

# Dr. P. Selvamoorthy

Assistant Professor

Department of Commerce

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8072698983



## I. Academic Qualifications:

### Doctoral Research - Ph.D

- **University** : Madurai Kamaraj University, Madurai, India
- **Title** : Financing of Small Scale Industries by Commercial Banks in Madurai District.
- **Year** : 2014

### Master of Philosophy

- **College** : Mannar Thirumalai Naicker College, Madurai
- **Title** : Marketing of Hospital Services in Madurai City
- **Year** : 2006

### Post-Graduation

- **College** : Mannar Thirumalai Naicker College, Madurai
- **Degree** : Master of Commerce
- **Year** : 2004

### Under Graduation:

- **College** : Mannar Thirumalai Naicker College, Madurai
- **Year** : 2002
- **Degree** : Bachelor of Commerce

## II. Teaching Experience:

- *Under-Graduate* : 16 years
- *Post Graduate* : 14 years
- *2007-2011 worked as Lecturer in PKN Arts & Science College, Tirumangalam, Madurai District.*
- *From 2011 has been Working as an Assistant Professor in Mannar Thirumalai Naicker College (SF), Madurai.*

### Area of Specialization

- Financial Accounting
- Income Tax
- Cost Accounting
- Banking

III Number of Conferences, Seminars, Workshops and other Programmes Organized:

S. No	Date	Name of the Programme	Role	Name of the Institution
1.	15.03.2023	Inter Collegiate Meet	Convenor	Mannar Thirumalai Naicker College, Madurai.
2.	19.07.2023	Virtual Hands on Training Course on “Trade Operations in Share Market”	Convenor	Mannar Thirumalai Naicker College, Madurai.
3.	05.07.2023	A Guest Lecture on “Refinement of GST – 2018 to 2023	Convenor	Mannar Thirumalai Naicker College, Madurai.
4.	30.01.2023	Hands on Training Programme on “E-filing of Returns”	Convenor	Mannar Thirumalai Naicker College, Madurai.
5.	15-03-2023	Inter Collegiate Meet	Convenor	Mannar Thirumalai Naicker College, Madurai.

### IV Other Services Rendered in the College :

S. No	Name of the Activity	Period	Remarks
1.	Criterion Member	2018 - 2019	Criterion III
2.	Criterion Member	2022-Till Date	Criterion-II

### V SPECIAL ACHIEVEMENTS :

External Examination Question Setter and Question Scrutinizer in Various Autonomous Colleges

## VI Publications (*List of papers published, in year wise descending order*):

S.No .	Title of the paper	Name of Journal	Month & Year	ISSN	Volume & Issue	Impact factor	ID Indexed in Scopus, Web of Science, Pub med / approved by UGC / UGC CARE List
1	Industry 4.0 Innovations and Its Implications	International Journal of Business and Economic Research	2024/ September	E – ISSN: 2455 - 3921			Peer Revived & Referred Journal
2	A Study on Role of Green Supply Chain Management in Business	Indian Journal of Psychology	2023	0019-5553		7.986	Peer Revived & Referred Journal
3	Livelihood sustainability and socio-economic development: An empirical study about ocscsco microcredit in south west shoa Zone, oromia region, Ethiopia.	International research journal of Commerce, arts and science	March 2022	ISSN 2319 – 9202	Volume 13 Issue 3	Nil	Peer Revived & Referred Journal
4	A Study on Green Banking Initiatives in Selected Private Sector Banks with Reference to Madurai city	Eduindex Journals	March 2020	ISSN : 2394-3114	40 & 70	6.3	Approved by UGC
5	A Study of E-CRM Services of Commercial Banks in Madurai	International Journal of Commerce	31.01.2019	ISSN 2320-4168	7 & 1		Approved by UGC

6	Performance of SSI in India : An Overview	Southern Economist	15.02.2010	ISSN No. 0038- 4046	48 & 20		Approved by UGC
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**VII Details of Books published : 02**

S.No	Title of the Book	Name of the Publisher	ISBN No	Year
1	Marketing Frontiers	Royal Book Publishing (Partner of Eleyon Publishers)	9789395423588	April 19, 2023
2	Operation Research – Volume I	Royal Book Publishing (Partner of Eleyon Publishers)	9789395423700	June 12, 2023
3	Entrepreneurship Development	SK Publication, Chennai-600050	ISBN No:9788198523723	Jan,2025

