

**DR. P. AMARJOTHI**

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**1. Personal Details**

Date of Birth & Age : 04 - 05 – 1970 (Age: 52)  
Gender & Marital Status : Female & Married  
Community : SC  
Nationality : Indian  
Place of Birth : Sundararajapuram, Virudhunagar District

**2. Educational Qualifications****2.1. Academic**

Degree/ Examination	Name of the Exam	University/ Institute	Year of Passing	Percentage/ Grade	Main Subject
Under Graduate	B.Com	V.V.V. College for Women, Virudhunagar District	1990	45%	Commerce
Post Graduate	M.Com	V.V.V. College for Women, Virudhunagar District	1992	60%	Commerce

**2.2. Research**

Degree	Name of the University	Title of the Thesis	Date of Submission	Date of Award
Ph.D	Madurai Kamaraj University	A Study of the Human Resource Management of Match Industries in Sivakasi	11.11.1998	27.07.2001
MPhil	Madurai Kamaraj University	Corporate Sector Towards Multiple Role – Alangulam Cement Factory – A Case Study	January, 1995	Sep-1995

### 3. Professional Experience

No	Name of the University / Institution	Position Held	From (Date)	To (Date)
1	Department of Commerce, Madurai Kamaraj University, Madurai	Assistant Professor	18.03.2010	Till Date
2	Madurai Kamaraj University College, Madurai	Assistant Professor	Sep-1999	July-2002
3	Alagappa Government Arts College, Karaikudi.	Guest Lecturer	19.07.2004	27.10.2004
4	Department of International Business and Commerce, Alagappa University Karaikudi.	Temporary Lecturer	08.03.2005	31.03.2006
5	Alagappa Government Arts College, Karaikudi.	Guest Lecturer	01.09.2008	24.04.2009
6	Alagappa Government Arts College, Karaikudi.	Guest Lecturer	17.06.2009	17.03.2010

### 4. Teaching

No	Year	Semester	Course Code	Course Title	Hours per Week
1	2022-23	I	COM2212C (PG)	Advanced Financial Accounting	6 Hours
2	2022-23	III	COM2135E (PG)	Human Resource Management	5 Hours
3	2022-23	1	CCRDC14 (UG)	Financial Accounting-1	5 Hours

### 7. Research Specialization / Field of Research

- HRM
- Accounting & Finance

### 8. Research Publications

Type	International	National
Papers Published in UGC-CARE Listed Journals	3	-
Papers in Refereed Journals (Not mentioned above)	-	8
Books Published	-	3
Books Edited	-	1
Papers Published in Conference/Seminar Proceedings	-	29
Conference/Seminar/Workshop Attended	25	60

## 8. Research Guidance/Supervision

Degree / Programme	Completed	Submitted	On-going
PhD (Full-time)	5	-	1
PhD (Part-time)	3	-	1
MPhil Research Project (Full-time)		-	-

## 9. Funded Research Projects

### 9.1. Ongoing

No	Title of the Project	Funding Agency	Period / Duration	Total Grants Sanctioned (Rs)
1	A Comparative study on Public and Private Health Care in Tamilnadu	RUSA	2 Years	37, 06, 000

### 9.2 Completed

No	Title of the Project	Funding Agency	Duration and Month & Year of Completion	Total Grants Received (Rs)	No of Papers out of Project
1	Impact of National Rural Employment Guarantee Scheme in Southern Districts of Tamilnadu	UGC	2 Years	1, 85, 000	2

## 10. Honours / Awards / Recognitions

Name of the Honours / Awards / Recognition	Awarding Agency	International / National / State / Institute Level
Excellent Academician Award-2017	Vivekanandar Youth Association	National Level

## 11. Professional Development Programs / Faculty Development Programs Attended

Name of the Program	Place	Date(s)	Sponsor
Academic Excellence in Digital Teaching and Learning	Department of Management Studies, Directorate of Distance Education, Madurai Kamaraj University.	01.07.2020 to 07.07.2020	Department of Management Studies, Directorate of Distance Education

## 12. Membership in Academic Bodies

Name of the University / Institute / College	Type of Membership	Duration / Period
Madurai Kamaraj University	Board of Studies	31.12.2013 to 31.12.2016
G.T.N Arts College (Autonomous),	Board of Studies	12.06.2017 to

