

CAUVERYCOLLEGE FOR WOMEN
(AUTONOMOUS)
STAFF PROFILE

PERSONAL INFORMATION

- 1. Name** : Dr. S THAMARAI SELVI
2. Date of Birth : 10.9.1975
3. Address :

Residential	Office
No 5,Apsara complex Melapudur Trichy-1 E-mail: thamaraiselvi75@gmail.com Mobile:9543977888	Department of Business Administration Cauvery College for Women Trichy-18 E-mail: thamaraiselvi75@gmail.com Mobile:9543977888

ACADEMIC INFORMATION

4. Designation & Department: Associate Professor, Business Administration

5. Educational Qualification:

Degree	Year	College/University
PhD	Bharathidasan University Tiruchirappalli	2014
M.Phil.	Alagappa University, Karaikudi,	2009
MBA	Alagappa University, Karaikudi,	2007
B.SC	Madras University	1997

6. Researcher ID : 0000-0002-8858-3313

ORCID: <https://orcid.org/my-orcid?orcid=0000-0002-8858-3313>

Google Scholar: <https://scholar.google.com/citations?user=Q2Iwm6AAAAAJ&hl=en>

Elsevier:

<https://id.elsevier.com/settings/redirect?code=drU13TqKck3t6idW0lsyPa9wZwn5llTpeTMEYIEv>

Publons: <https://publons.com/researcher/4329072/thamarai-selvi-s/>

7. Experience : 18 Years

8. Areas of Specialization : Human Resource Management

9. Languages known : Tamil, English

10. Subjects Taught :

UG	Marketing Management, Managerial Economics, Personnel management, Marketing Research, MIS & Computers, Industrial Relations, Business Environment, Management Concepts, Production Management, Human Resource Management, Business Law, Mathematics & Statistics for Managers
PG	Security Analysis & Portfolio management, Organisation Behaviour, Corporate Law
MI.Phil	---

11. Research Supervision:

	Thesis Completed	Pursuing
M.Phil	---	---
P.hD	---	3

Research Scholars:

S No	Name of the Research Scholar	Date of Registration	Research Supervisor	Topic Of The Thesis	Status Completed/ Ongoing
1.	G.Saranya (Bdu1910640102)	August 2019	Dr.S.THAMARAI SELVI	Broad Area – Human Resource Management	Ongoing
2.	Mr. Chakradhar D (BDU2020640394)	February 2020	Dr.S.THAMARAI SELVI	Broad Area – Human Resource Management	Ongoing
3.	Mr. Gandrapu S Srinivas Murthy (BDU2020642778527)	June 2020	Dr.S.THAMARAI SELVI	Broad Area – Human Resource Management	Ongoing

12. Details of Publications:

Journal Name & Volume	Year of Publication	ISBN Number	Name of the Paper	Impact Factor
Cauvery Research Journal & Volume 1	January 2008	ISSN No.0975-1300	Media Exploitation of women	-
Rock city publication	June 2010	ISBN No.978-93-86767-03-1	Intervention in HRM OD-HRD intervention for	-

			creating a learning Organization	
Cauvery Research Journal & Volume 5	September 2011	ISSN No.0975-1300	E-banking	-
HRD Times Journal & Volume 4	November 2012	ISSN No.0976-7401	Total Quality Management	-
International Journal of Applied Management Research & Volume 4	June 2012	ISSN No.0974 8709	Human Resource Management- Training Strategy	-
Cauvery Research Journal & Volume 7	June 2013- January 2014	ISSN No.0975 1300	Ethical Issues in Human Resource Management	-
Trends and Prospective in Management Research & Volume 1	February 2015	ISBN No.978-81-910601-0-2	Corporate Social Responsibility of Foreign Investors in India	-
International Journal of Applied Management & Volume 1	January 2015	ISSN No.0974 8709	Organisational Culture and Change	-
Trends and propectives in management research & Volume 1	February 2015	ISBN NO:978-81-910601-0-2	Corporate social responsibility of foreign investors in India	-
International seminar on dimensions in management & Volume 1	September 2015	ISBN NO: 978-81-931094-9-6	Emotional intelligence	-
Proceedings of national conference on CSR & Volume 1	September 2015	ISBN NO:978-81-927886-9-2	Ethical marketing practices	--
International journal of management review & Volume 3	November 2016	ISSN NO: 2348-4373	Productivity and performance management	-
International journal of educational and social science & Volume 45	March 2017	ISSN NO: 2401-5171	A study on factors affecting consumer behaviour towards online shopping in India	3.82
Asian journal of management sciences and economics & Volume 40	November 2017	ISSN NO:24130591	A study on corporate social responsibility of Indian automobile industry	5.18

