3 PP.82-88	July - Dec 2013	2321- 5615
25	Dr.K.Maruthamuthu & V.Kaliyammal	A Study on Financial Empowerment through Women Self-Help Groups in Dharmapuri District	Aboriginal (Monograph)	PP.96- 102	Augu st 2013	978- 93-83- 188-0- 24
26	Dr.K.Maruthamuthu T.Mohanraj	Role of Self Help Group in Socio Economic Changes of Schedule Tribes in Yercaud Taluk	Aboriginal (Monograph)	PP.103- 109	Augu st 2013	978- 93-83- 188-0- 24
27	Dr.K.Maruthamuthu R.Ranjitha	Marketing of Self Help Group Products - An Overview	Aboriginal (Monograph)	PP.110- 113	Augu st 2013	978- 93-83- 188-0- 24
28	Dr.K.Maruthamuthu K.Sivaperumal	Role of Self Help Group in Women's Economic Development and Poverty Alleviation (A Study with Special reference to Attur Town)	Aboriginal (Monograph)	PP.169- 174	Augu st 2013	978- 93-83- 188-0- 24
29	Dr.K.Maruthamuthu S.Boobalan & T.Mohanraj	Marketing Strategies and Problems of Self Help Groups Products (A Study with Special Reference to Krishnagiri District)	International Journal of Research & Business Innovation - Special Issue	Vol.1 No.4 PP.299- 303	Dece mber 2013	2321- 5615
30	Dr.K.Maruthamuthu S.Boobalan & K.Sivaperumal	Labour Welfare Measures of Spinning Mill Employees (A Study with Special Reference to Salem Textiles Limited)	International Journal of Research & Business Innovation - Special Issue	Vol.1 No.4 PP.457- 461	Dece mber 2013	2321- 5615
31	Dr.K.Maruthamuthu Dr.A.Prabu	Problems of Sugar Industry	International Journal of Research & Business Innovation - Special Issue	Vol.1 No.4 PP.516- 517	Dece mber 2013	2321- 5615

**Papers presented in National / International Seminars, Symposia,
Conferences and Workshops**

TRAINING PROGRAMMES, WORKSHOPS, SEMINARS AND CONFERENCES

S. No	Nature of Training	Theme	Name of the Institutions	Duration	
				From	To
I	Workshops & Training Programme				
1		Development of Self Instructional Materials in Distance Education	PSG College of Technology	21 st April 2004	24 th April 2004
2		Research in Commerce	Thanthai Hans Roever College	31 st August 2005	
3		Entrepreneurship Awareness Programme	Periyar University	21 st Oct 2005	22 nd Oct 2005
4		Geosciences, Geo-resources and IPR Regime: Familiarization and Practice (GEO-IPR 2006)	Periyar University	5 Oct 2006	6 Oct 2006
5		Master Trainers Orientation Workshop for Preparation of Self Learning Material	Vinayaka Missions University	8 th April 2007	11 th April 2007
6		Application of SPSS in Social Sciences Research	Periyar University	27 July 2007	28 July 2007
7		Soft skills Training for Commerce Faculty (SSTC-2007)	Periyar University	24 Aug 2007	25 Aug 2007
8		Entrepreneurship Development	Trinity College for Women	5 th January 2008	
9		Dynamics of Decision Analysis	Periyar University	31 March 2008	
10		Role of Environment in the Decision Taking Process of the Corporate Sector	Periyar University	31 March 2009	
11		International Financial Reporting Standards (IFRS) - Indian Current Scenario	Periyar University	25 th July 2013	26 th July 2013
12	II. Refresher Courses	Refresher Course in Commerce	Academic Staff College, Bharathiar University	21 Nov 2006	10 Dec 2006
13			Academic Staff College, University of Madras	23 July 2014	12 Aug 2014
III	Conferences & Seminars				
14	State Level	The Impact of Globalisation on Indian Economy	Thanthai Hans Roever College	13 th October 2004	
15		Human Rights and Civil Society	Thiruvalluvar Government Arts College	10 th December 2005	

