

FACULTY PROFILE

1. Name (in Block Letters) : N. SELVALAKSHMI
2. Father's Name : K. NATARAJAN
3. Sex: Male / Female : FEMALE
4. Marital Status : MARRIED
5. Religion : HINDU
6. Place of birth : MADURAI
7. District & State : MADURAI & TAMILNADU
8. Mother Tongue : TAMIL
9. Date of Birth : 24.01.1978
10. Nationality : INDIAN
11. Community : BC
12. Address for Communication : 7/882, SAI BHAVAN
GURUSAMY NAGAR, NGO COLONY
NAGAMALAI PUDHUKOTTAI
MADURAI – 625 019
- Phone / Mobile : 94427 - 53536
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13. Educational Qualifications

S. No	Degree	Subject	Specialization	Year of Passing	% of Marks / Grade/Class/ Rank	Name of the Institution/ College/ University/ Board
1.	Ph.D	COMMERCE	Women Self Help Groups	2019	Highly Recommended	Madurai Kamaraj University, Madurai
2.	SET	COMMERCE	COMMERCE	2012	-	Bharathiyar University, Coimbatore.
3.	M.Phil.	COMMERCE	COMMERCE	2009	Second class	Madurai Kamaraj University, Madurai.
4.	M.Com.	COMMERCE	COMMERCE	2000	First class & IV- Rank	V.V.Vanniaperumal College for Women, Virudhunagar.
5.	B.Com	COMMERCE	COMMERCE	1998	First class	V.V.Vanniaperumal College for Women, Virudhunagar.
6.	12 th	COMMERCE	COMMERCE	1995	72.2 %	Board of Higher Secondary Education, Tamil Nadu.
7.	10 th	--	--	1993	72.4 %	Board of Secondary Education, Tamilnadu.

14. Details of Ph.D. Degree:

1. Month and year of Ph.D. Degree awarded : **18th January 2019**
2. Subject and Title of the Thesis : Commerce

Title : “A Study on Role of Women Self Help Groups in Promoting Rural Development through Micro Finance in Madurai District”

15. Details of SLET /SET/ NET passed, conducted by UGC/CSIR

Name of the Eligibility Test	Subject	Month & Year of Passing
State Eligibility Test [SET]	Commerce	October 2012

16. Teaching Experience:

Sl. No	Institution	Position	Temporary / Permanent	Teaching		Duration		Total Years of Service	
				UG	PG	From	To	Y	M
1	P.K.N.Arts & Science College, Tirumangalam	Lecturer	Temporary	✓	--	16.06.2000	04.12.2007	7	6
2	P.K.N.Arts & Science College, Tirumangalam	Head of the Department	Temporary	✓	✓	05.12.2007	12.03.2014	6	4
3	Kalasalingam University, Krishnankoil	Assistant Professor	Temporary	✓	--	16.07.2015	01.08.2017	2	--
4	Senthamarai College of Arts and Science, Madurai.	Assistant Professor and Head	Temporary	✓	✓	03.08.2017	27.12.2022	5	4
5.	Mannar Thirumalai Naicker College, Madurai.	Assistant Professor	Temporary	✓	--	02.01.2023	Till date		5
Total Experience								22	07

17. Administrative Experience:

SI No	Position Held	Name of the Institution	Duration		Years of Experience
			From	To	
1	Head of the Department	P.K.N.Arts & Science College, Tirumangalam	05.12.2007	12.03.2014	6
2	Head of the Department	Senthamarai College of Arts and Science, Madurai.	03.08.2017	27.12.2022	5

18. Training Undergone:

SI No	Nature of the Training (Academic / Administration)	Theme	Name of the Institution	Duration	
				From	To
1	NSS POs -Training & Orientation Programme	NSS	Training & Orientation Centre (Under the Auspices of the Ministry of Youth Affairs & Sports, Government Of India) Avinashilingam University for Women, Coimbatore	3 rd August 2009	12 th August 2009
2	Life Training Programme for RRC & NSS Programme Officers	NSS	Red Ribbon Club and National Service Scheme, Madurai Kamaraj	10 th March 2011	---

			University, Madurai		
3	Analytical Tools for Researchers in Commerce and Computer science	Academic	VVV College for Women, Virudhunagar.(UGC Sponsored National Workshop)	3 rd July 2014	5 th July 2014
4	Yoga for Holistic life Course	Yoga	Temple of Consciousness, Arutperumjothi, Aliyar.	7 th Dec 2015	9 th Dec 2015
5	Use of ICT in Education for Online and Blended Learning	Academic	IIT Bombay (AICTE Approved FDP)	2 nd May 2016	10 th July 2016
6	Yoga for Holistic life Course	Yoga	Temple of Consciousness, Arutperumjothi, Aliyar	5 th June, 2017	7 th June, 2017

