


CURRICULUM VITAE OF Dr.K.SELVARAJ

| | | | |
|---|--------------------------|--|---|
| 1 | Name and Address | Dr.K.SELVARAJ, Ph.D., Professor and Head Department of Commerce 7, Bharathiyar Street, Kalippatti[P.O] 637 501 Tiruchengode [T.K] Namakkal [D.T] Mobile:9894717781 Mail ID: selvarajmasc@gmail.com Official Mail ID:selvarajk@mahendraarts.org Website: https://www.mahendraarts.org/teaching_staff.php |  |
| | Official Address | Dr.K.SELVARAJ, Ph.D., Professor and HOD, College Former NAAC Coordinator, Former IQAC Coordinator, Senate Member(2021 onwards) of Periyar University, PG and Research Department of Commerce, Mahendra Arts & Science College [Autonomous] Kalippatti [P.O] 637 501Tiruchengode [T.K] Namakkal [D.T] Mobile:9894717781 Official Mail ID:selvarajk@mahendraarts.org Website ID: https://www.mahendraarts.org/teaching_staff.php | |
| 2 | Education Qualifications | <div style="border: 1px solid black; padding: 5px; text-align: center;"> M.Com., M.Phil., M.B.A. P.G.D.C.A., Ph.D. </div> <ol style="list-style-type: none"> 1.Ph.D – Periyar University – KKC College 2011 [PT] 2. M.B.A.- Periyar University – 70% - 2009 3. P.G.D.C.A. – Alagappa University – 65% 2003 4. M.Phil. – M.K. University – 61% 2000 [PT] 5. M.Com - M.K. University – 72 % 1997[FT] College First Rank 6. B.Com – M.K. University – 75% in 1995 | |
| 3 | Teaching Experience | <ol style="list-style-type: none"> 1.Arulmigu Palanianandavar College for Women 02.01.1999 to 03.02.2001 3 Years 2. Mahendra Arts & Science College(A)-17.08.2001 to Till date: 22 Years <div style="border: 1px solid black; padding: 5px; text-align: center; margin-top: 10px;"> Total Experience: 25 Years </div> | |
| 4 | NAAC Funding | Grant Received from NAAC Sponsored National Seminar on “Intellectual Property Protection on Innovative Products and Technologies” on 22.10.2021. | |
| 5 | Achievement | Acted as NAAC Overall Coordinator - Secured Grade A++ (3.51.) Cycle – II 16th and 17.02.2023. In-charge: 1. Preparation SSR. 2. Extended Profile. 3. Criterion-V In-charge. | |
| 6 | Award | <ol style="list-style-type: none"> 1. Best Researcher Award -2017 from Indian Academic Researchers Association, Trichy , 22nd April 2017. 2. Best Faculty Award – 2022 from Nature Science Foundation, Coimbatore. Academic Year 2021-2022. | |
| 7 | Publication of Book | <ol style="list-style-type: none"> 1. PRACTICAL AUDITING- March 2018 Publisher: Charulatha Publications, Chennai. 2. A Study on Marketing of Bank Services in Salem District- April 2019 Publisher: IRS Research Publications Salem- 637104 ISBN: 9789352798829 - Research Thesis was Approved MHRD | |
| 8 | Specialization | 1. Marketing 2. Finance 3.Human Resource Management | |

| | | |
|----|--|---|
| 9 | Acted as Subject Experts in BOS | <ol style="list-style-type: none"> 1. Acted as PG-Commerce [M.com] Question Paper Setting Member, Periyar University, Salem 13.01.2020. 2. Acted as Subject Experts in BOS Meeting , Kongunadu Arts & Science College, Coimbatore, 29.02.2020. 3. Acted as Subject Experts in BOS Meeting for B.Com Banking and Insurance, NGM College (Autonomous), Pollachi, 28.05.2021 4. Acted as Subject Experts in B.Com (IT) BOS Meeting , Kongunadu Arts & Science College, Coimbatore, 19.03.22. 5. Acted as Subject Experts in B.Com - BOS Meeting , PARK'S College (Autonomous), Coimbatore, 19.03.22. 6. Acted as Subject Expert in M.Com (Information Technology) Bharathiar University, Coimbatore 24.08.22. 7. Acted as Subject Expert in Commerce Industry Integrated at Sri Krishna College of Arts and Science 04.01.2023 8. Acted as Subject Experts in B.Com - BOS Meeting , PARK'S College (Autonomous), Coimbatore, 04.05.23. 9. Acted as Subject Expert in Commerce Industry Integrated at Sri Krishna College of Arts and Science 06.05.2023 10. Acted as Subject Experts in B.Com E-Commerce - BOS Meeting , Vellalar College for Women (Autonomous), Erode, 12.06.23. |
| 10 | Acted as Resource Person | <ol style="list-style-type: none"> 1. Acted as Resource Person in National Conference “Empowering Rural India through Inclusive Growth”, PGP Arts and Science College, Namakkal Dt. 24.02.2020. 2. Acted as Resource Person in Guest Lecture programme on “Career Guidance Counselling programme for commerce students” Dr.NGP Arts & Science College, Coimbatore 05.05.2022. 3. Acted as Resource Person in Guest Lecture programme on “Career opportunity to commerce students Poineer College of Arts and Science, Coimbatore on 21.05.2022”. 4. Acted as Resource Person in Faculty Development Programme on Outcome Based Education in VLB Janakiammal Arts & Science College, Coimbatore on 08.06.2022 5. Acted as Resource person in Six Days State level Faculty Development Programme on Digitalization in Accounting and finance – Importance of Digital transformation KG College of Arts and Science Coimbatore and Poineer College of Arts and Science Coimbatore on 11.11.2022. 6. Acted as Resource person in Two days international conference on |