**VIII Research Articles Published in Proceedings:**

S.No	Title of the Article	Title of the Conference/Seminar	International/ National /State level	ISBN Number	Dt/mm/yr
1.	Impact of Online Shopping Reduces the Income of Retail Shoppes in Madurai City	National Conference on Innovations & Current Trends in research Commerce, Business,conomics & Information Technology”	National	ISBN No: 978 - 93- 601-604 - 8	8 <sup>th</sup> November 2023
2.	Impact of Information Technology on Indian Banking services	Contemporary Issues, Challenges and Recommendations on Digitalization	International	ISSN 2349-5138 E-ISSN 2348-1269	4 <sup>th</sup> Jan.2019
3.	Digital Marketing Industry in India- An overview	Digital Marketing – A global perspective”	International	ISBN: 978-93-87871-67-0	10 <sup>th</sup> Aug.2018
4.	E-Banking Services in Indian – An overview	Service Excellence in Retail, Banking, Insurance & Hospital	National	ISBN 978-93-80686-96-7	19 <sup>th</sup> & 20 <sup>th</sup> March 2013
5.	Food Security in India	Inflation in Food Prices in Indian Economy	National	ISBN: 978-93-80686-23-3	22 <sup>nd</sup> March 2013
6.	Rural Tourism: Challenges and Opportunities	Tourism Industry in India: Challenges and Opportunities	National	ISBN: 978-93-80686-81-3	12 <sup>th</sup> Aug. 2013

7.	Problems and Prospects of MSMEs in India	Micro, Small and Medium Enterprises (MSMEs) in India-Problems and Prospects.	National	ISBN:978-938052819-9	6 <sup>th</sup> Dec.2012
8.	Problems and Prospects of MSMEs in India	Micro,Small and Medium Enterprises (MSMEs) in India-Problems and Prospects	National	ISBN : 978-93-80528-19-9	14 <sup>th</sup> & 15 <sup>th</sup> Dec.2012
9.	Retail Marketing in India- An overview	Retail Marketing in India: Trends and Challenges	National	ISBN: 978-93-80657-50-9	24 <sup>th</sup> Sep. 2011
10.	Performance of Micro Small Medium Enterprises in India	Performance of Micro Small Medium Enterprises in India	National	ISBN : 978-81-910426-5-2	Dec. 2010
11.	Journal of Management Science and Humanities	A Study on M - Commerce	International	ISSN: 2395-0625	Dec.2023

### VIII Paper presented in Conference/Seminar:

S.No	Title of the Paper	International/ National /State level	Title of the Conference	Institution/College Name	dt/mm/ yr
1	Changing Trends in Indian Banking Sector	National	“Insolvency and Bankruptcy code,2016 – New Bankruptcy law for the revival of Indian Economy”	V.H.N.Senthikumara Nadar College(Autonomous) Virudhunagar District.	3 <sup>rd</sup> & 4 <sup>th</sup> Jan.2019
2	Impact of Information Technology on Indian Banking services	International	Contemporary Issues, Challenges and Recommendations on Digitalization CICRD-2K19	Mannar Thirumalai Naicker College, Madurai.	4 <sup>th</sup> Jan.2019
3	Digital Marketing Industry in India- An overview	International	Digital Marketing – A global perspective”	Fatima College (Autonomous) Madurai	10 <sup>th</sup> Aug. 2018
4	Challenges and Opportunities of Indian Retail Sector	National	“Foreign Direct Investment in Retail Trade- Opportunities and Challenges”	Sourashtra College, Madurai.	1 <sup>st</sup> & 2 <sup>nd</sup> Feb.2013