Kongunadu Publications, Erode	October 2017	ISBN:978-93-86770-63-9	Published book INTERNATIONAL BUSINESS MANAGEMENT	-
Indian Journal of Public Health Research and Development (An International Journal) & Volume 9	February 2018	ISSN No. 0976-5506 (E) 0976-0245 (P)	A Study on Capital Structure pattern of JSW Steel Industry	-
International Journal of Scientific Research in Computer Science Applications and Management Studies (UGC list No.63611) & Volume 7	September 2018	ISSN NO: 2319- 1953	A study on the impact of applications of social media marketing in Indian scenario	0.654
Journal of Management Research and Analysis & Volume 6	January 2019	ISSN NO: 2394-2770	A study on the impact of Human Resource Management in Public Sector.	4.878
Our Heritage Journal (UG Care Approved Volume-68, Page No. 6974-6979, issue-1	January 2020	ISSN NO: 0474-9030	A Conceptual Framework of Employee Engagement on Generational Differences	6.60
Our Heritage Journal (UG Care Approved Volume-68, Page No. 556-564, issue-54	January 2020	ISSN NO: 0474-9030	Managing green supply chain initiatives and outcomes	4.6
CLIO an annual interdisciplinary journal of history Volume -6, Issue-2.	April 2020	ISSN No:0975-075X	Relating individual and organisational values and behaviour to business sustainability: Aconceptual model	5.50
Dogo Rangsang Research Journal Volum10, Issue-06	June 2020	ISSN No: 2347-7180	Here is generation Z:Work attitude and characters of newer generation	7.12

Journal of the maharaja sayajirao university of baroda Volume 52 no:2(1)	August 2020	ISSN :0025-0422 UGC CARE GROUP I JOURNAL	Skill development in india :demand and supply analysis	5.8
JuniKhyat Vol-10 Issue-7	September 2020	ISSN No: 2278-4632 UGC CARE GROUP I JOURNAL	Effectiveness of Performance Appraisal System in Selected Indian Companies	6.625
Journal of the Maharaja Sayajirao University of Baroda Volume 54, No:2(I)	September 2020	ISSN :0025-0422 UGC CARE GROUP I JOURNAL	Covid – 19: Effect on People And Industries	5.8
Journal of the Maharaja Sayajirao University of Baroda Volume 54, No:2(VI)	November 2020	ISSN :0025-0422 UGC CARE GROUP I JOURNAL	A study on Financial Status of Vodafone Idea Limited	5.8
Alochana Chakra Journal Vol-IX, Issue-VI	January 2021	ISSN No: 2231-3990	Green HRM: A Literature Review and post covid-19 sustainable Business practices	6.3
Journal of the Peer Reviewed and listed in UGC care Vol-19, Issue-5	January 2021	ISSN No: 2320-0693	Entrepreneurship Edification: Conception, Distinctiveness and Implications for Teacher Education	5.6
Elsevier Materials Today Proceedings	February 2021	ISSN No: 2214-7853	A study on impacts of organizational culture on organizational commitment using nine-dimensional approach	4.7
Jijnasa : A Journal of the History of Ideas and Culture Volume : 38, No. 5, 2021	May 2021	ISSN : 0337-743X	A Study On Statistical Explosion And Swot Analysis Of Generation Z	5.2
ANVESAK UGC Care Group 1 Journal	June 2021	ISSN: 0378 – 4568	A Study of Evolution and Future of Supply Chain Management	6.2

