

CURRICULUM VITAE

Dr. V. SELVAM, M.Com., M.Phil., Ph.D.

Assistant Professor,

Department of Commerce,

Vivekanandha College of Arts & sciences for Women

Tiruchengode, Namakkal - 637205

Tamil Nadu. India

Email: vselvamphd@gmail.com & drselvam@vicas.org

Mob:+91-9790609803, Whatsapp: 9942620698



Educational Qualification:

Course	Institution	Board/Univer sity	Year of completion	Percentage
Ph.D	Periyar University (University Department)	Periyar University Salem	2015	Awarded
M.Phil	Gobi Arts and Science College, Gobi.	Bharathiyar University	2007-2008	68
M.Com	Gobi Arts and Science College, Gobi.	Bharathiyar University	2005-2007	72.15
B.Com	Gobi Arts and Science College, Gobi.	Bharathiyar University	2002- 2005	62.23
HSLC	Government Higher Secondary School, Mettur Dam-1	State Board	2002	76.75
SSLC	Government Higher Secondary School, Mettur Dam-1	State Board	2000	68

Doctor of Philosophy (Ph.D)

I did my Ph.D., Department of Commerce, Periyar University, Salem, Tamil Nadu, India.

Thesis Title: **Customers' Perception on Electronic Banking Services**

(A Study with Special Reference to Commercial Banks in Tamil Nadu)

Supervisor : **Dr. K. Krishnakumar, Ph.D.**, Associate Professor of Commerce, Periyar University, Salem- 11.

Research Experience:

- **M.Phil Dissertation:** “Customers’ Awareness and satisfaction about E-banking” under the Supervisor of **Dr. C.Nanchappa**. Assistant Professor, Gobi Arts and Science College, Gobi.
- **M.Com Project:** “Brand preference of Talcum Powder A Study in Gobichettipalayam Town.” under the Supervisor of **Dr. A. Selvaraj**, Associate Professor and Head, Gobi Arts and Science College, Gobi.

Publication in Journals:

- **“An Empirical Study on Factors Influencing E- Banking Services with Special Reference to ICICI Bank in Gobichettipalayam”**, International Journal of Multidisciplinary Research, Vol. 1, Issue. 6, October, 2010.
- **“Customers' Awareness and Satisfaction about E-Banking : A Study with Reference to ICICI Bank, Gobichettipalayam Town”**, Journal of Social and Management Sciences, National Institute of Banking Management, Pune, Vol. XXXIX, No. 3, October – December, 2010.
- **“Mobile Banking – An Overview”**, Indian Economic Panorama, New Delhi.
- **“Corporate Social Responsibility – A Multi-Dimensional Approach”**, Indian Economic Panorama, New Delhi.
- **“Impact of Globalization on the Indian manufacturing industry”**, Edited text volume book.
- **“Customer Perception on ATM Services (A Study with Reference to Canara Bank in Salem District)**, Edited text volume book, Sri Sai Publishers Distributions, Chennai.
- **“Customer Perception on Mobile Banking Services (A Study with Reference to Commercial Banks in Tamil Nadu)”**, VEI International Journal of Social Sciences, Special Issue: 6, Vol:3, (ISSN: 2394-1316).

- **“Impact of Information Technology in Phone Banking Sector,** International Journal of Commerce and Management Research, New Delhi, Vol-3, Iss-5, May, 2017 (ISSN: 2455-1627, Impact Factor: RJIF 5.22)
- **“Consumer Attitude Towards Packaged Drinking Water,** International Journal of Humanities and Social Science Research, New Delhi, Vol-3, Iss-5, May, 2017 (ISSN: 2455-2070, Impact Factor: RJIF 5.22).
- **Customer Perception on Internet banking services,** Indian Journal of Computer science, Google Index Scholar, New Delhi.
- **A Study on sales promotion towards Samsung Smart phones with reference to Tiruppur Town,** Shanlax International Journal of Commerce, UGC Listed Journal Approval No: 44120, Vol.6, Special Issue:3, March,2018, Impact Factor: 3.017, ISSN: 2320- 4168.
- **An Article of Foreign Capital and Foreign Investment,** Shanlax International Journal of Commerce, UGC Listed Journal Approval No: 44120, Vol.6, Special Issue:3, March,2018, Impact Factor: 3.017, ISSN: 2320-4168.
- **Climate change and Environmental Security,** Shanlax International Journal of Commerce, UGC Listed Journal Approval No: 44120, Vol.6, Special Issue:3, January,2018, Impact Factor: 3.017, ISSN: 2320-4168.
- **Impact of Ecotourism in People’s Health and Quality of Life in Tamil Nadu (A study with Reference to Hogenakkal Ecotourism Destination),** Journal of Management Research and Analysis (JMRA) – Special Issue 1 | Jan. 2019.
- **GST and its Impression on Healthcare Industry,** Journal of Management Research and Analysis (JMRA) – Special Issue 1 | Jan. 2019.
- **Foreign Direct Investment IN India and Pakistan – A Comparative Analysis,** Journal of Management Research and Analysis (JMRA) – Special Issue 1 | March. 2019.
- **Consumers’ Perception towards Packaged Drinking Water (A Study with Special Reference to Mettur Town),** Science,Technology and Development Multidisciplinary Journal, UGC Care Approved Group 'A' Multidisciplinary Journal, Volume VIII Issue X October 2019.
- **Customer Satisfaction on Organic Food Products in Namakkal (DT),** International Journal of Engineering Research & Technology, Volume 8, Issue 03, 2020.

