

**NAME** : P. KALAI SELVI  
**POSITION** : ASSISTANT PROFESSOR  
**FACULTY OF** : COMMERCE  
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**LANGUAGES PROFICIENCY**

**READ** : TAMIL & ENGLISH  
**WRITE** : TAMIL & ENGLISH  
**SPEAK** : TAMIL & ENGLISH

**1. QUALIFICATION**

S. No.	DEGREE / DIPLOMA / CERTIFICATE	DISCIPLINE	NAME OF THE INSTITUTION	YEAR OF PASSING
1.	UG	COMMERCE	G.T.N. ARTS COLLEGE, DINDIGUL	APRIL 1994
2.	PG	COMMERCE	G.T.N. ARTS COLLEGE, DINDIGUL	APRIL 1996
3.	ICWA INTER.	COST ACCOUNTS	ICWAI , CALCUTTA	JUNE 1996
4.	UGC – NET	COMMERCE	UGC, DELHI	JUNE 2000
5.	M.PHIL.	COMMERCE	DDE, MADURAI KAMARAJ UNIVERSITY	MARCH 2005
6.	PH.D.	COMMERCE	MADURAI KAMARAJ UNIVERSITY	PURSuing
7.	CERTIFICATE	TALLY EES.6.3	ZADHAN INFOSYS, DINDIGUL	MAY 2003
8.	TYPEWRITING - SENIOR GRADE	ENGLISH	DEPARTMENT OF TECHNICAL EDUCATION & CHAIRMAN, BOARD OF EXAMINATIONS, TAMILNADU	DECEMBER 1991
9.	TYPEWRITING - JUNIOR GRADE	TAMIL	DEPARTMENT OF TECHNICAL EDUCATION & CHAIRMAN, BOARD OF EXAMINATIONS, TAMILNADU	DECEMBER 1992

**2. TEACHING EXPERIENCE**

S. No.	INSTITUTION	FROM – TO
1.	ASSISTANT PROFESSOR, FATIMA COLLEGE (AUTONOMOUS), MADURAI	JUNE 2001 - TILL DATE

**3. POSITION HELD IN FATIMA**

S. No.	NAME OF THE POSITION	DURATION
1.	NSS PROGRAMME OFFICER	2001 - 2002
2.	RED CROSS IN-CHARGE	2002 - 2003
3.	NSS PROGRAMME OFFICER	2005 - 2007 & 2008 - 2011

4.	WOMEN CELL IN CHARGE	2007 - 2008
5.	QUALITY CIRCLE	2009 - 2010
6.	EXTENSION	2010 - 2011
7.	CONSUMER CLUB ORGANISER	2010 - 2013 & 2014 - 2015
8.	NCC CARE TAKER	2013 - 2014 & 2016 - 2017
9	ENGLISH LANGUAGE TRAINER	23.06.2015 TO 03.07.2015
10	STAFF IN CHARGE FOR "MEDITATION AND YOGA"	2015 - 2016 ONWARDS
11	CO-ORDINATOR – ENTREPRENEURSHIP DEVELOPMENT CELL	2016 - 2018
12	MEMBER, QUALITY CIRCLE	2017 - 2018
13	MEMBER, MENTORING FACILITATION COMMITTEE	2018 ONWARDS
14	MEMBER, E-CONTENT DEVELOPMENT CELL	2018 ONWARDS

#### 4. NATIONAL/INTERNATIONAL SEMINAR, WORKSHOP, CONFERENCE & SYMPOSIUM

S. No.	PROGRAMMES	ORGANIZED BY	DATE	PARTICIPATED/ PRESENTED	TITLE OF THE PAPER
1.	UGC SPONSORED NATIONAL LEVEL CONFERENCE ON "INTRODUCTION OF VALUE ADDED TAX IN INDIA – EMERGING ISSUES AND CHALLENGES"	PG& RESEARCH DEPT. OF COMMERCE ERODE ARTS COLLEGE, ERODE – 638 009	SEP. 02 & 03, 2005	PRESENTED	VALUE ADDED TAX – SWOT ANALYSIS
2.	STATE LEVEL WORKSHOP ON "APPLICATION OF STATISTICAL TOOLS FOR RESEARCH"	PG & RESEARCH DEPARTMENT OF COMMERCE, GTN ARTS COLLEGE, DINDIGUL	OCT. 08, 2005	PARTICIPATED	-
3.	INTERNATIONAL COMMERCE SEMINAR	DEPARTMENT OF COMMERCE, VIMALA COLLEGE, THRISSUR & COMMERCE ASSOCIATION OF KERALA	JAN. 12 – 14, 2006	PRESENTED	WTO AND INDIAN AGRICULTURE
4.	NATIONAL LEVEL SEMINAR ON "CUSTOMER RELATIONSHIP MANAGEMENT"	DEPARTMENT OF COMMERCE, THE AMERICAN COLLEGE, MADURAI	MAR. 01, 2006	PRESENTED	CRM AND 8P'S
5.	NATIONAL SYMPOSIUM ON "ENVIRONMENTAL SCIENCE AND ENGINEERING"	RVS COLLEGE OF SCIENCE AND ENGINEERING	MAR. 5, 2006	PARTICIPATED	-
6.	NATIONAL SEMINAR ON "RUPEE APPRECIATION – A PARADOX"	PG & RESEARCH DEPT. OF COMMERCE AND DEPARTMENT OF ECONOMICS ARULMIGU PALANIANDAVAR ARTS COLLEGE FOR WOMEN, PALANI	FEB. 22, 2008	PRESENTED	RUPEE APPRECIATION – A SWOT ANALYSIS-