Vol 51, No: 1(XVI)				
International Journal of Disaster Recovery and Business Continuity Vol 12, No: 1	August 2021	ISSN: 2005 – 4289 (Print) ISSN: 2207 – 8363 (Online)	Impact of Covid - 19 on financial status of manufacturing companies in India	
Journal of Fundamental & Comparative Research Vol. VIII, No. 1(III) : 2022	January 2022	ISSN: 2277-7067	Sustainable Supply Chain Management: Reach, Actions And Interrelations With Other Concepts	5.023
Journal of Education: Rabindra Bharati University Vol: XXIII, No: 11(I)	April 2022	ISSN No: 0972- 7175	Impact of Non-Financial Rewards on Employee Motivation and Performance	
Shod Samhita: Journal of Fundamental; Comparative Research Vol. VIII, No. 1(XI)	May 2022	ISSN No: 2277- 7067	Factors Affecting Employee Job Satisfaction of Pharma Industry	
DogoRangsang Research Journal Vol-10 Issue-07 No. 02	July 2022	ISSN No: 2347-7180	A Study on Performance Appraisal at Heritage Foods Ltd, Hyderabad	7.12
Juni Khyat Journal Vol-10 Issue- 8 No. 1,	August 2022	ISSN No: 2278-4632	Conflict Management in HR Department	6.625
Journal of Harbin Engineering University Vol. No. 44, Issue: 5	May 2023	ISSN No: 1006-7043	Preparing for Generation Z A Study on Statistical Explosion of Generation Z Workplace, Expectation and SWOT Analysis	5.87
Journal of Emerging Technologies and Innovative Research Vol. 6, Issue 3	June 2023	ISSN No.2349-5162,	The Review of Content and Digital Marketing as a new trend in Marketing Practices	7.95

Journal of Emerging Technologies and Innovative Research Vol. 6, Issue 3,	June 2023	ISSN No.2349-5162	Green Marketing - A Driver for Sustainability and Profit	7.95
Mukt Shabd Journal Vol. IX, Issue VIII	March 2023	ISSN No: 2347 – 3150	Impact of Risk Preference and Entrepreneurial Self Efficiency of the relationship between Entrepreneurship Education and Career Option	4.6
Journal of Harbin Engineering University Volume 44, Issue 5, Page No: 301 – 312	May 2023	ISSN No: 1006 – 7043	Preparing for Generation Z: A Study on Statistical Explosion of Generation Z Work Place Expectation and Swot Analysis	0.513
Journal of Emerging Technologies and Innovative Research, Volume 6, Issue 3, Page No: 357 – 365	June 2023	ISSN No: 2349 – 5162	Green Marketing - A Driver For Sustainability and Profit	5.87
Journal of Emerging Technologies and Innovative Research, Volume 6, Issue 3, Page No: 504 – 509	June 2023	ISSN No: 2349 – 5162	The Review of Content and Digital Marketing as a New Trend in Marketing Practices	5.87
Journal of Research Administration, Volume 5, Issue 2, Page No: 2906 – 2911	July 2023	ISSN No: 1539 – 1590	A Pilot Study on the relationship between Generations and Emotional Intelligence	0.34
Alochana Chakra Journal Volume IX, Issue VI, Page No: 1 – 9	October 2023	ISSN No: 2231 – 3990	Enhancing Teachers Quality: The Need of Hours	6.3
Journal of Management & Entrepreneurship	December 2023	ISSN No: 2229 – 5348	Analyzing the Marketing Strategies of Indian Paint Products	6.889

Volume 16, Issue 3, Page No: 91 – 97				
Education Administration: Theory and Practice (Scopus), Volume 30, No: 6, Page No: 3756 - 3761	2024	ISSN No: 1300 - 4832, eISSN No: 2148 - 2403	Emotional Intelligence and Job satisfaction on Bank Employees in Tiruchirappalli District	0.19

13. Details of Papers Presented:

Date & Venue	Name of the Seminar	Paper Name
21 st Sep 2007	National Seminar On Corporate Social Responsibility	Corporate Social Responsibility
6 th Oct 2007	National Conference On Services Management	Emerging Issues In BPO & KPO
20 th Mar 2008	UGC –National Seminar On Strategising For The Future Challenges Of Women	Media Exploration Of Women
18 th Oct 2008	National Level Hr Fest ,Sapiens Congregation 08	Six Sigma Practices
12 th &13 th Sep 2009	National Seminar on Global Financial Crisis and its impact on Indian Financial System	Role of Regulators
6 th & 7 th Oct 2009	International Conference on Cross Cultural Management	Cross Cultural Management
9 th & 10 th Jan 2010	XXX Annual Conference of Association of Economists of Tamil Nadu	Recession or recovery A V or L
26 th & 27 th Aug 2010	National Symposium on Indian Business and Management Model	The Contributing Role of Caste in Indian Business
29 th Oct 2010	National Conference on Business Strategies for Sustainable Growth	People Management & talent Management.
10 th &11 th Dec 2010	National Conference on Inclusive Development-A Social Science Perspective.	Intervention in HRD, OD-HRD intervention for creating a learning organization.
11 th & 12 th Dec 2010	National Seminar on Recent Trends in Commodity Derivatives and Risk Management.	Reforms in Commodity Market.
18 th Jan 2011	Orientation Programme for Research Scholars	-

