


BASIC INFORMATION

	Name	Dr. N. MALAI SELVAM, M.Com., M.Phil., NET, MBA., Ph.D.
	Designation	Assistant Professor, Department of Commerce
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ACADEMIC QUALIFICATIONS

S.No	Degree	Institution / University	Year of Passing	Subject
1	B.Com	Yadava College, Madurai - 14	April 1996	Commerce
2	M.Com	Yadava College, Madurai – 14	April 1998	Commerce
3	M.Phil	Madurai Kamaraj University	April 2001	Commerce
4	NET	University Grand Commission	June 2006	Commerce
5	MBA	Alagappa University, Karaikudi	May 2011	Finance
6	Ph.d.	Madurai Kamaraj University	December 2023	Commerce

NATURE OF DUTIES/RESPONSIBILITIES

S.No	Designation	Institution	From	To	Total Years	Remarks
1	Lecturer	Yadava College, Madurai – 14	16.6.1999	5.10.2007	8 years	Self-financing
2	Assistant Professor	Yadava College, Madurai – 14	5.10.2007	Till the Date	13 Years	GOVT. Aided

FIELD OF SPECIALIZATION

S. No	Details
1	Corporate Accounting
2.	Financial Management
3	Security Analysis and Portfolio Management

PAPER PUBLISHED BY FACULTY

S. No	Paper Title	ISSN/ISBN/Others	Impact Factor	Level			Date	Remark
				S	N	INT		
1	Risk Management in Banking Companies	ISSN: 2349-8684			N		Sep. 2016	Mangaikarasi College, Madurai.
2	Sustainability Accounting and Integrated Reporting	ISBN: 81-86-520-27-9			N		Sep. 2016	Mother Teresa Women's University, Kodaikkanal.
3	Stress on its professionals in India, UGC Sponsored				N		Feb. 2018	Gandhigram Rural Institute, Gandhigram.

4	Startup India – Growth of Business Sectors	ISSN: 0886-9367	6.3			INT	Aug. 2019	IJAEMA (Volume XI, Issue VIII)
5	ICT Enabled for E-Business Products and Services	ISSN: 0886-9367	6.3			INT	Sep. 2019	Special Issue
6	ICT Enabled Services of Export	ISSN No. 0973-2861	6.239			INT	Sep. 2019	JAC Journal- Special issue
7	An Analysis of Women Entrepreneurship – An Indian Perspective	ISBN: 978-81-951746-1-4				NAT	Nov. 2022	VHNSN College, Virudhu Nagar
8	A Study on Financial Performance of Selected Private Sector Banks in India – A Camel Approach	E-ISSN-2582-6190	6.3				Jan. 2023	E. Journal - Shanlax Publication
9	Role of Contemporary Issues and Challenges in Marketing of Life Insurance Services in India	ISBN-978-93-89476-28-6					May 2023	Infinity Publication
10	The Impact of GST on Small Entrepreneurs	ISSN-2455-6211	7.896				June 2023	E. Journal – IJARESM
11	A Study on Estimation Elements of Customer Loyalty in Banking Sectors	ISSN-2347-7180	5.127				June 2023	E. Journal – DOGO RANGASANG Research Journal
12	Financial performance of Indian Public Sector Banks	ISSN-2582-3930	8.176				June 2023	E. Journal – IJSREM
13	A Study on Service Quality and Customer reliability Towards city Union Bank	ISSN-0886-9367	6.3				June 2023	E. Journal – IJAEMA

14	A Study on Innovation in Digital Banking Sector in India	ISSN-0886-9367	6.3				Jan 2024	E. Journal – IJAEMA
15	Online Marketing Strategies of Consumables Products in Myntra	ISSN-0886-9367	6.3				Feb 2024	E. Journal – IJAEMA
16	A Study on Customer Satisfaction of Smart Phones	ISSN-0886-9367	6.3				Feb 2024	E. Journal – IJAEMA
17	Impact of Training and Development of Indian Oil Corporation Employee's	ISSN-0886-9367	6.3				Feb 2024	E. Journal – IJAEMA
18	A Study on Customer Faithfulness Towards Web – Based Shopping	ISSN-0886-9367	6.3				Aug 2024	E. Journal – IJAEMA
19	Digital Marketing Strategies Of Consumables Product In Myntra	ISSN:2278-4632	6.625				Sep 2024	Juni Khyat
20	A Study On Customer Satisfactions Towards Online Shopping	ISSN:2278-4632	6.625				Sep 2024	Juni Khyat

SEMINAR PARTICIPATED/PRESENTED BY FACULTY:

