

STAFF DETAILS DURING THE PRESENT SERVICE



Name: **Dr. K. THAMIZHSELVAN**

1. DETAILS OF THE STAFF

DATE OF JOINING : **22.10.2001**

Qualifications	Designation	Total Service
M.B.A., M.Com., M.Phil., Ph.D.	Associate Professor in Commerce, Govt Arts & Science College, Manalmedu, (Deputed from Annamalai University)	18 years & 5 months

2. ADDITIONAL QUALIFICATION ACQUIRED

S. No.	Degree Newly Acquired	University	Year of Award
1	Ph.D	Annamalai University	2008
2	M.B.A	Annamalai University	2011

3. ORIENTATION/REFRESHER PROGRAMME ATTENDED

S. No.	Institution	Duration
1	Pondicherry University (Orientation Programme)	28 days (From 14.11.2002 to 11.12.2002)
2	Annamalai University (Refresher Course in Business Economics: Inter-disciplinary)	21 Days (From 03.12.2003 to 23.12.2003)
3	Pondicherry University (Refresher Course in Human Rights)	21 Days (From 16.12.2008 to 05.01.2009)

A. RESEARCH PAPER PUBLISHED IN REFERED JOURNALS

S.No.	Title of the Paper/Book (Published Research papers)	Name of the Publisher	Year of Publication
1	Inactivates for research of micro credit for the tribal women	Commerce wing, DDE Annamalai university Annamali nagar	
2	A Study on Overdues in Primary Co-operative Agriculture and Rural Development Banks in Erode District	Tamilnadu Journal of Co-operation	March – 2007
3	Socio-Economic Impact of PCARDB Loans on Non-farm Sector	Tamilnadu Journal of co-operation	January – 2008
4	Beneficiaries' Perception towards Non-Farm Sector Loans of the PCARDBs in Erode District	Tamilnadu Journal of Co-operation	July– 2008
5	Customer Relationship Management in Co-operative Bank	Tamilnadu Journal of Co-operation	September – 2008
6	Micro finance is ideal for Indian Economy	Commerce wing, DDE Annamalai university Annamali nagar	
7	Indian Banking Industry in the Globalized Era	SCITECH Publications (India) Private Limited	2009
8	The Ethics of Corporate Governance	Anuragam	2010
9	Corporate Governance and Social Reasonability	Anuragam	2010
10	Corporate Governance in Banks	Anuragam	2010
11	Strategy for the Development of Corporate Social Responsibility	Anuragam	2010
12	Human Health and Environment in India	Novel Corporation 538, Anna salai, Teynampet Chennai-18.	2011
13	Working Conditions of women's in un organized sector	Novel corporation 538,Annasali, Chennai-18	2011
14	Green Marketing Initiatives of the Indian Corporates	ManiBharathi Publishers New No 47, West Car Street, Chidambaram – 608 001.	2011

15	Employer Branding Strategies in India Software Companies	ManiBharathi Publishers New No 47, West Car Street, Chidambaram – 608 001.	2011
16	The Human Resource Accounting Issues and Evolution	ManiBharathi Publishers New No 47, West Car Street, Chidambaram – 608 001.	2011

1	Member awareness in co-operative organizations	Tamilnadu journal of co-operative	July 2012
2	Employees perception towards of work life in Neyveli lignite corporation limited,Neyveli	Asian academic research journal of social science & Humanities	August 2012
3	Marketing of grapes in theni Districts	International Journal of marketing and technology	September 2012
4	Production and Marketing of Grapes in India	Rathinam Journal of Management	October-December, 2012
5	Quality of Work Life of Employees in NLC Limited	Annamalai Economic Papers	2011-12
6	Employees' Perception Towards Quality of Work Life in Neyveli Lignite Corporation Limited, Neyveli	Asian Academic Research Journal of Social Sciences & Humanities. www.asinacademicresearch.org	2013
7	Work stress among the employees of life insurance corporation of India; an empirical studies	International journals of contemporary commerce	January 2014
8.	Problems of Micro Entrepreneurs in Cuddalore district – An Empirical Study.	International Journal of Executive Management Research	2014
9	Consumers awareness towards durable products	Asia pacific journal of research	May 2014
10	A study on electronic banking system- A overview	Asia pacific journal of research	August 2014
11			
12			

