

**Government Arts college (Autonomous),
Coimbatore –18
Performance - Teacher Appraisal
Report**

i) General Information

- a) Name : **Dr.S.Akilandeswari**
- b) Address (Residential) : 18/33 A.K.Ramasamy
Nagar, Sulur,
Coimbatore 641 402.
- c) Designation : Assistant Professor
- d) Department : Business Administration
- e) Date of Birth : 12/08/1968
- f) Area of Specialization : Marketing, Human Resources



A) Academic Qualifications

Examination passed	Board / university	Subject	Year	Division grade/merit etc.,
SSLC	Board of Secondary Education, Tamil Nadu	Tamil, English, Mathematics	March 1985	68%/I
HSC	Tamil, English, Commerce, Economics, Accountancy	Board of Higher Secondary	March 1987	86.5 %/I
Under Graduate (BBM)	Bharathiar University	Business Management	April 1990	65%/ I/ Rank II
Post Graduate (MBA)	Bharathiar University	Business Administration	April 1992	B+ Grade
PhD	Bharathiar University	Management	14-08-2009	Commended
NET	UGC	Management	Dec 2003	

ii) Research Experience & Training

Research stage	Title of thesis	University where the work was carried out.
M.Phil		
Ph.D	A study on Consumer Behaviour and its implications on Marketing Strategy for select FMCG in Coimbatore	Bharathiar University
No of Publication	5	
Research guidance(give the names of students guided	M.Phil :2 PhD : 4	
Training(please specify)		

B) Research Projects carried out

S · N	Title of the Project	Name of the Fundi	Duration	Remarks
	NIL	NIL	NL	N I L

C) Seminars, Conferences, Symposia Workshops etc. attended

/ Symposia / Workshops etc	Name of the Sponsoring Agency	Place and Date
Performance and Knowledge Management in IT industries” in UGC Sponsored National Seminar	PSG College of Arts & Science	Coimbatore,1999
National workshop in progressive Initiatives of Autonomous Colleges towards excellence in global education	PSG College of Arts & Science	Coimbatore ,2004
Faculty Development Programme on E learning	Karunya School of Management	Coimbatore,2005
Corporate Governance in Services Sector National Seminar	PSG College of Arts & Science	Coimbatore,2005
National Conference on Business Research at PSG Institute of Management,	PSG Institute of Management	Coimbatore 2003
Ninth International Conference in Management(FLAME)	AIMS International	Pune,Jan 2012.
International Conference at Adaikalamatha Institute of Management,(AIM)	AIM	Thanjavur,2012.
Internal Conference on technology and Business management ICTBM 12,	University of Wollongong	Dubai,2012.
International Conference on innovations in Marketing	IFIM B School	Bangalore,2013
ERP Applications in the Core Industries Sector A Conceptual Study with special reference to SAP International	American University in the Emirates [AUE] DUBAI	Dubai,March-2013(Online)
Two-Day National Conference on HR and Marketing Strategies in the Post-Recession Milieu	GR Damodaran Academy of Management, Coimbatore	Coimbatore.March 2014
International Conference proceedings on Branding strategies for the new decade	Annamalai University in association with Malaysian University	Malaysia,May 2012.(Online)
National Conference on Digital Marketing	GR Damodaran Academy of Management	Coimbatore,February 2015
National Conference on Emerging trends in Consumer Behaviour	GR Damodaran Academy of Management	Coimbatore,February 2016
Soft skills program series 1 on Team Building. Leadership Skills and Self Confidence	Government Arts College	Coimbatore, 13/9/2022
Soft Skills Program (Series 2) on Teamwork, Motivation, Self Confidence.	Government Arts College	Coimbatore, 6/10/2022
World Record Awareness Program	Government Arts College	Coimbatore ,29/9/2022
Orientation Programme & Refresher Course	Bharathiar University	Coimbatore,16.12.2016 to 12.01.2017,17.05.2018 to 06.06.2018

iii) Teaching Experience

Courses Taught	Name of University/ College/Institution	Duration	
		Period of employment From - To	Years of Experience
BBA	P.S.G College of Arts & Science ,Coimbatore,BU	1994 to 2008	14
MBA	D.J Academy for Managerial Coimbatore, BU	From 2008	Six months
Business Studies Department	Ibra College of Technology, Sultanate of Oman	2009 to 2011	2
MBA	S.N.M.V College of Arts Science, BU	2011 to 2012	1
MBA	G.R.Damodaran Academy of Management, Coimbatore, BU	2012 to 2015	2years six months
BBA	Govt. Arts College, Coimbatore,BU	201 till now	8

Total Teaching Experience (in years and months) :

a)	Under-graduate	24
b)	Post-graduate	5
c)	Research	13

viii) Innovations/ Contributions in Teaching

a) Design of Curriculum :	BOS member in the department.
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b) Teaching methods :	Lecture, Student Seminars, Case Studies, Group Discussion, Project Work.
c) Laboratory experiments :	nil.
d) Evaluation methods :	Conducting Written Tests, Model exams, Assignments, Projects etc.
e) Preparation of resource material including books, reading materials, laboratory	Research articles.
f) Remedial Teaching / Student	Special coaching for weak students, counselling students, clearing doubts.
g) Any other :	As a Tutor guiding and helping students in academics and career advancement.