| | | |
|----|---|---|
| | | Entrepreneurship development in india opportunities and Challenges in Dhanalakshmi Srinivasan College of Arts & Science Peramlur on 01.02.23 |
| 11 | Acted as Ph.D External Examiner for the Ph.D. Public Viva-voce Examination | <p>1.Ms.R.Vasantharani- Financial Performance of SBI and its Associate Banks Pre and Post Merger – Using CRAMEL Model– Sree Narayana Guru College, Coimbatore– 08.04.2015</p> <p>2.Mr.N.Rajendran – Capital and Working fund raising practice of SMES in Tirupur Knitwear Sector– Chikkana Govt. Arts College – 27.02.2018</p> <p>3.Mr.M.Maheshkumar – Financial Behaviour of MGNREGA Beneficiaries in Madukkarai Block, Coimbatore District of Tamilnadu – Sree Narayana Guru College, Coimbatore– 27.06.2018</p> <p>4. Ms.C.J.Geetha- Branding of banking services with reference to select banks in Coimbatore city- Govt. Arts College, Palladam- 20.09.2018.</p> <p>5. Mrs.S.Radhika-A study on customer service quality of retail stores with special reference to Coimbatore city Tamilnadu – Sree Narayana Guru College, Coimbatore– 22.09.2018</p> <p>6. Mr.S.Balamurugan – Selection criteria of Logistics intermediaries towards airlines- Kanban College of Arts and Science, palladam – 07.02.2019.</p> <p>7. Mr. M.Sivaprakasam – Customer’s Preference to Digital Banking Services provided by Retail Banks of Tirupur City, Govt Arts College, Palladam- 15.04.2019.</p> <p>8. Mrs. J.Jayashree - Consumer Perception And Preference Towards Green Marketing On Select Consumer Durables With Special Reference To Coimbatore City - Chikkana Govt. Arts College 21.06.2019.</p> <p>9. Mrs. R.Geetha – Investors Awareness and perception in equity share with special reference to Coimbatore District. RVS College of Arts & Science, Sulur – 30.09.2019.</p> <p>10. Mr.C. Suresh - Performance Analysis of Special Economic Zone’s with special reference to SIPCOT, Perundurai”. RVS College of Arts & Science, Sulur – 30.10.2019.</p> <p>11. Mrs.A.Kanimozhi- Effects Of Supply Chain Capabilities Towards Organisational Performance- Govt. Arts College, Palladam 27.02.21</p> <p>12. M.Gayathiri – Consumer perception and satisfaction on Cause Related Marketing with FMCG products in Tirupur District, Govt. Arts College, Udumalpet – 15.03.21.</p> <p>13. C.Gowthamiselvi - Consumers’ attitude towards organic food products: an empirical study- Gopi Arts & Science College (Autonomous)</p> |

| | |
|--|--|
| | Gopichettipalayam – 05.08.21. |
| | 14. K.Kumar - Impact of Social Network among Arts and Science College Students in Karur District – Valluvar College of Science and Management, Karur – 27.01.22. |
| | 15. R.Venkatesh - “A study on service quality perception and its impact on customer satisfaction with reference to Taxi Cab Services in Coimbatore city” – GRD College of Science and Management, Coimbatore – 08.03.22. |
| | 16. G.Meena Priya - “Effect of social media in the selection of low cost carrier airlines” PTA Govt. Arts College, Palladam 25.03.22. |
| | 17. G.Saranya – “A study on Francising and marketing strategy of kindergarten schools in Tamilnadu” Dr.NGP Arts & Science College, Coimbatore 05.05.2022. |
| | 18. K.S.Sudha – Investors perception towards investment in Gold: A study in Erode District of Tamilnadu”. Gopi Arts and Science College Gopi Chettypalayam 10.08.2022 |
| | 19. B,Manikandan – A Study on Marketing practices and service Quality on Hotels with special reference to Coimbatore City-Govt. Arts College, Udumalpet on 19.09.2022. |
| | 20. D.Ahila – Customer perception towards Digitalisation of Banking Services in Coimbatore District. NGM College, Pollachi 28.09.2022. |
| | 21. P.Jayakrishnan - A study on Quality of Work Analysis of Kerala migrants NGP College, Coimbatore 10.10.2022. |
| | 22. T.Rameshkumar – Effect o social media advertisements in the success of business. Dr.SNS College of Arts and Science, Saravanampatti Coimbatore 28.10.22. |
| | 23. Mrs. G.Swarnalatha - A Perspective study on women homepreneurs with reference to Coimbatore Dr.SNS College of Arts and Science, Saravanampatti Coimbatore 28.10.22. |
| | 24. Mr. R.Venkatesan – Occupational Role stress and its management practices among private school teachers (An empirical study with reference to Coimbatore city) – Dr.NGP Arts and Science College, (Autonomous), Coimbatore 15.11.2022. |
| | 25. Mrs.R.Vidhya – A study on Adoption and implementation of supply chain management among select manufacturing concerns in Coimbatore District – LRG Govt Arts and Science College – Tirupur 18.11.2022. |