S.No	Programme Title	Date	Organised by	International/National /State level
1	National Level Management Seminar on Emerging Trends in Management	4.11.2011	St. Michael College of Engineering & Technology, Kalayarkovil, Sivagangai.	National
2	National Level Management Seminar on “ Management in 21 st century”	12.10.2012	St. Michael College of Engineering & Technology, Kalayarkovil, Sivagangai.	National

3	UGC Sponsored State Level Seminar on “Rural Diversification – Prospects and Challenges”	25.08.2014	PG and Research Department of Economics, GOVT. Arts College,(Autonomous) Karur.	State
4	National Seminar on Women Empowerment and Globalization’	22.01.2015	Woman’s Studies Centre, Madurai KamarajUniversity, Madurai	National
5	Two days National level Seminar on Renewable Energy Technologies for Sustainable Development in Rural Sectors of India.	12.02.2015 And 13.02.2015	PG and Research Department of Economics, GOVT. Arts College, Melur, Madurai	National
6	UGC Sponsored National Seminar on Current Scenario in Business Management and Technology: A Growth Pole for Promoting Rural Enterprises	09.12.2015	Department of Rural Industries and Management, Gandhigram Rural Institute, Dindigul.	National
7	International Symposium on “Accelerating global Economic Growth Through Knowledge and Innovation”	27.08.2016	Department of Commerce, K.S. Rangasamy College of Arts and Science (Autonomous) Nammakkal.	International
8	One day Workshop on “Value Addition, Evaluation and Employability issues”	31.08.2016	School of Business Studies, Department of Management Studies, Madurai Kamaraj university, Madurai	National
9	International Conference on Sustainability for Business Initiatives, Ideas & Challenges	1.09.2016	PG and Research Department of Commerce, Mother Teresa Women’s University, Kodaikanal.	International

10	National Conference on Smart Cities & Smart Villages: A Mission to Transform the Nation”	7.09.2016	Department of Commerce and Management Studies, Kodaikanal Christian College, Kodaikanal.	National
11	National Conference “Innovation Needed in Commerce, Economics and Management to meet the present crises and Craze”	24.09.2016	Mangayarkarasi college of Arts and Science for Women, Madurai.	National
12	UGC Sponsored National Seminar on Opportunity and Challenges in Contemporary Management Practices	20.02.2018 and 21.02.2018	School of Management Studies, The Gandhigram Rural Institute, Dindigul.	National
13	International Seminar on “Startup India – Challenges and opportunities”	31.08. 2019	E.M.G.Yadava Women’s College, Madurai	International
14	International Conference on “Transformation of Business, Management & Economy in Digital Era”	19.09.2019	Mangayarkarasi College of Art and Science for Women, Madurai.	International
15	International Conference on “Global Issues in Business and IOT”	25 & 26.09.2019	JJ College of Art and Science, Pudukkottai.	International
16	International Conference on “Emerging Trends in Entrepreneurship”	30.09.2019	Madurai Kamaraj University College, Madurai	International
17	Empowerment of Rural Women: Challenges and Opportunities	4 & 5.11.2022	VHNSN College Virudhu Nagar	National

18	Research Methodology and Research Tools (SPSS & AMOS)	14.12.2022 to 16.12.2022	(ICSSR-SRC) – The American College Madurai	National
19	Commerce and Management in the Digital Age: Trends, Challenges and Innovations.	05 & 06.01.2024	The American College Madurai	International
20	Workshop on “Data Analysis Using SPSS”	13 & 14.02.2024	PG Department of Zoology, Yadava College, Madurai	National
20	‘Emerging Technologies in Digital Marketing – Opportunities and Challenges’	15.02.2024	Dr. Zakir Hussian College, Illayangudi	National
21	‘Skill Development, Entrepreneurship and Emerging Technologies for International and India Youth’	16.02.2024	PG & Research Department of Commerce, MTN College, Madurai & EDII – HUB, Tamil Nadu.	International
22	“ Global Contemporary issues and Unlocking Innovation in Business Industry 4.0”	24.07.2024 & 25.07.2024	VHNSN College, Virudhunagar and Mangayarkarasi College, Madurai	International

ORIENTATION PROGRAMME

S.No	Programme	Date	Sponsoring Agency
1	4 Week Orientation Programme for Faculty in Colleges of Higher Education	04.06.2020 to 01.07.2020	TLC Ramanujan College, University of Delhi. (Scheme of PMMMMNMTT) and MHRD.