19. Other Academic services

SI No	Nature of the Service	Institution / University	Duration		Total Years of Experience
			From	To	
1	Programme officer, National Service Scheme	P.K.N. Arts and Science College, Tirumangalam	September 2007	March 2014	7 years
2	Co-ordinator for Girl students	P.K.N. Arts and Science College, Tirumangalam	June 2010	February 2014	4 Years
3	Nodal officer in AISHE	P.K.N. Arts and Science College, Tirumangalam	June 2012	February 2014	2 Years
4	IQAC Member	Kalasalingam University, Krishnankoil	July 2015	Aug 2017	2 Years
5	NSS Programme Officer	Senthamarai College of Arts and Science, Madurai.	March 2019	October 2020	1 Year & 6 Months
6	NAAC Co-ordinator	Senthamarai College of Arts and Science, Madurai.	March 2018	December 2022	4 Years & 8 Months

20. Fellowship / Award or Prize / Distinction received

SI No	Name	Institution	Purpose of Award	Year
1	Competence Award	Kalasalingam University, Krishnankoil	Faculty Advisorship	2015-2016

2	Elite Certificate	IIT, Kanpur	NPTEL Certifications (Marketing Management-II Course)	2015-2016
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21. Membership in Professional Bodies

Sl. No	Organization	Position	Duration
1	Indian Commerce Association	Life Member	
2	Heartfulness Institute, Shri Ram Chandra Mission, Srivilliputtur Madurai Zone.	Life Member	

22. Research Papers in Journals

Sl. No	Author(s)	Title of the Articles	Name of the Journal	Volume, Issue & Page No	Year of Publication	ISSN No
1	Dr.K.Sumathi, Ms.S.Kunthavai, Mrs.N.Selvalakshmi	"Reviewing the Impact of Smart phone usage on academic performance among students of higher learning"	International Journal of Pure and Applied Mathematics	Vol: 118; Issue:8; Pg No: 1-7	Jan-2018	ISSN-1311-8080
2	Dr.K.Sumathi, Ms.S.Kunthavai, Mrs.N.Selvalakshmi	"Analysing students database based on academic activities using classification techniques"	International Journal of Pure and Applied Mathematics	Vol: 119; Issue:12; Pg No: 13709-13718	July-2018	ISSN-1311-8080
3	Dr.K.Sumathi, Ms.S.Kunthavai, Mrs.N.Selvalakshmi	"A Meta Analysis view on suitability of its based solution when commercial viability of business is affected by disaster"	International Journal of Pure and Applied Mathematics	Vol: 118; Issue 8; Pg No: 65-71	July-2018	ISSN-1311-8080
4	Mrs.N.Selvalakshmi	"Problems and Prospective of Cashless Transaction in India"	International Multidisciplinary Innovative Research Journal	Vol. III (1)	Nov- 2018	ISSN - 2456 – 4613
5	Dr.N.Selvalakshmi Mr.P.Murugan	"Women Entrepreneurship and Poverty Alleviation in Madurai"	International Journal of Research and Business Innovation (IJRBI)	Vol: 7 Issue 1; Pg No: 47-53	Jan-2019	ISSN - 2321-5615

23. Papers Presented in CONFERENCES / SEMINAR – INTERNATIONAL

Sl. No.	Name of the Event	Place / Dates	Title of paper presented
1	International Conference on “Competency Building Strategies in Business and Technology for Sustainable Development”	Sri Ganesh School of Business Management, Salem. 19 th February, 2016	A Study on Stress among College Girls in Madurai City with reference to Arts & Science Colleges
2	International Conference on Managing Disaster -A Management Perspective	Fatima College for Women, Madurai. 29 th & 30 th September, 2016	A meta-analysis of affected commercial viability of businesses and IT based solutions during disaster.
3	International Conference on Business Innovation & Sustainable Development	Nehru Institute of Technology 4 th October, 2016	Micro Finance- A tool for Socio Economic Development in Rural India.
4	International Conference on “Contemporary Practices in Commerce, Business & Management”	Bhaktavatsalam memorial College, PG & Research Department of Commerce. Chennai 10 th & 11 th August 2017	Role of green marketing and its issues

24. Papers Presented in CONFERENCES / SEMINAR – NATIONAL

Sl. No.	Name of the Event	Place/dates	Title of paper presented
1	National conference on “Indian Strategies in Functional Management”	J.P. College of Arts & Science, Tenkasi. 20 th January, 2016	Human Resources Issues, Challenges and Strategies in Banking Sector
2	ICSSR Sponsored National Conference on “Payment Banks: Opportunities and Challenges”	VHNSN College (Autonomous), Virudhunagar. 29 th & 30 th September, 2016	Microfinance as a Poverty Reduction Tool- a Critical Assessment
3	ICSSR Sponsored National Conference on “ Less Cash Economy as a Strategy for Financial Inclusion in Rural India”	VHNSN College (Autonomous), Virudhunagar. 14 th & 15 th March, 2017	A Study on Consumer Awareness towards E-banking
4	National Conference on “Pride of Commerce”	Department of Commerce, Alagappa University, Karaikudi	Digital Payment Systems in India GST- Benefits and Challenges in India