5	Rural Women Entrepreneurship in India	National	“Enrichment of Women Entrepreneurs”	Wavoo Wajeeha Women’s College, Kayalpattinam.	8 <sup>th</sup> March 2013
6	Rural Tourism – Challenges and Opportunities	National	“Tourism Industry in India: Challenges and Opportunities”	Mannar Thirumalai Naicker College, Madurai.	12 <sup>th</sup> August 2013
7	E-Banking Services in India – An overview	National	“Service Excellence in Retail, Hospital, Banking and Insurance”	Mannar Thirumalai Naicker College, Madurai.	19-20 <sup>th</sup> March 2013
8	Food Security in India	National	“Inflation in Food Prices in Indian Economy”	Mannar Thirumalai Naicker College, Madurai.	22 <sup>nd</sup> March 2013
9	Financial Crisis in India	National	“Global Economic Crisis and India”	Mannar Thirumalai Naicker College, Madurai.	6 <sup>th</sup> Jan. 2012
10	Impact of MNCs’ Entry in Telecom Industry.	National	“Impact of MNCs Entry in the Indian Retail Market”	Thiagarajar College, Madurai.	15 <sup>th</sup> & 16 <sup>th</sup> March 2012
11	Impact of Information and Communication Technology in India	National	“Management in 21 <sup>st</sup> Century”	St.Michael College of Engineering & Technology, Kalayarkoil, Sivagangai dt.	12 <sup>th</sup> Oct. 2012
12	Problems & Prospects of MSMEs in India	National	“Micro, Small and Medium Enterprises (MSMEs) in India – Problems and Prospects”	Ayya Nadar Janaki Ammal College, Sivakasi, Virudhunagar dt.	14 <sup>th</sup> & 15 <sup>th</sup> Dec.2012
13	Globalisation & its employment opportunities of	National	“Globalisation and Its emerging Trends”	S.Vellaichamy Nadar College, Madurai.	28 <sup>th</sup> Dec.2012
14	King Thirumalai Nayak Wars and Personal Life- A glance.	National	“State, Society and Culture under the rule of Thirumalai Nayak of Madurai, Tamil Nadu”.	Mannar Thirumalai Naicker College, Madurai.	21 <sup>st</sup> & 22 <sup>nd</sup> Jan. 2011
15	How to Develop Women Entrepreneurs	National	“Women Entrepreneurs – Challenges and Opportunities”	S.Vellichamy Nadar College, Madurai.	28 <sup>th</sup> Jan.2011
16	The Role of Ethics and CSR in SME’s In India: An overview.	National	“Corporate Social Responsibilities and Sustainable Development”	The Gandhigram Rural Institute – Deemed University, Gandhigram, Dindigul.	23 <sup>rd</sup> & 24 <sup>th</sup> Feb.2011
17	Retail Marketing in India – An overview	National	“Retail Marketing in India: Trends and Challenges”	Mannar Thirumalai Naicker College, Madurai.	24 <sup>th</sup> Sep. 2011
18	Performance of Micro Small and Medium Enterprises in India	National	“Sales Promotional Strategies of MSMEs”	V.H.N.Senthikumara Nadar College, Virudhunagar.	22 <sup>nd</sup> & 23 <sup>rd</sup> Dec. 2010

19	A Study on “Growth of M.Commerce”	International	Two days International Conference on “Exploring the Significance of Commerce on Today’s World”	Nadar Saraswathi college of Arts & Science, Theni	11.09.2023 to 12.09.2023
19	A study on investor’s perception towards crypto currency in	International	Two days International Conference Consumer Psychology-Global Scenario 2023	Sourashtra College, Madurai	21.09.2023 to 22.09.2023
20	Impact of online shopping reduces the income of retail shoppers in Madurai City	International	International Conference on “Innovations & Current Trends in Research Commerce, Business, Economics &	KG College of Arts and Science	8.11.2023
21	A Study on “Impact of Financial Technology after COVID -19”	International	International Conference on “Leveraging Digitalization for Achieving Sustainable Development Goals: Innovations, Challenges and Opportunities”	K.M.G.College of Arts And Science, Gudiyattam.	26.09.2024
22	A Study on “Role of Digital Transformation in Business Various Activities”	International	Global Contemporaray Issues and Unlocking Innovation in Business Industry 4.0 (Hybird Mode)	Virudhunagar Hindu Nadars’ Senthikumara Nadar College, Virudhunagar.	24.07.2024 to 25.07.2024
23	A study on “Factors Influencing Sustainability Investors”	National	National Conference on Emerging Trends in Business Innovation & Sustainable Development	PG And Research Department of Commerce in Collaboration with Indian Academic Researchers Association and Shree Venkateshwara Arts & Science (Co – Education) College, Erode	04.10.2024
24	A Study on An Influencing Artificial Intelligence (AI) Tools in Marketing	National	Role of AI and Block chain in Business	Arul Anandar College, (Autonomous), Karumathur, Madurai.	19.02.2025
25	Harnessing Artificial Intelligence: Transforming Business Operations and Decision Making	International	The Generative AI in E.Commerce Education Banking and Finance(HYBIRD MODE)	V.H.S.N.Senthikumara College, Virudhunagar	28.02.2025