Dindugal.		11.06.2019
The American College (Autonomous), Madurai.	Board of Studies	06.03.2018 to 05.03.2020
Sri Meenakshi Government Atrs College for Women (Autonomous), Madurai.	Board of Studies	10.10.2018 to 09.10.2019
Sourashtra College Maduari.	Board of Studies	26.11.2018 to 25.11.2020
Mannar Thirumalai Naicker College (Autonomous), Maduari.	Board of Studies	18.12.2018 to 17.12.2020
VHNSN College (Autonomous), Virudhunagar.	Board of Studies	20.05.1019 to 19.05.2021
Lady Doak College (Autonomous), Madurai.	Board of Studies	17.07.2019 to 16.07.2021
VVV College for Women (Autonomous), Virudhunagar.	Board of Studies	19.01.2021 to 18.01.2023
Mannar Thirumalai Naicker College (Autonomous), Maduari.	Board of Studies	29.01.2021 to 28.01.2023
E.M. Gopalakrishana Kone Yadava Womens College (Autonomous), Madurai.	Board of Studies	17.03.2021 to 16.03.2023
Nagarathinam Angalammal Arts and Science College, Madurai	Board of Studies	01.04.2021 to 31.03.2023
Vivekanada College (Autonomous), Madurai.	Board of Studies	09.06.2021 to 08.06.2023
Sri Kaliswari College (Autonomous), Madurai	Board of Studies	10.06.2021 to 09.06.2023
Saraswathi Narayanan College (Autonomous), Madurai.	Board of Studies	02.07.2021 to 01.07.2023
The Madura College (Autonomous), Madurai.	Board of Studies	09.07.2021 to 08.07.2023
The American College (Autonomous), Madurai.	Board of Studies	18.07.2022 to 17.07.2025
Lady Doak College (Autonomous), Madurai.	Board of Studies	01.09.2021 to 31.08.2024
Madurai Kamaraj University Constituent College, Thirumangalam.	Inspection Commission Member	2017-2018
Nagarathinam Angalammal Arts & Science College	Inspection Commission Member	2019-2020
Arulandar Colledge, Karumathur, Madurai.	Inspection Commission Member	2021-2022
Kammavar Sangam College of Arts and Science, Theni.	Inspection Commission Member	2021-2022
Subramanya College of Arts and Science, Dindigul.	Inspection Commission Member	2022-2023
MKU-DDE Academic Centre, Madurai.	Inspection Commission Member	2017
Sri Balakrishna College of Arts and	External Examiner	14.06.2022

Science, Rajapalayam.		
R.V.S Kumaran Arts and Science College, Dindigul.	External Examiner	22.06.2022
SRV College of Arts and Science, Sivakasi.	External Examiner	29.06.2022
A.P.A College of Arts and Culture, Palani.	External Examiner	30.06.2022
G.T.N Arts College (Autonomous), Dindugal.	Selection Committee Member	26.08.2022

### 13. Membership in Recognised Professional Bodies

Name of the Professional Body	International / National	Type of Membership
Indian Academic Research Association	National	Life Membership
Indian Accounting Association Research Foundation	National	Life Membership
Indian Accounting Association	National	Annual Membership
Indian Accounting Association	National	Life time Membership

### 14. Languages Known

Languages	Read	Write	Speak
Tami & English	Yes	Yes	Yes

### Details of Publications

#### 1. Books Published

1. **Amarjothi .P (2008)** “Organizational Behavior”: *Pavai Publisher*: ISBN No: 81-7735-6267.
2. **Amarjothi .P (2008)** “Principles of Marketing”: *Pavai Publisher*: ISBN No: 81-7735-6275
3. **Amarjothi .P (2007)** “Marketing Management”: *Merit India Publication*:
4. **Amarjothi .P (2007)** “Principles and Practice of Insurance”: *Merit India Publication*:

## 2. Research Publications

### 2.1. UGC-CARE Listed Journals

1. **Ganapathy. S & Amarjothi. P et al. (202)** “Customer Awareness towards Green Banking in State Bank of India”: *Our Heritage*: 68 (30): PP-4029-4037. <https://vetfgc.edu.in/downloads/UGC-CARE-JOURNAL-FINAL-.pdf>. ISSN:0474-9030.
2. **MAheshwari. R & Amarjothi. P (2014)** “Investment Services of Karvey Stock Broking Limited Sivakasi”: *International Journal of Physical; and Social Science*: 4 (9): PP-1-26. <https://ijmra.us>. Impact factor\* 5.02. UGC-CARE Listed No: 48531.
3. **Amarjothi. P (2018)** “Impact of National Rural Employment Guarantee Scheme in Southern Districts of Tamilnadu”: *IJRAR- International Journal of Research and Analytical Reviews*: 5 (4): PP-86-90. <https://ijrar.com/>. Impact factor 5.75\* UGC-CARE Listed No: 43602.

### 2.2. Other Refereed Journals

1. **Velmurugan. E & Amarjothi. E (2019)** “A Study on Siddha Products in Customer Satisfaction in Madurai City”: *International Research Journal of Commerce, Arts and Science*: 10 (11): PP-11-19. <http://www.casirj.com/>. Impact factor \* 8.893, UGC Approved Journals List No: 48387. DOI: 10.32804/CASIRJ. [https://www.academia.edu/43389160/A\\_study\\_on\\_Siddha\\_Products\\_in\\_Customers\\_Satisfaction\\_in\\_Madurai\\_City](https://www.academia.edu/43389160/A_study_on_Siddha_Products_in_Customers_Satisfaction_in_Madurai_City).
2. **Amarjothi. P & Azhakaraja. C (2013)** “Electronic Customer Relationship Management (ECRM): Benefits and Trends”: *Journal of International Academic Research for Multidisciplinary*: 1 (3): PP-283-291. <https://www.jiarm.com/>. Impact factor \* 6.157, ID: B-8970-2016. ISSN: 2320-5083.
3. **Poopathykumar. K & Amarjothi. P (2020)** “A Study On Tourism Industry In TamilNadu With Special Reference To Kodikalanal”: *International Research Journal of Management Sociology & Humanities*: 11 (1): PP-163-179. <http://www.irjmsh.com/>. Impact factor\* 7.8012, UGC Approved Journals List No: 48312, DOI: 10.32804/IRJMESH. [https://www.researchgate.net/publication/339788717\\_A\\_STUDY\\_ON\\_TOURISM\\_INDUSTRY\\_IN\\_TAMILNADU\\_WITH\\_SPECIAL\\_REFERENCE\\_TO\\_KODIKALANAL](https://www.researchgate.net/publication/339788717_A_STUDY_ON_TOURISM_INDUSTRY_IN_TAMILNADU_WITH_SPECIAL_REFERENCE_TO_KODIKALANAL)
4. **Velmurugan. E & Amarjothi. P (2020)** “A Study on Savings and Investment Pattern of Assistant Professors of Self-finance Colleges in Theni District”: *International Journal of Creative Research Thoughts (IJCRT)*: 8 (2): <https://ijcrt.org/>. Impact factor\* 7.97, UGC Approved Journals List No: 49023 (8). <https://ijcrt.org/papers/IJCRT2002040.pdf>
5. **Amarjothi. P (2021)** “Impact of Mobile Technology on Women Empowerment”: *International Research Journal of Management Sociology & Humanities (IRJMESH)*:12 (10): PP-318-325. <http://www.irjmsh.com/>. Impact factor\* 7.8012,

