

CURRICULUM VITAE



Name : **Dr.R.SELVARAJ**
Designation : **Principal i/c**
S.S.Duraisamy Nadar Mariammal
College, Kovilpatti.
Qualification : **M.Com.,M.Phil.,DCA.,Ph.D.,**
Address : **28, Soundarapandian Street, Kovilpatti**
Thoothukudi (Dt) – 628501.
MobileNo : **99522 92218**
Mail id : **selvarajssdm@gmail.com**
Date of Birth : **07.03.1980**
Date of Appointment : **01.09.2004**
Mother Tongue : **Tamil**
Nationality : **Indian**
Community : **BC (Hindu Nadar)**
No.of Years in Service : **18 years and 9 Months**
M.Com Course : **18 years and 9 months**
B.Com Course : **18 years and 9 Months**

EDUCATIONAL QUALIFICATION:

Course	Institution	University	Year of passing
Ph.D	M.S.University	M.S. University	2017
M. Phil	Alagappa University	Alagappa University	2003
M.COM	Kamaraj College, Tuticorin	M.S. University	2002
B.COM	S.S.D.M.College, Kovilpatti	M.S. University	2000

Ph.D Thesis:

Title : *A Study on Welfare, Health, Safety and Working Conditions of Labour in Textiles with Special Reference to Thoothukudi District.*

Awarded Year: Oct 2017

University : Manonmaniam Sundaranar University, Tirunelveli

M.Phil., Thesis:

Title : *A Study on Child Labour in Match Factories at Kovilpatti Taluk.*

Awarded Year: 2004

University : Alagappa University, Karaikudi

TECHNICAL QUALIFICATION:

Course	Institution	Year of passing
DOA	CSC Computer Education	2003
DCA	Micropoint ITI	1999

EXTRA CURRICULAR ACTIVITIES:

- Volunteer in the NSS Unit of Nadar Hr. Sec. School from 1995 to 1997 and General participation certificate for regular NSS Activities in the year 1997.

SUBJECT EXPERT:

- Advanced Corporate Accounting
- Advanced Cost Accounting
- Income Tax Law & Practices
- Banking Law & Theory
- Advanced Management Accounting

AWARDS AND HONOURS:

- 2023** **Award of Appreciation for Valuable Felicitation** in Women’s Day Ceremony by Jeychris Charitable Trust, Kovilpatti on 25.03.2023.
- 2023** **Certificate of Appreciation from Tamilnadu State Blood Transfusion Council, Chennai for organizing** a Voluntary Blood Donation Camp in the Premises of S.S.Duraisamy Nadar Mariammal College, Kovilpatti on 22.02.2023.
- 2022** **Certificate of Recognition for Exemplary Performance** by Jeychris Charitable Trust, Kovilpatti on 13.05.2022.
- 2021** **Nallasiriyar Virudhu** by Inner wheel Club, Kovilpatti on 18.09.2021.
- 2019** **NSS Service Certificate** from Manonmaniam Sundaranar University for 10 years Programme Officer Service in S.S.D.M College.

AS RESOURCE PERSON:

- Guest Lecture on “**Social Benefits of NSS**” at Veerapandia kattabomman Govt.Hr.Sec.School, Kayathar on 03.11.2022.
- Guest Lecture on “**Effective Positive Thinking**” at Sri Ramanas College of Arts and Science for Women, Aruppukottai on 28.04.2022.
- Guest Lecture on “**Methodology of Process Cost Accounting**” at Ayya Nadar Janaki Ammal College, Sivakasi on 21.12.2021.

RESEARCH PUBLICATIONS / PRESENTATIONS:

- ✓ Published paper on the topic “**A Study on Workers Satisfaction in Match Factories at Sattur Town**” in International Multidisciplinary Conference at Manonmaniam Sundaranar University College, Sankarankovil on 14th March, 2023, ISBN :

