



**Dr. A. MUTHUSAMY**  
**Professor**

### Contact

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**Academic Qualifications: M.Com, M.Phil.,MBA, CGT, PGDCA, Ph.D**

**Teaching Experience: 23 Years**

**Research Experience: 18 Years**

### Additional Responsibilities

Mentor-Mentee, Student Cells on Extra-curricular Activities, Bridge Course, etc.

### Areas of Research

International Business, Finance and Export Management

## Research Supervision / Guidance

Program of Study		Completed	Ongoing
Research	Ph.D.	01	03
	M.Phil.	30	02
Project	PG	67	04

## Publications

International		National	Others	
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
35	-	23	-	-

## Events organized in leading roles:

Assisted the Department in discharging roles assigned in about 20 programs.

## Membership in

### Professional Bodies

1. Life Member: Association of Indian Academic Researchers

### Editorial Board

1. Amity Journal of Management Research, "Amity University, UP"

### Academic Bodies (such as Board of Studies etc.,)

1. Board of Studies Member in Commerce DDE

## Resource persons in various capacities

Number of Invited / Special Lectures delivered: 2

## Others

1. No. of PhD Thesis evaluated : 5

## Recent Publications

S. No.	Title with page nos.	Journal	ISSN/ISBN No	IN\N
1.	Business Performance of Export Credit Guarantees Corporation	Facts for you,32	June 2004	N
2.	Winds of Change Mark Life Insurance Marketing in India	Facts for You	March 2008	N
3.	Information Technology and its implications in the Banking Sector Services, 29	IPSAR Management Insight,vo.19.No.2 (May - August,2009)	ISSN0974-8083	N
4.	India: Socio-Economic Impact of Terrorism and Compacting Terrorism using Technology, 56	Vikas Vani Journal. (Oct - Dec,2009)	ISSN 0974-8083	N
5.	A Study on Consumer Behavior towards Beauty Parlours in Dindugal, Tamilnadu.	Marketology - A quarterly Journal of Institute of Marketing and Management (July -Sep,2010)	ISSN 0973-7901	N
6.	A Study on Export Performance of Indian Spices	SONA Global Management Review. (Nov,2010)	ISSN 0973-9947	N
7.	A Study on Evaluation of Intrinsic Value of Selected Private Steel Companies in India, 321	College Sadhana -Journal for Bloomers of Research. (August,2011)	ISSN 0974-6838	N
8.	A study on Evaluation of Intrinsic Value of Selected Oil Marketing Companies in India, 49	Management Dynamics- Journal of Management. Alagappa University. (Jan- June,2011)	-	N
9.	Strategies for Managing Work Place Stress	St.Michael College of Engineering and Technology, Kalayarkovil- (04.11.11)	Edited volume	N

10.	A Study of Sales Trend and Cost Structure of Indian Fertilizer Industry	Management Insight, School of Management Science-Varanasi, (Dec,2011)	ISSN 0973-936X	N
11.	Consumer Exploitation and Awareness	International Journal of Consumerism Kalasalingam University, Krishnankovil, vol.1 Issue.1	Dec,2011	IN
12.	A Study on Financial Performance of Selected Private Sugar Industry in India	Rai Journal of Management Vol VIII Issue II Dec,2011	ISSN.0975-4326	N
13.	A study on Risk – Return Analysis of Telecommunication Companies in India	Edited Volume National conference on emerging Trends in service sector Amman college of Arts and Sci. Dindigul Sept,2011	ISBN.778-81.922811-0-0.	N
14.	Strategic Green Marketing Need of the Hour (E- Journal)	International Journals of Management, IT and Engineering, Multidisciplinary Research Academy.vol2 issue3. (March,2012)	ISSN:2249-0558	IN
15.	A Study on Market Performance of Selected Private Sector Fertilizer Companies in India	Journal of Commerce and Management Research, Dr.N.G.P.Arts and Science College, CBE. (January,2012)	ISSN: 2249-0442	N
16.	Financial Performance through Market Value Added(MAV) Approach	KAIM Journal Management and Research,vol4 no,1-2 May-April 2012	ISSN:0974-9462	N
17.	Impact of Mahatma Gandhi National Rural Employment Guarantee Scheme on Socio-Economic Development of Rural People in Sivaganga Region	International Journals of Multidisciplinary Research Academy, International journal of Finance and Management. May,2012	ISSN:2249-2496	IN
18.	A study on Market Performance of Selected	International Journal of Research in Finance	ISSN-2231-5985	IN