12 th &13 th Sep 2011	Two day National Seminar on E- Services and its Emerging Issues in the Global Business Environment	E-Banking
23 rd Sep 2011	International Conference on Challenges of Indian Business in Global Economy	Training in Cross Cultural Management
24 th Sep 2011	International Conference on Marketing Research in Emerging Global Scenario	CRM in Banking Sector-Boon
14 th sep 2012	International Conference on “Impact of Global Crisis in Indian Business”	E – Human Resource Management.
22 nd Feb 2013	International Conference On“Competency Buliding Strategies in Business and Techology for Sustainable Development”	Training strategies in HRM.
14 th Sep 2012	International Conference on “Impact of Global Crisis in Indian Business”	Impact of employee participation on job satisfaction
20 th July 2013	Faculty Development Programme on Global Teaching Methodologies	Participated.
20 th & 21 st Sep 2013	Two day National Level Seminar on Contemporary trends in the Avenue of Commerce and Management	Ethical and Legal Issue in Human Resource Management
19 th Oct 2013	International Conference on “New Vistas of Indian Business in Global Scenario	Marketing Ethics in Indian Industry
25 th Oct 2013	5 th International Conference on “Impact of Global Crisis in Indian Business	Strategic human resource management
30 th Jan 2014	UGC sponsored One day National Conference on “Competency Mapping and Development	Human Resource Information System
26 th Feb 2014	2 nd National Conference “Business Challenges and opportunities for transformation Excellence	Employer Branding in Human Resource Management
25 th Feb 2014	Succeeding & Surviving With Soft Skills In Challenging Business Environment Workshop	Participated
29 th Jan 2015	One day National Seminar on “Marketing 3.0 – Sustainable and inclusive growth oriented Marketing”	E – Marketing management

6 th Feb 2015	International seminar on “Emerging trends in global and Indian financial Markets”	Banking industry
27 th and 28 th Feb 2015	International Conference on “Make in India – The Road Ahead”	Corporate Social Responsibilities of Foreign Investors in India
3 rd Sep 2015	International seminar on recent business trends in globalised era	Political trends affecting Indian business
1 st Sep 2015	National conference on CSR	Ethical marketing practices
4 th Sep 2015	International seminar on “dimensions in management”	Emotion intelligence
11 th & 12 th Sep 2015	Two days national seminar on financial literacy program issues and challenges	Financial inclusion in India
29 th Aug 2015	National conference on paradigm in service sector in India	Recent trends in service sectors in India
26 th & 27 th Feb 2016	International conference on “bridging urban rural divide –techno management perspective “	bridging urban rural divide – techno management perspective
9 th Sep 2016	One day national level workshop on recent trends in social science research	recent trends in social science research
5 th Nov 2016	Third national conference on management challenges and strategies for competitiveness	Productivity and performance management
20 th Jan 2017	International conference on business ,finance and management challenges in the global era ICBFM 2017	Issues related in marketing
18 th Feb 2017	HR conclave on reinventing HR practices for the current millennium	HR conclave on reinventing HR practices for the current millennium
25 th Mar 2017	One day national seminar on corporate governance and share holders values	A study on the factors affecting consumer behaviour towards online shopping in India
1 st Nov 2017	International Conference – “Empowerment of Entrepreneurs”	A study on corporate social responsibility of Indian automobile industry
1 st Feb 2018	International Conference on “Finance and Banking (FIBA-2018)”	A Study on measuring Job Satisfaction of Bank Employees through Interpersonal relationship

27 th Oct 2018	8 th International Conference on SMART I ⁵	A study on the impact of applications of social media marketing in Indian scenario
24 th Jan 2019	One day International conference on Services Marketing process, Practices and Potential.	A study on the impact of Human Resource Management in Public Sector.
22 nd & 2 rd January 2022	Two days International conference on Women Entrepreneurship Development	Sustainable Supply Chain Management: Reach, Actions and Inter relationship with other concepts
1 st January 2022	National Level conference on Gandhian thoughts	An Exemplar in Light of Values: Mahatma Gandhi

