BIODATA

1. NAME: Dr. B. SELVAVEERA KUMAR
2. QUALIFICATION: M.B.A., M. Phil., Ph.D. MDST.
3. DESIGNATION &DEPARTMENT: Assistant Professor , Department of

Business Administration

4. AGE & DATE OF BIRTH: 49 , 01.07.1974

1. SEX: Male
2. PERMANENT ADDRESS: Plot No. 22, Sevvanthi Malar Street,

Guru Nagar, Thiruppalai, Madurai. 625 014

1. ADDRESS FOR COMMUNICATION: Plot No. 22, Sevvanthi Malar Street,

Guru Nagar, Thiruppalai, Madurai. 625 014

1. EDUCATIONAL QUALIFICATION:

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| --- | --- | --- | --- | --- |
| S.NO | COURSES | SUBJECT | YEARS OF COMPLETION | INSTITUTION |
| 1. | B.B.A | General Management | 1992-95 | NMSSVN College, Nagamalai, Madurai.  |
| 2. | M.B.A | Business Administration | 1996-98 | Madurai Kamaraj University, Madurai |
| 3. | M.Phil | Management | 2007 | Madurai Kamaraj University, Madurai |
| 4. | Ph.D | Management | Dec.2015 | Bharathiyar University, Coimbatore |

1. Research Work/Experience : 12 years 10.Recognized Research guide: Yes
2. Area of Specialization: Finance
3. TEACHING EXPERIENCE:

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| --- | --- | --- | --- | --- |
| S.NO | DESIGNATION | PLACE | DURATI ON | NO.OF.YEARS |
| 1. | Assistant Professor. | Sri Meenakshi Govt. Arts College for Women(A),Madurai -2 | from 2011 to till date | 12 years  |
| 2. | Director | SAIMAR Erode | June 2010 toFeb. 2011 | 9 months |
| 3. | Senior Lecturer | BNEC, Aundipatti Theni | June 2007to 2010 | 3 Years |
| 4. | Lecturer | J.C COLLEGE OF ARTS & SCIENCE, Periyakulam | June 2005 toJune 2007 | 2years  |
| 5 | Lecturer | M.K. University E. College, Theni | Aug 2000 to June 2005 | 5 years |
| TOTAL TEACHING EXPERIENCE | 22 years 9 months |

1. ORIENTATION/REFRESHER COURSES/OTHER PROGRAMMES & TRAINING:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| S.NO | NAME OF THECOURSE | TOPIC | PLACE | PERIOD |
| 1. | Orientation | - | UGC Academic Staff College, University of Madras. | 04.05.2011to 02.06.2011 |
| 2. | Refresher | Indian Economy- Its Prospects and Challenges(Business Studies) | UGC Academic Staff College, Madurai Kamaraj University,Madurai | 01.03.2013-21.03.2013 |
| 3. | Refresher | Contemporary Development and Emerging Challenges in Business | UGC Academic Staff College, Madurai Kamaraj University,Madurai | 09.03.2018-29.03.2018 |
| 4. | Refresher | Status of Indian Economy in the current Scenario | UGC Academic Staff College, Madurai Kamaraj University, Madurai | 09.12.2020-22.12.2020 |
| 5 | Refresher | Commerce and Management | Teaching Learning Centre, Ramanujan College, University of Delhi | 27.05.2022-09.06.2022 |

1. INTERNATIONAL PUBLICATIONS:

|  |  |  |  |
| --- | --- | --- | --- |
| **Sl.****No.** | **Title**  | **Name of the Journal**  | **YEAR** |
| 1 | Factors influencing for investment in Madurai district | Shanlax International journal of commerceISSN-2320 -4168 | APRIL 2014 |
| 2 | Factors influencing for Mutual Funds investment in Madurai district | Shanlax International journal of ManagementISSN-2323-4643 | APRIL 2014 |
| 3 | Consumer perception of Hyudai Santro cars in Madurai | SNS Joural of Marketing | JULY 2015 |
| 4 | Factors influencing investment in Mutual Funds in Madurai district | SNS Joural of Marketing | DEC- 2015 |
| 5 | Service Quality Factors influencing for investment in Mutual Funds in Madurai district | Shanlax International journal of ManagementISSN-2323-4643 | SEP- 2016 |
| 6 | To analyse the potential of Neuro Linguistic Programme as an effective training tool for human resource development, with special reference to Kerala tourism industry. | Dogo Rangsang Research Journal | July 2020 |
| 7 | a study on quality improvement and patient’s satisfaction with special reference to hospitals in alappuzha district | Tathapi | June 2020 |