UGC Approved Journals List No: 48312, DOI: 10.32804/IRJMSH.  
<http://www.irjmsh.com/abstractview/13491>

6. **Amarjorhi. P (2022)** “Effective Analysis of International Trade Policy of India”: *International journal of innovative research in technology (IJIRT 153853)*: 8 (9): PP-86-88. <https://ijirt.org/>. Impact factor\* 7.376, UGC Approved Journals List No: 47859, [https://www.ijirt.org/master/publishedpaper/IJIRT153853\\_PAPER.pdf](https://www.ijirt.org/master/publishedpaper/IJIRT153853_PAPER.pdf)
7. **Velmurugan. E & Amarjothi. P (2022)** “Overview of the patients’ satisfaction for Health Care System in the Public and Private hospitals in Theni District”: *International journal of innovative research in technology (IJIRT 153853)*: 8 (9): PP-86-88. <https://ijirt.org/>. Impact factor\* 7.376, UGC Approved Journals List No: 47859, [https://www.ijirt.org/master/publishedpaper/IJIRT154039\\_PAPER.pdf](https://www.ijirt.org/master/publishedpaper/IJIRT154039_PAPER.pdf)
8. **Muthu. K & Amarjothi. P (2018)**: “Digital Banking in India –an overview”: *Shanlax International Journals of Commerce*: 6 (1): PP-59-63. <https://shanlaxjournals.in>. Impact factor\* 3.017, UGC Approved Journals List No: 44120, [https://mkuniversity.ac.in/new/school/sbuss/journal/Dr. P. Amarjothi/2 Digital Banking In India-An Overview.pdf](https://mkuniversity.ac.in/new/school/sbuss/journal/Dr._P._Amarjothi/2_Digital_Banking_In_India-An_Overview.pdf)

### 2.3. Papers Published in Conference Proceedings ;

1. **Sathyadevi. T & Damarjothi. P (2017)** “A Study on Mahatma Gandhi National Rural Employment Guarantee Scheme Reduce Migration in Vadapalanji Panchayat”: *Migration in India: Issues, Challenges and Strategies*: PP-31-36. ISBN:978-9385109-12-6.
2. **Azhakaraja. C & Amarjothi. P (2014)** “Entrepreneurial Behavior among the Members of Self Help Groups in Madurai District”: *Entrepreneurial Perspective and Emergence*: PP-251-253. ISBN: 978-93-804002-6-9.
3. **Amarjothi. P & Thamilarasi. E (2014)** “Emerging Trends and Issues of Indian Agriculture”: *Indian Service Sectors in the Information and Communication Technology Era: Emerging Trends, Issues and Prospects*: PP-193-194. ISBN: 978-93-83191-09-3.
4. **Amarjothi. P & Thamilarasi. E (2015)** “Impact of Climate Change in Agricultural Production: Special Reference to Paddy Cultivation”: *Challenges and Changing Scenario In Rural Development*: PP-205-208. ISBN: 978-93-80686-74-5.
5. **Amarjothi. P & Thamilarasi. E (2015)** “Recent Trends and Issues of Ecotourism in Tamil Nadu”: *Marketing of Eco Tourism: Prospects and Challenges*: PP-64-68. ISBN: 978-81-910709-1-0.
6. **Amarjothi. P & Thamilarasi. E (2015)** “Recent Trend and Issues of Ecotourism in Tamil Nadu”: *Strategies for Sustainable Development Industries*: PP-267-268. ISBN: 978-81-930024-2-1.

