

## Staff Profile

1.	Name (In Block Letters)	:	ANANTHAVADIVEL S
2.	Father's Name /Mother's Name	:	SETHURAMAN T
3.	Department	:	B.COM (CORPORATE SECRETARY SHIP)
4.	Current Designation & Grade Pay	:	Asst Professor
5.	Date of last Promotion	:	-
6.	Date of birth	:	17/05/1986
7.	Sex	:	Male
8.	Marital Status	:	Married
9.	Nationality	:	India
10.	Community	:	Hindu-Primalai kallar
11.	Address for correspondence (with pin code)	:	P M Thevar Nagar, 10 <sup>th</sup> Ward, Usilampatti-625532.
12.	Permanent Address (with pin code)	..	P M Thevar Nagar, 10 <sup>th</sup> Ward, Usilampatti-625532
13.	Mobile No:		9943551105
14.	Email.		<a href="mailto:sethuananth77@gmail.com">sethuananth77@gmail.com</a>

## 15. Academic Qualifications

Examinations	Name of the Board/ University	Year of Passing	Percentage of marks obtained	Division / Class/ Grade	Subject
Ph.D. in Commerce	M. K. University	Pursuing	***	***	Commerce
M.Phil in Commerce	Bharathiyar University	Dec 2011	60%	First class	Commerce
M.Com.,	Bharathiyar University	Apr 2008	75.88	First class	Commerce
B.Com.,	M. K. University	Apr 2006	54.72	Second class	Commerce
+2	State Board	March 2003	67.83	First class	Commerce
SSLC	State Board	March 2001	63.40	First class	Tamil

16. Research Degree(s)

Degrees	Title	Date of Award	University
M.Phil	“A STUDY ON THE PROBLEMS AND PROSPECTS OF LINER OPERATION WITH SPECIAL REFERENCE TO CHENNAI	28/12/2011	BHARATHIAR UNIVERSITY
Ph.D.,	“ A STUDY ON LOGISTICS AND CONTAINER OPERATION WITH SPECIAL REFERENCE IN CHENNAI PORT”	Pursuing	MADURAI KAMARAJ UNIVERSITY

17. Appointments held prior to joining this institution

Designation	Name of Employer	Date of Joining		Salary with Grade	Reason of Leaving
		Joining	Leaving		
JUNIOR EXECUTIVE	UNI LOG IN	1/7/2008	19/5/2010	9500	HIGER STUDY

18. Posts held after appointment at this institution:

Designation	Department	Date of actual joining		Grade
		From	To	
Assistant Professor	B.Com (Corporate secretaryship)			
		4/6/2012	Till date	

19. Period of teaching experience:

P.G. Classes(Inyears) ..

U.G. Classes(Inyears) .. 8 years

20. Research Experience excluding

Years spent in M.Phil./Ph.D. .

21. Fields of specialization under the subject/Discipline

a. Animal Husbandry

b. Poultry science,

c. Entomology and Pathology

22. Academic Staff College Orientation/Refresher Course attended

Name of the course/summer school	Place	Duration	Sponsoring Agency

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### TEACHING, LEARNING AND EVALUATION RELATED ACTIVITIES

- (i) Lectures, Seminars, Tutorials, Practicals, Contact Hours (give semester-wise details, where necessary)

S.No.	Course/Paper	Level	Mode of teaching*	Hours per week allotted	% of classes taken as per documented record

- (ii) Reading/Instructional material consulted and additional knowledge resources provided to students

S.No.	Course/Paper	Consulted	Prescribed	Additional Resource provided

- (iii) Use of participatory and Innovative Teaching-Learning Methodologies, Updating of Subject Content, Course Improvement etc.