14. Details of Seminars / Conferences / Workshops Attended:

Date & Venue	Title	National / International	Topic
6 th mar 2009	Workshop on dimension on HR practices	National	HR practices
21 st Sep 2007	National Seminar On Corporate Social Responsibility	National	Corporate Social Responsibility
6 th Oct 2007	National Conference On Services Management	National	Emerging Issues In BPO & KPO
20 th Mar 2008	UGC –National Seminar On Strategising For The Future Challenges Of Women	National	Media Exploration Of Women
18 th Oct 2008	National Level HR Fest ,Sapiens Congregation 08	National	Six Sigma Practices
12 th &13 th Sep 2009	National Seminar on Global Financial Crisis and its impact on Indian Financial System	National	Role of Regulators
6 th & 7 th Oct 2009	International Conference on Cross Cultural Management	International	Cross Cultural Management
9 th & 10 th Jan 2010	XXX Annual Conference of Association of Economists of Tamil Nadu	National	Recession or recovery A V or L

26 th & 27 th Aug 2010	National Symposium on Indian Business and Management Model	National	The Contributing Role of Caste in Indian Business
29 th Oct 2010	National Conference on Business Strategies for Sustainable Growth	National	People Management & talent Management.
10 th &11 th Dec 2010	National Conference on Inclusive Development-A Social Science Perspective.	National	Intervention in HRD, OD-HRD intervention for creating a learning organization.
11 th & 12 th Dec 2010	National Seminar on Recent Trends in Commodity Derivatives and Risk Management.	National	Reforms in Commodity Market.
12 th &13 th Sep 2011	Two day National Seminar on E-Services and its Emerging Issues in the Global Business Environment	National	E-Banking
23 rd Sep 2011	International Conference on Challenges of Indian Business in Global Economy	International	Training in Cross Cultural Management
24 th Sep 2011	International Conference on Marketing Research in Emerging Global Scenario	International	CRM in Banking Sector-Boon
14 th sep 2012	International Conference on “Impact of Global Crisis in Indian Business”	International	E–Human Resource Management.
22 nd Feb 2013	International Conference On“Competency Buliding Strategies in Business and Techology for Sustainable Development”	International	Training strategies in HRM.
14 th Sep 2012	International Conference on “Impact of Global Crisis in Indian Business”	International	Impact of employee participation on job satisfaction
20 th July 2013	Faculty Development Programme on Global Teaching Methodologies	National	Participated.

20 th & 21 st Sep 2013	Two day National Level Seminar on Contemporary trends in the Avenue of Commerce and Management	National	Ethical and Legal Issue in Human Resource Management
19 th Oct 2013	International Conference on “New Vistas of Indian Business in Global Scenario	International	Marketing Ethics in Indian Industry
25 th Oct 2013	5 th International Conference on “Impact of Global Crisis in Indian Business	International	Strategic human resource management
30 th Jan 2014	UGC sponsored One day National Conference on “Competency Mapping and Development	National	Human Resource Information System
26 th Feb 2014	2 nd National Conference “Business Challenges and opportunities for transformation Excellence	National	Employer Branding in Human Resource Management
25 th Feb 2014	Succeeding & Surviving With Soft Skills In Challenging Business Environment Workshop	National	Participated
29 th Jan. 2015	One day National Seminar on “Marketing 3.0 – Sustainable and inclusive growth oriented Marketing”	National Level	E – Marketing management
6 th Feb 2015	International seminar on “Emerging trends in global and Indian financial Markets”	International	Banking industry
17 th Feb 2015	One day Faculty Development Programme on “Joy and Outcome of Teaching”	State level	Participated
27 th and 28 th Feb 2015	International Conference on “Make in India – The Road Ahead”	International	Corporate Social Responsibilities of Foreign Investors in India
3 rd Sep 2015	International seminar on recent business trends in globalised era	International	Political trends affecting Indian business