1	Quality of work life	Asia pacific journal of research	January
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	balance parameters	(impact factor:6.58)	2018
2	Insurance sector reforms in India	Shanlax international journal of commerce (impact factor:3.017)	March 2018
3	A study of agriculture marketing – An overview	Asia pacific journal of research	February 2015
4	A study on employee performance of NLC Limited in Neyveli	Asia pacific journal of research	December 2015
5	A study on problems of online shoppers in Pondicheerry	Asia pacific journal of research	January 2016
6	Urban co-operative credit movement in India	Asia pacific journal of research	October 2016
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5. CONFERENCES/WORKSHOPS ATTENDED

S.No.	Name of the Conference/Workshop	Institution	Date	Title of the Paper
1	National Seminar on Recent Trends in Banking Industry	Department of Commerce, Annamalai University	5 th and 6 th March-2003	Attended
2	National Seminar on Valluvar and Vallalar Nokkil Nermaiyan Vanigamum Melanmiym'	Department of Commerce, Annamalai University	28 th and 29 th April 2003	Attended
3	National Symposium on Technology Applications and Outsourcing for Integrating Banking and Financial Services	Department of Commerce, Annamalai University	17 th and 18 th March 2008	Attended
4	Workshop on Research Methodology for Commerce, Economic and Management Researches	Commerce Wing, DDE, Annamalai University	10 th -11 th October - 2009	Attended
5	National Seminar	Department of Business Administration, Annamalai University	February 20 th and 21 st 2004	Corporate Governance and Management
6	National Seminar	P.R. Institute of Management, Thanjavur	February 25 th and 26 th 2005	Tips for Successful Customer Relationship Management
7	58 th All India Commerce Conference	Faculty of Commerce & Management Studies; Mahatma Gandhi Kashi Vidyapith, Varanasi	27 th to 29 th the December 2005	Recent Trends in the Indian Tourism Industry
8	National Conference on Emerging Trends in Entrepreneurship in Indian Scenario	Commerce Wing, DDE, Annamalai University	6 the April 2007	Women entrepreneurship in rural areas with special reference to self help Group
9	National Conference on Sustainable Rural Development through Micro credit	Commerce Wing, DDE, Annamalai University	7 th & 8 th May 2007	Initiatives for the reach of micro credit to the Trial Women
10	Recent Trends in Financial Services	Commerce Wing, DDE, Annamalai University	12 th October 2007	Problems of stock exchange in India- Causes and Cures

11	National Conference on Recent Trends in Financial Services	Commerce Wing, DDE, Annamalai University	12 th October 2007	Customer Relationship management Practices of the public sector banks
12	International Conference on Managerial Issues in the Globalized Era	Sree Anman Institute of Management and Research, Erode	17 th & 18 th October 2007	Impact of Business Process Outsourcing on Indian Economy
13	3 rd National Conference – 2007 on “Managing Change for Organizational Excellence	Gian Jyoti Institute of Management and Technology, Mohali	1 st December – 2007	Service Quality Perceptions and Satisfaction of subscribers towards mobile phone services in Salem District
14	6 th National Conference on CRM: New Challenges for Indian Industries	Commerce Wing, DDE, Annamalai University	6 th September - 2008	Customer Relationship Management in Co-Operative Banks
15	National Conference on India’s Economic Development in the WTO Regime: Opportunities and Challenges	Commerce Wing, DDE, Annamalai University	23 rd January – 2008	Strength and Weakness of WTO
16	National Conference on “Service Marketing: Trends, Challenges and Strategies	Commerce Wing, DDE, Annamalai University	27 th December - 2008	Service Marketing Evolution –Some Concerns
17	International Seminar on Global Business Climate – Impact in India	Department of Management Studies, Annai Mathammal Sheella Engineering College, Namakkal	9 th October- 2009	Impact of Globalization on Indian Economy
18	PCMA 6 th International on Business Challenges & Opportunities in South Asia	Punjab Commerce & Management Association Punjab University, Chandigarh	24 th - 25 th October - 2009	Business process outsourcing: An opportunity and challenge for Indian Economy in Globalized Era
19	International Conference on Impact of Global Financial Crisis (ICIGFC 2009)	Gnanamani Educational Institutions, Namakkal	30 th October - 2009	Foreign Direct Investment on Indian Economy
20	International Conference on Survival and Growth Strategies in Changing Business Scenario	Commerce Wing, DDE, Annamalai University	28 th – 29 th December - 2009	Indian Banking Industry in the Globalized Era

