

**Name** : Dr. M.MUTHU ALAMELU  
Designation : Assistant Professor of Commerce  
Date of Birth : 13.07.1980.  
Date of Appointment : 30.06.2004  
Address : Annai Illam,R.M.S.Nagar,  
Tirunelveli I.C.Pettai – 10.  
Phone : 0462-2341415  
Mobile : 9442558667  
Mail id : [muthualamelu80@gmail.com](mailto:muthualamelu80@gmail.com)

**Awards and Achievements:**

1. Ph.d Viva voce conducted on 28.08.2014 and convocation received on 29.10.2014.

**Papers presented in the international/National Seminars/Conferences: 3**

1. On 21<sup>st</sup> & 22<sup>nd</sup> January 2011- International Seminar Conducted by Manonmaniam Sundaranar University under the topic “Customer Retention & Banking industry”.
2. On 24<sup>th</sup> & 25<sup>th</sup> February 2012- National Seminar Conducted by Manonmaniam Sundaranar University under the topic “Awareness about the Consumer Rights and Protection among the College Students in Tirunelveli”
3. On 12<sup>th</sup> & 13<sup>th</sup> March 2015, “UGC Sponsored National Conference on Prospects and challenges of women entrepreneurs in the Indian Scenario” – Conducted by The M.D.T Hindu College, Department of Commerce.

**Paper published in the Journal (With ISBN) :3**

1. On 21 & 22 January 2011, Customer Retention and Banking Industry. Page no.142-146(978-93-80812-05-2)

2. On 24 & 25 February 2012, Awareness about the consumer rights and protection among the college students in Tirunelveli. Page no.129-136 (978-93-5051-655-3)
3. On 12<sup>th</sup> & 13<sup>th</sup> March 2015, “UGC Sponsored National Conference on Prospects and challenges of women entrepreneurs in the Indian Scenario” Under the Topic of ”Growth of Women Entrepreneurs with Special Reference to beauty parlour in Tirunelveli District”. Page No. 214 – 220. (9789384734091)

**Paper published in the Journal (Without ISSN/ISBN) :1**

1. On 24 & 25 January 2008, Role of Information Technology in Quality higher Education. Page no.161-166.(without ISBN)

**Orientation/ Refresher Courses attended : 1**

1. NSS Orientation Avinashilingam University (13-11-'15 to 19-11-'15)

**International/National Seminar/Conference attended :3**

1. On 21<sup>st</sup> & 22<sup>nd</sup> January 2011 “Emerging Dimensions of Banking Sector in the Global Scenario”- International Seminar Conducted by Manonmaniam Sundaranar University.
2. On 24<sup>th</sup> & 25<sup>th</sup> February 2012, “Global Changes and Sustainable Consumption Issues and Challenges” – National Seminar Conducted by Manonmaniam Sundaranar University.
3. On 12<sup>th</sup> & 13<sup>th</sup> March 2015, “UGC Sponsored National Conference on Prospects and challenges of women entrepreneurs in the Indian Scenario” – Conducted by The M.D.T Hindu College, Department of Commerce.

**Extra Curricular Activities : 1**

1. NSS Programme Officer for the unit 155 from 10.07.2015 onwards.