

## **RESUME**

1. **Name** : **A.SELVAKUMARI**  
 2. **Address** : 24/69 Annavasal Senniya Street ,Mannargudi  
 3. **Designation** : Assistant Professor  
 4. **Department** : Commerce  
 5. **DOB & Age** : 09.07.1982 & 39  
 6. **Area of Specialization** : Marketing  
 7. **Educational Qualification:** M.com., M. Phil.,

Exam Passed	Board/ University	Subject	Year	Division merits etc
High School	State Board	Tamil, English, Maths, Science, Social	March 1997	First Class
Higher Secondary	State Board	Tamil, English, Commerce, Accountancy, Auditing	March 1999	First Class
Bachelor's Degree(S)	Bharathidasan University	Commerce	April 2002	Second Class
Master's degree(S)	Alagappa University	Commerce	May 2014	First Class
Research Degree(S)	Bharathidasan University	Commerce	December 2017	First Class with Distinction
NPTEL Online Certificate Course	Indian Institute of Technology Kanpur	Manufacturing strategy	Feb 2019	Successfully Completed
Ph.D	Bharathidasan University	Commerce	Doing	-

**8. Total Teaching Experience at STET College (Specify SF/ Aided )**

S. No	Institution	From`	To	Subject Thought	Year/month date
1.	STET women's College	18.06.18	Till Date	Principles of Accountancy/Partnership Account/ Value Education / Soft skill	5 year

				Development/ Income Tax/Corporate Accounting	
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### 9. Research Articles Published :01

- ❖ International Journal Of Research **A STUDY ON CUSTOMER SATISFACTION OF FOGG BRAND** (Perfumes And Dedorantes)IN MANNARGUDI TOWN

### 10.Seminar Attended : 09

- ❖ Participated on National level seminar on “**Issues and perspectives of Second Green Revolution in India**”A.V.V.M. Sri Pushpam College-Poondi. On date 15.12.2016
- ❖ Participated on State level seminar on”**Art of writing thesis**” A.V.V.M. Sri Pushpam College-Poondi. On date 15.09.2016
- ❖ Participated on State level seminar on” **Research Methodology in Science**” A.V.V.M. Sri Pushpam College-Poondi. On date 16.08.2017
- ❖ Participated on National level seminar on “**MSME’S Prospects and Challenges**” Organised Department of Commerce, STET women’s college, mannargudi on date 30.01.2019.
- ❖ Participated on State level seminar on “**HRM Trends and Innovation in 2K19**” on Organised by PG & Research Department of Commerce Students Committee, STET women’s college, mannargudi on date 27.02.2019
- ❖ Participated on International Seminar on “**Intellectual Property Rights-Emerging Issues and Challenges**” on Organised by PG & Research Department of Commerce and Intellectual Property Rights cell, STET women’s college, mannargudi on date 11.09.2019
- ❖ Participated on ICSSR Sponsored State Level Seminar on “**E-Waste Management**” on Organized by PG & Research Department of Commerce, STET women’s college, mannargudi on date 11.12.2019
- ❖ Participated on International Seminar on “**Researches in Social Sciences**”Govt college for women(-Kumbakonam) Date on 26.06.2019

- ❖ Participated on International Seminar on “**India-Srilanka trade relations-Ancient periods to modern Era**”Periyar E.V.R. college-Tiruchirappalli Date on 21.02.2020

#### 9. Conference attended: 02

- ❖ Participated on International conference on “**Business Education :Prospects & challenges in the new global order**” St.Joseph ‘s College-Tiruchirappalli. On Date 24.11.2016
- ❖ Participated on National conference on “**Advancement in Business in the digital Era**” Jamal Mohamed College-Tiruchirappalli Date on 20.09.2018

#### 10. Workshop: 03

- ❖ Participated on National Lecture workshop on”**Employment opportunity skill and challenges of rural first Graduate in public sector indertakings**” Date on 16.03.2017
- ❖ Participated on International Lecture workshop on “**Research Methodology**” organised by PG and Research Department of Economics and Department of Business Administration STET Women’s College, Mannargudi on date 04.01.2019
- ❖ Participated on National Lecture workshop on ”**Digital Economy: Challenges & Opportunities**” A.V.V.M. Sri Pushpam College-Poondi. On date 31.01.2020