21	International Conference on Innovative Practices in Management (IPM - 2009)	Dept. of Management Studies, Paavai Engineering College, Namakkal	31 st December - 2009	Strategies for Employer Branding
22	1 st International Conference on Globalization and Consumer Protection	Dept. of Business Administration, Kalasalingam University, Anand Nagar, Krishnankoil	28 th & 29 th January - 2010	Consumer Rights and Responsibilities in the Indian Context
23	National Conference on Ethics in Business and Corporate Governance	Commerce Wing, DDE, Annamalai University	15 th December 2010	Corporate Governance and Social Responsibility
24	National Conference on Ethics in Business and Corporate Governance	Commerce Wing, DDE, Annamalai University	15 th December 2010	The Ethics of Corporate Governance
25	National Conference on Ethics in Business and corporate Governance	Commerce Wing, DDE, Annamalai University	15 th December 2010	Corporate Governance in Banks
26	National Conference on Ethics in Business and Corporate Governance	Commerce Wing, DDE, Annamalai University	15 th December 2010	Strategy for the development of corporate Social Responsibility
27	National workshop on Human Values and Ethics	Scott Christian College (Autonomous) Nagercoil	Jan. 29 th 2011	Human Health and Environment in India
28	National Seminar on New Vistas: Exploring Issues of W	Scott Christian College (Autonomous) Nagercoil	5 th and 6 th August 2011	Working conditions of Women in Unorganized Sector
29	National Seminar on Challenges of Indian Business in Global Economy	Annai Mathammal Sheela Engineering college, Namakkal	23 rd Sep. 2011	E- Recruitment: the Paradigm Shift
30	International Conference on Business and Technology	Forest Research Institute, Dehradun	04 th & 5 th Nov. 2011	Employer Branding Practices of the Indian Domestic Airlines: An Empirical Study
31	National Seminar on Ethics in Business and Corporate Governance	Commerce Wing, DDE, Annamalai University,	19 th December 2011	Green marketing Initiatives of the Indian Corporate
32	9 th National Seminar on Ethics in Business and Corporate Governance	Commerce Wing, DDE, Annamalai University	19 th December 201	Employees Branding Strategies in Indian Software Companies
33	9 th National Seminar on Ethics in Business and Corporate Governance	Commerce Wing, DDE, Annamalai University	19 th December 201	Human Resource Accounting Issues and Evolution

34	International Seminar on Impact of Global Crises in Indian Business	Department of Management Studies, Annai Mathammal Sheela Engineering College, Namakkal	14 th September, 2012	Ethical Practices in Business Strategy for Sustainable Development
35	the National Conference on Banking and Finance	Rajagiri Centre for Business Studies, Cochin	20 th February, 2013	Green Banking Initiatives in India
36	Third Asia-Pacific Business Research Conference	World Business Institute, Australia at Kuala Lumpur, Malaysia	25 th and 26 th February, 2013	Quality of Work Life of Employees in Public Sector Undertaking: An Empirical Study
37	International Conference on Challenges and Strategies for Vibrant Management	Department of Management Studies, Mahendra Engineering College, Tiruchengode	15 th , 16 th and 17 th April, 2013	Business Process Reengineering: Roadblocks, Myths and Corporate Practices
38	5 th National Conference on Business Innovation, Economics and Management (BIEM-2013)	Siliguri Institute of Technology, Siliguri.	16 th & 17 th November 2013	Factor Contributing Quality of Work life of Employees: An Empirical Sduty.
39	2 nd National Conference on Innovative Management Practices and Technology for Skill Development	Department of Management Studies, Sakthi Mariamman Engineering College, Chennai.	4 th April 2014	Problems of Micro Entrepreneurs in Cuddalore District : An Empirical Study.
40	2 nd National Conference on Innovative Management Practices and Technology for Skill Development	Department of Management Studies, Sakthi Mariamman Engineering College, Chennai.	4 th April 2014	Realizing our Ancient Indian Ethos in the world of Modern Management
41	National Conference on Emerging Trends in Management	Department of Management Studies, V.M.K.V. Engineering College, Salem.	19 th September 2014	Problems and Prospects of the Rural Entrepreneurs in India.
42	National Conference on Emerging Trends in Management	Department of Management Studies, V.M.K.V. Engineering College, Salem.	19 th September 2014	Current Trend in Human Resource Management
43	International Conference on Innovative Researches in Commerce	PG and Research Department of Commerce –AVS College of Arts and Science – Salem	19 th September 2014	Implementation of the Total Quality Management in Financial Institutions.

