



PROFILE

Name	Mr. P. V . MUTHU PERUMAL		
Department	BUSINESS ADMINISTRATION		
Designation	Assistant Professor		
Email	perumalveeman83@gmail.com		
Teaching Experience	UG: 3	PG: 3	

Recognised Educational Qualifications

S. No.	QUALIFICATION	INSTITUTION	BOARD/ UNIVERSITY	YEAR OF PASSING
1	TNSET	MOTHER TERESA UNIVERSITY	MOTHER TERESA UNIVERSITY	2016
2	MBA	MADURAI KAMARAJ UNIVERSITY	MADURAI KAMARAJ UNIVERSITY	2009
3	B.A. ENGLISH LITERATURE	THE AMERICAN COLLEGE	MADURAI KAMARAJ UNIVERSITY	2006

Work Experience

S.No	Name of the Institution/Organisation	Designation	Nature of Work	Period	AOI (Any Other Information)
1	Arul Anandar College	Assistant Professor	2017 till date	3yrs	
2	Arul Anandar College	Assistant professor	2014-2015	1 yr	
3	Mohamed Sathak Engineering college	Assistant Professor	2010-2013	3yrs	

Papers presented in Seminars/Conferences/Workshop

Title of the Paper	Title of the Seminar/conference/Workshop	Level of Seminar/Conference/Workshop	Organising Institution	Date
Innovation in Banking Services	Innovations in Business and Management	International	Department of Commerce, The American College	2019-02-02
Role of Banking sector in E-business	Impact on Digital Entrepreneurship in India	National	Department of Information Technology, Arul Anandar College, Karumathur, Madurai District	2019-02-25
Online Marketing : Challenges , Opportunities and Effective Strategies	Digitalisation in Business	National	Department of Business Administration, Syed Hameedha Arts and Science College, kilakarai	2018-10-17
Role of Banking in Digital Environment	Modern Transpiration in Business and Management	National	Department of Business Administration, Syed Hameedha Arts and Science College, kilakarai	2017-10-04

Role of Banking Sector in Today's Environment	Managing for Tomorrow – Emerging Trends, Issues and challenges	National	Department of Business Administration, Arul Anandar College, Karumathur	2014-12-15
Social Media and its Role in Marketing	Managing for Tomorrow – Emerging Trends, Issues and challenges	National	Department of Business Administration, Arul Anandar College, Karumathur	2014-12-15

Seminars/conferences/Workshops Attended

Title of the Seminar/conference/Workshop	Level of Seminar/Conference/Workshop	Organising Institution	Date and Place
Faculty Development Programme on Communication Skills	Workshop	Mohamed Sathak Engineering College,	03-02-2011 kilakarai
High – Tech People, High Touch HR Are We Missing the Humane Touch?	National HR Summit	IIM-Kozhikode,	08-02-2013 to 10-02-2013 Kerala
Research Issues in Knowledge Management	ISTE Sponsored National Level Seminar	Mohamed Sathak Engineering College,	18-04-2013 kilakarai
Indian Retail Industry - Opportunities, Challenges and Strategies	National level conference	Arul Anandar College, Karumathur	29-01-2015 and 30-01-2015 Madurai
Modern Transpiration in Business and Management	National Level Seminar	Syed Hameedha Arts and Science College,	04-10-2017 kilakarai

E Content Created

Title of the Content	Type of Content	Link
Organisational Behaviour	PPT	 ORGANISATIONAL BEHAVIOUR - INTRODUCTION.ppt
Business Environment	PPT	 Business Environment.ppt
Marketing Management	PPT	 Marketing Management.ppt
Company Organisation	PPT	 company organisation-powerpoint.ppt
Financial Management	PPT	 Financial Management.ppt

Academic Positions held

Post	Institution	Period
Life Membership at Indian Society for Technical Education, New Delhi	Mohamed Sathak Engineering College kilakarai	2011
Arise In-charge	Arul Anandar College	2014-2015
Arise In-charge	Arul Anandar College	2018
Member of Inter State Students Forum	Arul Anandar College	2019
Member of Consumer Club	Arul Anandar College	2019