#### 11. Faculty Development Programme: 04

- ❖ Participated on NPTEL-AICTE Faculty Development Programme on “ **Marketing Management**” organised by Indian Institute of Technology, Kanpur on Jan-Feb 2019.
- ❖ Faculty Development Programme on “**Intellectual Property Rights (IPR)cell organized**” by S.T.E.T Women’s College on 08.07.2019
- ❖ Faculty Development Programme on ‘**UGC NET/SET coaching class**’ organized by S.T.E.T Women’s College on 26.09.2019& 27.09.2019.
- ❖ Short Term Course on “ **UGC-Sponsored Research And Publication Ethics**” organized by Bharathidasan University on 19.01.2022 to 25.01.2022.

#### Details of the Invited Lecture/Papers presented in Conferences/Seminars/Refresher/ Orientation/FDP

S. NO	DATE	NAME OF THE COLLEGE	EVENT	NAME OF THE EVENT
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1.	04.06.2020	ADM College for Women's, Nagapattinam.	QUIZ	Commerce Quiz
2.	25.05.2020 - 31.05.2020	Annai College of Arts & Science, Kumbakonam.	FDP	Outstrip of Catch 22
3.	10.06.2020	Annai College, Kumbakonam	WEBINAR	Indian Stock Market's Future
4.	23.05.2020	Annai Women's College, Karur.	QUIZ	Higher Education
5.	08.05.2020	Arasu College of Arts & Science for Women's, Karur	WEBINAR	Class Room English
6.	01.06.2020	Arulmigu Palaniyandvar College, Palani	NATIONAL LEVEL SEMINAR	Online tools for the Citation Database & Reference Management
7.	10.06.2020	BDU, Nagapattinam	QUIZ	Management Concepts
8.	15.12.2020	BDU, Trichy	WORKSHOP	Rural Management Curriculum
9.	18.05.2020 - 20.05.2020	Bon Secours College for Women, Thanjavur.	FDP	Use of Modern Technology in Promoting Learning DuringCovi-19
10.	29.05.2020 - 02.06.2020	Bon Secours College for Women, Thanjavur.	FDP	Digital Entrepreneurship and Investment
11.	24.06.2020	C.Kandaswami Naidu College, Chennai	INTERNATIONAL LEVEL QUIZ	Research aptitude & Publishing Research papers
12.	25.05.2020	EGS Pillay Institution, Nagapattinam	NATIONAL LEVEL QUIZ	Banking & Financial Institution
13.	25.05.2020	EGS Pillay Institution, Nagapattinam.	QUIZ	Online Quizophile 2020
14.	16.05.2020	Foundation for Innovative Research in Science&Technology, Nagarcovil.	WORKSHOP	Discovering & Learning Statistics Using MS-Excel
15.	16.06.2020	Government Arts College, Karambakudi, Pudukkottai	QUIZ	Marketing
16.	21.05.2020	IARA Gujarat Wing, Trichy.	NATIONAL LEVEL QUIZ	Research Methodology
17.	22.05.2020 - 28.05.2020	IARA with EDC, Acharya Institution Graduate studies, Bangalore.	FDP	Development on Entrepreneurship: Research, Critical Thinking & Innovation
18.	05.06.2020 - 07.06.2020	IARA with School of Management and Commerce, Brainware University.	FDP	Data Analytics in Research with an Emphasis on Excel and SPSS
19.	04.05.2020 - 17.05.2020	IARA with Seacom Skill University, West Bengal.	1 <sup>st</sup> INTERNATIONAL ONLINE CONFERENCE RESEARCH METHODOLOGY WORKSHOP	Quantitative & Qualitative Tools & Aspects of Social Science Research
20.	21.05.2020	IARA with University of	3 DAYS ONLINE	Writing Case Studies, Project