- ✓ Published paper on the topic **“A Study on Occupational Stress among Employees Working in Private Banks at kovilpatti Town”** in International Multidisciplinary Conference at Manonmaniam Sundaranar University College, Sankarankovil on 14th March, 2023, ISBN :
- ✓ Published paper on the topic **“A Study on Consumer Awareness Towards OTT Platforms with Special Reference to Kovilpatti Taluk”** in International Multi disciplinary Conference at Manonmaniam Sundaranar University College, Sankarankovil on 14th March, 2023, ISBN :
- ✓ Published paper on the topic **“A Review of Shoppers Standpoint Towards Handloom Products at Kovilpatti Town”** in International Conference on Effectiveness of Social Media and Customer Engagement organized by Kamaraj College, Thoothukudi on 28th February, 2023, ISBN : 978-81-951473-4-2.
- ✓ Published paper on the topic **“A Study on Consumer Satisfaction Towards Watches in Kovilpatti Town”** in International Conference on Effectiveness of Social Media and Customer Engagement organized by Kamaraj College, Thoothukudi on 28th February, 2023, ISBN : 978-81-951473-4-2.
- ✓ Published paper on the topic **“A Study on Consumer Satisfaction Towards Google Pay with Special Reference to Kovilpatti Town”** in International Conference on Effectiveness of Social Media and Customer Engagement organized by Kamaraj College, Thoothukudi on 28th February, 2023, ISBN : 978-81-951473-4-2.
- ✓ Published paper on the topic **“A Study on Consumers Preference Towards Laptops at Kovilpatti Town”** in International Conference on Effectiveness of Social Media and Customer Engagement organized by Kamaraj College, Thoothukudi on 28th February, 2023, ISBN : 978-81-951473-4-2.
- ✓ Published paper on the topic **“A Study on Teacher’s Perception on Online Teaching Problems and Prospects”** in International Conference on Effectiveness of Social Media and Customer Engagement organized by Kamaraj College, Thoothukudi on 28th February, 2023, ISBN : 978-81-951473-4-2.
- ✓ Published paper on the topic **“A Study on Consumer Satisfaction Towards Royal Enfield in Kovilpatti Town”** in International Conference on Effectiveness of Social Media and Customer Engagement organized by Kamaraj College, Thoothukudi on 28th February, 2023, ISBN 978-81-951473-4-2.

- ✓ Published paper on the topic **“An Overview of Fastag with Special Reference to its Importance and Procedures”** in International Conference on Effectiveness of Social Media and Customer Engagement organized by Kamaraj College, Thoothukudi on 28th February, 2023, ISBN 978-81-951473-4-2.
- ✓ Published paper on the topic **“A Study on Marketing with Special Reference to Service Marketing and Social Media Marketing”** in International Conference on Effectiveness of Social Media and Customer Engagement organized by Kamaraj College, Thoothukudi on 28th February, 2023, ISBN : 978-81-951473-4-2.
- ✓ Presented paper on the topic **“A Study on Customer Preference Towards Bajaj Pulsar with Special Reference to Kovilpatti Town”** in International Conference on Effectiveness of Social Media and Customers Engagement organized by Kamaraj College, Thoothukudi on 28th February, 2023.
- ✓ Published paper on the topic **“ A Study on Consumer Awareness Towards Meesho App with Special Reference to kovilpatti Taluk”** in National Seminar on Technopreneurship : An Emerging Field of Entrepreneurship organized by St.Xavier’s College (Autonomous), Palayamkottai on 10th February, 2023, ISBN : 978-93-84734-38-1.
- ✓ Published paper on the topic **“A Study on Working Conditions of Workers in Spinning Mills with Special Reference to Kovilpatti Taluk”** in Journal of Xidian University, November 2022, Volume 16, Issue 11, Page No : 664-671, ISSN : 1001-2400.
- ✓ Published paper on the topic **“A Study on Customer Satisfaction Towards Online Shopping with Special Reference to Thoothukudi District”** in Journal of Emerging Technologies and Innovative Research, November 2022, Volume 9, Issue 11, Page No : 680-686, ISSN : 2349-5162.
- ✓ Published paper on the topic **“A Study on Welfare Measures of Women Workers in Rural Match Factory with Special Reference to Kovilpatti Taluk”** in ICSSR Sponsored National Level Seminar on Empowerment of Rural Women : Challenges and Opportunities organized by V.H.N. Senthikumara Nadar College, Virudhunagar on November, 2022, ISBN : 978-81-951746-1-4.
- ✓ Published paper on the topic **“A Study on Job Satisfaction of Women Workers in Matchbox Industry in Kovilpatti Taluk”** in International Journal of Innovative Research in Technology, October 2022, Volume 9, Issue 5, Page No : 709-715, ISSN:2349-6002.