| | | |
|----|-----------------------|---|
| | | 26. Mr.A.Ranjithkumar – A Study on consumer behaviour in organised and unorganised retailing of Tirupur District in Tamilnadu Govt. Arts College, Udumalpet on 21.02.2023. |
| | | 27. Mr.A.K.Abdur Rafeeqe - A Study On Habitability Of Women Labourers In Tea Plantations With Special Reference To Wayanad District, Kerala – Sri Krishna College of Arts and Science Coimbatore on 03.03.2023. |
| | | 28. D.Kayathridevi , Production and Marketing of Coir Products in Coimbatore District, Nehru Arts & Science College (A), Coimbatore, on 18.03.2023. |
| | | 29. B.Sheela , A Study on Consumer Buying Behaviour towards Instant Food Products in Coimbatore City Hindusthan College of Arts and Science [Autonomous], Coimbatore on 17.04.2023. |
| | | 30. X. Catherine Arputha Divya , Customer Perception And Satisfaction Towards Online Travel Ticket Booking Based On E-Service Quality With Special Reference To Coimbatore City Govt. Arts college (Autonomous), Coimbatore on 03.05.2023. |
| | | 31. K.Indhu , Farmers satisfaction towards agricultural schemes and subsidies provided by government with special reference to Coimbatore district, Nehru Arts & Science College (A), Coimbatore, on 18.05.2023 |
| | | 32. P.Sathya priya , A study on customers' perception and buying behaviour of private label products with special reference to Coimbatore district, Hindusthan College of Arts and Science [Autonomous], Coimbatore on 23.05.2023 |
| | | 33. V.M.Tharakarani , A Study On Utilization Of Agricultural Credit Of Banks An Analysis Of Quality Of Work Life Of Farmers In Coimbatore District Hindusthan College of Arts and Science [Autonomous], Coimbatore on .14.07.23 |
| | | 34. K.Bhuvaneshwari Determinants of Capital Structure of select south Indian Sugar Companies - Govt. Arts College, Udumalpet on 24.07.2023. |
| | | 35. A.Fazlunnisa Changing Consumer Preferences Towards Virtual Shopping. Govt. Arts College, Udumalpet on 08.08.2023. |
| | | 36. K.L.Kanaga Select sector Women consumers Impulse Buying Behaviour, Their perception and Satisfaction Level – A Study with reference to Coimbatore District. Vidhayasakar College of Arts and Science on 25.8.23 |
| 12 | Membership and | ➤ Serving as Overall NAAC Coordinator, Preparation of SSR- Second Cycle |

| | | |
|----|------------------------------------|---|
| | <p>Academic Involvement</p> | <p>Mahendra Arts and Science college (Autonomous), Namakkal.</p> <ul style="list-style-type: none"> ➤ Serving as NAAC Coordinator, Secured 3.51. NAAC Score with NAAC “A++” Grade on 20.02.2023 ➤ Serving as Senate Member of Periyar University, Salem – 11 ➤ Serving as Co-ordinator for preparing of Autonomous Extension Report and submit to UGC, Mahendra Arts and Science college, Namakkal. ➤ Serving as Co-ordinator and Member Secretary of Internal Quality Assurance Cell, Mahendra Arts and Science college, Namakkal. ➤ Serving as Internal Auditor of ISO, Mahendra Arts and Science college, Namakkal. ➤ Member of NIRF Ranking Committee, Mahendra Arts and Science college, Namakkal. ➤ Serving as a member –Financial Committee , Mahendra Arts and Science college, Namakkal. ➤ Serving as a Academic Council member –NAAC Re-accreditation process, December 2015, Mahendra Arts and Science college, Namakkal. ➤ Serving as member of Internal Quality Assurance Cell (IQAC), Mahendra Arts and Science college, Namakkal. ➤ Serving as a Chairman of B.Com and M.Com. Board of studies of Commerce, Mahendra Arts and Science college, Namakkal. ➤ Serving as Admission Co-ordinator, Mahendra Arts and Science college, Namakkal. ➤ Serving as Career guidance cell Co-coordinator, Mahendra Arts and Science college, Namakkal. ➤ Served as additional chief examiner, Mahendra Arts and Science college, Namakkal. ➤ Serving as Exam Application Verifier for the whole college, Mahendra Arts and Science college, Namakkal. ➤ Serving as College NAAC- Steering Committee – member, Mahendra Arts and Science college, Namakkal. ➤ Served as science exhibition co-ordinator , Mahendra Arts and Science college, Namakkal. ➤ Served as Chief Examiner for End Semester Examination (2017 and 2018), Mahendra Arts and Science college, Namakkal. ➤ Served as Chief Examiner for End Semester Examination (November 2018), Mahendra Arts and Science college, Namakkal. |
| 13 | <p>Role of IQAC</p> | <ul style="list-style-type: none"> ➤ Participated in Workshop on Outcome Based Education at Erode Arts and |

