

Dr. A.Selvarani., MBA,
M.Phil., SLET(Qualified),
PGDMM., Ph.D
Associate Professor
Department of Management
Studies, Jamal Mohamed
College, Trichy – 620 020.

PROFILE

CAREER PROFILE:

10 Years of distinguished career as a Associate Professor in Jamal Mohamed College, Trichy – 620 020.

EDUCATIONAL QUALIFICATION :

- § Ph.D., "Training – An Empirical Study"
Bharathidasan University, Trichy,
- § P.G.D.M.M Marketing Management - First Class Pondicherry
University, Pondicherry, 2005
- § M.Phil First Class, Alagappa University, Karaikudi, 2004
- § SET State Eligibility Test (Qualified)
- § M.B.A. Specialized in HR – First Class
Indira Gandhi College, Trichy, 2001
- § B.B.A First class from Bharathidasan University, Trichy, 1999

MEMBERSHIP

Serving as Doctoral Committee Member for Ph.D candidates under Anna University, Bharathidasan University, Trichy.

Served as Board of Studies Member for BBA and MBA courses in Bharathidasan

University, Trichy.

EXAMINERSHIP

1. Bharathidasan University, Trichy - External Examiner for MBA.
2. Alagappa University, Karikudi – External Examiner for MBA.
3. Anna University, Chennai – External Examiner for MBA
4. St. Josphs College, Trichy - External Examiner for MBA
5. Bishop Heber College, Trichy - External Examiner for MBA

RESEARCH GUIDANCE:

- § Guiding 8 Ph.D candidates in their research works under Bharathidasan University, Trichy.
- § Guiding and Guided M.Phil scholars in their project works for completing M.Phil (Bharathidasan University, Alagappa University, Annamalai University, Madurai Kamaraj University, Periyar University, Bharathiyar University)
- § Guiding and Guided MBA students in their project works for completing M.B.A (Bharathidasan University, Alagappa University, Annamalai University, Madurai Kamaraj University, Periyar University, Bharathiyar University)

PAPER PRESENTATIONS:

Ø Presented the paper entitled, **“A Study on Employee Engagement in Chettinad Cement Corporation limited, Puliur, Karur”** in the International conference on Advanced management, Challenges in the knowledge Era in Jamal Institute of Management, Jamal Mohamed College, Trichy, on 8th and 9 th January 2015.

Ø Presented the paper entitled, **“Examining the impact on industry background and gender on job satisfaction, organizational commitment and turnover intent ”** in the International conference on Advanced management, Challenges in the knowledge Era in Jamal Institute of Management, Jamal Mohamed College, Trichy, on 8th and 9 th January 2015.

Ø Presented the paper entitled, **“A study on Technopreneurship in small and medium industry. Technopreneurship as affirm strategy : Links to innovation, creation and performance.**

” in the International conference on Advanced management, Challenges in the knowledge Era in Jamal Institute of Management, Jamal Mohamed College, Trichy, on 8th and 9 th January 2015.

Ø Presented the paper entitled, **“A study on work stress among architects and construction professionals in Indian construction industry. ”** in the International conference on Advanced management, Challenges in the knowledge Era in Jamal Institute of Management, Jamal Mohamed College, Trichy, on 8th and 9 th January 2015.

Ø Presented the paper entitled, “**The Causal Relationship Between Job Attitude And Organizational Citizenship Behavior In Yashimarine Logistics (P) Ltd., At Chennai**” in the International conference on Advanced management, Challenges in the knowledge Era in Jamal Institute of Management, Jamal Mohamed College, Trichy, on 8th and 9th January 2015.

Ø Presented the paper entitled, “**Work Autonomy and Employee Engagement : A Comparative Study Among the Public and Private University Teachers**” in the national seminar in M.R. Govt. College, Mannargudi , on January 23,2015.

