

Profile of Dr. J.Arthi

- (i) Designation : Associate Professor
- (ii) Department : Business Administration
- (iii) Qualification : B.Com., MBA., M.Phil., Ph.D.
- (iv) Experience : UG- 2 yrs PG-
- (v) Specialization : Human Resources Development,
Entrepreneurial Development,
Marketing Management
- (vi) Email id : arthiimba@gmail.com Mob No: 9843676144
- (vii) Research Guidance :



Degree	Awarded	Guiding
M.Phil	4	
Ph.D		3

(viii) Publications

S.No	Category	Total	For the Period (2013-2018)
1	International Journals	11	6
2	National Journals	4	2
3	In house	3	3
4	Full length articles in proceeding	1	-
5	National Conference	15	10
6	Books / Chapters in Books / Books Edited	15	5

Best 5 Publications (2013-2018):

S.No.	Title of the Article	Name of the Journal	I/N	ISBN/ ISSN	Vol.	Pages	Date, Month and Year
1	“Bottom Billion Strategy-	Asian Journal of	International	2278-4853	7	63-66	10 th - 11 th ,

	smart Villages”	Multidimensional research					Jan, 2018
2	Women who conquered the Glass cliff	Zenith International Journal of Multidisciplinary Research	International	2231-5780	6(2)	52-60	Feb 2016
3	Linking Cultural diversity and Communication	International Journal of Management and Social Development A Double-blind Peer Reviewed Monthly Journal	International	2348-1919	2(4)	40-45	April, 2015
4	Impact of Quality of Work Life on Organisational Commitment among ITES Employees in Coimbatore	The International Journal’s Research Journal of Social Science & Management	International	2010-457X	1(5)	154-168	Sep 2011
5	Impact of Organisational Commitment on Job Performance among	International Journal of Applied Management Research	International	0974-8709	3(1)	256-261	June 2011

	ITES Employees in Coimbatore						
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(ix) Sponsored Projects

Major Projects handled so far		Major Projects handled during (2013-2018)	
Nos	Financial Outlay	Nos.	Financial Outlay
1	1,50,000	2	4,00,000
2	2,50,000		

(x) Details of the Projects (2013-2018):

S.No	Title of the Project	Funding Agency	Duration	Total Amount in Lakhs
1	Business skill Development Program	UGC	One week	1,50,000
2	Entrepreneurship- Initiate and Ignite	EDII- DST	Two weeks	2,50,000

(xi) Seminars / Conferences / Workshops organized (2013-2018) : 62

(xii) Seminars / Conferences / Workshops attended (2013-2018) : 27

(xiii) Awards / Achievements / Recognitions (2013-2018) : 3

(xiv) Invited Talks (2013-2018) : 9

(xv) Visits Abroad (2013-2018) : 2

(xvi) Additional Responsibilities (2013-2018) :

- Convenor, Convocation (2013,2014)
- Coordinator, General Awareness Committee
- Co-ordinator, Quiz Club
- Member, Board of Studies MBA, MBA-IT, M.Phil and Ph.D.
- Member, Interdisciplinary Board .
- Member, Soft skills committee.

- Member, Committee constituted for CODISSIA(Coimbatore Small Scale Industries Association) Interface.
- Member, Scrutinising committee to study PBAS and amendments.
- Member, Student Workshop on Vocationalisation of Higher Education.
- Member, Organising committee for workshop on “Generation and Validation of MCQs for Online Tests”.
- Member, IQAC
- Member, DST CURIE Phase II Proposal preparation related to Transfer of Technology.
- Member, Examination Committee.
- Member, Committee to study the guidelines for implementation of Reservation Policy
- Member, University Alumni Association.
- Worked in various committees related to Research Convention, Internal stock Checking, Kalai Vizha, Annai Vizha, Endowment lecture,

Dr.J. Arthi