16		Managerial Skills for the officials of Cooperative Wholesale Stores in Tamil Nadu	Gandhigram Rural Institute	19 th Jan 2006	20 th Jan 2006
17		Emerging Scenario in HRM in Corporate Sector	Trinity College for Women	28 th February 2009	
18	National Level	“Human Resource Development in Industries	National College, Trichy	18 th Feb 1999	19 th Feb 1999
19		Issues and Challenges in Financial Sector	Periyar University	2 nd February 2005	
20		Financial Sector: The Heart of Global Market - Issues, Challenges and Opportunities	Bharathiyar University	29 th March 2005	30 th Mar 2005
21		Indian Co-operative Movement at Cross Roads	Periyar University	19 th Aug 2005	20 th Aug 2005
22		Introduction of Value Added Tax in India- Emerging issues & Challenges	Erode Arts College	2 nd Sept 2005	3 rd Sep 2005
23		Problems and Prospects of Service in India in the context of WTO's GATS proposals	Jamal Mohamed College	8 th Nov 2005	10 th Nov 2005
24		A Comparative Study of Indian Accounting Standards and International Accounting Standards	All India Accounting Association	10 th Dec 2005	11 th Dec 2005
25		Changing Scenario of Consumerism	Bharathidasan University	11 th Feb 2006	12 th Feb 2006
26		Borderless Education in Management: Six Sigma - An Overview	Thanthai Hans Roever College	17 th Feb 2006	18 th Feb 2006
27		Borderless Education in Management: Borderless Education in Management	Thanthai Hans Roever College	17 th Feb 2006	18 th Feb 2006
28		Borderless Education in Management: Current Trends and Implications of HRM	Thanthai Hans Roever College	17 th Feb 2006	18 th Feb 2006
29		Integrated Global Business Management - The Indian Experience	Periyar University	24 th Feb 2006	25 th Feb 2006
30		Emerging Dimensions in SHGs	A.V.V.M.Sri Pushpam College	17 th March 2006	
31		International Trade and Marketing-Emerging Issues and Challenges After Liberalisation and Globalisation	Kadhir Mohideen College	19 th Aug 2006	20 th Aug 2006

32		Customer Relationship Management in Hospital Services	Periyar University	7 Sep 2006	8 Sep 2006
33		CRM in Web Based Financial Services	Periyar University	7 Sep 2006	8 Sep 2006
34		CRM in Banking	Periyar University	7 Sep 2006	8 Sep 2006
35		Customer Relationship Management in Banking and Insurance	Periyar University	7 Sep 2006	8 Sep 2006
36		CRM in E-Business	Periyar University	7 Sep 2006	8 Sep 2006
37		CRM in Business	Periyar University	7 Sep 2006	8 Sep 2006
38		Commerce Education in the New Millennium - Challenger and Perspectives	Jamal Mohamed College	14 th Sept 2006	15 th Sept 2006
39		Eradication of Poverty Through Innovative Employment Schemes: Role of Banking in Eradication of Poverty	Urumu Dhanalakshmi College	28 th Sept 2006	29 th Sept 2006
40		Eradication of Poverty Through Innovative Employment Schemes: Banking Cash Transaction Tax - An Analysis	Urumu Dhanalakshmi College	28 th Sept 2006	29 th Sept 2006
41		Strategic Management: Opportunities and Challenges in Post LPG Era	Periyar University	15 th Feb 2007	16 th Feb 2007
42		Recent Advances in Accounting	Periyar University	28 Mar 2007	29 Mar 2007
43		Recent Trends in Financial Services: Recent Trends in Venture Capital	Annamalai University	12 Oct 2007	
44		Recent Trends in Financial Services: Customer Relationship Management in Banking Sector	Annamalai University	12 Oct 2007	
45		Service Sector Spectrum in the New Millennium	Periyar University	13 Mar 2008	14 Mar 2008
46		Customer Relationship Management	Providence College for Woman	28 th Aug 2008	29 th Aug 2008
47		The Global Financial Crisis and Its Impact on India	Navarasam Arts & Science College for Women	7 th Feb 2009	
48		Changing Dimensions of Human Resources in the Globalised Scenario	Gobi Arts and Science College	20 Feb 2009	21 Feb 2009