1. NATIONAL PUBLICATIONS:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sl. No.** | **Title of the Conference/ Seminar/Workshop** | **Organized by** | **Institution** | **Date** |
| 1 | FDP on "Impact of Covid-19 on Companies / Corporate Sector"  | ICSI - SIRC and Department of Commerce | Dr. MGR Educational and Research Institute Chennai | 05.06.2020 |
| 2 |  FDP on "INSIGHTS INTO QUALITY RESEARCH AND INNOVATION" | Research &Development Cell and Institution’s Innovation Council | Vivekanandha College of Engineering for Women | 13th May 2020 to 20th May 2020 |
| 3 | FDP on “EFFECTIVE LEARNING AND TEACHING METHODS OF BUSINESS PRACTICES” | KALASALINGAM BUSINESS SCHOOL | KALASALINGAM UNIVERSITY | 19th - 25th May, 2020 |
| 4 | Faculty Development Programme on Emotional Intelligence | KG COLLEGE OF ARTS & SCIENCE, | KG COLLEGE OF ARTS & SCIENCE, COIMBATORE | 28th, 30th April and 2nd May 2020. |
| 5 | FDP on Academic Excellence in Digital teaching and Learning | Department of Management Studies | DDE, MKU, Madurai | 01.07.20220 to 07.07.2020 |
| 6 | FDP on Research Methodology | IQAC Dept. Commerce and IAA | N. G. Acharya & D. K. Marathe College of Arts, Science & Commerce | 27th July to 29th July 2020. |
| 7 | FDP on Applied Research in Multi-disciplinary Studies | Department of MCA | SONA College of technologies | 18th and 19th May 2020 |
| 8 | Faculty Development Programme on Investor Education, | Sraddha Academy for Financial Education with the Department of Business Administration | SYED AMMAL ARTS AND SCIENCE COLLEGE | 10th to 17thMarch, 2022. |

STATE LEVEL PUBLICATIONS: NIL

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| S.NO | CONFERENCE | TITLE | PLACE | PERIOD |
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1. REVIEWER FOR INTERNATIONAL/NATIONAL/STATE LEVEL CONFERENCES: NIL

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| --- | --- | --- | --- |
| S.NO | CONFERENCE | TITLE | PLACE |
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1. CHAIR PERSON FOR INTERNATIONAL/NATIONAL/STATE CONFERENCES: NIL

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| S.NO | CONFERENCE | TITLE | PLACE |
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1. INVITED TALKS DELIVERED INTERNATIONAL/NATIONAL/STATE LEVEL CONFERENCES: NIL

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| S.NO | CONFERENCE | TITLE | PLACE |
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1. BOOKS PUBLISHED:

|  |  |  |  |
| --- | --- | --- | --- |
| S.NO | TITLE | PUBLISHER NAME | ISBN/YEAR |
| 1 | Merchant Banking and Financial Services | Alpha International Publication(AIP) | 978-93-95405-49-2 2022 |
| 2 | Accounting for Managers | Alpha International Publication(AIP) | 978-93-95405-75-1 2022 |