Ø Presented the paper entitled, “**Future Issue Of Industrial Relation**” in the Two Day National Seminar On “Industrial Relations” In Pg & Research Department Of Commerce Seethalakshmi Ramasami College, Trichy, on 12th & 13th February 2014.

Ø Presented the paper entitled, “**Managing Human Resource And Industrial Relation**” in the Two Day National Seminar On “Industrial Relations” In Pg & Research Department Of Commerce Seethalakshmi Ramasami College, Trichy, on 12th & 13th February 2014.

Ø Presented the paper entitled, “**Workers Participation In Management – Indian Scenario**” in the Two Day National Seminar On “Industrial Relations” In Pg & Research Department Of Commerce Seethalakshmi Ramasami College, Trichy, on 12th & 13th February 2014.

Ø Presented the paper entitled, “**Inclusive Hr Practices: "Impact Of Knowledge Management And Knowledge Management**” in the 5th International Conference- Sustainable Inclusive Growth In The Global Scenario Issues And Challenges/Inclusive Hr Practices/ on 28th September 2013.

Ø Presented the paper entitled, “**Inclusive Hr Practices: "Impact Of Knowledge Management And Knowledge Management**” in the 5th International Conference- Sustainable Inclusive Growth In The Global Scenario Issues And Challenges/Inclusive Hr Practices/ on 28th September 2013.

Ø Presented the paper entitled, “**Opportunities Involved In The Adoption Of Financial Inclusion**” in the State Level Seminar On Financial Inclusion – A Way Of Equitable Growth Organized By Department Of Bba & Pg Department Of Commerce, Jmc, Trichy on 21st September, 2013.

Ø Presented the paper entitled, “**Employee Empowerment in Cement industry**” in the International Conference on Contemporary issues in Management, on 28th February and 1st March 2013.

Ø Presented the paper entitled, “**Creating Pride: What great managers do to improve retention**” in the State level seminar on problems and prospects of service sector in India, Dept of BBA & Com, JMC – on 11th Jan 2013.

Ø Presented the paper entitled, “**HR Training, Managers as simulation Players**” in the National level conference on Innovative management Practices and Business Excellence, MIET Engineering College, Gundur , Trichy.on 17th October , 2012.

Ø Presented the paper entitled, “**Empowerment organization can beat the competition to success**” in the National level conference on Innovative management Practices and Business Excellence, MIET Engineering College, Gundur , Trichy.on 17th October , 2012.

Ø Presented the paper entitled, “**Empowerment organization can beat the competition to success**” in the National level conference on Innovative management Practices and Business Excellence, MIET Engineering College, Gundur , Trichy.on 17th October , 2012.

Ø Presented the paper entitled “**Entrepreneurial Challenges in India – An Analysis**” in the National conference on emerging entrepreneurial & economic environment (nceeee-2012) Alagappa institute of management, karaikudi on 9 & 10 March 2012.

Ø Presented the paper entitled “**Current Status of Entrepreneurship – Indian Scenario**” in the National conference on emerging entrepreneurial & economic environment (nceeee-2012) ,alagappa institute of management, karaikudi on 9 & 10 March 2012.

Ø Presented the paper entitled “**Global economic crises – an islamic perspective**” in the International Conference on "Global Economics Crises: An Islamic Perspective" The New College, Chennai on 5th & 6th March 2012.

Ø Presented the paper entitled “**Role of government in economic development An islamic perspective**” in the International Conference on "Global Economics Crises: An Islamic Perspective" The New College, Chennai on 5th & 6th March 2012.

Ø Presented the paper entitled “**Role of government in small and medium enterprises Risk capital management in msme**” in the National seminar on Problems and challenges in the management of MSME at department of BBA, JMC, Trichy on 25th February 2012.

Ø Presented the paper entitled “**Consumer satisfaction on the road to quality aspects**” in the National conference on consumer protection (NCCP-2012), Kaamadhenu arts and science college, Sathyamangalam, Erode on 22nd Feb 2012.

