

## RESUME



E-mail: [srirambhama@gmail.com](mailto:srirambhama@gmail.com), Mobile: 7200391009.

Dr. N.ALAMELU SATHYABAMA

Anugraha Apartment - Block A, Flat S2, New No.9, Old No.5/1

Padavatamman Kovil Street

Arumbakkam, Chennai-600 106

### **Objective:**

- ❖ To attain academic excellence through teaching, and to motivate students doing innovative and creative methods and work with them to sharpen their analytical skills.
- ❖ To be a strict disciplinarian and a hard taskmaster.

### **Teaching Experience: 16 Years 4 Months**

- ❖ From July 2005 to May 2019: Assistant Professor, Department of Business Administration, D.G. Vaishnav (Evening) College, Arumbakkam, Chennai-106.
- ❖ From June 2019 to Jan 2021 : Assistant Professor , Department of Commerce (Day)  
D.G. Vaishnav College, Arumbakkam, Chennai-106.
- ❖ From February 2021 to July 2021: Assistant Professor, Department of Corporate Secretary Ship,  
D.G. Vaishnav (Evening) College, Arumbakkam, Chennai-106.

## RESUME

- ❖ From July 2021 to till date: Assistant Professor, Department of Accounting and Finance, D.G. Vaishnav College, Arumbakkam, Chennai-106.

### Educational Qualification:

<b>Degree</b>	<b>Institution &amp; University</b>	<b>Year of Completion</b>	<b>Class &amp;Percentage</b>
BBM (Bank Management)	D.G.Vaishnav College, University of Madras	2003	First (73%)
M.Com ( Commerce)	D.G.Vaishnav College, University of Madras	2005	First (63%)
M.Phil ( Commerce)	D.G.Vaishnav College, University of Madras	2006	First (71%)
PhD (Commerce)	D.G.Vaishnav College, University of Madras	2017	Highly commended
PGDHE	IGNOU UNIVERSITY	CURRENTLY PURSUING	--

**Title of the PhD Thesis :**

**Influence of Adolescent in Family Purchase Decisions: A study with reference to select consumer durable goods in Chennai city (LED TV & MOBILE). Certified as Highly Commended Thesis by the University of Madras.**

### SUBJECTS IMPARTED IN CLASSROOM:

1. MARKETING
2. COMPUTER APPLICATION IN BUSINESS
3. PRINCIPLES OF MANAGEMENT
4. FINANCIAL ACCOUNTING
5. MANAGEMENT ACCOUNTING
6. CORPORATE ACCOUNTING
7. HUMAN RESOURCE MANAGEMENT
8. BANKING THEORY LAW AND PRACTICE

## RESUME

**ORIENTATION/INDUCTION COURSE ATTENDED:**

S.NO	NAME OF THE COURSE	MONTH	INSTITUTION	GRADE
1.	Online One Month Faculty Orientation/ Induction course (PMMMNM-TT- MHRD)	MAY 18 - 2021 TO JUNE 17 - 2021	RAMANUJAN COLLEGE (UNIVERSITY OF NEWDELHI) – TEACHING AND LEARNING CENTRE KALKAJI, NEW DELHI	A++

S.NO	NAME OF THE COURSE	MONTH	INSTITUTION	GRADE
1.	Faculty Development Program (PMMMNM-TT- MHRD)	AUGUST 8 -2021 TO 19 - 2021	RAMANUJAN COLLEGE (UNIVERSITY OF NEWDELHI) – TEACHING AND LEARNING CENTRE KALKAJI, NEW DELHI	A++

**BOOKS AUTHORED:**

S.NO	TITLE OF THE BOOK	ISBN	MONTH & YEAR	PUBLICATIONS
1.	Basics of Retail Marketing	978-93-91405-69-4	AUGUST 2021	CHARULATHA PUBLICATIONS

**SERVED AS RESOURCE PERSON:**

S.NO	TITLE	PLACE	MONTH & YEAR	AUDIENCE	LINK
1.	RECENT TREND MARKETING	SREE SARASWATHI THYAGARAJA COLLEGE,(Autonomous) POLLACHI, COIMBATORE -642107 SCHOOL OF COMMERCE	22 -OCTOBER 2021	MCOM STUDENTS& FACULTIES	<a href="https://meet.google.com/kvm-bops-vxt">https://meet.google.com/kvm-bops-vxt</a>

S.NO	TITLE	PLACE	MONTH & YEAR	AUDIENCE	LINK
2	FUNDING SCHEMES FOR WOMEN STARTUPS	SRI KRISHNA ADITHYA COLLEGE OF ARTS AND SCIENCE, KOVAI PUDUR (Affiliated to Bharathiyar university COIMBATORE - 641042	13- NOVEMBER 2021	BCOM FINAL YEAR AND MCOM STUDENTS& FACULTIES	<a href="https://meet.google.com/gul-oztv-dwc">https://meet.google.com/gul-oztv-dwc</a>