7. **Sathyadevi. T & Amarjothi. P (2017)** “Roll in E-Business”: *Role of Information and Communication Technology (ICT) on the Growth of service Industries*: PP-340-341. ISBN: 978-93-5258.
8. **Amarjothi. P & Suganya. M (2011)** “Green Banking in India”: *Banking Sector in the Current Scenario*: PP-337-343.
9. **Amarjothi. P & Kaleeswaran (2014)** “Role of Banks in Financial Inclusion”: *Financial Inclusion Strength Weakness and Trend*: PP-158. ISBN:978-93-80530-55-0.
10. **Amarjothi. P & Thamilarasi. E (2013)** “Foreign Direct Investment in Agriculture Sector”: *Foreign Direct Investment in Retail Trade*: PP-169-173. ISBN: 978-93-806860-6-6.
11. **Amarjothi. P & Thamilarasi. E (2013)** “Challenges and Opportunities of Higher Education in India”: *Higher Education in India: Opportunities and Challenges*: PP-18. ISBN No: 2321-614X.
12. **Amarjothi. P (2013)** “Opportunities and Challenges of Indian Retail Marketing”: *Emerging Trends in Marketing Service in Global Era*: PP-87-89. ISBN: 978-93-80686-89-9.
13. **Amarjothi. P & Azhakaraja. C (2013)** “Current and Emerging Trends in Banking Technology: *Emerging Trends In Banking Industry*: PP-43-48. ISBN: 978-81-923975-5-9.
14. **Amarjothi. P & Thamilarasi. E (2013)** “Green Marketing”: *Green Marketing- A Thrust on Renewable Energy Products*: PP-3-6: ISBN: 978-93-806846-2.
15. **Azhakaraja. C & Amarjothi. P (2014)** “Truism Industry in india”: *Tourism Industry in India: Challenges and Opportunities*: PP-254-260. ISBN: 978-93-80686-81-3
16. **Dr. P.Amarjothi (2014)** “Financial Performance of State Bank of India”: *Indian Economy Development Prospects and Perspectives*: PP-259-269. ISBN: 978-93-81212-77-6.
17. **Amarjothi. P & Vallikannu. PL (2014)** “Role of Customer Satisfaction of BSNL and AIRTEL Network Performance (with Special Reference to Sivagangai”): *Modern Challenges in Commerce*: PP-136-141. ISBN: 978-81-909325-6-1.
18. **Amarjothi. P & Thamilarasi. E (2014)** “Challenges and Opportunities of Women Entrepreneurs in India”: *Indian Corporate Sector Challenges and Opportunities*: PP-35-37. ISBN: 978-93-83459-11-7.
19. **Amarjothi. P & Thamilarasi. E (2014)** “Performance of Non-Performing Assets in Indian Commercial Bank”: *FDI-Challenges and Opportunities*: PP-140-143. ISBN: 978-93-80713-09-0.



20. **Amarjothi. P & Thamilarasi. E (2014)** “Challenges and Opportunities of Women Entrepreneurs in India: *Issues and Challenges in Commerce in the Present Global Scenario*: PP-13-15, ISBN: 978-93-5156-566-6.
21. **Velu & Amarjothi. P (2014)** “A Study on Women Higher Education In India”: *Higher Education in India During the Plan Periods*: PP-241-147. ISBN:978-93-80686-11-0.
22. **Amarjothi. P & Suganya. M et al. (2011)** “Self Help Groups and Women Empowerment: Case Study of Multiple Social Service in Sivagangai”: *Women Empowerment in India Challenges Ahead*: PP-295-306. ISBN: 978-81-8371-373-3.
23. **Dr.P.Amarjothi & Ms.E.Thamilarasi (2014)** “Social Media and its Role in Marketing”: *New Dimensions of Management in the Globalizes Era*: PP-407-409. ISBN: 978-93-80657-40-0.
24. **Amarjothi. P (2014)** “Derivative Markets Development in India”: *Changing Financing and Economic Perspectives*: PP-170-174: ISBN: 978-93-81212-79-0.
25. **Amarjothi. P & Sathyadevi. T (2016)** “An overview of Women’s Role in Household Saving and Investment in India”: *Personal Financial Management*: PP-124-130. ISBN: 978-81-908718-8-4.
26. **Muthu. K & Amarjothi. P (2018)** “Financial Inclusion and Rural Development”: *New Dimensions of Management in the Globalized Era-2017*: PP-492-494. ISBN: 978-93-85977-97-6.
27. **Rajaboopathi. C & Amarjothi. P (2018)** “Impact of Digitalization in India-An Overview”: *Impact of Digitalization on Indian Economy*: PP-63-66. ISBN: 978-93-84734-68-8.
28. **Muthu. K & Amarjothi. P (2018)** “Impact of Digitalization in India-An Overview”: *Impact of Digitalization on Indian Economy*: PP-227-230. ISBN: 978-93-84734-68-8.
29. **Ganapathy. S & Amarjothi. P (2020)** “Perception of Internship training Program to Promote Entrepreneurship on Engineering Graduated”: *Primax Publications, Bengaluru*: PP-25: ISBN No: 978-81-941390-4-1.

#### 2.4. Any Other Publications Not Mentioned Above

1. **Amarjothi. P & Azhakaraja. C (2013)** “Human Resource Development-An Overview”: *International Journal of Current Research*: 5 (06): PP-1419-1421. ISSN: 0975-833X.
2. **Amarjothi. P (2013)** “Service Sector in India-An Analysis”: *International Journal of Research Explorer*: II (5): PP-110-112, ISSN No: 2250-1940.
3. **Amarjothi. P (2013)** “An Analysis of FDI in India”: *International Journal of Research Explore*: ISSN No:2250-1940.