Ø Presented the paper entitled “**An analysis on e-commerce and consumer protection**” in the National conference on consumer protection (NCCP-2012), Kaamadhenu arts and science college, Sathyamangalam, Erode

on 22nd Feb 2012.

- Ø Presented the paper entitles “**An analysis of element of emotions in purchase decision making**” in the National conference on consumer protection (NCCP-2012), Kaamadhenu arts and science college, Sathyamangalam, Erode on 22nd Feb 2012.
- Ø Presented the paper entitles “**An analysis on consumer purchase pattern**” in the National conference on consumer protection (NCCP-2012), Kaamadhenu arts and science college, Sathyamangalam, Erode on 22nd Feb 2012.
- Ø Presented the paper entitles “**Role of consumer in corporate social responsibility**” in the National conference on consumer protection (NCCP-2012), Kaamadhenu arts and science college, Sathyamangalam, Erode on 22nd Feb 2012.
- Ø Presented the paper entitles “**Role of inclusive growth in health care sector**” in the National Conference on “Twenty Years of Economic reforms and inclusive Growth in India”, St. Joseph’s 12.College, Tiruchirappalli on 13th and 14th February 2012.
- Ø Presented the paper entitles “**An analysis of inclusive growth in the macro environment**” in the National Conference on “Twenty Years of Economic reforms and inclusive Growth in India”, St. Joseph’s College, Tiruchirappalli on 13th and 14th February 2012.
- Ø Presented the paper entitles “**E-Commerce and its influence in market**” in the National seminar on managerial challenges for contemporary business, KIM, Pudukottai on 3rd Feb 2012.
- Ø Presented the paper entitles “**Employee branding**” in the National seminar on managerial challenges for contemporary business, kim, Pudukottai on 3rd Feb 2012.
- Ø Presented a paper titled “organizational learning – a gateway to organizational success” in National Seminar on Human Resource Management in Tourism Development at Department of commerce and business administration, Adhavan College, Trichy on 18th December 2010
- Ø Presented a paper titled “**RFID in the Healthcare Supply Chain**” in InternationalJournal of applied management research, on 16th and 17th December, 2010. ISSN: 0974-8709.
- Ø Presented a paper titled “**Work family role conflict of women workforce in India**” in 4th National Conference on Management in the age of innovation at Jamal Institute of Management, Jamal Mohamed College (Autonomous), Trichy on 25th January 2011.
- Ø Presented a paper titled “**Knowledge Management System and Learning organisation – an empirical study at engineering organisation**” in International Conference on Management Research (Athenaeum 2011) at

Bharathidasan Institute of Management (BIM), Tiruchirappalli on 12th & 13th February 2011.

- Ø Presented a paper titled “**Behavioural Determinants of knowledge sharing in hospitals**” in International Conference on Management Research (Athenaeum 2011) at Bharathidasan Institute of Management (BIM), Tiruchirappalli on 12th & 13th February 2011.
- Ø Presented a paper titled “**Performance of HR practices in current era**” in National Seminar on Recent Trends in Indian Economy – A management perspective at PG Department of Commerce and Business Administration, Jamal Mohamed college, Trichy on 4th February 2011.
- Ø Presented a paper titled “**Investment opportunities in Insurance Sector**” in National Seminar on Recent Trends in Indian Economy – A management perspective at PG Department of Commerce and Business Administration, Jamal Mohamed college, Trichy on 4th February 2011.
- Ø Presented a paper titled “**Budding Issues in HRM**” in the International seminar organized by Paavai Engineering College, Namakkal on December 2009.
- Ø Presented a paper titled “**Gender equality-Triumph or crash**” in the National seminar organized by Department of Management studies, Annamalai University, Chidambaram on January 2008.
- Ø Presented a paper titled “**Mutual funds in Indian scenario**” in the National seminar organized by Paverdhar Bharathidasan College of Arts and Science, Trichy on February 2008.
- Ø Presented a paper titled “**Challenges for HR manager in 21st century**” in the National seminar organized by Department of Management studies, Indira Gandhi College, Trichy on November 2007.
- Ø Presented the paper entitled “**Medical Tourism – A great Boom**” in the National seminar on changing Paradigms in Services Marketing’s organized by Jamal Institute of Management, Trichy from 23-24 Mar 2007
- Ø Presented the paper entitled “**The outsourcing – Path to business process change**” in the International conference on Global Business and policy Modeling organised by Adaikalamatha Institute of Management, Thanjavur from 21-22 Sep 2006
- Ø Presented the paper titled “**Perspectives and outlook of E-business in India**” in the National Seminar on commerce education in the New Millennium – Challenger and perspectives organized by the Department of Commerce, Jamal Mohamed College, Trichy from 14-15 Sep 2006