REFRESHER COURSE

S.No	Programme	Date	Sponsoring Agency
1	2 Week UGC sponsored Refresher Course in Commerce and Management	07.09.2020 to 20.09.2020	HRDC Gujarat University, Ahmadabad.
2	2 Week Refresher Course on DATA ANALYSIS WITH STATISTICAL METHODS	21.12.2020 to 03.01.2021	TLC Ramanujan College, University of Delhi. IAA, NCR Chapter. (Scheme of PMMMNMTT) and MHRD.

FACULTY DEVELOPMENT PROGRAMME

S.No	Programme	Date	Sponsoring Agency
1	7 Days FDP – Time series and Panel data Analysis	20.07.2020 to 26.07.2020	TLC Ramanujan College, University of Delhi. IAA, NCR Chapter. (Scheme of PMMMNMTT) and MHRD.
2	3 Days Online FDP - Impact of COVID-19 on higher education and research.	29.07.2020 to 31.07.2020	RUSA 2.0 Entrepreneurship and career Hub, University of Madras.
3	5 Days FDP – Gender Equality and Women’s Sustainable Development in India. Opportunity and Challenges	31.07.2020 to 5.08.2020	Women Studies Centre, Madurai Kamaraj University, Madurai

4.	Two Week FDP – The Contemporary Issues and Challenges faced by modern Jammu and Kashmir: socio Cultural and political Scenario.	10.082020 to 23.08.2020	TLC Ramanujan College, University of Delhi. (Scheme of PMMMMNMTT) and MHRD.
5	2 Days FDP – Academic Writing Quality Journal	18.08.2020 and 19.082020	Department of Management Studies, university of Madras
6	5 Days Online FDP – Business Analytics- Concept and applications	28.08.2020 to 1.09.2020	School of Management Studies, University of Hyderabad.
7	7 Days FDP –IND AS	04.09.2020To20.09.2020	TLC Ramanujan College, University of Delhi. IAA, NCR Chapter. (Scheme of PMMMMNMTT) and MHRD.
8	One Week HANDs on FDP – Artificial Intelligence using Python	14.09.2020 to 19.09.2020	A.I.S.S.M.S, I.E.T.E and National Youth Council of India
9	One Week FDP on Transforming Governing In India: Issues and Concerns.	21.09.2020 to 27.09.2020	TLC Ramanujan College, University of Delhi. (Scheme of PMMMMNMTT) and MHRD.
10	2 Week FDP – Research Methodology	01.10.2020 to 15.10.2020	TLC Ramanujan College, University of Delhi. (Scheme of PMMMMNMTT) and MHRD.
11	7 Days FDP – Direct Taxes and GST	16.10.2020 to 08.11.2020	TLC Ramanujan College, University of Delhi. IAA, NCR Chapter. (Scheme of PMMMMNMTT) and MHRD.

12	7 Days FDP - Research Methodology	02.11.2020 to 09.11.2020	Dyal Singh College, University of Delhi. (Scheme of PMMMNMTT) and MHRD.
13	One Week FDP – Academic Writing	12.03.2021 to 18.03.2021	TLC Ramanujan College, University of Delhi. (Scheme of PMMMNMTT) and MHRD.
14	One Week FDP – “Philosophical Methodologies in Higher Education: Research and Teaching”	22.03.2021 to 28.03.2021	TLC Ramanujan College, University of Delhi. (Scheme of PMMMNMTT) and MHRD.

Workshop

01	One Week Workshop – Skill Enhancement and Capacity building for Non-teaching and Teaching Staff	22.01.2021 to 28.01.2021	TLC Ramanujan College, University of Delhi. (Scheme of PMMMNMTT) and MHRD.
02	Two Days National Level Workshop – Data Analysis Using SPSS - 2024	13.02.2024 to 14.02.2024	PG & Research Centre of Zoology, Yadava College, Madurai – 14
03	One Week Workshop - Research Methodology and Data Analysis	22.04.2024 to 28.04.2024	Mata Sundri College for Women , University of Delhi and RFAISR, New Delhi
04	Three Days Workshop – Sample Size Determination & Power	11.05.2024 to 13.05.2024	RFAISR, New Delhi

	analysis in Health Research		
05	One Day Workshop – Patent Filling & Basic Drafting	26.05.2024	DELTA, New Delhi
06	Three Days Workshop – Regression Analysis for Multidisciplinary Research	19 .07.2024 to 21.07.2024	RFAISR, New Delhi
07	Three Days National online workshop – Statistical Package for the social sciences	11.10.2024 to 13.10.2024	Sunshine Academy for Research and innovation

AWARDS

01	Best Motivator Award – Motivating the Blood Donors	2022 – 2023	Indian Red Cross Society, Indian Medical Association and Madurai Meenakshi Mission Hospital and Research Centre
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SHORT TERM ONLINE CERTIFICATE COURSE

S.No	Programme	Date	Sponsoring Agency
1	Retail Marketing	13.07.2020 to 18.07.2020	EMG Yadava Women’s College, Madurai.
2	Advertising	18.07.2020 to 23.07.2020	EMG Yadava Women’s College, Madurai.