- **An approach to study the effect of e-CRM on Customer Satisfaction of Digital Marketing**, Studies in India Place Names, ISSN: 2394-3114 (UGC Care Listed) Vol-40 Issue-48, March, 2020.
- A STUDY ON CUSTOMER SATISFACTION OF ORGANIC FOOD PRODUCTS, Wesleyan Journal of Research, Vol.14 No1(XI), February, 2021.

Scopus Journal

- ❖ **GST - Sway on Small Scale Industries**, Restaurant Business (RB) is a Scopus listed and UGC Care journal for research publication, Vol- 118-Issue-10-October-2019.
- ❖ A study on Women Empowerment through Self- Help Groups with Special Reference to Villupuram, Journal of Critical Reviews, Vol: 7, Issue: 6, 2020.

Editorial Consultants

- Manjeera Journal for Research in Social Science, ISSN NO : 2394-5605
- International Journal of Humanities and Social Science Research, New Delhi.
- Shanlax International Journal of Commerce and Management, Madurai.

Editor in Books

- ✓ e- Business, Shanlux Publication, Madurai, 2017.
- ✓ Green Marketing, Shanlux Publication, Madurai, 2017 .
- ✓ London Journal Press Membership, Theale, United Kingdom. 2020

Scholarship Received:

- Joined Ph.D., as **University Research Fellow** under **Periyar University, Salem, Tamil Nadu**.
- Completed Ph.D. Senior Research Fellow under **Rajiv Gandhi National Fellowship, University Grants Commission**, New Delhi.

Subject Handled

<ul style="list-style-type: none"> ➤ Principles of Accountancy ➤ Financial Accounting-1 ➤ Financial Accounting-1I ➤ Business Law ➤ Company Law ➤ Corporate Accounting ➤ Business Correspondence ➤ International Marketing ➤ Insurance Practice 	<ul style="list-style-type: none"> ➤ Cost Accounting ➤ Income Tax Law And Practice ➤ Human Resource Management ➤ Management Accounting ➤ Practical Auditing ➤ Entrepreneurial Development ➤ Direct Tax ➤ Modern Marketing ➤ E- Banking
---	---

Projects Completed:

Funding Agency Name	Title	Month / Year	Amount
Indian Council of World Affairs, Ministry of External Affairs, New Delhi.	India's Foreign Policy with Neighboring Countries	April, 2017	2,00,000/-
Indian Council of Social Science Research Southern Regional Centre, Hyderabad.	Advanced Research Methodology in Social science for Ph.D Scholars	August, 2018	60,000/-
Department of Science and Technology, Ministry of Science and Technology, New Delhi	Entrepreneur Awareness Camp for Rural Graduates	September, 2018	60,000/-
Indian Council of World Affairs, Ministry of External Affairs, New Delhi.	India – Pakistan: Futuristic Trade and Economic Relations	March, 2019	2,00,000/-
IMPRESS- ICSSR, Ministry of Human Resource Development, New Delhi.	Advanced Research Methodology and Statistical Analysis (SPSS & AMOS)	April, 2019	2,00,000/-
Indian Council of Social Science Research, Southern Regional Centre, Hyderabad.	Research Methodology & Data Analysis for Social Science.	December, 2019	60,000/-
Indian Council of World Affairs, Ministry of External Affairs, New Delhi.	India- SAARC: Trade, Cultural & Economic Development	February, 2020	1,00,000/-
Department of Science and Technology, Ministry of Science and Technology, New Delhi	Entrepreneur Awareness Camp for Rural Graduates	January, 2020	60,000/-

