



Dr.S.SELVARANI

ADJUNCT FACULTY

DEPARTMENT OF CORPORATE SECRETARYSHIP

CONTACT

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School of Management
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ACADEMIC QUALIFICATION

Degree	Institution	Year	Branch	Class
Ph.D	Madurai Kamaraj University, Madurai.	2014	Commerce	Awarded
M.Phil	VHNSN College, Virudhunagar.	2000	Commerce	First
M.Com	VVV. College, Virudhunagar.	1999	Commerce	First
B.Com	VVV. College, Virudhunagar.	1997	Commerce	First

TEACHING EXPERIENCE : 23 YEARS

Position	Institution	Duration
Lecturer in Commerce	VVV.College, Virudhunagar	June 2001 - Oct 2001
Assistant Professor	Idhaya College For Women, Sarugani	Feb 2002 - Dec 2017
Associate Professor & Head	Idhaya College For Women, Sarugani	Jan 2018 -Oct 2023
Adjunct Faculty	Department of Corporate Secretaryship, Alagappa University, Karaikudi	Sep 2023 To Till Date

TOTAL RESEARCH EXPERIENCE: 15 YEARS

Position	Institution / University	Duration
Research Supervisor	Idhaya College For Women, Sarugani	Mar 2017 to Sep 2023

Research Project Guided in M.Com: 58

M.Phil: 01

Ph.D : 03

AREA OF SPECIALIZATION

- **Commerce**
- **Banking**
- **Marketing**
- **Management**
- **Finance**

PATENTS FILED

Application Number: 202141044307

Date of Filing: 29.09.2021

Title: An Investor's Perspective on Insurance Related Investment

DISTINCTIVE ACHIEVEMENTS/ AWARDS

- Best Guide Teacher Award 2021 for guiding young researcher for the research on Indian History on 28.02.2021
- Inspirational Women Award 2021 for International Women’s Day Celebration on 07.03.2021
- Outstanding Mentor Award 2020 for guiding and acting as a mentor for the young entrepreneurs in the Entrepreneurial Award Program 2020 on 20.07.2020
- Excellent Teacher Award 2020 on the National Teachers Day Celebration on 05.09.2020 organized by CAPE FORUM – YOU TRUST, Kanyakumari District.
- Best Speaker Award for the "National Virtual Conference on Indian Scenario of School and College Education in 2020 - 2021" on 18.04.2021.
- Dr.Sarvepalli Radhakrishnan National Award by Consortium of School and College Teachers in India, Tamilnadu on 05.09.2021
- Perachiriyar Semmal Virudhu by Inthinnai Then Tamiliyal Aivu Mandram, Tamilnadu,India on 25.12.2021
- Women Transforming Nation Awards 2022 by Women lead 2030 on 01.03.2022
- "Kalvimamani" Award by Karaikudi Heritage Rotary Club at Karaikudi on 06.09.2022
- "Vocational Excellence Award" by Karaikudi Heritage Rotary Club at Karaikudi on 07.02.23
- Best Teacher Award 2023 by Tamil Thaaai Foundation, MSME (Central Govt Reg No - UDYAM-TN-01-0013285)

Events Organized In Leading Roles: Number Of Seminars /Conferences /Workshops/ Events Organized:

Position	Programme	Duration	Institution
Organizing Convener	International Conference on “Financial Inclusion an Indian prospective”	26.08.2014	Idhaya College For Women, Sarugani, Sivagangai Dist
Organizing Convener	National Workshop on “A Life Changing Journey”	07.03.2016	Idhaya College For Women, Sarugani, Sivagangai Dist

Organizing Convener	National Seminar on “Emerging Trends in Business & Management”	04.10.2018	Idhaya College For Women, Sarugani, Sivagangai Dist
Organizing Convener	National Workshop on “Innovative & Best Practices in Entrepreneurship”	24.09.2019.	Idhaya College For Women, Sarugani, Sivagangai Dist
Organizing Secretary	National Online Workshop on "How to Balance our Economy on COVID19?"	05.05.2020.	Idhaya College For Women, Sarugani, Sivagangai Dist
Organizing Secretary	National Online Quiz on GST	27.05.2020 To 30.05.2020	Idhaya College For Women, Sarugani, Sivagangai Dist
Organizing Secretary	National Webinar on “Enhance Competitive Skills and Opportunities”	11.07.2020	Idhaya College For Women, Sarugani, Sivagangai Dist
Organizing Secretary	FDP on “Prepare and Publish SCOPUS INDEXED, SCI,Peer Reviewed Journals with high impact factor”	29.07.2020	Idhaya College For Women, Sarugani, Sivagangai Dist
Organizing Secretary	SDP on “Proper Relationship Management- The Need of theHour”	18.09.2020	Idhaya College For Women, Sarugani, Sivagangai Dist
Organizing Secretary	National Webinar on "Entrepreneurial	12.06.2021	Idhaya College For Women, Sarugani, Sivagangai Dist