- Ø Presented the paper entitled “**Change Management – It’s the Future**” in the National Seminar on New Human Resources Trends organized by Jamal Institute of Management, Trichy from 25-26 April 2006
- Ø Presented the paper entitled “**GATS – The Indian Scenario of Service Sector**” in the National Seminar on Problems and Prospects of Service Industry organized by the Department of Commerce, Jamal Mohamed College, Trichy from 8-10 Nov 2005
- Ø Presented a paper entitled “**Talent Management – a Global Perspective**” at the National Seminar on recent trends in Management organized by Department of Management Studies, Vivekanandha College of Engineering for Women in Tiruchengode on 29 Sep 2004.

PAPERS PUBLISHED:

Ø Published a paper entitled, “An Analytical study on employee team building process in a textile firm Tirupur, India, in International Journal of Commerce, Business and Management, Volume III ,Issue: Feb 2014, ISSN: 2319 –2828 (Impact factor 0.326).

ØPublished a paper entitled, The Role of Knowledge Management in Enhancing the Performance of Employee in Logipro software(P) Ltd, in Excel International Journal Of Multidisciplinary Management Studies. Global (EIJMMS) Jan-2014 issue (Vol.4 Issue 1) ISSN Online: 2249-8834) Zenith International Journal. (Impact factor 0.526).

ØPublished a paper entitled, Evolution of employee engagement- Review , International Academic Research for Multidisciplinary - A Green publishing house, Volume 3, Issue December 2013, ISSN 2320-5083 (Impact factor 1.393).

Ø Published a paper entitled, Impact of Organizational Citizenship Behavior in an Organization in International Journal of Management Research and Technology Jul-Dec 2013 issue) (ISSN No.0974-3502). Serials Publications.

Ø Published a paper entitled, A Temporary Model Development for Job satisfaction and traits of Creativity among architects in Tamilnadu: Investing the role and perception of fit and social climate in the theory of work adjustment in International Journal of Current Research Article (IJCR) Volume: 5, Issue 9, October 2013, ISSN: 0975 – 833X (Impact factor 0.408).

Ø Published a paper entitled A study on Employee Loyalty and satisfaction in IT sectors in Chennai in INAAR – Journals, volume 3, Issue – 8, September, 2013 (Impact factor 0.409).

Ø Published a paper entitled Impact Of Job Attitude Towards SRF Limited , Trichy in International Journal Of Management Research and Development/ Priyanka Research Journal (Prj) Publications / **ISSN PRINT:** 2248-938X / **ISSN ONLINE:**2248-9398 Volume 3, Number 3, June - September (2013) (Impact factor 4.8930)

Ø Published a paper entitled Personalized Territories are apparent coping agent for stress among corporate employees: An empirical investigation of corporate work station with regional context in International journal of Research in Computer application & Management (IJRCM) Volume 3, Issue 6, June 2013, ISSN No: 2231- 1009 (Impact factor 0.51)