Total	9,40,000
--------------	-----------------

Acted as Resource Person in Other Colleges

S.No	College name	Event
1.	GTN Arts & Science College (Autonomous), Dindigul, Tamil Nadu, 624005	National Level Seminar
2.	GTN Arts & Science College (Autonomous), N.S.Nagar, Dindigul, Tamil Nadu 624005	Entrepreneurship Awareness Camp
3.	Periyar E.V.R. College, Trichy, Tamilnadu.	International Level Conference
4.	Shree Venkateshwara Arts and Science (Co-Education) College, Othakuthirai, Gobichettipalayam – 638 455.	National Level NSS Day Motivational Programme
5.	Lakshmi Naranaya College of Arts and Sciences for Women, Dharmapuri	Ph.D Viva Voce Examination

NPTEL Online Certificate Course

S.No	Name of the course	Month	Year	Type of Certificate
1.	Cost Accounting	Aug (4 Weeks)	2019	Elite
2.	Financial Management for Managers	May (12 Weeks)	2020	Elite
3.	Service Marketing	January(4 Weeks)	2021	Pursuing

Major Project Applied:

- ❖ Proposal Submitted for Solicitation of Research Project, Bureau of Police Research & Development, Ministry of Home Affairs, New Delhi entitled
“AN EMPIRICAL ASSESSMENT OF MENTAL HEALTH AMONG POLICE PERSONNEL (A Study with Special Reference to Selected States in India)”.

Teaching Experience:

S.No	Name of the College	From	To	Total
1.	Sree Amman Arts and Science College, Chittode, Erode.	01/06/2015	31/03/2016	10 Months
2.	Vivekanandha College of Arts and Sciences for Women (Autonomous),	03/06/2016	Till Date	4 Years

Board of Studies Member

- ❖ Vivekanandha College of Arts and Sciences for Women (Autonomous),
PG & Research Department of Commerce, Elayampalayam, 637205.

Question Paper Setter

- Dr. N.G.P. Arts and Science College, Dr. N.G.P. Nagar, Kalapatti Road, Coimbatore-48, Tamil Nadu.
- Erode Arts and Sciences College, Rangampalayam, Erode -9, Tamil Nadu.
- SNS College of Arts and Science, Coimbatore.
- P.K.R. Arts College for Women (Autonomous), Gobichettipalayam.
- PSGR Krishnammal College of Arts and Sciences for Women, Coimbatore.
- Dhanalakshmi Srinivasan College of Arts and Science for Women
Thuraiyur Road, Perambalur - 621 212, Tamilnadu, South India.
- Nehru Arts and Science College (Autonomous), Nehru Gardens,
Thirumalayampalayam, Coimbatore - 641 105, Tamil Nadu.
- Lady Doak College, HAK Road, Tallakulam, Madurai, Tamilnadu. 625002.

M.Phil., and Ph.D., Guiding

Particulars	Completed	Guiding
M.Phil	04	01
Ph.D	-	04

WORKSHOP PARTICIPATED/ CONFERENCE PRESENTED/ SYMPOSIUM ATTENDED

SEMINAR			WORKSHOP		SYMPOSIUM	
	Nationa 1	I.Nationa 1	Nationa 1	I.Nationa 1	Nationa 1	I.Nationa 1
Organized	6	4	3	Nil	1	Nil
Presented	51	31	21	12	14	11
Publication	18	5	-	-	-	-

NATIONAL SERVICE SCHEME PROGRAMME ORGANISED:

Special Camp	Regular Activities	Awareness Programme	Quiz Competition	Rally
02	28	32	11	07

ROLE AND RESPONSIBILITIES IN OUR COLLEGE

S.No	Name of Role	Name of Responsibilities
1.	National Service Scheme	Programme Officer
2.	Research and Coordinator	Dept. Coordinator
3.	IQAC	Dept. Coordinator
4.	NAAC	III- CRITERION
5.	B.Com (PA)	Course Coordinator
6.	UPSC & TNPSC	College Coordinator
7.	Educational Tour	Dept. Coordinator
8.	College Bus	Incharge
9.	Election Commission	Nodal Officer

PERSONAL DETAILS:

Father Name : VEERAN.K
Date of Birth : 23/04/1985
AADHAR No : 4691 4783 1349
PAN Card : BHOPS6901C
Sex : Male
Languages Known : Tamil, English
Marital Status : Married
Nationality : Indian
Hobbies : Reading Books, Listening Playing Cricket.
Permanent Address : 2 2 A 31, Mettur Dam, Salem (Dt). Pin: 636401.

Declaration:

I hereby declare that all the details and particulars furnished above are correct to the best of my knowledge and belief.

Place: Gobi

Signature

Date: 22.03.2021



(SELVAM.V)