49		Global Financial Meltdown: Financial Markets an Overview	Periyar University	25 Feb 2009	26 Feb 2009
50		Global Financial Crisis and Risks	Periyar University	25 Feb 2009	26 Feb 2009
51		Impact of Global Financial Crisis on Indian Economy	Periyar University	25 Feb 2009	26 Feb 2009
52		Agricultural credit by Banks	Periyar University	25 Feb 2009	26 Feb 2009
53		Causes and Consequences of financial crisis	Periyar University	25 Feb 2009	26 Feb 2009
54		Global Financial Crisis and its Impact on Indian Economy: Global Financial Crisis and Oil prices	Selvamm Arts and Science College	1 st March 2009	
55		Global Financial Crisis and its Impact on Indian Economy: E-Banking Risks and responses in current Scenario	Selvamm Arts and Science College	1 st March 2009	
56		Consumer Rights and Protection	Annamalai University	27 Mar 2009	28 th Mar 2009
57		Indian Economy in 21 st Century Reviews Prospects and Issues	Erode Arts College	17 Jul 2009	18 Jul 2009
58		Impact of World Economic Slowdown on Labour Market in India	Selvamm Arts and Science College	11 Oct 2009	
59		Banking Innovation and Customer Enrichment: Activity Based Costing (ABC) in Banking - A Big Challenge	Periyar University	18 th Mar 2010	19 th Mar 2010
60		Banking Innovation and Customer Enrichment: Banking Technology	Periyar University	18 th Mar 2010	19 th Mar 2010
61		Banking Innovation and Customer Enrichment: Banking Innovation and Economic Development	Periyar University	18 th Mar 2010	19 th Mar 2010
62		Banking Innovation and Customer Enrichment: Retail Banking	Periyar University	18 th Mar 2010	19 th Mar 2010
63		Banking Innovation and Customer Enrichment: E-Banking, M-Banking and Customer Satisfaction	Periyar University	18 th Mar 2010	19 th Mar 2010
64		Women Empowerment through Micro Finance	Periyar University	28 th Jan 2011	

65		Emotional Intelligence and Organisational Effectiveness: Impact of Stress on Employee Productivity	Periyar University	28 th Mar 2011	
66		Emotional Intelligence and Organisational Effectiveness: Job Stress in Police, consequences and its Management	Periyar University	28 th Mar 2011	
67		Globalization and Consumers - Issues and Challenges	Bharathiar University	22 nd Jul 2011	23 rd Jul 2011
68		Economic Prosperity through Financial Inclusion	K.S.Rangasamy College of Arts and Science	10 March 2012	
69		Prospects of FDI in Promoting Retail Trade in India	Sri Ganesh College of Arts & Science	15 th Feb 2013	
70		Emerging Trends in Business Opportunities	Vivakandha College of Arts and Sciences for Women	20 th Feb 2013	
71		Contemporary Issues in Commerce and Management	Bharathiar Arts & Science College for Women	6 th March 2013	
72		Issues and Challenges of Women in Indian Society	Bharathidasan University	29 th April 2013	30 th April 2013
73		Growth of Indian Economy	Periyar University College of Arts & Science, Mettur Dam	28 th February 2014	
74	International Level	Business Economics and Finance - Promotional Marketing - An Overview	Adaikala Matha Institute of Management	29 th Sept 2005	30 th Sept 2005
75		Global Business and Policy Modelling (GBPM-2006) Indian Retail Industry - An Overview	Adaikala Matha Institute of Management	21 Sept 2006	22 Sept 2006
76		Global Business and Policy Modelling Indian FMCG Sector - At Cross Road	Adaikala Matha Institute of Management	21 Sept 2006	22 Sept 2006
77		Case Study Method of Teaching in Commerce/Management Education - Choices and Preferences of Debit Card Users in the Private Sector Banks: A Case Study	Bharathidasan University	20 th Jan 2007	21 st Jan 2007
78		Management Challenges in Era of Global Recession	Sengunthar Institute of Management Studies	10 th Feb 2009	

