

**Name:** Dr.P.S.Valarmathy

**Designation:** Principal / Director

**Qualification:** M.Com., M.Phil.,Ph.D.,MBA.

**Specialisation:** Finance

**Teaching Experience:** UG 33 Years ; PG 17 Years



**Research Contributions:**

- Undertaken Consultancy Project for TANISHQ "**Brand Awareness of TANISHQ- A study in Virudhunagar District**" during July 2017- August 2017
- Editor and pioneer, **Journal of Empirical Research in Management**, ISSN No.ISSN 2249 – 1864 (2011- 2013)
- Principal Investigator of **AICTE funded Research Promotion Scheme “Feasibility Study on Eradication of Polythene Bags”** from December 2010 – December 2012 (Grant received Rs.425000/-)
- Organised as Principal Investigator **AICTE sponsored SDP Program “Data Analysis for Management Research”** with **AICTE fund Rs.2,00,000** from 6<sup>th</sup> June to 19<sup>th</sup> June 2010.
- Undertaken **Consultancy project for ‘Sri Lakshmi Agro Foods Pvt. Ltd. (Udhaiyam Brand)** during Oct. 2009 to March 2010.

**Publications in Impact factor Journal**

- “Eradication of Plastic Carry Bags- Shop Owners Perceptionic” published in **Indian Journal of Marketing, Volume 45, Issue 2, February (2015) Page31-40 – ISSN 0973-8703, IC Value (2013) – 7012, NAAS Rating – 3.89, indexed in scopus.**
- “Eradication of Plastic Carry Bags- Perception of the Public” published in **International Journal of Management, Volume 5, Issue 3, March (2014) Page28-35 - Journal Impact factor 7.2230 calculated by Global Institute for Scientific Information (GISI)**

**Other Publications:** International Journals      National Journal      Conference Proceedings

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**Paper Presentations in National & International Conferences:** 7

**Faculty Development Programme:**

1. **Faculty Development Program in Entrepreneurship Orientation** organised by Centre for Entrepreneurship Development, Madurai from 17<sup>th</sup> March to 30<sup>th</sup> March, 1997.
2. **Data Analysis for Decision making using SPSS** organised by VIT Business School, Chennai & SPSS South Asia on 27-28 January, 2011.
3. **Optimisation Techniques for Multi Criteria Decision Making Models** organised by Thiagarajar College of Engineering College, Madurai on 10-11 August, 2012
4. **Enhancing Research Skills in Finance** organised by Department of Management Studies, IIT, Madras on 7-9, Jan, 2013
5. **Faculty Development Program on Research Methodology & Multi Variate – Panel Data Analysis & Modeling** organised by the Research & Post graduate department of Commerce, **Kuriakose gregorios College, Kottayam on 16-17, May 2013.**

**Refresher Course :**

1. ***Functional Management***, conducted by Academic Staff College, Madurai Kamaraj University, 19<sup>th</sup> Jan 1999 to 10<sup>th</sup> Feb 1999.
2. ***Certificate Course in Women Studies*** conducted by the Valliammal Institution & Dept of Gandhian studies and Ramalinga Philosophy, Madurai Kamaraj University, Madurai , October – March 2000 .
3. ***Recent trends in Commerce Education***, conducted by Academic Staff College, Madurai Kamaraj University, 29<sup>th</sup> Aug 2001 to 18<sup>th</sup> Sep 2001.
4. ***Statistics for Commerce***, conducted by the Research Center in Commerce, Scott Christian College, Nagercoil, 1<sup>st</sup> Nov 2003 to 22<sup>nd</sup> Nov 2003.

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