RESUME

S.NO	TITLE	PLACE	MONTH & YEAR	AUDIENCE	LINK
3.	FUNDING SCHEMES FOR WOMEN STARTUPS	BRINDAVAN COLLEGE DEPT OF MANAGEMENT STUDIES YELAHANKA – BENGALURU560063	16- DECEMBER 2021	MBA STUDENTS & FACULTIES	ZOOM MEETING ID - 91673575213 PW - H6QADk

S.NO	TITLE	PLACE	MONTH & YEAR	AUDIENCE	LINK
4.	HOW TO START A SMALL BUSINESS	RATHINAM TECHNICAL CAMPUS- POLLACHI	23- DECEMBER 2021	FINAL YEAR STUDENTS & FACULTIES	MICROSOFT TEAMS <a href="https://bit.ly/3vHTqnO">https://bit.ly/3vHTqnO</a>

**POSITIONS HELD:**

- ✓ Faculty Coordinator – INSTITUTION INNOVATION COUNCIL- D.G. Vaishnav College.
- ✓ Examiner in BBA board - University of Madras for the past 10 years and PG Board commerce for 1 year - University of Madras
- ✓ Examiner in various Autonomous colleges.
- ✓ Member- Disciplinary committee – D.G.Vaishnav College.
- ✓ Member – IQAC – D.G.Vaishnav College  
Spear headed various departmental activities like
- ✓ SYNERGY- Academic cum Cultural Fest (BBA)
- ✓ PRATIBA SANGAM – BCOM GENERAL (DAY) – INAUGURAL EVENT
- ✓ Academic Counselor for Mcom Courses– IGNOU UNIVERSITY – code: AILPA7505R/001
- ✓ Member in Indian Academic Researchers Association
- ✓ **Faculty Coordinator in conducting Department’s Online Webinar/Programs**

DATE	SERIES	THEME	LINK – live you tube and Google meet
March – 15/2021 (International Webinar)	Ability Enhancement Series-IV	Fintech-The Future of Accounting	<a href="https://youtu.be/3J7Q9RfECmE">https://youtu.be/3J7Q9RfECmE</a>
April 30/2021 May 03/2021	Ability Enhancement Series-VI	Career Guidance - Step into the world of opportunities	<a href="https://meet.google.com/pnk-iict-fzq?hs=224">https://meet.google.com/pnk-iict-fzq?hs=224</a>

RESUME

May 04/2021	Ability Enhancement Series-iv	Recruitment and Selection practices in IT – A Corporate Perspective	<a href="https://youtu.be/tgR28UXFTIQ">https://youtu.be/tgR28UXFTIQ</a>
July 17/2021	Capability Enhancement Series- - Technical Session -3	Accounting standards 6,21,26 and Ind AS 110,Ind AS 38	<a href="https://www.youtube.com/channel/UCPP6SGUAjFwegSao0MBJbw">https://www.youtube.com/channel/UCPP6SGUAjFwegSao0MBJbw</a>
July 28/2021	LucaFama – Webinar Series on Domains of Marketing – Vital Ingredient for Business Success	DAY -1 Technology in Marketing	<a href="https://youtu.be/4SWo07LXCzo">https://youtu.be/4SWo07LXCzo</a>
August 17/2021	LucaFama – Webinar Series on Domains of Marketing – Vital Ingredient for Business Success	DAY-2 Undigital Marketing: Marketing Paradigms	<a href="https://youtu.be/3mTc09T2H-A">https://youtu.be/3mTc09T2H-A</a>
August 23/2021	LucaFama – Webinar Series on Domains of Marketing – Vital Ingredient for Business Success	DAY- 3 COVID-19 and its impact on Consume Behaviour	<a href="https://youtu.be/Btf4Kj9wCOI">https://youtu.be/Btf4Kj9wCOI</a>
August 25/2021	LucaFama – Webinar Series on Domains of Marketing – Vital Ingredient for Business Success	DAY-4 Economics of Marketing	<a href="https://youtu.be/prDIzqDEnAI">https://youtu.be/prDIzqDEnAI</a>
August 27/2021	LucaFama – Webinar Series on Domains of Marketing – Vital Ingredient for Business Success	DAY 5 Marketing &Accounting- A tool for successful Entrepreneurship	<a href="https://youtu.be/fCew09kjoHU">https://youtu.be/fCew09kjoHU</a>
October 04/2021	Fresher’s Orientation program – for first year students	Learn to experience and Live	<a href="http://meet.google.com/xbt-ogit-qmx">http://meet.google.com/xbt-ogit-qmx</a>

**Presentation of Papers National /International Seminars/Conference.**

S.No.	Title	St./Natl./Intl./Sem. /Conf. /Symp./Workshop	Year and Month
1.	“Online Marketing- Drivers of Information Age” conducted by Department of Management, university of Madras.	National Seminar	March 2011
2.	“E-Commerce in Travel and Tourism Industry” conducted by Department of Commerce, university of Madras.	International Conference	March 2011