- ✓ Presented paper on the topic “**Make in India: Opportunities and Challenges**” in ICSSR Sponsored National Level Seminar organized by Department of Commerce, Sri Kaliswari College, Sivakasi on 7th and 8th August 2019.
- ✓ Published paper on the topic “**An Overview of E-Library**” in NAAC Sponsored “**National Conference on Modern Perspective and Strategies in Teaching, Learning and Evaluation**” organized by IQAC, The MDT Hindu College on August, 2016, ISBN: 978-81-932645-2-2.
- ✓ Published paper on the topic “**A Study on Employees’ Job Satisfaction and Welfare Measures in Lakshmi Mills Company Ltd at Kovilpatti, Thoothukudi District**” in Emerging Paradigms in Management Research on February, 2014, ISBN: 978-93-80686-96-7.

PARTICIPATION IN CONFERENCE / SEMINAR/ WORKSHOP/ TRAINING PROGRAMME:

- Participated in the Two Days National Level Workshop on “**Data Analysis Using SPSS & AMOS and Research Publication Essentials**” organized by G.Venkataswamy Naidu College (Autonomous), kovilpatti on 6th and 7th March 2023.
- Participated in the One Day State Level Workshop on “**Outcome Based Assessment and Evaluation**” organized by The Standard Fireworks Rajaratnam College for Women (Autonomous), Sivakasi on 14th February, 2023.
- Participated in the One Day State Level workshop on “**GST E- Filing with Computerised Accounting Software**” jointly organized by V.H.N. Senthikumara Nadar College, Virudhunagar and G.Venkataswamy Naidu College (Autonomous), Kovilpatti at VHNSN College Campus, Virudhunagar on 6th February, 2023.
- Participated in the Two Days National Level Workshop on “**Advanced Statistical Data Analysis in SPSS, AMOS & JAMOVI**” organized by Department of Commerce, Don Bosco College of Arts and Science, Keelaeral on 10th and 11th November, 2022.
- Participated in the One Day Faculty Development Programme on “**The New U – for Happy Living (Personality Transformation)**” organized by Department of Commerce Association with IQAC of JP College of Arts & Science, Ayikudy on 22nd January, 2022.
- Participated in the One Day Workshop on “**Bloom’s Taxonomy Based Question Paper Design for Outcome Based Education**” organized by Department of Commerce in association with the IQAC of Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi on 27th September, 2021.

- Participated in the One Day Conference on “**Beyond 2020 on Happening Careers in Accounting and Finance**” organized by ICT Academy, on 20th January 2021.
- Participated in the One Day National Level Faculty Development Programme on “**The Art of Writing and Publishing Research Paper in Reputed Journals**” organized by Department of Business Administration of S.S.Duraisamy Nadar Mariammal College, Kovilpatti on 22nd February, 2020.
- Participated in the One Day Basic Training Programme on “**Human Rights**” sponsored by National Human Rights Commission, New Delhi and organized by IQAC, Sri S.Ramasamy Naidu Memorial College (Autonomous), Sattur on 25th January 2020.
- Participated in the Three days workshop titled as “**Reframe Your Daily Habits – Reading Skills**” organized by Max Jones academy of skills, Tirunelveli in the premises of S.S.Duraisamy Nadar Mariammal College, Kovilpatti on 31.12.2018, 05.01.2019 and 19.01.2019.
- Participated in the “**One Day Sensitization Program on Revised NAAC Accreditation Framework**” organized by NAAC, Bengaluru & IQAC of Manonmaniam Sundaranar University at M.S University Campus, Tirunelveli on 29th December, 2018.
- Participated in the Seven Days “**NSS Orientation Training**” organized by Avinashilingam Institute for Home Science and Higher Education for Women University and Empanelled Training Institution of National Service Scheme, Coimbatore from 05.09.2017 to 11.09.2017.
- Participated in the Two Days NAAC Sponsored “**National Conference on Modern Perspective and Strategies in Teaching, Learning and Evaluation**” organized by IQAC, The MDT Hindu College on 30.09.2016 and 01.10.2016.
- Participated in the One Day RRC Workshop on “**Celebrating Life Training**” organized by NSS and RRC, Manonmaniam Sundaranar University and Tamilnadu State AIDS Control Society, Chennai at MS University Campus, Tirunelveli on 22.02.2012.
- Participated in One Day Seminar on “**Carrier Guidance**” held on 28.09.2001 at Kamaraj College, Thoothukudi.