Ø Published a paper entitled A Temperate model development for job satisfaction and traits of creativity among architects in Tamilnadu: Investigating the role of perceptions of fit and social climate in the theory of work adjustment in International Journal of Current Research - Volume No.4 (2013), Issue No. 07 (March)- ISSN : 2201-1039

Ø Published a paper entitled Influence of Organizational Culture & Leadership Style on Organizational Commitment With In Trichy With Job Satisfaction As A Arbitrator in Inter-Continental Management Research Review -May 2014 Volume 2, Issue 5, ISSN No;2320 9204 (Impact factor 0.615)

Ø Published a paper entitled Empirical Study On Organisational Culture Within Engineering Industries In Trichy in Steward Business Review – International Journal - June 2014 Issue, ISSN No; 2320 9399 (Impact factor 0.675)

Ø Published a paper entitled A Pragmatic Revision On The Job Satisfaction Of Employees Of Nationalised And Foreign Banks In Tamilnadu in IJEMR (International Journal of Exclusive Management Research)- Volume-4, Issue-4, August-2014, ISSN No.: 2250-0758

Ø Published a paper entitled 'Comparative Study On Self-Employment And Job Satisfaction Of Architects In The Indian Construction Industry in IJBMI(International Journal Of Business Management Invention), June 2014, ISSN(Online): 2319-8028, Issn:2319-801x Vol. 3/ Issue 6/ June 2014/ Pp 45-48

Ø Published a paper entitled A Study on E-Channels Service Quality in Private Banks Tiruchirappalli in International Journal of Management(IJM), Volume 6, Issue 2, February 2015, ISSN(P0976-6502;ISSN(E):, 0976-6510 (Impact factor 7.9270)

Ø Published a paper entitled A Study on CRM System Usage in Private Banks Tiruchirappalli in International Journal of Marketing and Human Resource Management (IJMHRM), ISSN(P): 0976-6421; ISSN(E): 0976-643X, Feb (2015) (5.1211)

Ø Published a paper entitled A Study on Employee Engagement In Chettinad Cement Corporation Limited, Puliur, Karur in International Journal Of Management, Volume 6, Issue 1, January (2015), Pp. 646-655 (7.2230)

Ø Published a paper entitled Examining the Impact On Industry Background And Gender On Job Satisfaction, Organizational Commitment And Turnover Intent in International Journal Of Management, Volume 6, Issue 1, January (2015), Pp. 646-655 (7.2230)

Ø Published a paper entitled A Study on Technopreneurship In Small And Medium Industry. Technopreneurship As Affirm Strategy: Links To Innovation, Creation And Performance.in International Journal Of Management, Volume 6, Issue 1, January (2015), Pp. 646-655 (7.2230)

Ø Published a paper entitled A Study On Work Stress Among Architects And Construction Professionals In Indian Construction Industry.in International Journal Of Management, Volume 6, Issue 1, January (2015), Pp. 646-655 (7.2230)

Ø The Causal Relationship Between Job Attitude And Organizational Citizenship Behavior In Yashimarine Logistics (P) Ltd., At Chennai in International Journal Of Management, Volume 6, Issue 1, January (2015), Pp. 646-655 (7.2230)

Ø Published a paper entitled Effects of organizational commitment and perceived organizational support in predicting turnover intentions in Information technology sector, Chennai in International Journal of Human Resource Management and Research (IJHRMR) ISSN(P): 2249-6874; ISSN(E): 2249-7986 Vol. 4, Issue 5, Oct 2014, 45-52 (4.9135)

Ø Published a paper entitled “**Inventory Management – Overview**” Edited book on Business and Finance pp. 373 ISBN – 978-81-909104-1-5.

Ø Published a paper entitled “**Islamic Banking - Current scenario**” Edited book on Business and Finance pp. 376 ISBN – 978-81-909104-1-5.

Ø Published a paper entitled “**Impact of Bank and Financial Institutions on Economy**” Edited book on Business and Finance pp. 371 ISBN – 978-81-909104-1- 5.

