

STAFF PROFILE



Name : Dr. S. SELVAKUMAR
Designation : Assistant Professor
Date of Entry into Service : 20- 02-2008
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Education : M.Com., M.Phil., MMM., BL., PGDCA., Ph.D.
Areas of specialization : Marketing
Business Law
Financial Accounting
Cost Accounting
Management Accounting

Projects undertaken

Title of the Project	Name of the funding Agency	Duration	Completed/Ongoing	Amount	Remarks

Seminars Organized

Title of the Seminar/Conference/Workshop	Date	Sponsoring Agency	National/State/ International	Co-ordinator/ Convener
Impact of Demonetization: Opportunities and Challenges	6 th Jan. 2017	UGC	National Seminar	Convener

Seminars, Workshop and Conferences Attended

Title of Paper Presented	Name of the Seminar, Conferences and Symposia	Organised by	International/ National
Productivity from Customer Relationship Management	Productivity Enhancement Strategies (Oct. 2014)	Dept. of Business Administration, TYCOONS, American College.	National seminar
Foreign Direct Investment & Retailing	Trends in Global Economy and Economic Reforms in India (2014)	PG & Research Department of Commerce, Hindustan College of Arts and Science, Coimbatore	International Seminar
Medical Tourism in India	Emerging Trends in Marketing of Services in the Global Era ETMSBBA (Oct. 2013)	Dept. of Business Administration, TYCOONS, American College.	National seminar
FDI in Agricultural Sector	Foreign Direct Investment in Retail Trade- A Road Ahead (Feb. 2013)	PG & Research Dept. of Commerce & Dept. of Economics, Mannar Thirumalai Naicker College	State Level Seminar
Micro Finance	Micro Finance (Jan. 2013)	Dept. Commerce with Computer Application, Holy Cross Home Science College	National seminar
Indian Finance and Service	Recent Trends in Indian Services Marketing (March, 2012)	PG & Research Dept. of Commerce & Business Administration	National Conference
Global Financial Crisis and its Impact on Banking Sector	Global Financial Crisis: Opportunities and Challenges (Feb. 2010)	Dept. of Commerce	National seminar

Research Publication

Theme of the Seminar	Organised by	Nature of the Programme
RRC Programme Officers and Volunteers on 16 th Feb. 2016	Madurai Kamaraj University, Madurai.	Orientation Programme
Competence Building Programme, on 2 nd and 3 rd Jan. 2015	The Madura College, Madurai.	UGC Sponsored Workshop
Research Colloquium on 31 st Oct. & Nov. 2014.	Tamil Nadu Open University, Chennai	A two- day Research Colloquium
Road Safety, 18 th Feb. 2014	Madurai Kamaraj University, Madurai.	IRCS sponsored One day District Level Study Camp.
National Service Scheme, Training on 3- 9, Jan. 2014.	Avinashilingam University, Coimbatore	Orientation Training
Faculty Development Programme	The Madura College, Madurai	UGC Sponsored FDP

Research Activities

Degree	No. Awarded	No. Submitted	No. Guiding
M.Phil.,	2		2
Ph.D.,(Part-time)			
Ph.D. (Full-time)			

Details of Invited Lecture / Resource Person

Place	Date	Sponsoring Agency	Topic	Audience type	International/National/State Level

Academic council/Board of Studies Member

Institution	For a period of	Dept.

Honours Achieved

Agency	Recognition IN/National/State	Cash award if any(Amount)	For the service of

Service in Extra Curricular Activities (NSS/NCC/AEEP/YRC/MCCA/Club etc.,)

Whether NSS/NCC/AEEP/YRC	Period
NSS Programming Officer	2013-16

Reviewer/editor of a journal

Title of the Journal	ISSN No. if any	International/ National/State	Impact factor/h- index

Details of Orientation and Refresher attended

Orientation/Refresher	University/College/Institute at which attended	Duration	
		from	to
UGC Sponsored Refresher Course	Madurai Kamaraj University, Madurai.	1 st Mar. 2013	21 st Mar. 2013

Any Other Information :