| | | | |
|----|---|--|----------------------------|
| | Co-ordinator | <p>Science College (Autonomous), Erode on 2nd February 2019.</p> <ul style="list-style-type: none"> ➤ Prepare and submit AQAR – 2016-2017, 2017-2018,2018-2019, 2019-2020, 2020-2021 and 2021 -22. ➤ Preparation and Submission of Autonomous Extension Report 2020 for Renewal of Autonomous Status. ➤ Participated in Workshop on Ranking of Universities, NAAC Accreditation and NIRF at Periyar University on 12th February 2019. ➤ Arranged Awareness programme on Swayam Online free courses at Mahendra Arts & Science College on 20th February 2019. ➤ Arranged a workshop on NAAC Revised frame work at Mahendra Arts & Science College on 21st February 2019. ➤ Arranged One day Faculty FDP on Quality research proposals and manuscripts writing on 02.03.2019. ➤ Co-ordinator for Autonomous Extension Inspection on 23.01.21 ➤ Arranged one day FDP on Outcome Based Education on 05.03.22. | |
| 14 | Contribution for Academic and Research Development | <ul style="list-style-type: none"> ✚ Played a significant role in signing an MOU with B.Com Mahendra Arts and Science college, Namakkal and International Research Journal ✚ Played a prominent ant role in designing syllabus and curriculum plan to suit to the industrial requirement. ✚ Help the needy students through counselling for their curricular and co-curricular achievement. ✚ As a facilitator, contributed continuously for improving the academic performance of the students. ✚ As co-learner along with the students, improve the teaching methods through audio visual aids. | |
| 15 | Contribution to the Department | <ul style="list-style-type: none"> ➤ Actively involved in organizing subject related guest lecturers to the students in the areas of GST, Chartered Accountant Course and Company Secretary Course and TALLY Software. ➤ Organized the events such as exhibitions, conference, quiz, debate, etc., for the development of the students. ➤ Report preparation for B.Com Permanenant Affiliation ➤ Report preparation for B.Com Additional section Affiliation | |
| 16 | Research Experience Periyar Uni. | No. of M.Phil Awarded | No.of Ph.D on Going |
| | | 15 | 2 |
| 17 | Special Tasks Undertaken | 1. Mahendra Arts & Science College (A) – AQAR -2018-19 Preparation and submitted to NAAC on 24.3.2020 | |

| | | |
|----|---|--|
| | | <p>2. Mahendra Arts & Science College (A) – Autonomous Extension Report Preparation and submitted to UGC – 03.11.2020</p> <p>3. Mahendra Arts & Science College (A) -AQAR -2019-20 Preparation and submitted to NAAC on 24.12.2020</p> <p>4. Mahendra Arts & Science College (A) – IIQA – 2021 preparation and Submission – 08.01.21</p> <p>5. Mahendra Arts & Science College (A) -AQAR -2021-22 Preparation and submitted to NAAC on 09.06.2022</p> <p>6. Mahendra Arts & Science College (A) – IIQA – 2022 preparation and Submission – 23.06.22.</p> <p>7. Mahendra Arts & Science College (A) NAAC Reaccreditation SSR Report – Overall Coordinator, Criterion – V Incharge.</p> <p>8. Mahendra Arts & Science College (A) 5 – New Trending Courses Application submitted to Periyar University – Overall Coordinator,</p> |
| 18 | Curriculum Development in Other Universities | <p>Distance Education Classes for Periyar University – M.B.A. M.Com</p> <p>Distance Education Classes for Annamalai University – M.Com</p> <p>Projected Guided for M.Phil</p> <p>1. Karpagam University – 5 M.Phil Dissertations</p> <p>2. Bharathiar University – 76 M.Phil Dissertations</p> <p>3. Madurai Kamaraj University – 25 M.Phil Dissertations</p> |
| 19 | List of Conference and Seminars attended and presented | <p>1. Participated on One day national seminar on Trends in Insurance - Nirmala College for women – Coimbatore during 29.8.2013</p> <p>2. Participated on one day international conference on Global innovative Business Practice in Banking – Vellalar College for Women – Erode during 6th & 7.2.2014</p> <p>3. Participated on One day national seminar Indian banking challenges ahead - Selvamm Arts & Science College – Namakkal during 27.7.2007</p> <p>4. Presented one day international conference on Indian banking challenges ahead - SAN International Business School – Coimbatore during 15.5.2008</p> <p>5. Participated in one day international conference on Innovation in Banking Technology- St. Joseph’s College of Arts & Science – Cuddalore during 14th & 15.3.2008</p> <p>6. Participated on one day workshop on Teaching Techniques - Sree Narayana Guru College – Coimbatore during 19.2.2009</p> <p>7. Participated on one day national seminar on A Comparative Study on Housing loan borrowers in Salem - Sree Narayana Guru College – Coimbatore during 19th & 20.2.2010.</p> |

| | | |
|--|--|---|
| | | <p>8. Presented paper on one day international conference on Social Reporting in Corporate Governance - University of Kerala on 13th & 14.11.2010</p> <p>9. A Study on one day national seminar on consumer satisfaction about mobile phone in Salem Dt. - Sree Narayana Guru College – Coimbatore on 17th & 18.2..2011</p> <p>10. Participated on one day national seminar on A Study on investors attitude about shares - Karpagam university- Coimbatore on 28.9.2012</p> <p>11. Participated one day A study on customer retention at Salem Tanishq jewellery in Salem - Periyar University – Salem on 28.02.2013</p> <p>12. Participated on one national seminar on A Study on investors attitude about mutual funds in Salem - Periyar University – Salem on 28.02.2013</p> <p>13. Participated on one national seminar on A study on impact of inflation on Indian money market - KKC – P.Velur on 19th & 20.09.2014</p> <p>14. Participated on one day international seminar on A study on opportunities and challenges of green marketing in India - KSR College of Engineering- Tiruchengode - on 26.09.2014</p> <p>15. Participated on one day international seminar on A Study on Emergining Scenario in HRM - Vivekanandha College – Tiruchengode on 26.02.2015</p> <p>16. Participated on one day national seminar on A Study on Marketing of Bank services in Salem Dt. - Vivekanandha College – Tiruchengode on 26.02.2015</p> <p>17. Participated on one day international seminar on A study on socio economic problems of truck operations in Namakkal Dt.- Sengunthar Arts & Science College, Tiruchengode on 1.02.2017</p> <p>18. Participated on one day international conference on Green Marketing , Sengunthar Arts & Science College, Tiruchengode on 1.02.2017,</p> <p>19. Participated on one day international conference on A study on challenges affecting the retail sector in Salem town, International symposium, Emerging trends in rejuvenating academic research, St.Joseph’s College, Tiruchirappalli on 22.04.2017</p> <p>20. Participated on one day international conference on A study on problems and prospects of carpet weavers in Bhavani Taluk, International symposium, Emerging trends in rejuvenating academic research, St.Joseph’s College, Tiruchirappalli on 22.04.2017</p> <p>21. Participated in A study on innovation agriculture in India, National Conference on Rural Banking and Agri-Business for Economic Transformation, Kapargam Academy of Higher Education, Coimbatore on 24.01.2018.</p> |
|--|--|---|