1 st Sep 2015	National conference on CSR	National	Ethical marketing practices
4 th Sep 2015	International seminar on “dimensions in management”	International	Emotion intelligence
11 th &12 th Sep 2015	Two days national seminar on financial literacy program issues and challenges	National	Financial inclusion in India
29 th Aug 2015	National conference on paradigm in service sector in India	National	Recent trends in service sectors in India
26 th &27 th Feb 2016	International conference on “bridging urban rural divide –techno management perspective”	International	Participation
9 th Sep 2016	One day national level workshop on recent trends in social science research	National	Participation
5 th Nov 2016	Third national conference on management challenges and strategies for competitiveness	National	Productivity and performance management
20 th Jan 2017	International conference on business ,finance and management challenges in the global era ICBFM 2017	international	Issues related in marketing
18 th Feb 2017	HR conclave on reinventing HR practices for the current millennium	National work shop	Participation
25 th Mar 2017	One day national seminar on corporate governance and share holders values	National	A study on the factors affecting consumer behaviour towards online shopping in India
1 st Nov 2017	International Conference – “Empowerment of Entrepreneurs”	International	A study on corporate social responsibility of Indian automobile industry
1 st Feb 2018	International Conference on “Finance and Banking	International	A Study on measuring Job Satisfaction of Bank Employees

	(FIBA-2018)”		through Interpersonal relationship
27 th Oct 2018	8 th International Conference on SMART I ⁵	International	A study on the impact of applications of social media marketing in Indian scenario
29 th Oct 2018 to 2 nd Nov 2018	Capacity building workshop on e-content development	-	Human resource management
24 th Jan 2019	One day International conference on Services Marketing process, Practices and Potential.	International	A study on the impact of Human Resource Management in Public Sector.
16 th & 17 th Dec 2019	Two days international conference on Emerging challenges of global business and road map for innovation solutions(ICGB-2019)	International	A conceptual framework of employee engagement on generational differences.
16 th & 17 th Dec 2019	Two days international conference on Emerging challenges of global business and road map for innovation solutions(ICGB-2019)	International	Managing Green Supply chain-Initiatives and outcomes.
17 th & 18 th Feb 2020	Two days seminar on NAAC Revised Accreditation Framework.	National	NAAC Revised Accreditation Framework.
9 th March 2022	One day national seminar on Athmanirbar Bharat Abhiyan Scheme through Entrepreneurship Development	National	Athmanirbar Bharat
November 20-24, 2023	Online Workshop on ‘Deep Learning for Computer Vision’	National	Electronics and ICT Academy, PDPM Indian Institute of Information Technology, Design and Manufacturing Jabalpur,
22 nd to 27 th April 2024	Five Day International Workshop on 21 st Century Leadership Skills for Five Trillion(\$) Indian Economy	International	National Institute of Technology Karnataka , Surathkal jointly with Hiroshima University, Japan and Tata Institute of Social Science, Hyderabad

May 20 to 25, 2024	One Week Online Workshop On 'Skill Development For Technology Transfer'	National	Manipal Institute of Technology, A Constituent Unit of Manipal Academy of Higher Education (MAHE), Manipal, Karnataka
September 17-29, 2024.	Two Week Online Workshop On Skill Development For Technology Transfer	National	Research & Development Cell, SoS (E&T) and Skill Development Cell,GGV, Bilaspur, (C.G),

15. Details of Seminars / Conferences / Workshops Organized:

Year	Date	Title	National / International	Topic	Resource Person
2020	5 th May 2020	Faculty to Administrator	National	Faculty to Administrator	
2020	9 th May 2020	The Art of Story Telling in Academic Writing	National	The Art of Story Telling in Academic Writing	
2020	10 th May 2020	Personality Development through the Path of Yoga	National	Personality Development through the Path of Yoga	
2020	20 th July 2020 to 24 th July 2020.	Education in COVID 19: Challenges and Opportunities	National	Education in COVID 19: Challenges and Opportunities	
2021	5 th February 2021	Career Guidance in CMA	National	Career Guidance in CMA	
2021	13 th March 2021	Business Plan Canvas	National	Business Plan Canvas	

16. Details of Orientation / Refresher Course Attended:

Jan 2020	Online course intellectual property rights and competition law	NPTEL
Feb-Apr 2020	Enhancing soft skills and personality	NPTEL
March 2024	Consumer Psychology	NPTEL
Nov2024	NEP 2020 orientation and sensitization programme	Malavyia mission teaching training programme,Coimbatore Institute of Technology