26	A Study on “Digital Entrepreneurs Outperform their non – digital Peers”	National	Digital Innovation and Sustainable Business Strategies in the Contemporary Era	Mannar Thirumalai Naicker College, Pasumalai, Madurai	06.03.2025
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**IX** FDP/Workshop Attended (other than MTNC):

S.No	International/National / State Level	Title of the Programme/Course	Name of the Institution/University	dt/mm/yr
1	Faculty Development Programme	Recent Amendments in Companies Act 2013	The New College (Autonomous) Chennai - 600014	27.05.20
2	Faculty Development Programme	The Role of EDUTECH in Classroom Teaching and Learning	Annamalai University, Chidambaram.	05.06.20 11.06.20
3	Workshop	Digital Hygiene & Fact Checking	Sri Adi Chunchanagiri College for Women, Cumbum, Theni District.	10.07.20
4	Workshop	Conceptualization of Business Analytics	Sri Ramakrishna College Of Arts And Science Coimbatore - 641006	24.09.21
5	Faculty Development Programme	Quality Assurance in Higher Education	The standard Fireworks Rajaratnam college for Women (Autonomous), Sivakasi - 626 123	27.09.21
6	Faculty Workshop	How to Buy and Sell Shares in Stock Exchanges	Department of Commerce, Kalasalingam Business School KalasalingamAcademy of Research and Education, Krishnankoil,	10.03.22
7	Three Days National Virtual Workshop	Research Methodology and Data analysis using Ms-Excel	Department of Business Administration Kamaraj College, Thoothukudi.	17.03.22 To 19.03.22
8	Seven Days National Virtual Workshop	Research Methodology	Department of Commerce PPG College of Arts and Science, Coimbatore.	12.12.22 To 19.12.22

9	Ten Days Faculty Development Programme	Advanced Research Methodology	Department of Commerce SRM College of Science and Humanities, Chennai	09.05.22 To 20.05.22
10.	Two days International Conference Consumer Psychology-Global Scenario 2023	One day National level Workshop on “Cloud Computing Technologies in Banking Application”	International	15.09.2023
11	Faculty Development Programme	“National Education Policy 2020: Challenging Opportunities in the Indian Higher Education Sector	TC – Institution’s Innovation Council National Level Faculty Development Programme (In View Of Celebrating 4th Anniversary Of NEP 2020), Thiagarajar College, Madurai	29.07. 2024
12	Faculty Development Programme	LaTeX – Faculty Development Programme	Mannar Thirumalai Naicker College Pasumalai, Madurai.	07.04.2025

#### **X BOOK CHAPTER PUBLICATION**

<b>S. No</b>	<b>Name of the Chapter</b>	<b>Conference Name</b>	<b>Organize By</b>
1.	A Study on “Role of Digital Transformation in Business Various Activities”	Global Contemporaray Issues and Unlocking Innovation in Business Industry 4.0 (Hybird Mode)	Virudhunagar Hindu Nadars’ Senthikumara Nadar College, Virudhunagar.

#### ***XI Workshop/Conference/FDP Attended in MTNC:***

<b>S.No</b>	<b>Organized by</b>	<b>Title of the Workshop/Conference</b>	<b>Name of the Institution/University</b>	<b>Month and Year</b>
1	IQAC	FDP on “Intellectual Property Righths, skill Development Programmes, Innovations, Patents and setting up incubation centres”	Mannar Thirumalai Naicker College, Madurai	22 <sup>nd</sup> Jan.2019
2	IQAC	FDP on “One Who Can Do, Teaches! How to do? And What to do?	Mannar Thirumalai Naicker College, Madurai.	8 <sup>th</sup> March,2019
3	IQAC	Workshop on “Training and Production workshop on prospects of Outcome based Curriculum	Mannar Thirumalai Naicker College, Madurai	9 <sup>th</sup> March 2019
4	IQAC	21st Century Skills	Mannar Thirumalai Naicker College, Madurai	5 <sup>th</sup> March 2020
		Quality Assurance and	Mannar Thirumalai Naicker College, Madurai	11 <sup>th</sup> March

7	IQAC	A Seven Day Online Faculty Development Programme	Mannar Thirumalai Naicker College, Madurai	18-24 March 2022
8	IQAC	Faculty Enhancement Programme on Education 4.0 for sustainable Economic Development	Mannar Thirumalai Naicker College, Madurai	27 <sup>th</sup> April 2022
9	IQAC	Faculty Research Programme Dynamics of Research Publications	Mannar Thirumalai Naicker College, Madurai	15 <sup>th</sup> -16 <sup>th</sup> Sep.2022
10	IQAC	Faculty Enhancement Programme on Consultancy and Corporate Training	Mannar Thirumalai Naicker College, Madurai	17 <sup>th</sup> March 2023