| | |
|--|--|
| | <p>22. Participated in One day international conference on Rural Education in India, National Conference on Rural Banking and Agri-Business for Economic Transformation, Kapargam Academy of Higher Education, Coimbatore on 24.01.2018.</p> <p>23. Participated in Role of Micro Finance institutions in Rural Development, National Conference on Rural Banking and Agri-Business for Economic Transformation, Kapargam Academy of Higher Education, Coimbatore on 24.01.2018.</p> <p>24. Participated in Agricultural Education in India: Challenges and Prospects, National Conference on Rural Banking and Agri-Business for Economic Transformation, Kapargam Academy of Higher Education, Coimbatore on 24.01.2018.</p> <p>25. Participated in Supply Chain Management in Agriculture, National Conference on Rural Banking and Agri-Business for Economic Transformation, Kapargam Academy of Higher Education, Coimbatore on 24.01.2018.</p> <p>26. Participated in A study on Agribusiness in India, National Conference on Rural Banking and Agri-Business for Economic Transformation, Kapargam Academy of Higher Education, Coimbatore on 24.01.2018.</p> <p>27. Participated in A Study on Consumer Buying Behaviour Towards Organised Retail Stores in Salem Dt. National Conference on Rural Banking and Agri-Business for Economic Transformation, Kapargam Academy of Higher Education, Coimbatore on 24.01.2018.</p> <p>28. Participated in one day international seminar on “Recent Trends in Marketing Technology” Morappur Kongu College of Arts and Science, Dharmapuri on 19th September 2018.</p> <p>29. Participated in one day international seminar on Recent Trends in Marketing Technology” Morappur Kongu College of Arts and Science, Dharmapuri on 19th September 2018.</p> <p>30. Participated in one day international seminar on Recent Trends in Marketing Technology” Morappur Kongu College of Arts and Science, Dharmapuri on 19th September 2018.</p> <p>31. Participated in One day national training workshop of Biotechnology in Agriculture organised by Mahendra Arts & Science College Namakkal on 28 & 29.11.2018.</p> <p>32. Participated in one day workshop in U-Commerce & Indian Economy-Recent Scenario, Salem Sowdeswari College, Salem on 10.01.2019.</p> |
|--|--|

| | | |
|----|-------------------------|---|
| | | <p>33. Participated in one day workshop on Ranking of Universities, NAAC Accreditation and NIRF organised by Periyar University on 12.02.2019.</p> <p>34. Participated in One day workshop on Outcome based Education organised by Erode Arts & Science College, Erode on 02.02.2019.</p> <p>35. Participated in one day workshop on Ranking of Universities, NAAC Accreditation and NIRF organised by Periyar University on 12.02.2019.</p> <p>36. Presented paper on one day national seminar on Issues and challenges of Digital Banking system in India organised by Mahendra Arts & Science College Namakkal on 27.02.2019.</p> <p>37. Participated in one day workshop cum hands on training on Tally with GST organised by Salem Sowdeswari College, Salem on 01.08.2019.</p> <p>38. Participated in one day workshop on art of research writing & Publishing , Salem Sowdeswari College, Salem on 22.08.2019.</p> <p>39. Presented paper in Two day Sponsored National level seminar on one nation one election organised by Mahendra Arts & Science College Namakkal on 5 & 6. 12.2019.</p> <p>40. Participated in One day awareness programme on “Factories Act, 1948 & Cyber law with latest amendments” Vivekanadha College of Arts & Science for Women, Namakkal on 08.01.2020.</p> |
| 20 | Editorial Board Members | <p>1. Journal of Management and Science Ref.No.JMS/27/2011</p> <p>2. International Research Association of Computer Science & Technology (IRACST) Member No. 20161003</p> <p>3. International journal of Economics, Commerce and Research- 2015</p> <p>4. Asian Journal of Management Sciences and Economics – Guest Editor</p> <p>5. International Journal of Commerce and Management – Associate Editor</p> <p>6. Emperor International Journal of Finance and Management Research- Editorial Board Member – 2018.</p> <p>7. International Journal of Research and Analytical Reviews March 2020</p> <p>8. International Journal of Commerce and Economics – 2019</p> <p>9. International Research journal of Modernization in Engineering Technology and Science.-2020.</p> <p>10. International journal of Engineering Development and Research (1016) 2020.</p> <p>11. GASCIAN Journal of Social Science – Reviewer -2018</p> <p>12. Journal of Accounting Research, Business and Finance Management Editor 05.01.2021</p> <p>13. Journal of Sales, Service and Marketing - Editor 05.01.2021</p> <p>14. Journal of Micro & Small Business Management- Editor 05.01.21</p> <p>15. International Journal of Creative Research Thoughts - Reviewer Profile ID: 115809 - 2020.</p> <p>16. International Journal of Research and Analysis in Commerce and Management 2020.</p> <p>17. Editor in International Journal of Economics, Commerce and Research (IHECR)- ISSN: 2319.4472 – 2019.</p> <p>18. International Journal for Progressive Research in Engineering Management and Science – 18.10.21.</p> |