4. **Amarjothi. P & Azhakaraja. C (2013)** “A study on Indian Revenue Generators “: *IOSR Journal of Humanities and Social Science*: 12 (2): PP-1-7. ISSN No: 2279-0845.
5. **Amarjothi. P (2013)** “Analysis of Indian Direct Tax System”: *International Journal of Research in Commerce Economics and Management*: 3 (5): PP-83-85. ISSN No: 2231-4245.
6. **Vallikkannu. PL & Amarjothi. P (2014)** “Awareness of E-commerce Towards Sivagangai district”: *International Journal of Functional Management*: 2 (2): PP-42-44. ISSN No: 2319-1406.
7. **Amarjothi. P (2014)** “Medical Tourism in Tamil Nadu”: *International Journal of Applied Management Research*: 6 (14): PP-0974-8709. ISSN No: 0974-8709.
8. **Amarjothi. P & Azhakaraja. C (2014)** “Taxation challenges in Developing Industry”: *International Journal of Functional Management*: 2 (2): PP-42-44. ISSN No: 2319-1406.
9. **Ganapathy. S & Amarjothi. P (2014)** “Attitude of Customers towards celebrity Advertisements”: *International Journal of Development Research*: 4 (3): PP-727-731. ISSN No: 2230-9926.
10. **Amarjothi. P (2014)** “Retail Marketing in Rural India”: *International Journal of Business Intelligence and Innovations*: 1 (1): PP-186-188. ISSN No: 2348-4705.
11. **Amarjothi. P & Azhakaraja. C (2014)** “Customer Service in Canara Bank”: *International Journal of Research and Business Innovation*: 2 (2): PP-64-66. ISSN No: 2321-5615.
12. **Amarjothi. P & Velu (2014)** “A Study on Analysis Banking Ombudsman Scheme”: *Shan lax International Journal of Commerce*: 2 (3): PP-16-22. ISSN No: 2320-4168.
13. **Amarjothi. P & Thamilarasi. E (2015)** “Import and Export Business Trade in India”: *Indian International Research Journal of Management Studies and Social Science*: 1 (1): PP-64-67. ISSN No: 2348-344X.
14. **Dr.P.Amarjothi & Thamilarasi. E (2015)** “A Study on Advance Technology in Agriculture”: *INDO Global Journal of Commerce and Economics*: 2 (2): PP-40-42. ISSN No: 2393-9796.
15. **Sathys Devi. T & Amarjothi. P (2016)** “Role of Women Entrepreneurship through Self Help Groups in Tami Nadu”: *Shan lax International Journals of Management*: 4 (1): PP-207-210.
16. **Thamilarasi. E & Amarjothi. P (2016)** “The Sustainable Growth and Development of Indian Agriculture”: *Bonfring International Journal of Industrial Engineering and Management Science*: 6: PP-78-80. ISSN No: 2250-1096.

17. **Sathyadevi. T & Amarjothi. P (2016)** “A study on Women Entrepreneurs in India: *Premix International Journal of Management Research*: PP-248-254.
18. **Amarjothi. P (2015)** “International Business”: *Journal of Management and Science*: 5 (XIV): 18. ISSN No: 2249-1260.

### 3. Conferences / Seminars / Workshops / Webinars Attended Conferences

#### ➤ International Level

1. **AMARJOTHI. P**, “*Impact of Global Crisis in India Business*”: Department of Management Studies, Annai Mathammal Sheela Engineering College, Erumpathy: 14<sup>th</sup>, September 2012.
2. **AMARJOTHI. P**, “*International Business* ”: Department of Management, Sri Vasavi College, Erode: 2<sup>nd</sup>, January-2014
3. **AMARJOTHI. P**, “*International Business Scenario in Indian Context*”: Department of Management Studies, sacred Heart College, Tirupati: 9<sup>th</sup>, & 10<sup>th</sup>, January-2014.
4. **AMARJOTHI. P**, “*Debt and Debt Derivatives Market*”: Department of Commerce, (UGC-SAP DRS-1), School of Management, Pondicherry University, Pondicherry: 23<sup>rd</sup>, & 24<sup>th</sup>, January-2014
5. **AMARJOTHI. P**, “*Competency Building Strategies in Business and Technology for Sustainable Development*”: Sri Ganesh School of Business Management, Salem: 25<sup>th</sup>, February-2014.
6. **DR.P.AMARJOTHI**, “*Indian Economy: Development Prospects and Perspective*”: Society of Technical and Management Professionals (STMP), New Delhi: 21<sup>st</sup> & 22<sup>nd</sup>, June- 2014.
7. **DR.P.AMARJOTHI**, “*Finance and Business Management*”: Department of Commerce and Business Management, Ranchi University, Ranchi: 11<sup>th</sup>, & 12<sup>th</sup>, July-2014.
8. **AMARJOTHI. P**, “*Entrepreneurial Perspectives and Emergence*”: Entrepreneurship and Skill Development Centre, Alagappa University, Karaikudi: 7<sup>th</sup>, & 8<sup>th</sup>, August-2014.
9. **AMARJOTHI. P**, “*Transition from inertia to Implementation*”: Adikalathamatha Institute of Management and Research, Adaikalamatha College, Thanjavur: 13<sup>th</sup>, September-2014
10. **AMARJOTHI. P**, “*Innovative Researches in Commerce*”: PG and Research Department of Commerce, AVS College of Arts and Science, Salem: 19<sup>th</sup>, September-2014.

11. **AMARJOTHI. P**, “*Contemporary Issues and Challenges in Commerce and Management*”: Department of Commerce and Management, Sri Ganesh College of Arts and Science, Salem: 13<sup>th</sup>, February-2015.
12. **AMARJOTHI. P**, “Role of Women in Entrepreneurial Development in the Indian Context”: *K. S. R. College of Arts and Science for Women, Tiruchengode*: 8<sup>th</sup>, September-2016.
13. **AMARJOTHI. P**, “New Dimensions of Management I the Globalized Era-2018’’: *Scholl of Business Studies, Department of Management studies, Kamaraj University, Madurai-21*: 9<sup>th</sup>, February -2018.
14. **AMARJOTHI. P**, “Perception of Internship Training Programs to Promote Entrepreneurship on Engineering Graduates’’: *Gulf American University and Primax Foundation, AL Khoory Executive Conference Hall, AL Dana, Dubai*: 24<sup>th</sup>, February-2020.

