

**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.  
**Mobile** : 9442558667  
**Mail id** : [muthualamelu80@gmail.com](mailto:muthualamelu80@gmail.com)

**Awards and Achievements:**

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

### **Papers presented in the international/National**

#### **Seminars/Conferences:7**

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.
4. National Online conference and presented a paper on “Customer Attitude towards Online Retailing in Tirunelveli City” organized by Commerce and Management, International Open Access Technical Group, on 30.09.2020
5. “Corona Awareness E-Quiz 2021” with a passing score 100 % conducted by Department of Business Administration, Manonmaniam Sundaranar University College, Sankarankovil.
6. The Journal Of “ Two Days National Virtual Conference” on “The Role Of IQAC In Quality Sustenance And Quality Encasement In The Context Of Revised Assessment And Accreditation Framework (RAAF) In Higher Education Institution (HEI)” Organized By Internal Quality Assurance Cell, The M.D.T Hindu College, Tirunelveli-10 On 15<sup>th</sup> September And 16<sup>th</sup> September 2022, On the title Of “Usage Of E-Library” and “Effects of Extra Curricular Activities on College Students”.

7. The National Conference of Innovative Trends for Blooming Export –Preneurs organized by Career Oriented Programme on Import and Export Management and Entrepreneurship Development Cell, P.G. & Research Department Commerce, The M.D.T Hindu College, Tirunelveli on 20<sup>th</sup> March 2023.

### **Paper published in the Journal (With ISBN):7**

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)
4. Journal of “Neuro Quantelgy Development of Entrepreneurs in Tirunelveli and Tuticorin City”, EISSN I303-5150, Vol.20, Page No: 1053-1063, November 2022, Online Journal.
5. The Journal Of “Problems Of Rural Entrepreneur In Tirunelveli Area”, UGC Care Listed (Group-I) Journal, Vol.11, Iss.12, 2022., E-ISSN 2320-7876.
6. In the Journal Of “The Effect Of Credit Assessment Process Of Repayment Of Bank Loan In State Bank Of India In Tirunelveli”, Vol.14, Iss.08, 2022, ISSN:1308-5581.
7. The Journal Of “A Study On Service Quality Gaps In The State Bank Of India- Tirunelveli City”, Vol.20, Iss. December 2022 Page No: 1333-1340, ISSN:1303-5150.

### **Paper published in the Journal (Without ISSN/ISBN):4**

1. On 24 & 25 January 2008, Role of Information Technology in Quality higher Education. Page no.161-166.(without ISBN)
2. 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.
3. 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.

4. 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

**Orientation/Refresher Courses attended:1**

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

**Training Programme:1**

1. Attended RGNIYD – Sponsored Three days National Training Programme on “Trainers of Training Programme on Entrepreneurship Awareness” at our university campus on 09.02.2018 to 11.02.2018.

**International/National Seminar/Conference attended:5**

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.
4. The Journal Of “ Two Days National Virtual Conference” on “The Role Of IQAC In Quality Sustenance And Quality Encasement In The Context Of Revised Assessment And Accreditation Framework (RAAF) In Higher Education Institution (HEI)” Organized By Internal Quality Assurance Cell, The M.D.T Hindu College, Tirunelveli-10 On 15<sup>th</sup> September And 16<sup>th</sup> September 2022, On the title Of “Usage Of E-Library” and “Effects of Extra Curricular Activities on College Students”.
5. The National Conference of Innovative Trends for Blooming Export –Preneurs organized by Career Oriented Programme on Import and Export Management and Entrepreneurship Development Cell, P.G. & Research Department Commerce, The M.D.T Hindu College, Tirunelveli on 20<sup>th</sup> March 2023.

**ExtraCurricularActivites:1**

1. NSS Programme Officer for the unit 155 from 10.07.2015 to 16.07.2019