S.No	Title of the Programme	Date	No. of Days
1	Faculty to Administrator(Online)	08.05.2020	01
2	The Art of Story Telling in Academic Writing(Online)z	09.05.2020	01
3	Personality Development Through the Path of Yoga(Online)	10.05.2020	01
4	5 Day National level Webinar on Education in COVID 19: Challenges and Opportunities(Online)	20.07.2020 to 24.07.2020	05
5	Career Guidance in CMA (Online)	05.02.2021	01
6	Career Guidance in CMA(Offline)	08.02.2021	01
7	One Day Workshop in Business Plan Canvas	13.03.2021	01

Skill Enhancement:

S. No.	Title of Activity	Date (s)	No. of Days
	Data Science Orientation (Coursera)	Jan 2022	30
1	Intellectual property rights and competition law	Jan 2020	14
2	Enhancing soft skills and personality	Feb-Apr 2020	30

3	Business Plan	Feb 2021	30
4	Event Management	Feb 2021	30
5	Banking Practices	March 2021	30

CERTIFICATON COURSES COMPLETED

Course	Year	Certificaton
Data Science Orientation	2022	IBM, Coursera
Data Science	2022	IBM, Coursera
SQL	2023	Skill Nation

Examiner & Question Paper Setter details :

Examiner University / Autonomous Colleges	Question Paper Setter University / Autonomous Colleges
<ul style="list-style-type: none"> ➤ Bharathidasan University, Trichy. ➤ National college (Autonomous), Trichy. ➤ St. Joseph College, Trichy. ➤ Jamal Mohamed College, Trichy. ➤ Bishop heber college, Trichy. 	<ul style="list-style-type: none"> ➤ St. Joseph College, Trichy. ➤ Jamal Mohamed College, Trichy. ➤ Dhanabagiyam Krishnaswamy Mudaliyar college for Women, Vellore. ➤ Gobi arts and science College, Erode.

E- Content

S No	E-Content	Link
1	YouTube Channel Dr. Thamarai Selvi	https://youtube.com/@dr.thamaraiselvi3770
2	HRM Internal Sources of Recruitment	https://youtu.be/K1OiqnCVLYk
3	HRM External Sources of Recruitment	https://youtu.be/u2HnjCN3hTE
4	About Coursera	https://youtu.be/6jXA59MzQIE
5	Affiliate Marketing	https://youtu.be/BbE6rzM7sIQ
6	Introduction to Digital Marketing	https://youtu.be/LNGFq5lwLQI

17. Details of Study Materials / Books written and published:

- A Book published on International Business Management by Kongunadu Publications, India PVT LTD (October 2017) ISBN: 978-93-86770-63-9

- A Book published on operations management by Amazon Pvt Ltd(June 30,2020) ISBN-13:979-8662618916

Chapters in Edited Books:

- CRM – Building Value for customer, Recent Trends in Multi- Disciplinary Research, Shree Publishing House, Visakhapatnam, A.P, ISBN: 978-93-91117-44-3
- An Insight of Teachers on use of Online Teaching Learning Approach during COVID-19 and post COVID-19- A Study in Krishna and Guntur Dt, Cheras Publishing House at amazon kindle edition, ISBN: 978-81-950163- 6-5.
- "A study on impacts of organizational culture on organizational commitment using nine- dimensional approach" in Elsevier – Materials Today Proceedings (Scopus), ISSN No: 2214- 7853
- "Impact of Covid -19 on financial status of manufacturing companies in India" in International Journal of Disaster Recovery and Business Continuity (Web of Science), Vol 12, No: 1 ISSN: 2005 – 4289 (Print), ISSN: 2207 – 8363 (Online)

18. Details of Chairing as Resource Person:

Date	Title of the Seminar/Conference	Session Chaired
14.06. 2012	Campion school	Judge
May 2015	“CONNECT”, National level Paper presentation competition Hallmark Business School, Trichy.	Judge
11.05.2015	Hallmark Business School	Special Jury Hemavathy Padmanathan award selection
26.08.2015	Vidiyal Matric Higher Secondary School, Manapparai	Happy learning Resource persons
08.12.2015	Bishop Heber College - national seminar	Recent trends in research-and inter disciplinary approach Resource persons
11.01.2016	Collage St. Joseph college	Judge In dept 2016
11.01.2016	Variety St. Joseph college	Judge In dept 2016