PROJECTS GUIDED FOR M.COM:

S.No.	Name	Title	Year
1.	S.Amal Raja	Mobile Phone Usage Patterns Amongst University Students: A Comparative Study between India and USA.	April 2021
2.	P.Kaleeswari	A Study on Consumers' Preference Towards Laptop in Kovilpatti Town.	April 2019
3.	A.Vasantharani	A Study on Customers' Preference Towards ATM Card in Kovilpatti Town.	April 2019
4.	K.Ravisankar	A Study on Customers' Preference Towards SimCard Subscribers in Kovilpatti Town.	April 2018
5.	T.Abinaya	A Study on Consumers' Satisfaction Towards Tamilnad Mercantile Bank Ltd in Kovilpatti Town.	April 2018
6.	M.Mahalakshmi	A Study on Job Satisfaction of Woman Workers in Match Factories at Kovilpatti Town.	April 2018
7.	G.Mathiyarasan	A Study on Consumers' Preference Towards Laptop in Kovilpatti Town.	April 2018
8.	P.Muthu Mariappan	A Study on Consumers' Preference Towards Bathing Soap in Kovilpatti town.	October 2016
9.	R.Anthony Selvi	A Study on Workers' Job Satisfaction Towards Match Industries in Kovilpatti Town.	October 2015
10.	S.Jacintha Rose Therese	A Study on Women Self Help Groups in Kovilpatti town.	October 2015
11.	P.Maharasi	A Study on Consumers' Preference Towards Shampoo in Kovilpatti town.	October 2014
12.	R.Kali@kayathri	A Study on Consumers' Preference Towards SimCard subscribers in Kovilpatti town.	October 2013
13.	R.Muruga Lakshmi	A Study on Consumers' Preference Towards Health Drinks in Kovilpatti Town.	April 2013
14.	S.Ramsankar	A Study on Consumers' Satisfaction Towards Hero Motor Cycle in Sattur Town.	April 2013
15.	A.Revathi	A Study on Readers' Preference Towards Tamil Newspaper in Kovilpatti Town.	April 2012
16.	M.Udaya Kumar	A Study on Consumers' Satisfaction Towards Tamilnad Mercantile Bank in Kovilpatti Town.	April 2012
17.	V.Mangai Natchiyar	A Study on Consumers' Preference Towards Health Drinks in Kovilpatti Town.	April 2012
18.	S.Suguna	A Study on Consumers' Preference Towards Packet Milk in Kovilpatti Town.	April 2009
19.	P.Amutha	A Study on Consumers' Preference Towards Toothpaste in Kovilpatti Town.	April 2009

20.	D.Devapackiam	A Study on Consumers' Preference Towards Television in Kovilpatti Town.	April 2007
21.	T.Indhumathi	A Study on Consumers' Preference Towards Cleaning Powder in Kovilpatti Town.	April 2007
22.	N.Sivasankar	An Analysis of the Consumers' Attitude Towards Tamilnad Mercantile Bank in Kovilpatti Town	April 2007
23.	S.Saravanan	A Study on Consumers' Preference Towards Packet Milk in Kovipatti Town	April 2006

PROJECTS GUIDED FOR B.COM:

S.No.	Names	Title	Year
1.	K.Manickaraj, K.Sathiskumar, M.Kadar karai Selvam, M.Vigneshkumar	A Study on Consumers' Preference Towards Airtel Simcard Subscribers in Kovilpatti Town.	April 2014
2.	R.Bharath kumar, S.Gowtham Raj, D.Karthick, T. Karthikeyan, A.Maruthupandi	A Study on Consumers' Preference Towards Packet Milk in Kovilpatti Town.	April 2014
3.	S.Karthick Raja, T.Manikandan, P.Medaiyandi, R.Sellapandian	A Study on Consumers' Satisfaction Towards Honda Motor Cycle in Kovilpatti Town	April 2013
4.	K.Muthupetchiammal, C.Nagajothi, R.Poornalakshmi, N.Sathya, S.Vijayalakshmi	A Study on Consumers' Preference Towards Biscuits in Kovilpatti Town.	April 2013
5.	S.Anusuya, T.ARuna, A.Athikani, J.Chitra devi, T.Dhanalakshmi	A Study on Consumers' Satisfaction Towards ATM Service Tamilnadu Mercantile Bank in Kovilpatti Town.	April 2012
6.	K.Barani, M.Bhuvanewari, P.Gangadevi, A.Jenitha, P.Jeyakani	A Study on Consumers' Preference Towards Television in Kovilpatti Town.	April 2009
7.	D.Sebastinselvaraj, I.Sekar, R.Selvakumar,C.Selvakumar, S.Selvakumar, P.Selvaraj	An Analysis of the Consumers' Preference Towards health drinks in Kovilpatti Town	April 2008
8.	E.Mercy Jeba mary, W.Merlin Geetha, M.Muthulakshmi,M.Papathi	A Study on Consumers' Preference Towards Toothpaste in Kovipatti Town	April 2007

EXTRA CURRICULAR ACTIVITIES IN WORKING INSTITUTION:

- Treasurer in Old Students Association
- Active Member in Fine Arts Club in 2005 and 2006.
- NSS and RRC Programme officer from 2006 to 2008.
- Coordinator in Junior Jaycee Wing from 2008 to 2011.
- NSS and RRC Programme officer from 2011 to 2019
- Act as an IQAC coordinator from 2018 to 2022.