➤ **National Level**

1. **AMARJOTHI. P**, “Financial Inclusion through Mobile Technology’’: *Post Graduate and Research Department of Commerce, Vidyasagar College of Arts and Science, Udumalpet*: 5<sup>th</sup>, February-2011.
2. **AMARJOTHI. P**, “Prospects of FDI in promoting Retail Trade in India’’: *Department of Commerce (CA) and B.B.A (CA), Sri Ganesh College Arts and Science, Salem*: 15<sup>th</sup>, February -2013.
3. **AMARJOTHI. P**, “ Service Sector in India –An Analysis’’: *Department of Management Studies, Bharath College of Science and Management, Thanjavur*: 16<sup>th</sup>, March-2013.
4. **AMARJOTHI. P**, “Financial Inclusion Strength, Weakness and Trend’’: *PG Department of Commerce (CA), Sri Kaleswari College, Sivakasi*: 25<sup>th</sup>, & 26<sup>th</sup>, February-2014.
5. **AMARJOTHI. P**, “Indian Corporate Sector Challenges and Opportunities’’: *Department of Commerce and Management (UG), Karpagam University, Coimbatore*: 28<sup>th</sup>, February-2014.
6. **AMARJOTHI. P**, “Impact of Companies Act 2013 on Corporate in India’’: *PG Department of Commerce, Sri Muthukumaran Arts and Science College, Chennai*: 7<sup>th</sup>, & 8<sup>th</sup>, March-2014.
7. **AMARJOTHI. P**, “Climate Change, Environment and Agricultural Development’’: *Department of Environmental Economics, Madurai Kamaraj University, Madurai-21*: 27<sup>th</sup>, &28<sup>th</sup>, March-2014.

8. **AMARJOTHI. P**, “FDI-Challenges and Opportunities”: *Department of Economics, Government Thirumagal Mills College, Gudiyattam: 21<sup>st</sup> , & 22<sup>nd</sup>* , August-2014.
9. **AMARJOTHI. P**, “Marketing of Ecotourism: Prospects and Challenges”: *Research Centre of Commerce and Department of history, Fatima College, Madurai: 3<sup>rd</sup> , & 4<sup>th</sup>*, September 2014.
10. **AMARJOTHI. P**, “Challenges and Changing Scenario in Rural Development”: *Department of Rural Development Economics, Madurai Kamaraj University, Madurai: 3<sup>rd</sup> & 4<sup>th</sup>*, March-2014
11. **AMARJOTHI. P**, “Role of Information and Communication Technology (ICT) on the Growth of Service Industry”: *PG Department of Commerce, Sri Kaliswari College, Sivakasi: 20<sup>th</sup> , & 21<sup>st</sup>*, March-2016.
12. **AMARJOTHI. P**, “Sustainable Development in Corporate Sector Perspective, Problems and Prognosis organized Development”: *Department of Commerce, Karpagam University, Coimbatore: 23<sup>rd</sup>*, September-2016.
13. **AMARJOTHI. P**, “Innovating Paradigms in Management and Entrepreneurship”: *Aachi Institute of Management and Entrepreneurial Development, Chennai: 25<sup>th</sup> , & 26<sup>th</sup>*, November-2016.
14. **AMARJOTHI. P**, “Omni-Channel Retailing; Customer experience optimization with the Internet of things”: *Department of Commerce, Alagappa University, Karaikudi: 13<sup>th</sup>*, March-2018.

#### **Seminars:**

##### ➤ **International Level**

1. **AMARJOTHI. P**, “Emerging Dimensions of Banking Sector on the Global Scenario”: *Department of Commerce, Manonmaniam Sundarnar University, Tirunelveli: 21&22*, January-2011.
2. **AMARJOTHI. P**, “Financial Markets Issues and Challenges”: *Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirapalli: 4<sup>th</sup>&5<sup>th</sup>*, January-2014.
3. **AMARJOTHI. P**, “Health Economics Management and Human Enrichment-Medical Ethics”: *PG Research Department of Economics, Rajah Serfoji Government College, Thanjavur: 30<sup>th</sup>&31<sup>st</sup>*, January-2014.
4. **AMARJOTHI. P**, “Globalization and its Impact in India”: *PG Research Department of Commerce, Dr. Zakir Husain College, Illayankudi: 20<sup>th</sup>*, January-2014.
5. **AMARJOTHI. P**, “Emerging Trends in Personal Financial Management”: *Sree Saraswathi Thyagaraja College, Palani Road, Pollachi: 26<sup>th</sup> & 27<sup>th</sup>*, February-2016.