	Opportunities - A WayForward"		
Organizing Secretary	National E Quiz for "Banking & Insurance"	12.07.2021	Idhaya College For Women, Sarugani, Sivagangai Dist
Organizing Convener	National Webinar on "Research - An Important Factor in Education"	09.10.2021	Idhaya College For Women, Sarugani, Sivagangai Dist
Organizing Convener	Virtual International Conference on MIECMR	07.11.2021	Idhaya College For Women, Sarugani, Sivagangai Dist
Convener	Global Women's Conclave 2021	19.12.2021	Association For Women Empowerment and Child Development, Kanniyakumari, Tamilnadu, India
Organizing Convener	Virtual National Conference on "Agri Entrepreneurship, Business & Management"	23.01.2022	Idhaya College For Women, Sarugani, Sivagangai Dist
Organizing Convener	National Conference on Innovation, Intellectual Property Rights and Entrepreneurship	22.09.2022	Idhaya College For Women, Sarugani, Sivagangai Dist
Organizing Convener	Career Guidance Program	23.09.2022	Idhaya College For Women, Sarugani, Sivagangai Dist
Organizing Member	Digital Transformation and Sustainable ESG (ICDTSESG - 2024)	21.03. 2024 & 22.03.2024	Department of Corporate Secretaryship, Alagappa University, Karaikudi.

Various Academic & Administrative Role Served in Idhaya College For Women (2002 to 2023)

IDHAYA COLLEGE FOR WOMEN, SARUGANI, SIVAGANGAI DIST	Academic Council	Member
	Planning and Evaluation Committee	Member
	Guidance, Counseling Committee	Member
	Admission Committee	Member
	Editorial Committee	Member
	Internal Complaint Committee	Member
	Placement Cell	Coordinator
	IQAC	Member
	Entrepreneurial Development Cell	Coordinator
	Staff Grievance Redressal Cell	Coordinator
	Research and Development Committee	Member
	Website Committee	Member
	Students Affairs Committee	Dean
	NAAC – III Criteria	Criterion Coordinator
	Extension Activities	Coordinator
University Examination	Chief Examiner	

ACADEMIC BODIES IN OTHER INSTITUTES/UNIVERSITIES

Year/Period	Academic/ Administrative Role in Universities/ Institutions	Role
2005 - 2023	Valuation Examiner for UG & PG Board of B.Com/ M.Com - Alagappa University, Karaikudi	Member
2020 – Till Date	Question Paper Setting – MS University	Member
2022 – Till	Question Paper Setting – Periyar University	Member

Date		
2013 - 2015	Question Paper Setting – Bharathiyar University	Member
2022 – Till Date	Question Paper Setting – Annamalai University	Member
2013 -2018	Question Paper Setting – Madras University	Member
2020- 2023	Board of Studies - Certificate Course – Ananda College, Devakottai	Member
2018	Shanlax International Journal Of Commerce on Emerging Trends in Business & Management	Editorial Board Member
2020	Entrepreneurship Development (BOOK), OF BY AND FOR YOU TRUST & PUBLICATION , Kanyakumari, Tamilnadu.	Chief Editor
2021	Multi Disciplinary Innovations in Education, Commerce And management Research, Published by CAPE FORUM, OF BY AND FOR YOU TRUST & PUBLICATION , Kanyakumari, Tamilnadu.	Co - Editor
2021	Book Publication CAPE FORUM, OF BY AND FOR YOU TRUST & PUBLICATION , Kanyakumari, Tamilnadu. 1. Principles of Insurance 2. Banking Theory 3. International Trade	Editor
2021	Finance, Banking and Insurance & Most Authors Contributing For a Book On COVID -19 And Its Impact ASIA BOOK OF RECORDS, INDIA BOOK OF RECORDS, ESN PUBLICATIONS, Tamilnadu, India	Lead Editor

MEMBERSHIP IN PROFESSIONAL BODIES

- **Life time Member of Cape Research Forum**, Kanyakumari District,Tamilnadu. On 1stMarch 2020.
- Acting as an **Honorary Vice President** of CAPE FORUM – YOU TRUST, Kanyakumari District, Tamilnadu from 1st October 2020 to till now.