WEBINAR

S.No	Programme	Date	I	N	S	Sponsoring Agency
1	COVID-19 and Continuing Relevance	23.05.2020	I			The American College, Madurai

2	Outcome Based Educational & its Impact in Teaching, Assessment and Evaluation	10.06.2020	I			MTN College, Madurai
3	7 tips to increase wealth during economic slow-down	14.06.2020		N		EMG Yadava Women's College, Madurai.
4	Impact of COVID-19 on educational Services and alternating strategies	20.06.2020		N		The American College, Madurai.
5	Mental Health and well-being of women across the life span	20.06.2020		N		Sourashtra College Madurai.
6	Art of Writing Research Paper	08.07.2020		N		MTN College, Madurai
7	Navigate financial crisis during pandemic	17.07.2020		N		The American College, Madurai
8	To realize about the Plagiarism and Citation	27.07.2020	I			St. Josephs College, Chennai.
9	Expertise Yourself in Refining the Academic Writing Research	28.07.2020	I			St. Josephs College, Chennai.

10	Women Empowerment for the social well-being in Indian Context	28.07.2020		N		Sri Vasta College, Mettumalai.
11	How to Write Research Papers	03.08.2020		N		Nehru Group of Industry, Thrissur, Kerala, India
12	Youth and Community Development	04.08.2020 & 05.08.2020		N		MKU Madurai.
13	Creativity with Passion Leads to Success	04.08.2020		N		GTN College, Dindugul,
14	One year of the repeal of Article 370	05.08.2020		N		TLC Ramanujan College, University of Delhi.
15	Revisiting Human Rights, Ethics and Environment during COVID-19	06.08.2020 & 07.08.2020	I			TLC Ramanujan College, University of Delhi.
16	Temple Architecture and Tourism	16.08.2020		N		P.A.H.S University Sholapur
17	National Policy on Education 2020	22.08.2020		N		Heramba Chandra College, West Bangal, India
18	Emerging Disaster issue	27.08.2020	I			Katwa College, West Bengal, India
19	HR and Business challenges Amid COVID-	28.08.2020		N		NIPM Mysore Chapter.

	19					
20	Democracy Human Rights on Governs in Present India.	28.08.2020		N		B.B.M.K. University, Jharkhand, India
21	Challenges of Women in Social Work	01.09.2020	I			Mother Teresa Women's University, Kodaikkanal.
22	Changing Dynamics and Global Business	06.09.2020		N		IAA, Bhubaneswar Branch,
23	Empowering the Teachers	07.09.2020		N		The Institute of CS of India, Hyderabad Chapter.
24	Research Methodology	29.09.2020		N		Yogi Vemana University, AP, India
25	Wealth Creation and mutual fund	09.10.2020	I			BSE Broker's Forum, Mumbai
26	Strategizing Human Resource in Hospitality Industry during post COVID-19 era.	10.10.2020	I			SPTM College, Surat, India
27	COVID-19 in Mightier than Atomic Bombs	19.10.2020		N		Mahatma Gandhi VidyaMandir, Nashik
28	Social Transformation and Gender in Equality in the New normal	29.10.2020	I			Mother Teresa Women's University, Kodaikkanal.

29	UGC Sponsored Workshop on Research Methodology	29.10.2020		N		V.P.M Vaijapur
30	Advanced Statistical Methods and in its application in Industry	31.10.2020		N		K.L. Education Foundation
31	NAAC Reaccreditation Process during Post COVID Scenario	10.11.2020		N		Yadava College, Madurai - 14
32	Consumerism and Financial literacy in the midst of COVID – 19 Pandemic	27.11.2020		N		Nishitha Degree College, Telangana.
33	Online AQAR	18.01.2021		N		Azad Mahavidyalaya AUSA
34	Geography – Today and Tomorrow	21.01.2021		N		Azad Mahavidyalaya AUSA
35	Knowledge Resources for Teaching Learning and Research	20.01.2021		N		Govt. City College, Hyderabad.
36	Re-engineering Corporate Sector in Post COVID era	20.01.2021	S			UDALA College, Udala.