| | | |
|----|--------------------------------------|--|
| | | <p>19. Quest Journals -Journal of Research in Business and Management – 02.12.2021.</p> <p>20. Editor in International Research Journal of Modernization in Engineering Technology and Science.ISSN:2582-5208.</p> <p>21. Journal of Engineering Research and Sciences – 5 Journals – Reviewer - Code: JSR00676 Dated: 10.01.2022.</p> <p>22. International Journal of Research in Finance and Management – Associate Editors, dated 10.01.2022.</p> |
| 21 | Association Member | <p>1. All India Accounting Association – Executive Member</p> <p>2. Global Association of Commerce and Management – Life Member</p> |
| 22 | International /National Publications | <p>1. A Comparative study on housing loan borrowers of public and private sector banks in Salem Dt. - Facts of Commerce- Mar 2010 [ISBN 978-81-909246-8-9]</p> <p>2. A study on customers satisfaction about mobile phone in Salem Dt. – Journal of Global Innovative - Mar 2011 [ISBN978-81-909150-8-3]</p> <p>3. A Study on E-Banking Services in the PSU Banks in Salem – International Journal of Third Concept - Feb-Mar 2012 [ISSN 0970-7247]</p> <p>4. A Customer Satisfaction about Housing Loan Provided by Banks in Salem District– International Journal of Third Concept - Mar – April 2012 [ISSN 0970-7247]</p> <p>5. A study on the awareness and satisfaction of the life insurance investors with reference to the Nilgiris Dt., National conference on Looming Opportunities & Threats, P.No. 183, ISBN: 978-93-82238-23-9,Sept.2013.</p> <p>6. A study on investor attitude about shares with special reference to Salem Dt. - International Journal of Third Concept - 28.9.2013 [ISBN 9789382338239]</p> <p>7. Consumer brand preference among Women - International Journal of Third Concept , P.No.27, [ISSN 0970-7247], Nov. 2014.</p> <p>8. A study on impact of inflation on Indian money markets, UGC sponsored national seminar proceedings, P.No. 222, ISBN:819077398-4, 2014.</p> <p>9. A Study on emerging scenario in HRM of corporate sector in India – journal of VEL - Feb 2015 - ISSN 2394-1316</p> <p>10. A Study on consumer attitude towards selected durable goods in Salem Town, Selp Journal of social science –Vol VII – Issue 27, P.No.29 ISSN 0975-9999,Jan-Mar 2016.</p> <p>11. A study on problems faced by milk producers in Neikkarapatti village in Salem Dt. – Research Explorer , Vol IV, Issue 13,P.No.18, July-Dec 2016, ISSN:2250-1647, Impact Factor: 2.014.</p> <p>12. A study on consumer attitude towards advertisement in media in Salem District. Selp Journal of social science –Vol VII – Issue 30, P.No.34, ISSN 2349-1655Oct-Dec 2016.</p> <p>13. A study on challenges affecting the unorganized retail sector in Salem Town, International journal of education and social science,Vol.No.44, Special</p> |

Issue 10, March 2017, Impact Factor: 3.82.

14. A study on impact of corporate social responsibility, International journal of education and social science, Vol.No.46, Special Issue 12, March 2017, Impact Factor: 3.82.

15. A study on problems and prospects of Carpet weavers in Bhavani Taluk, Research Explorer – Vol. – V, Issue 14, P.No.38-43, ISSN 2250-1940 Jan-June 2017, Impact Factor: 2.014.

16. A Study on challenges affecting the Retail sector in salem town, District. Selp Journal of social science –Vol.- VIII – Issue 32, P.No.35-38, ISSN 2349-1655, April – June 2017.

17. A Study on customer preference of search engine among the college students in Salem city, Selp Journal of social science –Vol.- VIII – Issue 32, P.No.61-64, ISSN 2349-1655, April – June 2017.

18. A study on Problems of Women house construction workers in Tiruchengode Taluk of Namakkal Dt., Emperor International Journal of Finance and Management Research, Vol.III – Issue – 08, P.No.23-28 , ISSN No.2395-5929 August 2017, Impact Factor 1.14. UGC Approved Jr.No.45308.

19. A Study on Socio-Economic problems of silver workers in Salem Town, Emperor International Journal of Finance and Management Research, Vol.III – Issue – 08, P.No.51-56 , ISSN No.2395-5929 August 2017, Impact Factor 1.14. UGC Approved Jr.No.45308.

20. A Study on Customer satisfaction about bank service of State Bank of India with reference to Salem Town, Emperor International Journal of Finance and Management Research, Vol.III – Issue – 09, P.No.16-21 , ISSN No.2395-5929 September 2017, Impact Factor 1.14. UGC Approved Jr.No.45308

21. Problems of chicken poultry owners (A study with reference to Rasipuram Taluk) Emperor International Journal of Finance and Management Research, Vol.III – Issue – 09, P.No.22-27 , ISSN No.2395-5929 September 2017, Impact Factor 1.14. UGC Approved Jr.No.45308.