RESUME

3.	“Mergers and acquisitions” Conducted by Department of Accounting and finance department, Vivekananda College, Chennai	National Seminar	Sept 2011
4.	“ Marketing Management”	National Conference	Sept 2011
5.	“CSR and its impact on Telecommunication Sector” Conducted by Department of Bank Management, Krishnaswamy College for women.	State Level Seminar	Feb 2012
6.	“Role of CSR in HRM” conducted by Department of Master of Business Administration New College.	National Conference	Feb2012
7.	“Higher Education in India at the Cross Roads “conducted by department of economics, D. G. Vaishnav College.	International Conference	April 2013
8.	“Behavioral interaction between adolescent and parents conducted by BBA department in collaboration with Glow Plus Training Academy”	International Conference	March2015
9.	Participated in Teacher’s Congruence on “Empowering Teachers to Prepare Professionals of Tomorrow” on	Workshop	July 2017
10.	A comparative study on Electronic Money Transfer with special reference to users of NEFT and PHONEPE(App) in Chennai city	National Conference	October 2019

**Participation in National /International Seminars/Conference.**

S.No.	Title	St./Natl./Intl./Sem. /Conf. /Symp./Workshop	Year And Month
1.	Workshop on Employability Skills conducted by ICFAI group	Workshop	Aug 2012
2.	“Faculty Development Program” conducted by UGC Co-ordination Cell.	Workshop	March 2013
3.	ED Meet- “Not just to survive, But to carve a niche conducted by Sri Krishnaswamy College for Women	Workshop	March 2013
4.	“Management Insights from Indian Epics” conducted by BBA Department, Ethiraj College for Women	National Symposium	Jan 2015
5.	Management practices beyond the Horizon conducted by BBA Department in collaboration in Glow Plus Academy.	International Conference	March 2015

## RESUME

**Details of Webinar / FDP / Online Course / Test Attended:**

Sl. No	Webinar / FDP / Online Test etc.,	Topic / Subject	Date of the Event	Host Institution
1.	FDP	Dhrona- "The art of teaching and learning for the next gen"	11/04/2020	BBA DEPARTMENT- D.G. vaishnav college
2.	Online test quiz	" Covid-19 Pandemic General Awareness quiz	21/04/2020	Department of Zoology Shankarrao Patel Mahavidyala Bloom District Osmanabad
3.	National Webinar	Use of Elsevier tools in Research flow	05/05/2020	School of business management – university of Madras
4.	Online quiz test	Intellectual property rights IPR	09/05/2020	The standard fireworks Rajaratnam college for women (Autonomous) Research centre in commerce
5.	Online FDP	Impact of Covid 19 and Management	09/05/2020	MOP Vaishnav college for Women
6.	Webinar	NTA NET COACHING	17/05/2020	Puducherry NET ACADEMY
7.	National level online workshop	Guidance for NET/SE	20/05/2020 to 22/05/2020	S.E. S college of Commerce and U.K.S IQAC
8	Online WEBINAR	Managing your finances and investments in Covid times	20/05/2020	Guru Nanak college
9	State Level Webinar	GST-The New Tax Reforms	29/04/2021	Valliammal college for Women.

RESUME

**Research papers published.**

S. No	Title	Type of journal : Nat/Int.Nat/ Monographs/ Chapters in book	Page No	Year and month
1.	Decision Making styles of Adolescent's Apperals Purchase in Chennai City.	<b>Journal of Business Research</b> ISSN NO: 2248-9711.	123-132	Dec 2014
2.	Behavioral interaction between adolescent and parents	<b>International Journal of Business Intelligence &amp; Innovations</b> ISSN NO: 2348-4705.	77-79	March 2015
3.	A comparative study on Electronic Money Transfer with special reference to users of NEFT and PHONEPE(App) in Chennai city	<b>ADALYAJOURNAL &amp; VEL TECH INSTITUTE</b> ISSN NO 1301-2746	337-353	October 2019
4.	Investors Decision Making Analysis – A study with reference to capital market investors in Chennai city.	<b>UGC- CARE GROUP - 1, Journal of the Asiatic society of Mumbai –</b> ISSN 0972-0766	47-58	Jan 2022

**Number of State /National /International seminars, Conference, Symposium and Workshop organized:**

S.No.	Title	Type: Sat. /Natl. /Intl. /Sem. Conf. Symp. Workshop	Year and month
1.	Management practices beyond the Horizon conducted by BBA Department in collaboration in Glow Plus Academy.	National Seminar	March 2015

**Personal Skills:**

- Result Oriented, Industrious and Sociable.



## RESUME

- Self-disciplined, Principled.
- Effective communication and Interpersonal skills.
- Punctual, Work with Team, creative and problem solver.

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### Personal Details:

Date of birth : 15<sup>th</sup> September 1982

Father's Name : M.NATARAJAN

Mother's Name : N.PREMA

Husband name : V. GOPALAKRISHNAN

Marital status : Married

Languages Known : English and Tamil

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