Ø Published a paper entitled “**Human Resource Accounting and Audit – An overview**” Edited book on Business and Finance pp. 371 ISBN – 978-81-909104-1- 5.

Ø Published a paper entitled “**Emerging role of security in e-finance**” Edited book on Business and Finance pp. 214 ISBN – 978-81-909104-1-5.

- Ø Published a paper entitled “**Capital Marketing – Indian scenario**” Edited book on Business and Finance pp. 218 ISBN – 978-81-909104-1-5.
- Ø Published a paper entitled “**Role of financial institutions in growth of SSI**” Edited book on Business and Finance pp. 347 ISBN – 978-81-909104-1-5.
- Ø Published a paper entitled “**Role of Islamic finance in economic development**” Edited book on Business and Finance pp. 381 ISBN – 978-81-909104-1-5.
- Ø Published a paper entitled “**An analysis of Trade Pattern to exporters by bank at Karur**” Edited book on India an Emerging Economic Power pp.342 – 347 ISBN - 93-81521-00-7.
- Ø Published a paper titled “**work family role conflict of women workforce in India**” in the proceedings of 4th National Conference on Management in the age of Innovation, Jamal Institute of Management, Jamal Mohamed College(Autonomous),Trichy, ISBN-978-81-909104-0-8, January 2011.
- Ø Published a paper titled “**RFID in the Healthcare Supply Chain**” in International Journal of applied management research, on 16th and 17th December, 2010. ISSN: 0974-8709.
- Ø Published a paper titled “**Investment opportunities in Insurance Sector**” in National Seminar on Recent Trends in Indian Economy – A management perspective at PG Department of Commerce and Business Administration, Jamal Mohamed college, Trichy on 4th February 2011.ISBN: 93-80394-18-X.
- Ø Published a paper titled “**Budding Issues in HRM**” in Journal Voice of Managers, January 2010.
- Ø A paper titled “**Employer Branding**” was accepted for publication.

TRAININGS/ WORKSHOPS ATTENDED:

- § Participated in IQAC National seminar on “**Teaching, Learning and research in higher education: Excellence and beyond excellence**” on 7th March 2012.
- § Participated in National seminar on **Examination Reforms** Jamal Mohamed College, Trichy-20 pm on February 24, 2012.
- § Participated in One-day workshop on “**International Financial Reporting Standards(IFRS)**” organized by Dept. of Business Administration and Commerce, Jamal Mohamed College (Autonomous) , Trichy on 3rd October 2011

Attended a One-day Workshop on “**International Financial Reporting Standards**” (*IFRS*)organized by Dept. of Business Administration and

Commerce, Jamal Mohamed College (Autonomous) , Trichy on 1st October 2011.

§ Participated in the workshop on “**Curriculum Development and Evaluation**” organized by UGC Academic staff college, Bharathidasan University in Trichy from 2-4 Mar 2006.

§ Attended the “Regional workshop on **computer applications in Research in Social Sciences**” organized by the Department of Commerce, Jamal Mohamed College, Trichy from 14-20 Nov 2005.

§ Attended the workshop on “**Research in Commerce**” organized by the Department of Commerce, Jamal Mohamed College, Trichy from 29-30 Nov 2003

§ Attended the National seminar on “**Canadian studies**” organized by the Department of Commerce, Jamal Mohamed College, Trichy from 27-29 Mar 2003

ACTED AS RESOURCE PERSON:

- Acted as a resource person in UGC Sponsored workshop titled “**Advance Tools and Techniques for Researcher**” organized by Department of Management studies, AVC College, Mayiladuthurai. April 9th, 2010

- Acted as resource person for the distance education programmes of MBA for the following universities:
 - Anna University
 - Bharathidasan University
 - University of Madras

OTHER INFORMATION:

ü Proficiency in statistical data analysis.