22. A study on problems faced by milk producers in valappadi taluk of Salem District, Emperor International Journal of Finance and Management Research, Vol.III – Issue – 09, P.No.49-54 , ISSN No.2395-5929 September 2017, Impact Factor 1.14. UGC Approved Jr.No.45308.

23. A study on major problems and issues of Rural Entrepreneurs in india, Asian Journal of Management Sciences and Economics, Vol.No.40, Special Issue 1, ISSN 2413-0591, Impact Factor 5.18.

24. A study on major problems faced by micro, small and medium enterprises in Salem Town, Asian Journal of Management Sciences and Economics, Vol.No.40, Special Issue 1, ISSN 2413-0591, Impact Factor 5.18.

25. A study on emergining entrepreneur with reference to Earthen posts garden restaurant, Valpoi – Goa, Asian Journal of Management Sciences and Economics, Vol.No.40, Special Issue 1, ISSN 2413-0591, Impact Factor 5.18.

26. A Study on Influences of application of Finance Management Functions and Economic Value Added (EVA) to the improvement of Business operations, Emperor International Journal of Finance and Management

| | | |
|----|---|---|
| | | <p>Research, Vol.No.IV, Issue:-05, ISSN No. 2395-5929, March 2018 Impact Factor 1.14. UGC Approved Jr.No.45308.</p> <p>27. A Study on problems of Mushroom Cultivators with special reference to Mettur Talk, International Journal of Advance and Innovative Research, Vol. 5, Issue 4 (VIII), October- December 2018, P.No. 72-76, Impact Factor: 3.25. UGC Approved Journal No. 63571.</p> <p>28. A Study on production and Marketing problems of sugarcane producers in Attur Taluk, Salem District. SELP Journal of Social Science, ISSN:0975-9999 (P) 2349-1655 Impact Factor:3.655 (CIF), 2.78 (IRJIF), 2.77 (NAAS), Vol. IX, Issue 39, October-December 2018, P.No.6-10, UGC Approved Journal. 46622.</p> <p>29. Problems of Mushroom Cultivators (A Study with Special Reference to Mettur Taluk), Research Explorer International Journal ISSN: 2250-1940 (P), 2349-1647 (O), Impact Factor: 3.655 (CIF), 2.78, (IRJIF), 2.7 (NAAS), Vol VI, Issue 21, October-December 2018, P.No. 20-24, UGC Approved Journal. 63185.</p> <p>30. Impact of CSR in Modern Business Practice - EPRA International Journal of Research & Development (IJRD) ISSN (Online): 2455-7838 SJIF Impact Factor 6.260. ISI LF Value 1.241. Volume : 4. Issue:8. August 2019 Page No. 99 -103. UGC- CARE List Article.</p> <p>31. A study on Emerging trends in Banking and Finance in india – International Academic/ Scholarly Publication Volume I, September Edition ISBN : 978-10-050442-7-5. September 2020 Page No. 24-28.</p> <p>32. Perception and Attitude of Street Food Vendor in Kondalampatti towards using of Newspaper for Dishing out the Food -Research and Review: Human Resource and Labour Management" in Volume 1, Issue 2. July - December 2020 Page No.29-33</p> <p>33. Cost of Living: An Exploratory Study of Family of Chinnappampatti, Salem District – SHANLAX International Journal of Commerce, Vol.6, Special issue 1, Year 2018, ISSN No.2320-4168. Impact Factor 4.118. P.No.207-211. DOI: https://doi.org/10.5281/zenodo.1461488.</p> <p>34. A study on the level of job satisfaction of construction workers in Kozhikode District-Kerala – Journal of Emerging Technologies and innovative Research, Peer reviewed, Referred journal Volume 9, Issue 4 April 2022 ISSN 2349-5162 Journal No.63975, Impact Factor: 7.95.</p> <p>35. A study on the living conditions of construction workers in Kozhikode District, Kerala, Journal of the oriental institute ISSN 0030-5324, Vol 71; Issue 01; Jan – March 2022, UGC Care approved Group – I Peer Reviewed and Referred journal.</p> <p>36. A study on the Health and Safety conditions of Construction workers in Kozhikode District , Kerala, Journal of Business Analytics and Data Visualization Volume – 3, Issue- 1 (January – June 2022) Page no. 36-40.</p> |
| 23 | Member in Question Paper Settings Other Autonomous | <ul style="list-style-type: none"> • Govt. Arts College-Coimbatore Commerce- UG&PG - June 2010 • Karpagam Arts & Science College [Autonomous] –Coimbatore - Commerce,Business Management - UG&PG - July 2007 |

| | | |
|--|-----------------|---|
| | Colleges | <ul style="list-style-type: none"> • P.S.G. Krishnammal Arts & Science College [Autonomous] - Coimbatore – Commerce - UG & PG - July 2008 • Vellalar College for Women [Autonomous] – Erode - Commerce & Management - UG & PG - July 2008 • Sri G.V.G. Visalakshi College for Women [Autonomous]- Udumalpet – Commerce - UG & PG - January 2010 • Nallamuthu Gounder Mahalingam College [Autonomous] – Pollachi Commerce - UG & PG-February 2010 • Gobi College of Arts & Science [Autonomous] Gobichettipalayam- Commerce- UG& PG- June 2010 • R.V.S. College, [Autonomous] Coimbatore - Commerce – Board Chairman – UG - February 2012 • Kongunadu Arts & Science College [Autonomous] –Coimbatore – Commerce - UG& PG - June 2013. • Govt. Arts College [Autonomous] -Erode Commerce- UG&PG - June 2015 • Govt. Arts College [Autonomous] -Karur Commerce- UG&PG - June 2015 • Parks College of Arts and Science, [Autonomous] Coimbatore, Commerce- UG & PG – October 2018 • Arul Anandavar Arts and Science College (Autonomous), Madurai, Commerce, UG & PG – September 2018. • Nirmala Arts and Science College (Autonomous), Coimbatore, Commerce, UG & PG – September 2018. • Bharathiar University, Coimbatore, UG & PG – September 2019. • Thyagarajar College of Arts & Science Madurai UG & PG December 2020. • GRD College of Science, Coimbatore UG and PG December 2021 • PSG College of Arts and Science{Autonomous}, Coimbatore December 2021 • GRD College of Arts and Science (Autonomous), Coimbatore January 2022 • Dr. NGP Arts and Science College (Autonomous), Coimbatore February2022. • SDNBVC College of Arts and Science (Autonomous), Chennai January 2023 |
|--|-----------------|---|