	- 23.05.2020	Madras,Chennai	COURSE	Preparation & Funding of Research Projects
21.	11.05.2020 - 15.05.2020	IARA, Trichy	5 DAYS ONLINE COURSE	Futuristic Accounting
22.	19.04.2020 - 21.04.2020	IARA, Trichy	ONLINE WORK SHOP	Reference Management Tools & Online Citation Database
23.	12.07.2020	IARA, Trichy	ONLINE COURSE	Covid-19 Issues and Challenges in Indian Higher Education
24.	11.05.2020	Idhaya College for Women's, Kumbakonam.	WEBINAR	Life Skills Development
25.	28.05.2020	Idhaya College for Women's, Kumbakonam.	NATIONAL LEVEL QUIZ	Know Your English
26.	18.05.2020	Idhaya College for Women's, Kumbakonam.	QUIZ	Online Comz quiz
27.	20.06.2020	Kateel Ashokpai Memorial Institution, Sivamoggs	QUIZ	Social Work & Quiz
28.	08.05.2020	Marathwada Mithramandal's Institution Technology, Pune.	AWARENESS PROGRAMME	NAAC Awareness Programme for Faculty
29.	20.05.2020	Marudupandiayar College, Thanjavur.	INTERNATIONAL WEBINAR	Survival Strategies for Business after Covid -19 Lock Down
30.	02.06.2020	Marudupandiayar College, Thanjavur.	WEBINAR	Classroom Strategies for Interactive Teaching
31.	02.06.2020	MASS College, Kumbakonam	NATIONAL LEVEL WEBINAR	Theories of Learning And Methods of Teaching
32.	29.05.2020 - 30.05.2020	MASS College, Kumbakonam	NATIONAL LEVEL ONLINE COLLOQUIUM	Migrants Labuors & Social Security Meassures in India & Interpersonal Skill
33.	30.05.2020	MHRD, Govt. of India	WEBINAR	Leadership Talk
34.	19.06.2020	MRG Arts & Science College, Mannargudi.	QUIZ	Financial Accounting -2020
35.	17.06.2020	MRG Arts & Science College, Mannargudi.	NATIONAL LEVEL QUIZ	Banking Theory Law & Practices - 2020
36.	21.05.2020	National College, Trichy.	WEBINAR	Post Pandemic Marketing the Future of Brands
37.	08.05.2020	Rabiammmal Ahamed Maideen College for Women's, Thirurvarur.	FDP	Developing Strong Work Ethics& Values
38.	11.05.2020	Rabiammmal Ahamed MaideenCollege for Women's, Thirurvarur.	QUIZ	NTANET Paper-1 (Higher Education Quiz2020)
39.	31.05.2020	Raja Serfoji Govt.College,	QUIZ	Covid-19

		Thanjavur.		
40.	30.04.2020	Rathinam Institution & Management,Coimbatore	WEBINAR	How to be a Successful Instructional Designer in E-Learning
41.	16.05.2020	Rathinam Institution & Management,Coimbatore.	FDP	How to be a Successful Trader in Financial Markets.
42.	06.05.2020	Rathinam Institution & Management,Coimbatore.	WEBINAR	An Introduction on Six Sigma
43.	13.05.2020	Rathinam Institution & Management,Coimbatore.	FDP	New Digital Directions in Digital Marketing
44.	16.05.2020	Sakthi Institution of Information & Management Studies,Coimbatore.	NATIONAL LEVEL QUIZ	Test for Immunity on fact Versus fake News on Covid-19
45.	23.06.2020	Shanmuga Industries Arts & Science College, Thiruvannamalai.	QUIZ	General Accounting Online Quiz
46.	20.05.2020	Sri Amaraavathi College of Arts& Science, Karur.	FDP	Uncovering PIAZZA for Effective Teaching
47.	13.06.2020	Sri Madandavan College,Thiruchirappalli.	QUIZ	Research Methods & Techniques
48.	27.05.2020	Sri Ramakirshna Arts & Science College, Coimbatore.	QUIZ	Research Methodology
49.	18.05.2020	STET Women's College, Mannargudi.	WEBINAR	Entrepreneurship Development
50.	17.06.2020	STET Women's College, Mannargudi	QUIZ	Advanced Corporate Accounting-2020
51.	22.06.2020	STET Women's College, Mannargudi	QUIZ	Partnership Accounts-2020
52.	06.06.2020	STET Women's College, Mannargudi	QUIZ	Consumer Awareness
53.	22.06.2020	STET Women's College, Mannargudi	QUIZ	Management Accounting
54.	03.06.2020	STET Women's College, Mannargudi	QUIZ	Financial Management-2020
55.	04.06.2020	STET Women's College, Mannargudi	QUIZ	Research Methodology-2020
56.	14.06.2020	STET Women's College, Mannargudi	QUIZ	Business Management-2020
57.	04.06.2020	TamilvelUmaMaheswaranar Karanthai College,Thnjavur	QUIZ	Online Quiz-2020
58.	29.05.2020	Thiru.Vi.Ka Arts College, Thiruvarur.	QUIZ	Partnership Accounting
59.	30.05.2020	Thiru.Vi.Ka Arts College, Thiruvarur.	QUIZ	Management Accounting
60.	26.05.2020	Thiru.Vi.Ka Arts College, Thiruvarur.	QUIZ	Cost & Management Accounting

