

Info:

Name : Dr.P.S.Valarmathy
Designation : Principal / Director
Qualification : M.Com., M.Phil.,Ph.D.,MBA.
Specialisation : Finance
Teaching Experience : UG 23 Years

PG 27 Years

Research Contributions:

- Undertaken Market Research Project - **“Market Share and Retail Behaviour of Dairy Industry in Delta Districts, Tamilnadu”** for GK Dairy, Kumbakonam
- Undertaken Market Research Project - **“Market Share and Retail Behaviour Aerated Soft drinks”** for Almanstry Private Limited, Sivakasi
- Undertaken Consultancy Project for **“TANISHQ & Brand Awareness of TANISHQ - A study in Virudhunagar District”** during July 2017- August 2017
- Editor and pioneer, **Journal of Empirical Research in Management**, ISSN No.ISSN 2249 – 1864 (2011- 2013)
- Principal Investigator of AICTE funded Research Promotion Scheme **“Feasibility Study on Eradication of Polythene Bags”** from December 2010 – December 2012 (Grant received Rs.425000/-)
- Organised as Principal Investigator **AICTE sponsored SDP Program“Data Analysis for Management Research” with AICTE fund Rs.2,00,000** from 6th June to 19th June 2010.
- Undertaken **Consultancy project for ‘Sri Lakshmi Agro Foods Pvt. Ltd. (Udhaiyam Brand)** during Oct. 2009 to March 2010.

Publications in Impact factor Journal:

- “Eradication of Plastic Carry Bags- Shop Owners Perceptionic” published in Indian Journal of Marketing, Volume 45, Issue 2, February (2015) Page31-40 – ISSN 0973- 8703, IC Value (2013) – 7012, NAAS Rating – 3.89, indexed in scopus.
- “Eradication of Plastic Carry Bags- Perception of the Public” published in International Journal of Management, Volume 5, Issue 3, March (2014) Page28-35 – Jounal Impact factor 7.2230 calculated by Global Institute for Scientific Information (GISI)

Other Publications:

International Journals	National Journal	Conference Proceedings	Paper Presentations in National & International Conferences
5	7	8	7

Faculty Development Programme:

- **Faculty Development Program in Entrepreneurship Orientation** organised by Centre for Entrepreneurship Development, Madurai from 17th March to 30th March, 1997.
- **Data Analysis for Decision making using SPSS** organised by VIT Business School, Chennai & SPSS South Asia on 27-28 January, 2011.
- **Optimisation Techniques for Multi Criteria Decision Making Models** organised by Thiagarajar College of Engineering College, Madurai on 10-11 August, 2012
- **Enhancing Research Skills in Finance** organised by Department of Management Studies, IIT, Madras on 7-9, Jan, 2013
- **Faculty Development Program on Research Methodology & Multi Variate - Panel Data Analysis & Modeling** organised by the Research & Post graduate department of Commerce, Kuriakose gregorios College, Kottayam on 16-17, May 2013.

Refresher Course :

- **Functional Management**, conducted by Academic Staff College, Madurai Kamaraj University, 19th Jan 1999 to 10th Feb 1999.
- **Certificate Course in Women Studies** conducted by the Valliammal Institution & Dept of Gandhian studies and Ramalinga Philosophy, Madurai Kamaraj University, Madurai , October – March 2000 .
- **Recent trends in Commerce Education**, conducted by Academic Staff College, Madurai Kamaraj University, 29th Aug 2001 to 18th Sep 2001.
- **Statistics for Commerce**, conducted by the Research Center in Commerce, Scott Christian College, Nagercoil, 1st Nov 2003 to 22nd Nov 2003.

Contact:

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