	Telecommunication Companies in India	marketing E-Journal Vol.2, Issue-5, May.2012		
19.	Performance Appraisal of Hindustan Petroleum Corporation Ltd.,	International Journal of Research in Finance and Marketing E-Journal Vol.2, Issue 6 June, 2012	ISSN 2231-5985	IN
20.	A Study on Job Stress among the Bank Employees	International Journal of Management, IT,& Engineering E-Journal .vol.2,Issue7 July2012	ISSN:2249-0558	IN
21.	A Financial Analysis of Selected Telecommunication Companies in India	International Journal of Marketing & Technology, August, 2012	ISSN 2249-1058	IN
22.	Sales Trend and Cost Structure of Indian Oil Industry – An Analysis	Indian Journal of Applied Research (Peer Reviewed International Journal), October 2012	ISSN 2249 – 555X	IN
23.	Investor’s Attitude towards Post office Saving Schemes	IJMRA, October 2012	ISSN 2249 – 555X	IN
24.	Liquidity, Profitability performance of Private Fertilizer Companies in India	IJRIM, October 2012	ISSN 2249 – 555X	IN
25.	Impact of Globe Mel down on the India Economy	International Journal of Applied Research, Nov. 2012	ISSN 2249 – 555X	IN
26.	Export Performance of Turmeric in India	International Journal of Applied Research, April 2013	ISSN 2249 – 555X (Impact factor 0.8215)	IN
27.	Finance Scales of Private Life Insurance Market in India	Madras University, Journal of Business and Finance vol.1.No.2 July,2013	ISSN:2320-5857	N
28.	A Study on Impact of Global Recession on Indian Economy with reference to	International Journal of Research in Commerce &Management E-Journal vol.	IF-0.976 ISSN:2231-	IN

	India's Export	No 3 Issue 8 Aug 2013,	5756	
29.	A Study on Export Performance of Marine Products in India	Zenith International Research & Academic Foundation E-Journal vol.1,3(10) Oct,2013, p68-86	IF-5.29 ISSN:2249-8826	IN
30.	A Study on Production and Export Performance of Indian Automobile Industry	International Journal of Entrepreneurship & Business Environment Perspectives- Pezzottaite Journals vol.2, No 4, Oct-Dec,2013,	IF-3.624 ISSN:2279-0918	IN
31.	An Evaluation of Service Quality Gap in Selected Private Sector Banks	International Journal of Research in Finance & Marketing vol.4, Issue 2 Feb 2014, p.1-13	IF-2.214 ISSN:2231-5985	IN
32.	A Study on Export Performance of Engineering Goods in India	International Journal of Trade & Global Business Perspectives, Pezzottaite Journal, Vol 3 No.2, April-June 2014, p.1050-1054	IF-5.271 ISSN 2319-9059	IN
33.	Risk- Return Association of Selected Corporate Hospitals in India	Kaim Journal of Management and Research.vol.7 no.1 May -Oct 2014 p.9-17	ISSN 0974-9462	N
34.	Profitability and Efficiency of Private Life Insurance Companies in India	Zenith International Journal of Business Economics and Management Research E-Journal vol.4(6) June 2013, p.143-156	IF-4.134 ISSN:2249-8826	IN
35.	A Study on Customers Perception and Satisfaction towards Private Life Insurance	Contemporary Practices in Business Management, March 2014 p.13-36	ISBN: 978-93-81723-22-7	N
36.	A Study on Comparative Operational Performance of Corporate Hospitals in India	GE-International Journal of Management Research Vol.2, Issue - II	IF-3.142 ISSN 2321-1709	IN