17.02.2016	3 rd students conference connect contemporary issues and innovation Hall mark 'B' school	Jury
31.08.2016	Endowment lecture St. Joseph college, Trichy	Resource persons Work of the future ,future of the work
04.09.2016	Sevai Shanthi Matric Higher Secondary School, Pettavaithalai	Resource persons Hyper specialization
22.10.2016	CAMPOFEZ Campion school	Judge Stationary joggings
26.11.2016	Kamalaniketan Higher Secondary School	Resource persons Community radio
10.01.2017	St. Joseph college Clay modelling	Judge indept2017
11.01.2017	St. Joseph college Western dance	Judge indept2017
12.01.2019	CE hr.sec school Vannarapetai, puthur, trichy	Chief guest
11.01.2019	St. Joseph college Western dance	Judge Indept2019
22.02.2020	St joseph Institute of Management	Judge Start up mela 2020 3.0
06.02.2020	Bharathidasan University Constituent Model Arts and Science College for Women, Veppur	Resource person One day seminar
22.06.2020	Bharathidasan University Constituent Model Arts and Science College for Women, Veppur	Resource person Webinar
18.04.2020	PSCMR College Of Engineering And Technology. Andhra Pradesh	Resource Person Guest Lecture
10.8.2020	Ministry of information and broadcasting ,field outreach bureau, trichy, national education policy	Resource person

14.08.2020	Ministry of information and broadcasting ,regional outreach bureau,Chennai ,national education policy	Resource person
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19. Administration Positions held in the College:

Institute Level:

2012-13 & 2008-10:

Head of the Department-BBA

20. Details of In-Charge / Membership in Committees for Autonomous::

Institutional Member – NAAC Criteria 5

It includes Student Support and Progression Mentoring and providing guidance for the students in various aspects of education and their field of study also matters. Helping and guiding students in their education contributes into the overall quality of education.:

Internal Auditor & Core Committee Member – ISO

Identify and maintaining quality standards in the institute in terms of Teaching and Participating in the developments of standards providing the invaluable contribution of academics work.

21. Details of In-Charge / Participation in Extracurricular Activities :

(NSS, NCC, Sports, Games, Voluntary Association and Cultural Activities):

Nature of Activity	Period of In charge
Rotaract Club Co-ordinator	2010-2025

22. Details of Participation in Consultancy, Training, Development etc.:

Subject Matter Expert – VEE Tech Solutions, Bangalore from 2017 – 2018

NPTEL Translator – For Qualitative and Quantitative Research Papers from June 2020

Member Board of Studies - Bishop Heber College from 2009

Academic Auditor - E.M.G Yadava Womens College, Madurai from 2020

Member - Harvard Business Publication Education from 2020 – 2021

23. Details of Membership in Academic Bodies/ Board of Studies and Reviewer Details:

S. No	Nature of Position	Institution Name	Period
1	Member Board Of Studies	Bishop Heber College	31.3.2009
2	Academic Auditor for BBA	E.M.G Yadava Womens College, Madurai.	2020

3	Mentor for knowledge management	NPTEL	Jul-Dec 2019
4	NPTEL Translator	NPTEL	june2020

24. Details of Membership of Professional Bodies:

1. Member of All India Management Association, New Delhi (AIMA)
2. International Association of Engineers, Membership Number: 268840
3. Commerce and Management Association, Membership Number: CMA/TN/021
4. Institute For Engineering Research and Publication (IFERP) IFERP, Membership Number: 82273926

25. Reviewer:

1. Acted as a reviewer for the book chapter titled Empowered Leadership Influences Employee Motivation, Encourages Positive Behaviors, Lessens Emotional Exhaustion, And Reduces The Likelihood Of Turnover
2. Acted as a reviewer for the book chapter entitled Organizational Leaders, Conventional Leadership Philosophies Backed By Academic Research, And Unconventional Leadership Philosophies
3. Acted as a reviewer for the book chapter entitled Financial Performance Appraisal of Selected Companies in Jordan
4. Acted as a reviewer for the book chapter entitled Risk And Decision Making

26. Patents:

Title of Invention: Social Media's role in shaping consumer preferences and brand loyalty

Application Number: 202441080700

Date of Filing: 23/10/2024

26. Country visited:

27. Any other information if any:

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Number of webinar attended	Number of FDP'S attended	Number of online courses attended	Number of quizzes attended
26	42	18	12