1. TECHNICAL TALKS DELIVERED: NIL

|  |  |  |  |
| --- | --- | --- | --- |
| S.NO | RESOURCE PERSON | TITLE | PLACE |
|  |  |  |  |

1. SEMINAR/SYMPOSIA/WORKSHOP ATTENTED:

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| --- | --- | --- | --- | --- |
| **Sl. No.** | **Title of the Conference/ Seminar/Workshop** | **Organized by** | **Institution** | **Date** |
| 1. | 10 Days Workshop for Teachers | E content | Universal Teachers Academy | 21 Apr 2020 to 30 Apr 2020 |
| 2. | 5 Days Workshop for Teachers | Animation | Universal Teachers Academy | 14 May 2020 to 18 May 2020 |
| 3 | 5 Days Workshop for Teachers | Creating Digital Posters | Universal Teachers Academy | 4 June 2020 to 8 June 2020 |
| 4 | 5 Days Workshop for Teachers | Creating of Photo Album | Universal Teachers Academy | 16 June 2020 to 20 June 2020 |
| 5 | MSME Loan under AATMA NIRBHAR BHARAT ABHIYAAN | Field Outreach Bureau  | Government of India | 03.08.2020 |
| 6 | In – built Quality – the Differentiator | Sri Easwar College of EngineeringCoimbatore | Sri Easwar College of Engineering | 11.08.2020 |
| 7 | “CHALLENGES AND OPPORTUNITIES IN BUSINESS POST COVID-19”, | Department of Business Administration | Nadar Mahajana Sangam S. Vellaichamy Nadar College | 30.05.2020 |
| 8 | Healthy Environment and Health Management | SMGAC - IQAC | Sri Meenakshi Govt. Arts College for Women (A) | 13.06.2020 |
| 9 | Total Labeling in Graphs | Department of Mathematics | Thiyagarajar College of Engineering | 08.07.2020 |
| 10 | NationalLevel Webinar on “Dawn of a New Era – OnlineDegree/Diploma/Certificate Courses or Programmes as per UGCRegulations, 2018” | PG & RESEARCH DEPARTMENT OF COMMERCE | RAJESWARI VEDACHALAM GOVERNMENT ARTS COLLEGE | 17.07.2020 |
| 11 | “Social, Emotional andCareer Challenges for Students during Covid-19 Pandemic” | Department of Psychology & Sociology in collaboration with IndiraGandhi National Open University, (IGNOU) RC – Nagpur | DR. AMBEDKAR COLLEGE,DEEKSHABHOOMI, NAGPUR | 08.07.2020 |
| 12 | International Webinar on Handle Stress During COVID -19 | Department of Management Studies in association with IQAC | Mohamed Sathak Engg. College  | 17.06.2020 |
| 13 | National Webinar on “Moore-Penrose InverseIn solving the Least-Squares Problem for Linear System” | DEPARTMENT OF MATHEMATICS, IDHAYA COLLEGE FOR WOMEN | IDHAYA COLLEGE FOR WOMEN | 9th JUNE 2020 |
| 14 | Journey of an entrepreneur  | Sri Easwar College of EngineeringCoimbatore | Sri Easwar College of Engineering | 28.08.2020 |
| 15 | International Webinar on “Opening the 5thEye-A Novel Educative Technique for the current generation“ | Department of Commerce  | GOVERNMENT ARTS AND SCIENCE COLLEGE - PALLADAM - 641 664 | 11.07.2020 |
| 16 | International WebinaronSOCIALENTREPRENEURSHIP2020 | Department of Economics. | Avinasilingam Institute | 16th July 2020 |
| 17 | Managerial Expertise for interpersonal Dynamics | Department of Business Administration | Anandha College | 20.07.2020 |

1. SEMINAR/SYMPOSIA/SEMINAR CONDUCTED:

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| --- | --- | --- | --- | --- |
| S.NO | NAME &LEVEL OF THE PROGRAMME | TITLE | PLACE | PERIOD |
| 1. |  National Conference on Emerging Paradigms in Management  | Organised at Department of Business Administration, Government Arts College, Paramakudi | Department of Business Administration |  |
| 2 | Awareness Programme on Savings and Investment  | Sri Meenakshi Government Arts College for Women (Autonomous),Madurai | In association with Bombay Stock Exchange  | 21.10.2021 |
| 3 | Faculty Development Programme on Savings and Investment  | Sri Meenakshi Government Arts College for Women (Autonomous),Madurai | In association with Bombay Stock Exchange  | 22.10.2021 |

1. GUIDANCE FOR M.Phil: 1 Student - Awarded

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| S.NO | NAME OFTHE STUDENT | M.Phil | UNIVERSITY | YEAR |
| 1. | G. Muthukumar | A study on Public Distribution System with special reference to Ramnad District.  | Alagappa University | 2021 |

1. GUIDANCE FOR Ph.D UNDER ALAGAPPA UNIVERSITY,MADURAI:

|  |  |  |  |
| --- | --- | --- | --- |
| S.NO | NAME | TITLE | STATUS |
| 1. | Sreejith Nair | A Study Of Motivation Practices Among The Employees Of Tourism Industry In Kottayam District | Pursuing |
| 2. | Rajesh Joseph | A Study On Service Quality Of Missionary Hospitals In Ernakulum District  | Pursuing |

1. OTHER RESPONSIBILITIES HOLD IN SERVICE (CURRENT/PREVIOUS):

|  |  |  |  |
| --- | --- | --- | --- |
| S.NO | NAME OF THE SERVICE/COMMITEE | PLACE | PERIOD |
| 1. | ID Card incharge | SMGAC | 1 academic year |
| 2. | Curriculum Development Committee member | SMGAC | 2021- till date |

1. OTHER RESPONSIBILITIES HOLD IN OTHER INSTITUTIONS:

|  |  |  |  |
| --- | --- | --- | --- |
| S.NO | NAME OF THE SERVICES/COMMITEE | PLACE | PERIOD |
| 1. |  |  |  |
| 2. |  |  |  |

1. AWARDS/MEDALS RECEIVED : NIL
2. MEMBERS IN PROFESSIONAL BODIES :MISTE Life Member
3. RESEARCH PROJECTS :