

FACULTY PROFILE

Name : **Mrs.K.AMUDHA**
Qualification : M.B.A. M.Phil.
Designation : Assistant Professor
Dept. of Business Administration & PG Dept. of HRM
Years of Experience : 12 Years 6 Months UG: 12 Year 6 Months PG : 5 years
Email Id : amukarthik8@gmail.com
Areas of Specialization : Marketing

Presentations:

1. Presented a paper “An Empirical study on using and Expanding ICT enabled education and learning for students” in Quality Assurance in Higher education: Meeting the five Grand Challenges on 10th October 2017 organized by Dr.MGR Educational and Research Institute.
2. Presented a paper “Impact of HRM towards organization reinforcement” in Native Economy Commerce & Trade (i connect) on 3rd & 4th 2016 organized by Bhaktavatsalam Memorial college for Women.
3. Presented a paper “Role of Banks in Entrepreneurs Development” in Challenges in Business practices on 2nd & 3rd March 2012 organized by Bhaktavatsalam Memorial college for Women.

Conferences/Workshops/Seminar/Webinars Participated

1. Participated in the Two Days International Conference organized by the PG & Research Department of Commerce on the topic - A study on "Impact of Covid on Digital Marketing" (August 3 & 4, 2023)
2. Participated in a National Level workshop on “Emerging Trends in Research and Developing Excellence” on 26th & 27th September 2019 organized by Bhaktavatsalam Memorial college for Women.
3. Participated in the FDP on “Pedagogy and Personal effectiveness” on 30th March 2019 Bhaktavatsalam Memorial college for Women.
4. Participated in a National Conference on “Success through Synergy’ 18 on 2nd & 3rd 2018 organized by Department of Management studies / Accounting & Finance.

4. Participated in a workshop on “One day Training programme on Human rights for Women and Children” on 07th April 2018 organized by Bhaktavatsalam Memorial college for Women.
5. Participated in a FDP on “Practical Knowledge required for Accounts Professionals on 09th February 2017 organized by V.I.I. Institute Pvt Ltd held at Bhaktavatsalam Memorial college for Women.
6. Participated in a workshop on “AMOS” on 6th & 7th February 2015 organized by Bhaktavatsalam Memorial college for Women.
7. Participated in a workshop on “SPSS” on 20th & 21st February 2014 organized by Bhaktavatsalam Memorial college for Women.
8. Participated in a workshop on “Research Methodology & Statistical tools” on 15th & 16th February 2013 organized by Bhaktavatsalam Memorial college for Women.