

IDHAYA COLLEGE FOR WOMEN
AROCKIA NAGAR, SARUGANI, SIVAGANGA DIST- 630 411

FACULTY PROFILE

Department: Commerce

1. **Name** : Dr.S.Selvarani
2. **Father's name** : Mr.S.Selvarajan
3. **Educational Qualification** : M.Com., M.Phil., Ph.D.,
4. **Designation** : **Head & Associate Professor**
Department of Commerce
Idhaya College for Women, Sarugani,
Sivagangai Dt.630 411.
5. **Teaching Experience** : 18 Years
6. **Date of Birth** : 16.03.1977
7. **Gender** : Female
8. **Address for Communication (Res)** : No.11, MGR Street,
Soodamanipuram, Karaikudi,
Sivagangai Dist.
- Phone No. : 9787493173
- Email – id : selvashanmugam16@gmail.com
9. **Area of Specialization** : Banking, Accountancy

10. Publications:

S. No.	Title	Name of the Journal/ Institution	ISSN/ ISBN No.	Month & Year
1	Canara bank customers perception on CRM with special reference to Sivagangai Dist.	Aditanar college of Arts and Science. Tiruchendur	ISBN:978-93-80314-15-0	Aug 2013
2	Green Marketing in India-Emerging Opportunities & Challenges	International Journal Of Management Review(IJMR)	ISSN: 2348-4373	April-2015
3	Emerging Opportunities & Policy Issues for Service Sector An Over View	EIJFMR	ISSN: 2395-5929	Jan-2016

4	Role of MSMEs in “Make in India campaign”	V.H.N.Senthilkumara Nadar College.Virudhunagar	ISSN:0974-683-VOL-IX	Aug-2016
5	ROOTS- International Journal of Multidisciplinary Researches	Mankayarkarasi College of Arts & Science for Women , Madurai	ISSN:2349-8684	Sep-2016
6	A Study on Mobile Banking & Applications	Aanada College Devakottai	ISBN: 978-81-92361-08-1	Feb-2017
7	Role of Women Entrepreneur	Aanada College Devakottai	ISBN: 9788190778817	March-2017
8	A role of E-Banking Services in CRM	Trends In Kalis Research,	ISSN:0974-701X	July-2017
9	Journal for Bloomers of Research	V.H.N.Senthilkumara Nadar College.Virudhunagar	ISSN:0974-6838-VOL-X	Aug-2017
10	Escalate of E- Commerce in Indian Market	Aanada College Devakottai	ISBN- 987-81-92597-40-9	Sep-2017
11	A study on the Potential impact of Consumer behavior towards E-Tailing	Shanlax International Journal	ISSN: 2320-4168	Feb-2018
12	Issues & Challenges On Micro Finance In India	Bothi International Journal	E-ISSN:2456-5571	Feb-2018
13	A Study on Factors influencing to choose the marketing Channels for Distribution of Chillies in VNR Dist.	Shanlax International Journal	ISSN:2320-4168	Oct-2018

11. Seminars / Conferences / Workshops Attended / Presented

S.No	Date and Year.	Title	Institution	International/ National/State Level	Presented/ Participated
1.	19.01.2007 & 20.01.2007	Customer Relationship management	Ayya Nadar Janahi Ammal Collge, Sivakasi	National	Participated
2	05.01.2010 & 06.01.2010	Corporate Governance- A Role of various shareholders	Ayya Nadar Janahi Ammal Collge, Sivakasi	National	Presented
3	06.09.2011	Quality Assurance in Higher education- Assessment and Accreditation	Seethalakshmi Achi college for women.Pallathur	State level	Participated

4	24.02.2012	Emerging trends in Indian Business Environment— opportunity and challenges	Sri kandhan college of Arts and Science.Erode	National	Presented
5	26.02.2012	Career Guidance	Karaikudi Institute of Management. Karaikudi	National	Participated
6	06.09.2013	Emerging trends in Indian Financial Market	Dr. Umaiyal Ramanathan college for women,Karaikudi	National	Participated
7	11.12.2013 & 12.12.2013	Emerging Trend in FDI	Ananda College Devakottai	State level	Participated
8	22.01.2015 & 26.01.2015	Faculty Training Programme on Entrepreneurship	Alagappa University	State level	Participated
9	02.03.2015	Emerging trend in THE Global Financial Markets	Syed hameedha Arts & Science college Kilakarai	National	Presented
10	03.03.2015 & 04.03.2015	Viral Marketing	Dr.Umaiyal Ramanathan College for women. Karaikudi	National	Presented
11	24.03.2015	Corporate Social Responsibility in India	Causannel College of Arts & Science ,Ramanathapuram	State level	Presented
12	04.12.2015 To 05.12.2015	Safety and Security of women and Girls in Public spaces.Planning&Designing Mechanism	Alagappa University Karaikudi.	National	Participated
13	07.03.2016	A Life Changing Journey	Idhaya College Sarugani	National	Participated
14	10.08.2017	Implementations of GST	Govt. Arts College Paramakudi	State Level	Participated
15	21.08.2017	Empowering teachers of prepare professions of tomorrow	Alagappa University Karaikudi.	State Level	Participated
16	09.09.2017	Post Accreditation	Idhaya College	State Level	Participated

		Quality Sustenance Measures	Sarugani		
17	14.02.2019	Technical & Scholarly Writing	Alagappa University Karaikudi.	State Level	Participated
18	20.02.2019	Impact of Green Marketing	Ananda College, Devakottai	National	Presented

.12. Seminars /Conferences /Workshops Organized :

1. Organizing Secretary for the International Conference on “**Financial Inclusion an Indian propective**” organized by the Department of Commerce, Idhaya College for Women, Sarugani on 26st August 2014.
2. Organising Secretary for the national workshop on “A Life changing journey” by department of commerce, Idhaya college for women, sarugani on 07.03.2016
3. Organising Secretary for the national Seminar on “Emerging Trends in Business & Management” by department of commerce, Idhaya college for women, sarugani on 04.10.2018

13. Details of Membership in Academic/Professional Bodies:

- ❖ Chief Examiner -Alagappa University Examinations (Affiliated Colleges) – B.Com / B.Com CA June 2016 – till date
- ❖ Question Paper Setter – Madras University & Bharathiyar University- B.Com/ M.Com, June 2013- till date