### ***XII Webinar***

<b>Sl.No</b>	<b>Year</b>	<b>Date</b>	<b>Name of the Faculty</b>	<b>Name of the Seminar/ conference/Workshops/ attended by Faculty</b>	<b>National / International / State</b>
1	2020-21	13.06.20	Dr. P. Selvamoorthy	Research Paper Publications in Indexed Journals	International
2	2020-21	16.06.20	Dr. P. Selvamoorthy	E-Learning Video Creation and Online Assessment Tools (edu puzzle, wooclap,socrative)	National
3	2020-21	17.06.20	Dr. P. Selvamoorthy	Statistics for Data Analytics	National
4	2020-21	18.06.20	Dr. P. Selvamoorthy	Success in Life-You can Design your Lige	National
5	2020-21	19.06.20	Dr. P. Selvamoorthy	Impact of COVID-19 on India's External Sector	National
6	2020-21	21.06.20	Dr. P. Selvamoorthy	Yoga at Home and Yoga with Family	National
7	2020-21	26.06.20	Dr. P. Selvamoorthy	Building More Resilient Education System: Innovative Experience and Lessons Learned during the Covid-19 Pandemic	National
8	2020-21	26.06.20	Dr. P. Selvamoorthy	Covid 19: Solution for Survival	International
9	2020-21	29.06.20	Dr. P. Selvamoorthy	Quality Assurance through Higher Education – Role of Teachers	National
10	2020-21	30.06.20	Dr. P. Selvamoorthy	Innovation and Entrepreneurship	National
11	2020-21	30.06.20	Dr. P. Selvamoorthy	Art of Writing the Articles	National
12	2020-21	02.07.20	Dr. P. Selvamoorthy	Power of Big Thinking –Manifest Your desires with right thoughts	National
13	2020-21	02.07.20	Dr. P. Selvamoorthy	New global challenges and opportunities: What lies ahead for India?	National
14	2020-21	03.07.20	Dr. P. Selvamoorthy	NIRF Ranking System	National

15	2020-21	04.07.20	Dr. P. Selvamoorthy	Slender loris...The nocturnal prosimian of South India	National
16	2020-21	04.07.20	Dr. P. Selvamoorthy	Professional Development of Teachers through e-Resources	National
17	2020-21	09.07.20 10.07.20	Dr. P. Selvamoorthy	Tradition: A New Dimension in Modernity	International
18	2020-21	11.07.20	Dr. P. Selvamoorthy	Investments Scenario in Indian Securities Market- During Post Covid era.	National
19	2020-21	14.07.20	Dr. P. Selvamoorthy	Geographical Indicators	National
20	2020-21	19.07.20	Dr. P. Selvamoorthy	Scope of Supply Chain Management in Future Workspace	International
21	2021-22	18.06.21	Dr. P. Selvamoorthy	Complexity and Excitement of Aerospace Control	National
22	2021-22	24.06.21	Dr. P. Selvamoorthy	HAMARA TEJAS"- India's own 4th Gen Fighter	National
23	2021-22	06.07.21	Dr. P. Selvamoorthy	Lessons to learn from the Brighter side of Covid-19	International
24	2021-22	22.10.21	Dr. P. Selvamoorthy	Impact of Digital Marketing in Future scenario	International
25	2021-22	21.03. 22	Dr. P. Selvamoorthy	Managing Personal Finance and Wealth Creation	National
26	2021-22	03.02.22	Dr. P. Selvamoorthy	Financial Empowerment and career opportunities in financial securities market	National
27	2021-22	18.03.22	Dr. P. Selvamoorthy	An overview of GST	International
28	2021-22	21.03.22	Dr. P. Selvamoorthy	Managing Personal Finance and Wealth Creation	National
29	2021-22	25.03.22	Dr. P. Selvamoorthy	Strategy for managing Personal Finance	National
30	2021-22	25.03.22	Dr. P. Selvamoorthy	Artificial Intelligence in Human Resource Audit	National
31	2021-22	01.04.22	Dr. P. Selvamoorthy	Fiancial Strategies and Innovative approaches during post Covid Era – Indian perspective	National
32	2021-22	25.04.22	Dr. P. Selvamoorthy	Research Methodology	National