ACT AS NSS PROGRAMME OFFICER IN FOLLOWING SPECIAL CAMPS:

➤ **7 Days Special Camp at Duraiyur from 21.02.2019 to 27.02.2019.**

Kovilpatti Nadar Public Health Hospital and our College organized a grand free eye and general medical camp on 23.03.2019 at Thuraiyur. An Awareness programme on rainwater harvesting and small savings was held. Plantation of Saplings and cleaning of the surroundings were also done.

➤ **7 Days Special Camp at Manthithoppu from 12.02.2018 to 18.02.2018.**

Environmental Sanitation Day, Legal Awareness Day, Green Revolution Day and Humanity Day were observed. We created awareness among the public about organ donation, small savings and planting saplings.

➤ **7 Days Special Camp at Manthithoppu from 30.12.2013 to 05.01.2014.**

Programmes were held to highlight the need for environmental sanitation, tree protection, legal awareness, small saving awareness and education.

➤ **7 Days Special Camp at Chinnamalaikundru from 07.02.2013 to 13.02.2013.**

Our College and Nellai Agarwals Eye Hospital jointly organised a grand free eye checkup camp on 09.02.2013 at Chinnamalaikundru. An awareness programme on tree conservation, eye donation and small savings were also carried out.

➤ **7 Days Special Camp at Lingampatti from 22.12.2011 to 28.12.2011.**

Environment Health Awareness, Public Health and AIDS Awareness Programme were held. Cleaning of temples, repairing of roads, Drainage and cleaning of ponds were carried out.

➤ **10 Days Special Camp at Kamanaickkanpatti from 21.12.2007 to 30.12.2007.**

Our College and Nellai Aravind Eye Hospital jointly organized a grand free eye treatment camp and on 26.12.2007 at Kamanaickkanpatti. Blood donation awareness, removal of polythene bags, rehabilitation of pond banks, planting of saplings on pond banks were carried out.

➤ **10 Days Special Camp at Kadalaiyur from 31.12.2006 to 09.01.2007.**

A grand free eye treatment camp was organized jointly by Nellai Aravind Eye Hospital and our College on 04.01.2007 at Kadalaiyur. In this camp, 179 patients were given free eye check-up and 19 patients were given free eye surgery. Chikungunya awareness, Community harmony awareness and Eye donation awareness programmes were held.

EXTRA ACTIVITIES:

1. Subject Expert to the Board of Studies for M.Phil Commerce in Sri S. Ramasamy Naidu Memorial College, Sattur for three years with effect from January 2019 to December 2021.
2. Evaluator for M.Phil(Commerce) Dissertation in Virudhunagar Hindu Nadar's Senthikumara Nadar College, Virudhunagar.
3. External Examiner for UG and PG Tally (Office automation) Practical Examination.
4. External Examiner for field work and project Viva-voce Examination.
5. External Examiner for Commerce Practical Examination in various Autonomous College.
6. Chief Examiner for Central Board Commerce U.G Paper Valuation in MS University, Tirunelveli.
7. **QUESTION PAPER SETTER AND EXAMINER FOR**
 - Ayya Nadar Janaki Ammal College, Sivakasi
 - Standard Fireworks Rajarathinam College for Women, Sivakasi
 - Sri Kaliswari College, Sivakasi
 - Sri S.Ramasamy Naidu Memorial College, Sattur
 - Devanga Arts College, Aruppukottai
 - Virudhunagar Hindu Nadars' Senthikumara Nadar College, Virudhunagar
 - St. Xavier's College, Tirunelveli

- Sadakathullah Appa College, Tirunelveli
- S.Vellaichamy Nadar College, Madurai.
- Pope's College, Sawyerpuram
- Yadava College, Madurai.
- Nehru Arts and Science College, Coimbatore
- Sri Krishna Arts and Science College, Coimbatore.
- Thiagarajar College, Madurai

DECLARATION

Hereby I declare that that the above furnished information are true, correct and accurate to the best of my knowledge and belief.

(Dr. R. SELVARAJ)