		17 th March, 2017	
5	National Conference on “Entrepreneurship in India: Opportunities & Challenges”	Vivekananda College of Arts and Science, Tiruvudagam, Madurai 4 th January 2018	Role of Women Self Help Groups (SHG) in promoting Rural Entrepreneurship Development in Madurai city
6	National Conference on “Insolvency and Bankruptcy code, 2016 – New Bankruptcy Law for the revival of Indian Economy”	VHNSN College (Autonomous), Virudhunagar. 3 rd & 4 th January 2019	Impact of Micro Finance on living standard and Empowerment of Rural Women through SHGS
7	National Seminar on “Current Scenario of Indian Retail Sector”	Meenakshi Women’s College, Poovanthi, Sivagangai. 11 th February 2012	Changing trends in Indian Retail Industry
8	National Seminar on “Emerging trends in Indian Banking Sector”	Arulmigu Palaniandavar College of Arts and Culture, Palani 17 th February 2012	Role of Banks in Customer services to SHG members

25. National / International Seminars / Symposia / Conferences / Workshops organized

Sl. No	Title	Sponsor’s Name	Duration
1	Workshop on “Financial Education for Young Investors” on 9 th March 2018	Securities and Exchange Board of India [SEBI]	One Day
2	International Seminar on “Emerging Digital Markets: Issues and Challenges in Consumer Protection” on 15 th March 2018	Senthamarai Educational Trust	One Day
3	Workshop on “GST- a Perspective of Education Sector” on 11 th February 2020	Senthamarai Educational Trust	One Day

26. Book Publications

S. No	Title of Book	ISBN	Month and Year	Status	Publication Link
1.	Marketing Frontiers	978-93-95423-58-8	April 2023	Online & Printed	https://royalbookpublishing.com/index.php/royal/catalog/book/350
2.	Cost Accounting	978-93-95423-63-2	May 2023	Online & Printed	

27. Languages Known:

Sl.No	Name of the Language	Read	Write	Speak
1	Tamil	✓	✓	✓
2	English	✓	✓	✓

28. Other information:

- ❖ Academic Council Member of Madurai Kamaraj University for 3 years from September 2022 to 2025.
- ❖ BOS Member for M.Com and M.Phil Programme at V.V.Vanniaperumal College for Women, Virudhunagar.
- ❖ BOS Member for B.Com, B.Com.CA and M.Com Programme at V.H.N. Senthikumara Nadar College, Virudhunagar for a period of three years from 20.10.2021 to 19.10.2024.
- ❖ Guest Lecture delivered on “FDP- NAAC Norms and Procedures & GOOGLE Classroom (KAHOOT!!! App) at Senthamarai College of Arts and Science, VRS Garden, Vadapalanji, Madurai on 12th November 2018
- ❖ Keynote Address delivered on “Insolvency & Bankruptcy2016” in National Seminar organized by VHNSN College, Virudhunagar on 4th January 2019.
- ❖ Guest Lecture delivered on “GST and its Impact” to B.Com. CS students, Mannar Tirumalai Naicker College, Madurai on 18th May 2022.
- ❖ Guest Lecture delivered on “Revolution in Banking Sector” to B.Com. [SF] students, Mannar Tirumalai Naicker College, Madurai on 23rd August 2022.
- ❖ Special address delivered in the seminar on “ Entrepreneurial Finance” to B.Com (Honours) ACCA Students at Subbalakshmi Lakshmipathy College of Science, Madurai on 03.02.2023.
- ❖ Keynote Address delivered in the workshop on “GST and Income Tax Practitioners” at Parvathy’s Arts and Science College, Dindigul on 30.03.2023.
- ❖ Special Lecture delivered in the lecture series on “Impact of Intellectual Property Rights” at Nadar Saraswathi College of Arts and Science, Theni on 20.07.2023.
- ❖ Completed NPTEL Online Certification, Funded by MHRD namely Marketing Management-I, Marketing Management-II, Principles of Management and E- Business.
- ❖ Question paper setter for Theory courses (Outcome Based Education) of various autonomous colleges.
- ❖ External Examiner for B.Com.CA and M.Com.CA practical examinations conducted by the Madurai Kamaraj University.

29. Other Educational Qualification

Diploma Courses	Name of the Institution/ University	Year of Study	% of Marks/ Class/ Rank
PGDCA (Post Graduate Diploma in Computer Applications)	P.K.N. Arts and Science college, Tirumangalam Madurai Kamaraj University	2006-07	First class
Diploma in Gandhian Thoughts (DGT)	P.K.N. Arts and Science college, Tirumangalam Madurai Kamaraj University	2006	First class & I-Rank

Place : Madurai

Date : 01.08.2023

Signature of the Applicant