79		Global Business Environment and Its Impact on Management Education	Periyar University	10 th Feb 2011	11 th Feb 2011
80		Competency Building Strategy in Business and Technology for Sustainable Development	Sri Ganesh School of Business Management	24 Feb 2012	
81		Managing Global Changes and Challenges	Jayalakshmi Institute of Technology	14 March 2012	
82		Problems of Sugar Industry	International Journal of Research and Business Innovation	21 Dec 2013	
83		Marketing Strategies and Problems of Self Help Groups Products (A Study with Special Reference to Krishnagiri District)	International Journal of Research and Business Innovation	21 Dec 2013	
84		Labour Welfare Measures of Spinning Mill Employees (A Study with Special Reference to Salem Textiles Limited)	International Journal of Research and Business Innovation	21 Dec 2013	

Invited Talks Delivered / Session Chaired in Seminars, Conferences and Workshops:

S.no	Role	Title of the Program	Level	Venue	Organizer
1	Resource Person	Impacts of E-banking in Banking Sectors	One Day Seminar	10 th October 2011	Bharathiar University Arts and Science College, Valparai
2	Resource Person	Special Lecture on Human Resource Management		25 th Feb 2012	Sri Vijay Vidyalaya College of Arts & Science, Dharmapuri
3	Chair Person	Sustainable Consumption for Sustainable Development	Regional Level Workshop	27 & 28 th March 2013	Department of Commerce, Periyar University
4	Resource Person	International Financial Reporting Standards (IFRS) – Indian Current Scenario	National Workshop	25 & 26 th July 2013	Department of Commerce, Periyar University. & ICAI, NewDelhi
5	Resource Person	Trading in Security and Commodity Markets as an attractive and Safe Investment Portfolio	National Symposium	30-31 st August 2013	Dept of Commerce, Periyar University, Sponsored by Forward Markets Commission, GoI
6	Resource Person	Inter Collegiate Literary Competitions “ICLCORA-2013”	State Level	10 th Oct 2013	E.R.K Arts & Science College, Pappireddipatti
7	Chair Person	International Conference on Business Innovation - 2013	International Conference	21 st Dec 2013	International Journal of Research and Business Innovation

National/ International Seminars, Symposia, Conferences and Workshops Organized:

S.no	Role	Title of the Program	Level	Venue	Organizer
1	Organising Secretary	Emotional Intelligence and Organizational Development - An Interdisciplinary Approach	National Seminar	28 th March 2011	Department of Commerce, Periyar University
2	Executive Member	Corporate and Business Response to Climate Change - From Awareness to Adoption	International Conference	7,8 and 9 th December 2011	Department of Commerce, Periyar University
3	Executive Member	Research Methodology for Social Sciences	UGC Sponsored State Level Workshop	March 21 - 23 2012	Department of Commerce, Periyar University
4	Co-ordinator	Contemporary Issues in Commerce	International Symposium	23 rd August 2013	Department of Commerce, Periyar University
5	Convener	Differential equation and Recent trends in graph theory	National Level	25 th January 2014	Periyar University College of Arts & Science, Pappireddipatti
6	Convener	Adhoc Network and Emerging trends in Image Processing	National Level	20 th February 2014	Periyar University College of Arts & Science, Pappireddipatti