61.	01.06.2020	Thiru.Vi.Ka Arts College, Thiruvarur.	QUIZ	Banking Practice-2020
62.	10.06.2020	Thiru.Vi.Ka Arts College, Thiruvarur.	QUIZ	Introduction to Accountancy- 2020
63.	15.5.2020	Urumu Dhanalakshmi College, Tirchy.	QUIZ	Covid 19 Awareness
64.	09.07.2020	Vaagdevi Degree & PG College, Kishanpura, Hanamkonda	QUIZ (MOCK TEST)	UGC-NET Paper - I
65.	04.06.2020	Vivekanandha for Women's College, Elayampalayam, Namakkal.	WEBINAR	Art of Mind Management

**Details of the webinar organized and participated**

S. NO	DATE	NAME OF THE COLLEGE	EVENT	NAME OF THE EVENT
1.	03.03.2021 – 04.03.2021	STET Women's College, (Autonomous) Mannargudi.	FDP	Introduction to STATA – Tool for Data Analysis
2.	06.03.2021	Periyar EVR College, Trichy.	INTERNATIONAL SEMINAR	Digitalized Financial and Banking Practices Issues and Challenges
3.	08.03.2021	Sri Parasakthi College For Women's (Autonomous), Courtallam.	INTERNATIONAL WOMEN'S DAY CELEBRATION	International Women's Day
4.	08.03.2021 - 09.03.2021	STET Women's College, (Autonomous) Mannargudi	WEBINAR	Self Sustainable Farming and How to Create Online Platform For Business
5.	10.02.2021	Bharathidasan University Tiruchirappalli.	WEBINAR	Awareness Programme on Intellectual Property Rights -
6.	12.02.2021 – 13.02.2021	STET Women's College, (Autonomous) Mannargudi	WEBINAR	Self & Career Development in the Digital Era
7.	13.03.2021 – 14.03.2021	STET Women's College, (Autonomous) Mannargudi.	QUIZ	Intellectual Property Rights
8.	24.03.2021	CMS College of Science and Commerce (Autonomous), Coimbatore.	FDP	Funding Opportunities for Research
9.	28.03.2021	The World Community Service Center	WEBINAR	Spiritual World Record
10.	29.30.2021 – 30.03.2021	The Oxford College of Engineering, Bengaluru.	FDP	Bio - Innovation
11.	20.04.2021	Bon Secours Arts and Science College for Women, Mannargudi.	WEBINAR	Create Sparks in Financial Marketing
12.	28.04.2021	STET Women's College,	FDP	Outcome Based Curriculum

		(Autonomous) Mannargudi		Framework
13.	04.05.2021	Valliammal College For Women, Chennai	WEBINAR	“Importance of Language & Communication Skills in Enhancing Employability”
14.	04.05.2021	A.D.M.College for Women (Autonomous), Nagapattinam.	WEBINAR	“ Research Report Writing and Publication in Indexed Journals

**Declaration:**

I hereby declare that all the entries are made by me in this APA form with Annexure I are true to the best of my knowledge and belief.

**Signature of the Faculty**

**(MS.A.SELVAKUMARI)**