		Nov.2014, p.269-280		
37.	Performance Appraisal and its Effectiveness of Corporate Hospitals in India	Excel International Journal of Multidisciplinary Management Studies Vol4(12) Dec,2014	IF-3.25 ISSN 2249-8834	IN
38.	Analysis of Working Capital Management of Selected Corporate Hospitals in India	International Journal in Management and Social Science Vol 3, Issue 3, March 2015, p.190-204	IF-3.25 ISSN 2321-1784	IN
39.	Comparative Operational Efficiency of Private Airlines in India	International Journal of Management and Social Science Research Review Vol 1, Issue – 9, March 2015,	IF-0.348 ISSN 2349-6738	IN
40.	Financial Performance of Selected Private Airlines in India	Zenith International Journal of Business Economic and Management Research Vol 5(5) May 2015,	IF-5.29 ISSN 2249 – 8826	IN
41.	A Study on Production and Export Performance of Engineering Goods Exports in India	Indian Journal of Applied Research,vol 5,Issue 6,June 2015,	IF-3.6241 ISSN 2249-555X	IN
42.	A Study on Profitability of New Generation Private Sector Banks in India	Uttaranchal Business Review Vol.5, Issue.1 [Uttaranchal Institute of Management] June, 2015 p.125-134	ISSN 2277-1816	N
43.	Service Quality Gap of Private Life Insurance Companies with reference to Sivagangai District	Emerging Issues & Challenges in Management (Indra Gandhi National Rural University)Edited by Pavnesh Kumar, First Edition 2014	ISBN:978-93-5142-530-4	N
44.	Does B-SM Model Act as a canopy to the Investors in Options Market?	Pacific Business Review International Vol,8 Issue 3 Sep 2015	IF-1.064	N

45.	Liquidity Management of selected Private Wind Mills in India	International Journal of Research in IT & Management Vol-5. Issue 11 Nov 2015	IF: 4.961	IN
46.	A study on export Performance of Leather Products in India	International Journal of Research in Commerce Economics and Management Vol no.5 Issue no 12	ISSN-2231-4245	IN
47.	A Study on Operational Proficiency of Wind Mills in India	Advanced Management Practice in Business Book Hill Publishing House Braunschweig Germany 38126	ISBN-978-9383241-64-4	N
48.	DELTA HEDGING STRATEGY- An analysis	SELP Journal of Social Science Vol. VI Oct-Dec 2015 Issue 26	IF-1.056 ISSN 0975-9999	N
49.	Capital Structure and Long Term Solvency Position of Chennai Petroleum Corporation Ltd-A Case Study	International Journal of Multidisciplinary Research Review.( International Journal of Multidisciplinary Research Review) p-148-152	2.262	IN
50.	Performance Analysis of Non-Life insurance Companies in India through CAMEL Parameter	International Journal of Applied financial management perspectives (Referred Journal) p-1995-2002 Vol-No:4 Oct-Dec 2015	5.81	IN
51.	Performance Evaluation of Selected Spirits Companies in India	Shanlax International Journal of Management -Recent Trends in Management Research (ALUMASC-2016) p-371-374 Vol-2 Feb-2016)	-	IN
52.	Export Performance of Agricultural Products with reference to BRICS Countries	Shanlax International Journal of Management - Recent Trends in Management Research (ALUMASC-2016) p-(122)-126 Vol-2 Feb-2016	-	IN



53.	Market Proficiency of Wind Mills in India	International Journal in Management and Social Science(IJMSS)p April,2016	5.276	IN
54.	Testing Volatility for Selected Indian Indices	Pacific Business Review International	4.91	IN
55.	Enforcement of Intellectual property Rights with reference to Trademark	Consumer Protection and Empowerment in India Edited Book pp-18	ISBN: 978-81928690-1-8	N
56.	A Study on Business Profile and Role of EEPC For Engineering in Southern States of India	International Journal of Engineering and Management Research Vol.6 Issue-5 Sep-Oct 2016 pp 26-34	2250-0758	IN
57.	Economic Scale of Non-Life Insurance Companies in India	International Journal of Research in Commerce, Economics and Management Vol.no.6 Issue-10 Oct 2016 pp 11-18	2231-4245	IN
58.	Financial Performance of Selected Automobile Companies- A Comparative Study	International Journal of Business Administration and Management Vol.6,No.1(2016) pp 1-10	2278-3660	IN
59.	Working Capital Management of Liquor Manufacturing Companies in India	International Journal of Management and Social Science Research Review	IF: 3.996 ISSN: 2349-6738	IN