PUBLICATIONS: LIST OF RESEARCH ARTICLES

Total Citations: 08

h index : 02

S. No	Authors/Title of the paper/Journal	Impact Factor
1	Green Marketing in India-Emerging Opportunities & Challenges , International Journal Of Management Review(IJMR), Vol.1 No.2 April 2015, ISSN: 2348- 4373	--
2	Emerging Opportunities & Policy Issues for Services Sector -An Over View , Emperor International Journal of Finance and Management Research, Volume II, Special Issue II, January - 2016, ISSN: 2395- 5929	--
3	Role of MSMES in “Make in India Campaign” , College Sadhana, Journal for Bloomers of Research, Volume 9, Number 1 (A), August 2016, ISSN:0974-683-VOL-IX	--
4	A Study on the Awareness About Smart Cities Mission Among College Students in Karaikudi , A peer Reviewed, Refereed Journal, ROOTS - International Journal of Multi Disciplinary Researches, Volume 3, Special Issue: 7 , September 2016, ISSN: 2349 - 8684	0.811
5	A Role of E-Banking Services in CRM , Trends in Kalis Research, ISSN:0974-701X	---
6	Current Scenario of Women Entrepreneur , College Sadhana - Journal For Bloomers of Research, Volume 10, Number 1 (A), August 2017, ISSN 0974 - 6838	---
7	A study on the Potential impact of Consumer behavior towards E-Tailing , Shanlax International Journal Of Commerce, A Peer Reviewed , UGC Approved Journal Number 44120, Volume 6, Special Issue 3, Feb 2018, ISSN 2320 - 4168	3.017
8	Issues & Challenges On Micro Finance In India , BODHI International Journal Of Research In Humanities, Arts And Science, Volume 2, SPL ISS 14, April 2018, E-ISSN: 2456 - 5571, UGC Approved Journal 44274.	2.135
9	A Study on factors influencing to choose the marketing channels for distribution of chillies in Virudhunagar Dist. Shanlax International Journal Of Commerce, A Peer Reviewed Journal, Volume 6, Special Issue1, October 2018, ISSN 2320 -	4.118

	4168	
10	Customer Perception Towards Home Loan Borrowers of Selected Public Sector Banks in Sivagangai Dist, ZENITH International Journal of Business, Economics and Management Research, Volume 9 (8), August 2019, ISSN:2249-8826	--
11	Mobile Wallet - The Next Generation Digital Marketing, Journal of Management and Entrepreneurship, Vol.16, No.1 (I), January - March 2022, UGC Care Group 1 Journal, ISSN: 2229 - 5348	--
12	Financial Inclusion In India –An Overview, Journal of Management and Entrepreneurship, Vol.16, No.1 (I), January - March 2022, UGC Care Group 1 Journal, ISSN: 2229 - 5348	--
13	Entrepreneurship & Financial Literacy: A Roadmap To Economic Development Of India, Journal of Management and Entrepreneurship, Vol.16, No.1 (I), January - March 2022, UGC Care Group 1 Journal, ISSN: 2229 - 5348	--
14	Artificial Intelligence and Machine Learning in Smart Manufacturing in Industry 4.0, International Journal of Research Publication and Reviews, ISSN 2582-7421	5.536
15	Blending Pedagogy and Technology: Case Studies of Success in Higher Education”, International Journal of Innovative Research in Science, Engineering and Technology, e ISSN - 2319 -8753, p- ISSN 2347 - 6710	8.423
16	Problems Faced by Bank Customers in Using Plastic Money in Sivagangai District, Design Engineering, ISSN-0011-9342	Scopus (Waiting for Publication)

BOOKS & CHAPTERS

Books and Chapters Published with ISBN: 24

SEMINAR/WORKSHOP/CONFERENCE /FDP/SYMPOSIUM

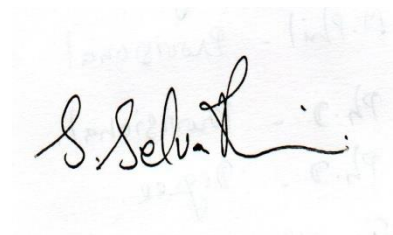
Seminar/Workshop/Conference Participation : 88

Seminar/Workshop/Conference - Paper Presentation: 37

Faculty Development Program : 27

RESOURCE PERSON

- International Conferences: 02
- National Conferences: 04
- Invited Lectures: 15

A handwritten signature in black ink, appearing to read 'S. Selvarani', is centered on a light-colored rectangular background.

Date: 28.05.2024

(Dr.S.Selvarani)

Place: Karaikudi

Adjunct Faculty