IX) Research Contribution

a). PhD/M.Phil undergoing scholars

Sl. No	Name of the PhD/ M.Phil(PT/FT) Scholar	Name of the University	Broad Field	Registration Number	Year of registration
1.	Jacqueline.P	Bharathiar University	Human Resource	20407/B1/2013	2013
2.	Karthikeyan.P	Bharathiar University	Marketing	1371/B5/2013	2013

b). PhD/M.Phil Awarded

Sl.No	Name of the PhD/M.Phil (PT/FT) scholar	Name of the University	Title of the thesis	Year of registration of the scholar	Year of award of PhD
1.	Ms.R.Suriakala,PhD/FT	Bharathiar University	A study on cancer patients perception and satisfaction towards Health care services offered by selected private Hospitals in Ernakulum District, Kerala.	2012	2019

2.	Mr. Saravanakumar.R PhD/FT	Bharathiar University	Stress Management in Health care sector; A case study of Amrita Institute of Medical Science and Research centre, Cochin.	2012	2019
3.	Ms.Viji.S PhD/FT	Bharathiar University	A study of gap analysis in service qualityof knowledge firms with reference to stock market in Coimbatore city.	2013	2019
4.	Mr.R.Ashok Kumar PhD/FT	Bharathiar University	A Model of customer relationship management for health and fitness equipments with reference to Coimbatore District.	2013	2021
5.	Anitha.V	Bharathiar University	A Study on Green HR practices and its implementation in select IT Companies in Coimbatore.	2012	2013
6.	Sabarishankar	Bharathiar University	A study on customer satisfaction towards online grocery shop	2012	2013

X) Extension Work/ Community Service

A) Please give a short account of your contribution to:

Nil

B) Positions held / leadership role played in organizations linked with Extension Work National Service Scheme (NSS), or NCC or any other similar activity

Nil

C. Participation in Corporate Life

Please give a short account your contribution to:

a) College/ University / Institution	Chief Examiner in Bharathiar University Central Valuation, Member in Inspection Committee, Acted as University Nominee in Bharathiar University Semester Examination at G.R.Damodaran Academy of Management.
b) Co-curricular Activities	Encourage students to participate in cultural programmes held in other colleges
c) Enrichment of Campus Life (Hostels, sports, games, cultural activities)	Prepared the students to conduct Management related events in the department and encouraged them to participate in competitions held in other colleges.
d) Students Welfare and Discipline	Conducted classes for academically weak students. Assisted students for further studies and job.
e) Membership / Participation in Bodies	Doctoral Committee member in G.R. Damodaran Academy of Management, Member in AIMS International.
f) Professional Organization of Teachers	Organized National Level Student Development Program in the department.

D.(a) Membership of Professional Bodies, Societies, Editorship of Journals etc.
Reviewer of Journals.

E. Any other information

(Signature of the Teacher)

APPENDIX A

List of Publications:

S.NO	Name of the faculty	TITLE	JOURNAL NAME	VOLUME, DATE OF PUBLICATION
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1.	Dr.S.Akilandeswari	Perception on Service Quality and satisfaction of cancer patients with reference to select hospitals in Ernakulam District.	International Journal of Creative Research Thoughts	ISSN 2320-2882 March 2018
2.		A study on impact of customer relationship management on customer satisfaction in the health and fitness equipment Industry with reference to Coimbatore city	Journal of Emerging Technologies and Innovative Research	ISSN 2349-5162 July 2018
3.		Job Satisfaction and Organizational Citizenship Behaviour among IT Professionals: an empirical study	Our Heritage Journal-UGC Care Approved International Indexed and Referred Journal	ISSN 0474-9030 1 st January 2020
4.		Overview of Human Capital Management Policies & Practices of the Textile Industry in Tirupur & Coimbatore Districts- A Study	International Academic Journal of Business Management	10/02/2021, ISSN 2454-2768-10/02/2021.
5.		The Perspicacity of Investors towards the commitment of stock market brokerage firms	International journal of Economics and Finance Studies (Scopus)	Vol 15 2023 ISSN 1309 -8055(Online) pp.286 -309

APPENDIX B

E seminars/conferences/workshops attended

S.No	Seminar	Name of the sponsoring agency	Place, Date
1.	Webinars and seminars on Power of habits and problem solving	Government Arts College	Coimbatore, 5/5/2022
2.	Webinar on Manage Business Struggle and Problem Solving	Government Arts College	Coimbatore, 6/5/2022
3.	International Student Development Program	Government Arts College	Coimbatore, 23/1/2023 to 25/1/2023
4.	International Faculty Development Programme	Government Arts College	Coimbatore, 13.02.2023 to 17.02.2023
5.	Refresher Course in Business Studies	Pondicherry University	17.11.2020 to 30.11.2020
6.	Refresher Course in Development Studies	Calicut University	1.08.2023 to 14.08.2023