CATEGORY III-RESEARCH AND ACADEMIC CONTRIBUTION
D. RESERCH GUIDANCE

S.No	Name of the Scholar	M.Phil/ Ph.D.	Topic	Year of Award
M.Phil				
1	A. Geetha 4090500407	M.Phil	A Study on the competitive advantage of the Gold Winner Sunflower Oil in Nagapattinam Town	Feb-2007
2	M. Prema 4090500108	M.Phil	Prospects and problems of Marketing handloom products in Erode District	Mar-2007
3	M. Govindan 4090600914	M.Phil	Customer Relationship Management Practices of the Select New Generation Banks in Dharmapuri Town	Dec-2007
4	P.M. Senthilvelan 4090601720	M.Phil	A Study on the Human Resource Management Practices of the Dharmapuri District Co-operative Sugar Mills Limited, Palacode	Dec-2007
5	D. Sivakumar 4090601317	M.Phil	A Study on the Competitive Advantage of the Hero Honda's Splendor in Dharmapuri Town	Dec-2007
6	T. Manimegalai 4090601670	M.Phil	Customers Perception Towards Service Quality of Select Commercial Banks in Krishnagiri Town	Dec-2007
7	T. Sunidha 4090601029	M.Phil	Socio Economic Impact of Self-Help Groups in Vridhachalam Taluk	Mar-2008
8	V. Swaminathan 4090600194	M.Phil	Effectiveness of the Public Distribution System in Kattukannarkoil Taluk	Mar-2008
9	A. Sangeetha 4090602305	M.Phil	Customer Retention Management Practices of the Select Commercial Bank in Salem City	May-2008
10	M. Sumathi 4090600999	M.Phil	Impact of Non-Farm Sector Loans With Special Reference to Kattumannar Koil Primary Co-operative Agriculture and Rural Development Bank	May-2008
11	G. Amuthapriya 4090600628	M.Phil	Farmers' Perception Towards Regulated Markets in Thiruvannamalai District	May-2008
12	S. Geetha 4090500463	M.Phil	Human Resource Management Practices of the Neyveli Lignite Corporation Limited, Neyveli	June-2008
13	M. Saravanan 4090602261	M.Phil	Quality of Work Life Among the Employees in Madras Aluminium Company Limited, Mettur	June-2008
14	K. Josephine Auxilia Sumitha	M.Phil	Analysis of market penetration of branded computers in home	January - 2009

	4090601023		segment	
15	P. Thirumal Subramaniam 4090602162	M.Phil	A Study on quality of work life among employees in Tamil Nadu News print and papers Limited, Kagithapuram	March-2009
16	S. Kamaladevi 4090602286	M.Phil	Financial per performance of the Samhandam spinning mills limited Salem	March-2009
17	S. Rovunakjahan 4090601064	M.Phil	A Study on the Competitive advantage of the Zero B water purifiers in Chidambaram town	April – 2009
18	H. Asrapali 4090500317	M.Phil	Customer relationship management practices of the select new generation banks in Cuddalore Town	June– 2009
19	S. Vimala 4090300151	M.Phil	Service Quality of the Select mobile Phone Operators in Chennai City	Dec. 2009
20	D. Vijaya Nirmala 4090400115	M.Phil	A Study on Customer Relationship Management Practices of the Commercial Banks in Vellore Town	Dec. 2009

D. RESERCH GUIDANCE

1	Mr.P.Gnanavel	Ph.D	Quality of Work Life of Employees in Neyveli Lignite Corporation Limited, Neyveli: An Empirical Study	April 10 th 2013
2	Mr.S.Paulmurugan	Ph.D	Marketing of Grapes in Theni District.	September 26 th - 2013

7. FOREIGN TRIPS UNDERTAKEN IN CONNECTION WITH TEACHING PROFESSION

S.No.	Country Visited	Purpose of Visit
1	Malaysia	Presented a paper titled “Quality of Work Life of Employees in Public Sector Undertaking: An Empirical Study” in the Third Asia-Pacific Business Research Conference organized by the World Business Institute, Australia at Kuala Lumpur, Malaysia on 25 th and 26 th February, 2013.

8. NATIONAL & INTERNATIONAL SEMINAR ORGANISED

S.No.	Name of the Conference Title	National / International	Year
1	Business Ethics and		

	Corporate Governance”	National	December 15 th 2010
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9. SELF LEARNING MATERIALS AUTHORED

S.No.	Course	Subject
1	B.Com (A&F)	Investment Management (English Medium)
2	B.Com (A&F)	Investment Management (Tamil Medium)