| | | |
|-----|--|--|
| 24 | Special Training Undergone | <ol style="list-style-type: none"> 1. Career Counseling Cell & Placement during 2rd to 4th December 2011 Vivekanadha College for Women, Namakkal. 2. Teaching Technique/Pedagogical Methods held at Sree Narayana Guru College during 19th February 2009. 3. Training on Employment of Bio Technology related Agriculture at Mahendra Arts & Science College during 28th to 30th November 2018. |
| 25 | Additional Chief Superintendent | <ol style="list-style-type: none"> 1. Sri Sakthikailash Arts & Science College for women, Ammapet, Nov.2016 2. Shavaroy's Arts & Science College, Yercaud April-May 2017. |
| 26 | Member in Question Paper Review Committee | <ol style="list-style-type: none"> 1. P.S.G College of Arts & Science – Coimbatore – 2010 onwards. 2. RVS College of Arts & Science – Coimbatore -2016 onwards 3. Bharathiar University – Coimbatore on 2018 onwards |
| 27 | Programme Organised Acted as Organising Secretary | <ol style="list-style-type: none"> 1. Arranged Act as Organising Secretary for the One Day Workshop on Investor awareness programme on Demystifying stock market on 31.08.2016. 2. Arranged and Acted as Organising Secretary for the One Day National Seminar on Retail Marketing on 24.02.2017 3. Arranged and Acted as Organising Secretary for the One Day International Conference on Empowerment of Entrepreneurs on 01.11.2017. 4. Arranged and Acted as Convener for the One-Day National Seminar on Issues and Challenges of Digital Banking System in India on 27.02.2019. |
| 28. | Programme Organised Acted as Seminar Director | Arranged and Acted as Seminar Director for the Two Day National Seminar on One Nation One Election on 5 th and 6 th December 2019. |
| 29 | Major/Minor Project | <ol style="list-style-type: none"> 1. A Study on problems and prospects of lorry operators in Namakkal District of Tamilnadu – ICSSR – Amount Rs.15,00,000. July 2016 2. Quality improvement in practice Teaching Teacher Education- NAAC – Amount Rs.75,000. 05.08.2016 |
| 30. | International Journal Reviewer | <ol style="list-style-type: none"> 1. Comparison of Discriminate Analysis and Adaptive Booting (Adaboost) Classification and Regression Trees (CART) on Data with unbalanced class - Universal journal of Accounting and Finance - 05.09.2021 2. The Role of Intellectual Capital on financial performance of SME's Empirical study in Jayapura Regions - Universal journal of Accounting and Finance - 15.08.2021 3. Roles of customer database and database marketing in customer relationship management, customer database, database marketing-Roles in CRM - International Journal of E-Business Research (IJEER) - 15.08.2021 4.The Effect of Competition on Systematic Risk in Indonesian Banking Industries - Universal journal of Accounting and Finance - 06.07.2021 5.The Determinants of Trust and its influence on online buying intention: An |

| | | |
|--|--|---|
| | | <p>Empirical study on social commerce in Jordan - International Journal of E-Business Research (IJEER) - 22.07.2021</p> <p>6. "An empirical investigation of consumers' intention for using ride-sharing applications: Does perceived risk matter? - International Journal of E-Business Research (IJEER) - 04.06.2021</p> <p>7. Customer Relationship Management: A scale for measuring profitability and performance of regional rural banks - Journal of Commerce and Management MANTHAN - 04.06.2021</p> <p>8. Productivity change analysis in the Peruvian Bank Sector - Universal journal of Accounting and Finance - 06.06.2021</p> <p>9. An analysis of the reliability of reported COVID-19 data in Western Balkan countries - Advances in Science, Technology and Engineering Systems Journal [ASTESJ] - 05.03.2021</p> <p>10. Research on the Impact of Chinese Commercial Banks Capital Structure on Profitability - Universal journal of Accounting and Finance - 26.03.2021</p> <p>11. Development of a Marketing Strategy for Enterprise Financial Growth - Universal journal of Accounting and Finance - 22.02.2021.</p> <p>12. Service Blueprint Technique for Designing and Improving Service: A Literature Review - Universal journal of Accounting and Finance - 23.01.2021</p> <p>13. Mathematical analysis of the effect of Credit volume on the money supply and Economic growth. - Universal journal of Accounting and Finance 19.01.22</p> <p>14. Local Self governance And Its Role In Ensuring Sustainable Development; Evidences From Gedeo Zone Administration – Journal of Engineering Research & Science – 23.01.22.</p> |
|--|--|---|

Dr.K.SELVARAJ