

FACULTY PROFILE

Name : Ms.D.ALAMELU
Designation : Assistant Professor
Email ID : alamelud.mba@srit.org
Area of Specialization : Marketing & Finance
Total Experience : 7.2 Academic : 7.2



Educational Qualification:

Degree	Branch / Specialization	College	University
MBA	Marketing & Finance	SNR SONS COLLEGE OF ARTS AND SCIENCE, CBE	Bharathiar University
B.Com	COMMERCE	GURU SHREE SHANTHIVIJAI JAIN COLLEGE FOR WOMEN, CHENNAI	Madras University

Experience Details:

S.No	Institution/Industry	Design.	Experience		Total Years & Months
			From	To	
1	SRIT	Asst. Prof	08.12.2008	29.02.2016	7.2
Total (as on Feb 2016)					Years :7 Months:2

Funded Projects:

S. No.	Funding Agency	Topic	Amount Sanctioned in Rs.	Year of Sanction
1.	TNSCST	Perception on Multibrand FDI in Indian Retail Sector	6000	2011

National Conferences:

1. Presented a paper titled "A STUDY ON EFFECTIVENESS OF NEW MARKETING STRATEGIES IN PUMP INDUSTRY WITH SPECIAL REFERENCE TO COIMBATORE" at a National conference on Marketing strategy at NIT Trichy.
2. Presented a funded project as a paper titled "Perception on Multibrand FDI in Indian Retail Sector" in TNSCST project presentation at Namakkal.

Seminar, Conference, Workshop Organized:

S.No.	Title	Duration	Level (Intern./ National)
1.	Two days' workshop on Digital Marketing in association with IIM Calcutta.	2 Days	National
2.	Organized Technical Symposium Brilliance 2015	1 Day	National
3.	Finance for Global Business – Special lecture by Mr.S.A.Gopalakrishnan, Pricol Industries Ltd.,	1 Day	National
4.	Workshop on Case Study analysis by Dr.R.Chandrasekar	1 Day	National
5.	Industry Expectations on Institute a special debate with – Mr. Sujith, HR, Infosys, Chennai.	1 Day	National
6.	Workshop on “Overview of Capital Market Opportunities and Investment Planning”	1 Day	National
7.	Guest Lecture on Mergers & Acquisitions	1 Day	National
8.	Workshop on Mind Mapping	1 Day	National

Seminar, Conference, Workshop Attended:

1. Participated in the National Symposium on “Management Research: A Revisit” organized by Department of Management studies of Sri Ramakrishna Engineering College.
2. Seminar on “Awareness of e-Information Resources” organized by PSG Institute of Management.
3. Attended a FDP on “Disaster Management” organized by VLB Janakiammal College of Engineering & Technology, Coimbatore.
4. In-house FDP on “Enterprise Resource Planning using SAP Business One” organized by MBA, SRIT.
5. Participated in one day “Research Skill Development workshop on Structural Equation Modeling (SEM) Using IBM SPSS AMOS”.

6. Presented a paper titled "A STUDY ON EFFECTIVENESS OF NEW MARKETING STRATEGIES IN PUMP INDUSTRY WITH SPECIAL REFERENCE TO COIMBATORE" in the National Conference on Recent Trends in Marketing- Opportunities and Challenges".
7. Participated in the national seminar sponsored by Ministry of Earth Sciences titled "Disaster Management – Causes, Prevention and Preparedness" organized by the Department of civil engineering in collaboration with Indian Society for Technical Education(ISTE).
8. Attended the FDP on "Enterprise Resource Planning using SAP Business One".
9. Participated in the workshop on "Need Based Approach for Effective Teaching" organized by SRIT.
10. Participated in the one day Research Skill Development Workshop on 'Research Paper Writing and Style Guides'.
11. Attended a FDP on "Steering Management Education : The Strategic Role of Faculty" organized at Sri Ramakrishna Engineering College.

Contributions to the Institution, Department and Society:

Institution:

1. Organized and carried out "the week" best engineering college survey organized by Hansa research for the two years 2014 & 2015.
2. Service Register updating for the NBA & NAAC committee visit.
3. Assisted the File management committee for the NBA & NACC visit.
4. Admission - Education stall faculty coordinator
5. Graduation Day
6. Autonomous work
7. Annual Day

Department:

1. Department meeting coordinator.
2. Audit committee coordinator.
3. Autonomous dept work coordinator.
4. Academic Advisory Committee coordinator.
5. Tutorship
6. QC department member
7. Personality Development Club Coordinator.
8. Organized workshop
9. Organized Industrial visits
10. Symposium work execution
11. Conference work execution
12. Placement brochure work execution
13. Department profile work execution
14. Web portal work

Awards and Recognitions:

1. Won the first prize in the oral presentation of funding project titled "Perception on Multibrand FDI in Indian Retail Sector" in TNSCST project presentation at Namakkal.