

DR. R. SELVA MEENA

Designation : Assistant Professor
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Email ID : DR.SELVAMEENA@YAHOO.COM
Date of Birth : 28.08.1979
Languages Proficiency
Read : Tamil, English & Hindi
Write : Tamil & English
Speak : Tamil & English

1. QUALIFICATION

S. No.	Degree / Diploma / Certificate	Discipline	Name of the Institution	Year of Passing
1.	UG	Commerce	Fatima College	1999
2.	PG	Commerce	Madura College	2001
3.	M.Phil.	Commerce	Saraswathi Narayanan College	2003
4.	Ph.D.	Commerce	Saraswathi Narayanan College	2009
6.	Certificate	Montessori Method of Education	TVS Montessori Academy	Nursery -2020 and Primary- 2021

2. TEACHING EXPERIENCE / OTHER EXPERIENCE

S. No.	Institution / Organization	From - To
1.	GSS Jain College for Women, Chennai	16.11.2010 - 30.09.2014
2.	Vel Sri Ranga Sanku College, Vel Tech Group. Chennai	30.12.2009 - 16.10.2010
3.	Dr. M.G.R. Janaki College for Women, Chennai	01.07.2009 - 09.12.2009

3. POSITION HELD IN FATIMA (VICE PRINCIPAL, HoD, DEAN, COORDINATOR, MEMBER ETC.)

S. No.	Name of the Position	From - To
1.	Coordinator- Consumer Club	From 5.9.2024 Till Now
2.	Rosa- Extension Activity in Charge	From 5.9.2004 Till Now
3.	Time Table and Room Allotment - Member	From 16.6.25

4. ACHIEVEMENTS

S. No.	Name of the Award	Award Received for	Sponsors / Source	Date
1.	Best Teacher Award	Contribution Towards Academic	Vel Tech	2009
2.	Singapen Award	Social Service	Centre for Women Studies, Lady Doak College, Madurai	2020

5. AREAS OF SPECIALIZATION

❖ MARKETING

❖ HR

6. ORIENTATION/REFRESHER/TRAINING PROGRAMMES/FDP ATTENDED

S. No.	Programme	Theme	Organized by	Date
1.	FDP	Fostering Holistic Wellbeing	Fatima College along with Anugraha Institute	Dec. 06, 2024
2.	FIP	Faculty Induction Programme	IQAC, Fatima College, Madurai	June 09 - 14, 2025

7. PAPER PRESENTED ON NATIONAL/INTERNATIONAL SEMINARS, WORKSHOPS, CONFERENCES & SYMPOSIUMS

S. No.	Programme & Theme	Organized by	Date	Title of the Paper
1.	International Conference - Liber'10	Rev. Jacob Memorial College - Dindugal	Oct. 07 & 08, 2010	E-Learning Practices
2.	National Conference	Velammal Engineering College, Chennai	-	Green Consumerism
3.	National Conference	Infant Jesus College of Engineering Thoothukudi	Sep. 03, 2010	Internet Marketing
4.	National Seminar	Annamalai University	-	FMCG
5.	International Conference	Vivekanda College, Madurai	Sep.12, 2018	Digitalisation in Entrepreneurship
6.	National Conference	Fatima Institute of Management	2024	Impact of AI in HR

8. ARTICLES PUBLISHED IN JOURNALS/PROCEEDINGS/MAGAZINES/BOOKS

S. No.	Journal/Proceeding/ Magazine/Book Name	Title of the Article
1.	Missing Links and Bridging Gaps Between HR and Marketing	HR in Medieval Period
2.	Emerging Trends in Management	Self-Motivation - A Driving Force to Achieve Goal
3.	Innovation and Organisational Changes	Green Consumerism
4.	Strategic Issues in Business	FMCG

9. CHAPTERS PUBLISHED IN BOOKS

S. No.	Book Name	Title of the Chapter	Year	Page No.	ISBN	Publisher
1.	Emerging Trends in Entrepreneurship Development	Digitalization in Entrepreneurship	2018	287	9789387871793	Shanlax Publications
2.	Innovations and Organisational Changes	Green Consumerism	2010	311	9789380627274	Anuragam
3.	Strategic Issues in Business	Fmcg Strategies	2010	30	9788183712897	-
4.	Emerging Trends in Management	Self Motivation- A Driving Force to Achieve a Goal	2010	115	9789380508016	Andril Pathipagam