6. **AMARJOTHI. P**, “Financial Inclusion of Public sector banks and Rural Development”: *Bharathidasan University, Department of Commerce and Financial Studies, Tiruchirapalli: 7<sup>th</sup> &8<sup>th</sup>, January-2017.*
7. **AMARJOTHI. P**, “Demonetization for Rural People”: “Demonetization for Rural People”: *Department of Commerce (SF) and Commerce with IT (SF) S.Vellaichamy Nadar College, Nagamalai, Madurai: 27<sup>th</sup>, January-2017.*

➤ **National Level:**

1. **DR.P.AMARJOTHI**, “Emerging Trends India Foreign Trades”: *Department of International Business and Commerce, Alagappa University, Karaikudi: 16<sup>th</sup>, March-2005.*
2. **AMARJOTHI. P**, “India Foreign Trade-Sugar Export”: *Department of International Business and Commerce, Alagappa University, Karaikudi: 2<sup>nd</sup>, March-2006.*
3. **AMARJOTHI. P**, “Women Empowerment in India-Challenges Ahead”: *UGC-UPE Project on Women Empowerment, Madurai Kamaraj University, Madurai-21: 24<sup>th</sup>, &25<sup>th</sup>, January-2011.*
4. **AMARJOTHI. P**, “Women Empowerment through Microfinance”: *Department of Commerce, Periyar University, Salem: 2<sup>nd</sup>, January -2011.*
5. **AMARJOTHI. P**, “Corporate Social Responsibility and Sustainable Development”: *Department of Rural Industries and Management, The Gandhigram Rural Institute Deemed University, Gandhigram: 23rd&24<sup>th</sup>, February-2011.*
6. **AMARJOTHI. P**, “Emerging Trends in Indian Banking Sector”: *PG Department of Commerce, Arulmigu Palaniyandavar College of Arts and Science, Palan: 17<sup>th</sup>, February-2012.*
7. **AMARJOTHI. P**, “Global Changes and Sustainable Consumption Issue and Challenges”: *Department of Commerce, Monomaniam Sundarnar University, Tirunelveli: 24th&25<sup>th</sup>, February-2012.*
8. **AMARJOTHI. P**, “New Approaches to Marketing Management”: *Department of Business Administration (S.F), NMSS Vellachamy Nadar College, Madurai-21: 24<sup>th</sup>, December-2012.*
9. **AMARJOTHI. P**, “Tourism Industry in India: Challenges and opportunities”: *PG Research Department of commerce, Mannar Tirumalai Naicker College, Madurai: 12<sup>th</sup>, August -2013.*
10. **AMARJOTHI. P**, “Impact of Globalization on Rural Entrepreneurship Development in India Issues and challenges”: *Department of Rural Industries and Management, The Gandhigram Rural Institute Deemed University, Gandhigram: 28<sup>th</sup> & 29<sup>th</sup>, January-2013.*

11. **AMARJOTHI. P**, “Foreign Direct Investment in Retail Trade”: *Department of Commerce and Research Centre, Sourashtra College, Madurai: 1<sup>st</sup>, &2<sup>nd</sup>, February-2013.*
12. **AMARJOTHI. P**, “Green Marketing-A Thrust on Renewable Energy Products”: *Research centre of Commerce, Fatima College, Madurai: 5<sup>th</sup>, March-2013.*
13. **AMARJOTHI. P**, “Health Care Economic”: *Department of Economics, SVN College, Madurai-21: 28<sup>th</sup>, March-2013.*
14. **AMARJOTHI. P**, “Corporate Social Responsibility in Modern Business”: *PG & Research Department of Commerce, Arumigu Palaniyandavar Arts and Science College for women, Palani: 24<sup>th</sup>, April-2013.*
15. **AMARJOTHI. P**, “Financial Inclusion-Issues and Challenges”: *PG & Research Department of Commerce, Periyar EVR College, Tiruchirapalli: 26<sup>th</sup>, &27<sup>th</sup>, April-2013*
16. **DR.P.AMARJOTHI**, “Emerging Trends in Marketing of Service in the Global Era”: *Department of Business Administration, The American College, Madurai: 17<sup>th</sup>, October-2013.*
17. **AMARJOTHI. P**, “Tourism Industry in India: Challenges and Opportunities”: *PG& Research Department of Commerce, Manner Thirumalai Naickar College, Madurai: 12<sup>th</sup>, August-2013*
18. **AMARJOTHI. P**, “Modern Challenges in Commerce”: *Saraswathy College of Arts and Science, Department of Commerce, Olakur, Tinivanam, Villupuram-07: 27<sup>th</sup>, & 28<sup>th</sup>, February-2014.*
19. **AMARJOTHI. P**, “Issues and Challenges in Commerce in the present Global Scenario”: *Department of Commerce, G. Venkataswamy Naidu College, Kovilpatti: 31<sup>st</sup>, January-2014.*
20. **AMARJOTHI. P**, “Human Rights and Media Ethics”: *PG& Research Department of Economics, Rajah Serfojio Government College, Thanjavur: 25<sup>th</sup>, July-2014.*
21. **AMARJOTHI. P**, “Higher Education in India-During the plan Periods”: *Department of Economics, Manner Thirumalai Naickar College, Madurai: 22<sup>nd</sup>, August-2014.*
22. **AMARJOTHI. P**, “Indian Service Sectors in the Information and Communication Technology Era: Emerging Trends, Issues and Prospects”: *Department of Commerce (CA), Ayya Nadar Janaki Ammal College, Sivakasi: 18<sup>th</sup>, & 19<sup>th</sup>, December-2014.*