7.	INTERNATIONAL CONFERENCE ON "REFORMS IN HIGHER EDUCATION IN ASIA"	CPA COLLEGE, BODINAYAKANUR, THENI DT.	MAR. 03 – 05, 2008	PRESENTED	METHODOLOGY IN TEACHING AND LEARNING
8	INTERNATIONAL CONFERENCE ON "GLOBAL RECESSION AND ITS IMPACT"	DEPARTMENT OF ECONOMICS, FATIMA COLLEGE, MADURAI	JAN. 22, 2010	PRESENTED	IMPACT ON GLOBAL RECESSION ON LEATHER SECTOR IN INDIA
9.	STATE LEVEL SEMINAR	DEPARTMENT OF COMMERCE, JAYARAJ ANNAPACKIAM COLLEGE FOR WOMEN, PERIYAKULAM	FEB. 05, 2011	PRESENTED	MODERN FINANCIAL SERVICES
10.	INTERNATIONAL SEMINAR ON "ENVIRONMENT SUSTAINABILITY"	FATIMA COLLEGE, MADURAI	FEB. 17 & 18, 2011	PRESENTED	ENVIRONMENTAL ACCOUNTING – THE CRY OF OUR AGE-
11.	INTERNATIONAL SEMINAR ON "CONTEMPORARY PRACTICES IN FINANCE AND MARKETING"	NEHRU COLLEGE OF ENGINEERING, COIMBATORE	FEB. 11 & 12, 2011	PRESENTED	A STUDY ON BRAND LOYALTY FOR MICROWAVE OVEN AMONG WOMEN USERS IN MADURAI
12.	NATIONAL SEMINAR ON "INNOVATIVE STRATEGY FOR TECHNOLOGICAL AND DESIGNING"	VHNSAN COLLEGE, VIRUDHUNAGAR	MAR. 3 & 4, 2011	PRESENTED	NEW BUSINESS MODEL IN RENEWABLE ENERGY SECTOR
13.	STATE LEVEL CONFERENCE ON "MODERN FINANCIAL SERVICES"	JAYARAJ ANNAPACKIAM COLLEGE FOR WOMEN, PERIYAKULAM	FEB. 05, 2011	PARTICIPATED	-
14.	ONE DAY NATIONAL SEMINAR ON INDIA – AN EMERGING ECONOMIC POWER	JAMAL MOHAMED COLLEGE, TIRUCHIRAPPALLI	FEB. 04, 2012	PRESENTED	LEATHER INDUSTRY AND INDIAN ECONOMY
15.	FACULTY TRAINING PROGRAMME ON "EMERGING TRENDS IN COST MANAGEMENT IN THE GLOBAL SCENARIO"	DEPT OF COMMERCE, LADY DOAK COLLEGE	FEB. 13, 2012	PARTICIPATED	-
16.	INTERCOLLEGIATE PAPER PRESENTATION	SRI HAYAGREEVA ARTS AND SCIENCE COLLEGE, NEAR KODAIROAD, DINDIGUL	FEB. 25, 2012	PRESENTED	FASHION TOWARDS E-LEATHER
17.	UGC SPONSORED WORKSHOP ON "E-COMMERCE FOR EVERY ONE"	DEPARTMENT OF COMMERCE, FATIMA COLLEGE	MAR. 2, 2012	PARTICIPATED	-
18.	NATIONAL LEVEL SEMINAR	BBA & B.COM. CA DEPTS, FATIMA COLLEGE, MADURAI	MAR. 09, 2012	PRESENTED	GREEN RETAILING IN INDIA
19.	RUBY JUBILEE SEMINAR ON "CAREER CARVING COMMERCE EDUCATION"	RESEARCH CENTRE OF COMMERCE, FATIMA COLLEGE, MADURAI	FEB. 18, 2016	PARTICIPATED	-
20.	ONE DAY WORKSHOP ON "AWARENESS ON FINANCIAL MARKETS FOR FUTURE INVESTORS"	BARODA PIONEER MUTUAL FUND IN ASSOCIATION WITH AMBITION LEARNING SOLUTIONS	MAR. 2016	PARTICIPATED	-
21.	NATIONAL SEMINAR ON IMPACT OF DEMONITISATION OF INDIAN ECONOMY	RESEARCH DEPARTMENT ON COMMERCE, FATIMA COLLEGE, MADURAI	MAR. 10, 2017	PARTICIPATED	-