S.No.	Short Description	API Score

- (iv) Examination duties assigned and performed

S.No.	Type of Examination Duties	Duties Assigned	Extent to which carried out (%)	API Score



B) (i) Articles/Chapters published in Books

S.No.	Title with page Nos.	Book Title editor & publisher	ISSN/ ISBN No..	Whether peer reviewed.	No. of Co-authors	Whether you are main author	API Score

(ii) Full papers in Conference Proceedings

S.No.	Title with page Nos.	Details of Conference Publication	ISSN/ISBN No..	No. of Co-author	Whether you are main author	API Score

(iii) Books published as single author or as editor

S.No.	Title with page Nos.	Type of Book & Authorship	Publisher & ISSN /ISBN No..	Whether peer reviewed	No. of Co-author	Whether you are main author	API Score

C). Ongoing and completed Research Projects and consultancies

(c). (I & II) Ongoing Projects/Consultancies

Sl.No.	Title	Agency	Period	Grant/Amount Mobilised (Rs.Lakh)	API Score

(c). (iii&iv) Completed Projects/ Consultancies

Sl.No.	Title	Agency	Period	Grant/Amount Mobilized (Rs.Lakhs)	whether policy document /patent as outcome	API Score

D). Research Guidance

Sl.No.	Number Enrolled	Thesis Submitted	Degree Awarded	API Score
M.Phil or equivalent				
Ph.D. or equivalent				

E) (i) Training Courses, Teaching-Learning-Evaluation Technology

( Programmes, Faculty Development Programmes (not less than one week duration)

S.No.	Programme	Duration	Organised by	API Score

(ii) Papers presented in Conferences, Seminars, Workshops, Symposia

S.No.	Title of the paper presented	Title of conference/ Seminar etc	Organised by	Whether International / National /State/ Regional/ College or University level	API Score
1	GLOBALISATION MARKETING MAJOR IMPACT ON AUTOMATIVE INDUSTRY	GLOBAL COMPETITIVENESS OF INDIAN BUSINESS	SCHOOL OF BUSINESS MANAGEMENT R V S OF A&S COIMBATORE	NATIONAL LEVEL SEMINAR	
2	GLOBAL MARKETING IN INDIA	QUALITY CONSCIOUSNESS IN GLOBAL MARKETING	ANGAPPA COLLEGE OF A&S COIMBATORE	NATIONAL LEVEL SEMINAR	
3	ROLE OF E-GOVERNANCE IN HIGHER EDUCATION INSTITUTION	TOTAL QUALITY MANAGEMENT IN HIGHER EDUCATION INSTITUTION-CHALLENGE AND PERSPECTIVES	IQAC CELL R V S COLLEGE COIMBATORE	NAAC SPONSORED NATIONAL LEVEL SEMINAR	
4	IMPACT OF THE INTERNET ON MARKETING STRATEGY FORMULATION	BUSINESS AND TECHNOLOGY FOR SUSTAINABLE DEVELOPMENT	SRI GANESH SCHOOL OF BUSINESS MANAGEMENT	INTERNATIONAL CONFERENCE	
5	THE SPEECH OF P K M ABOUT KACHATHEEVU	P K MOOKKIAH THEVAR-FIRST VOICE FOR KACHATHEEVU	P M T COLLEGE USILAMPATTI	INTERNATIONAL SEMINAR	
6	MARKETING & ADVERTISING CAMPAIGN AS BRANDING TOOLS ON TEENAGERS	EMERGING TRENDS IN BRAND MANAGEMENT	SNR SONS COLLEGE COIMBATORE	NATIONAL CONFERENCE	

(iii) Invited Lectures and Chairmanships at national or international conference/seminar etc.





### PART-C: OTHER RELEVANT INFORMATION

Please give details of any other credential, significant contributions, awards received etc. not mentioned earlier.

Sl. No.	Details (Mention Year, Value etc. where relevant)

LIST OF ENCLOSURES: (Please attach, copies of certificates sanction orders papers etc. wherever necessary)

S.No	Particulars	S.No	Particulars
1	10 <sup>th</sup> , +2, UG. PG, M.Phil Mark sheets	5	Faculty Development Programmes Certificates
2	UG, PG, M.Phil, Ph.D Degree Certificates	6	
3	Community Certificates	7	
4	Other Examination Certificates	8	

Signature of HOD

Signature of the faculty