23. **AMARJOTHI. P**, “Non-Performing Assets of Indian Banking System”: *Department of Commerce, P. K. R. Arts College for Women, Gobichettipalayam: 23<sup>rd</sup>*, August- 2014.
24. **AMARJOTHI. P**, “Strengthening Participatory Democracy and Good Governance”: *Department of Political Science, Gobi Arts & Science College, Gobichettipalayam: 19<sup>th</sup>, & 20<sup>th</sup>*, September-2014.
25. **AMARJOTHI. P**, “New Dimensions of Management in the Globalized Era”: *Department of Management Studies, Madurai Kamaraj University, Madurai-21: 29<sup>th</sup>, & 30<sup>th</sup>*, January-2015.
26. **AMARJOTHI. P**, “Swami Vivekananda’s Vision on Man Making and Nation Building”: *School of Youth Empowerment, Madurai Kamaraj University, Madurai-21: 25<sup>th</sup>*, February-2015.
27. **AMARJOTHI. P**, “New Dimensions of Management in the Globalized Era-2016”: *Department of Management Studies, Madurai Kamaraj University, Madurai-21: 30<sup>th</sup>*, March-2016.
28. **AMARJOTHI. P**, “Demonetization in India-Prospects and Challenges”: *Department of Economics and Commerce, The Madura College (Autonomous), Madurai: 6<sup>th</sup>*, January-2017.
29. **AMARJOTHI. P**, “Emerging Business Practices in the Global Environment”: *PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Tiruchirapalli: 19<sup>th</sup>*, January-2017.
30. **AMARJOTHI. P**, “New Dimensions of Management in the Globalized Era-2017”: *Department of Management Studies, Madurai Kamaraj University, Madurai-21: 3<sup>rd</sup>*, February-2017.
31. **AMARJOTHI. P**, “Globalization, Information Technology and Consumerism Meeting New Challenges”: *School of Commerce (UGC SAP DRS-I), Bharathiyar University, Coimbatore-641 046: 20<sup>th</sup>, & 21<sup>st</sup>*, February-2017.
32. **AMARJOTHI. P**, “Scope of Digital Marketing in Make in India”: *Department of Commerce, Sri Kaliswari College, Sivakasi: 7<sup>th</sup> & 8<sup>th</sup>*, August-2019.
33. **AMARJOTHI. P**, “The Role and Development of Technology on Consumerism”: *Department of Commerce, Periyar University, Salem-11: 29<sup>th</sup> & 30<sup>th</sup>*, July-2019.



➤ **State Level Seminar**

1. **AMARJOTHI. P**, “Furthering Financial Inclusion through Financial Literacy and Credit Counseling”: *Department of International Business and Commerce, Alagappa University, Karaikudi: 4<sup>th</sup>, December-2010.*
2. **AMARJOTHI. P**, “Emerging Trends in Banking Industry”: *Department of Commerce Shift-II, ST. Xaviour’s College, Palayamkottai: 11<sup>th</sup>, March-2013.*

**Workshops**

1. **AMARJOTHI. P**, “Career Workshop for Women College Leavers”: *Department of Women Studies, Alagappa University, Karaikudi in Collaboration with the Department of Youth Welfare, Madurai Kamaraj University, Madurai-21: 13-09-1995 to 14-09-1995.*
2. **AMARJOTHI. P**, “Art of Going Good Research and Publishing”: *Department of Management Studies, Bharathidasan University, Tiruchirapalli: 04-07-2015.*
3. **AMARJOTHI. P**, “Value Addition, Evaluation and Employability Issues”: *Department of Management Studies, Madurai Kamaraj University, Madurai-21: 31-08-2016.*
4. **AMARJOTHI. P**, “Goods & Services Tax (GST)”: *Department of Commerce and Research Centre, Sourashtra College, Pasumalai, Madurai-21: 28-08-2018.*
5. **AMARJOTHI. P**, “Global Ranking of Universities: Present Scenario”: *Internal Quality Assurance Cell, Madurai Kamaraj University, Madurai-21: 22-03-2019.*
6. **AMARJOTHI. P**, “Academic Writing and Research Ethics”: *Ayya Nadar Janaki Ammal College, Department of Library, ANJAC, Sivakasi: 28-02-2020.*
7. **AMARJOTHI. P**, “International Workshop on Artificial Intelligence”: *St. Claret College, Bengaluru University, Karnataka -13: 15-11-2021 to 21-11-2021.*
8. **DR.P.AMARJOTHI**, “IOT in Business Analytics”: *Department of Commerce, School of Business Studies, Madurai Kamaraj University, Madurai-21: 04-04-2022 to 08-04-2022.*
9. **AMARJOTHI. P**, “Goods and Service Tax”: *Annai Fathima College of Arts and Science, Alampatti, Thirumagulam, Madurai-06: 19-04-2022.*
10. **AMARJOTHI. P**, “Quality Enrichment & Mentoring on Accreditations and Rankings”: *The Institute of Cost Accountants of India & Madurai Kamaraj University, Madurai-21: 25-07-2022.*

## Webinars

1. **AMARJOTHI. P**, “Changing facets of Trade and Commerce”: Tow-Day National Webinar: *The Department of Commerce (DDE), Madurai Kamaraj University, Madurai-21:21-07-2020 to 22-07-2020.*
2. **AMARJOTHI. P**, “Women Entrepreneurship: A strategy towards Sustainable Development”: *Women Development Cell, Rajapalayam Raju’s College, Rajapalayam: 03-07-2020.*
3. **AMARJOTHI. P**, “Navigate Financial Crisis during Pandemic”: *The Department of Commerce, The American College, Madurai: 17-07-2020.*
4. **AMARJOTHI. P**, “Export Competitiveness of Indian Textile Industry”: *Department of International Business, ICSSR, Alagappa University, Karaikudi: 26-06-2020.*