22.	NATIONAL SEMINAR ON BUSINESS INTELLIGENCE	RESEARCH DEPARTMENT ON COMMERCE, FATIMA COLLEGE, MADURAI	MAR. 07, 2018	PARTICIPATED	-
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## 5. RESEARCH GUIDANCE

NO. OF M. PHIL. GUIDED : 1

### M. PHIL. GUIDANCE COMPLETED/ONGOING

S. No.	TITLE OF DISSERTATION	STUDENT NAME	ORGANIZATION	YEAR
1.	BRAND PREFERENCE OF CAR - A STUDY WITH REFERENCE TO MADURAI CITY IN TAMILNADU	M. LATHA	DEPARTMENT OF COMMERCE, FATIMA COLLEGE, MADURAI	2006 - 2007

## 6. ARTICLES PUBLISHED IN JOURNALS / BOOKS / MAGAZINES

S. No.	JOURNAL / BOOK / MAGAZINE NAME	TITLE OF THE ARTICLE	MONTH / YEAR	VOL. No.	ISSUE No.	PAGE No.	ISSN/ ISBN	PUBLISHER
1.	CONTEMPORARY PRACTICES IN FINANCE AND MARKETING	-	2011	1	-	-	-	NEHRU INSTITUTE OF MANAGEMENT STUDIES, COIMBATORE
2.	TECHNICAL DEVELOPMENTS AND DESIGNING NEW BUSINESS MODEL IN RENEWABLE ENERGY SECTOR	CONSUMER PREFERENCE FOR SOLAR COOKERS – A STUDY WITH REFERENCE TO WOMEN IN MADURAI CITY	2011	1	-	83 - 88	978 - 81- 91042 6-6-5	VHNSN, VIRUDHUNAGAR
3.	INDIA – AN EMERGING ECONOMIC POWER	LEATHER INDUSTRY AND INDIAN ECONOMY	2012	-	-	211	93- 81521- 00-7-	JAMAL MOHAMED COLLEGE, TIRUCHIRAPPALLI
4.	SJCC MANAGEMENT RESEARCH REVIEW	A COMPARATIVE STUDY ON POST GRADUATE TEACHERS IN SCHOOLS AND COLLEGES OF MADURAI CITY [APPOINTED BEFORE 1990]	FEB. 2012	2	1	71	2249- 4359	ST. JOSEPH'S COLLEGE OF COMMERCE, 163, BRIGADE ROAD, BANGALORE

## 7. MAJOR ASSIGNMENTS

S. No.	MAJOR ASSIGNMENTS	INSTITUTION	THEME/TITLE	DATE
1.	INAUGURATION OF COMMERCE ASSOCIATION	ST. ANTONY'S COLLEGE, THAMARAIPADI [Po], DINDIGUL	CAREER PLANNING AND I BANKING	SEP. 19, 2011
2.	GUEST LECTURE	SRI HAYAGREEVA ARTS AND SCIENCE COLLEGE, NEAR KODAIROAD, DINDIGUL	EMPLOYMENT OPPORTUNITIES FOR COMMERCE GRADUATES	DEC. 28' 2011

### OTHER EVENTS

3.	TEACHER CO-ORDINATOR OF CITIZEN CONSUMER CLUB	CIVIL SUPPLIES AND CONSUMER PROTECTION DEPARTMENT, CHEPAUK, CHENNAI	CONSUMER AWARENESS	JAN. 19 -22, 2015
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4.	CO-ORDINATOR –ONE BILLION RISING PLANNING	EKTA RESOURCE CENTRE FOR WOMEN, MADURAI	WOMEN EMPOWERMENT	FEB. 14, 2016
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#### 8. EDITED BOOK/ JOURNAL

S. NO.	TITLE OF THE BOOK/ JOURNAL	PUBLISHER	MONTH/ YEAR	ISBN/ ISSN	IMPACT FACOR
1.	SHANLAX INTERNATIONAL JOURNAL OF COMMERCE <b>ARTICLE: IMPACT OF DEMONETISATION ON INDIAN ECONOMY</b>	SHANLAX PUBLICATIONS	JUNE, 2017	2320-4168	3.017