37	The Joy of Research	20.01.2021			I	Nirmala Memorial Foundation College of Commerce and Science, Mumbai.
38	Research Methodology in Social Sciences – Quality Dimensions	20.01.2021			I	Alagappa University, Karaikudi
39	NAAC Related Quality initiatives and proper Documentations	27.01.2021		N		Govt. College, Mandleshwar
40	A Food Step towards Commercialization of Research Work	29.01.2021		N		Dr. Ambedkar College, Nagpur.
41	Mission India – The Role of Youth in Shaping India’s Future	12.01.2021		N		Vivek College of Commerce, Mumbai
42	Strategies for Personal Financial Planning	16.02.2021		N		SVM Arts, Science and Commerce College, Ilakal, Karnataka.
43.	UGC Sponsored “ Online Webinar on Artificial Intelligence”	15.02.2021		N		HRDC, Gujarat University, Ahmadabad.
44.	UGC Sponsored “ Online Webinar on Leadership”	17.02.2021		N		HRDC, Gujarat University, Ahmadabad.
45.	UGC Sponsored “ Online Webinar on Climate	19.02.2021		N		HRDC, Gujarat University, Ahmadabad.

	Change”					
46.	UGC Sponsored “ Online Webinar on Ethics and Research”	24.02.2021		N		HRDC, Gujarat University, Ahmadabad.
47.	UGC Sponsored “ Online Webinar on Education and MOOCs”	26.02.2021		N		HRDC, Gujarat University, Ahmadabad.
48.	Impression Management in Class Room	27.02.2021		N		SCMS, School of Technology and Management, Muttom, Aluva, Kerala.
49.	UGC Sponsored “ Online Webinar on Yoga and Wellness”	01.03.2021		N		HRDC, Gujarat University, Ahmadabad.
50.	UGC Sponsored “ Online Webinar on Disaster Management Post COVID”	03.03.2021		N		HRDC, Gujarat University, Ahmadabad.
51.	Current Scenario of Agricultural Economy in India	01.04.2021		N		Sri Parasakthi College for Women, Courtallam.

ONLINE QUIZ

S.No.	Specialisation	Date	Sponsoring Agency
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01	National level Commerce – Computer Application	27.05.2020	SD College of Arts and Science, Thiruvaur.
02	National level E-Commerce	24.05.2020	Yadava College, Madurai
03	International level Financial Accounting	28.05.2020	Vivekananda College, Madurai
04	National level Awareness on Banking Aptitude	28.05.2020	Vivekananda College, Madurai
05	National level Taxation	May 2020	Yadava College, Madurai
06	National level Financial Accounting	15.06.2020	Yadava College, Madurai
07	National level Auditing	19.06.2020	Yadava College, Madurai
08	National level HRM	03.07.2020	MTN College, Madurai
09	National level Taxation	05.07.2020	Sri Krishnasamy Arts and Science, Sattur
10	National level Banking	06.07.2020	Yadava College, Madurai
11	National level Taxation	06.07.2020	KR College of Arts and Science, Kovilpatty
12	National level Auditing	14.07.2020	Yadava College, Madurai
13	National level NSS	24.07.2020	Madura College, Madurai
14.	National level Accounts Intelligence	30.07.2020	Hindustan College, Coimbatore.
15	National level Financial Management	July 2020	Thiruvallurar College, Papanasam

PUBLICATION OF BOOKS

S.No	Title of Book	Author/Co-Authors	Year & Volume of Book	Publisher name with ISBN
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S.No	Title of Book	Author/Co-Authors	Year & Volume of Book	Publisher name with ISBN
1	Elements of Commerce (Study Material)	Author	February – 2023	Department Commerce Yadava College and Shanlax Publication 978-81-19042-06-7
2	Bridge Course in Commerce (Study Material)	Author	February – 2023	Department Commerce Yadava College and Shanlax Publication 978-81-19042-05-0

MEMBERSHIP IN ACADEMIC/PROFESSIONAL BODIES

S.No	Name of the Body	Capacity	Years
1	Yadava College, Madurai – 14	Sub-warden	2000 - 2003
2	Yadava College, Madurai – 14	NCC (Caretaker)	2007 - 2008
3	Yadava College, Madurai – 14	NSS (Co-ordinator and Programme Office)	2008 to till the date
4	Yadava College, Madurai – 14	Anti-ranging (Nodal Officer)	2008 to till the date
5	Yadava College, Madurai – 14	Dean, Campus Development	2019 – 20
6	Yadava College, Madurai – 14	COVID-19 (Nodal Officer)	Nov.2020
7	Yadava College, Madurai – 14	Naan Muthalvan (Nodal Officer)	2021 – till the date

S.No	Name of the Body	Capacity	Years
8	Yadava College, Madurai – 14	Students Welfare Committee (Co-ordinator)	2021 – 2023
9	Yadava College, Madurai – 14	Dean Academic Affairs (Arts)	2022 – 2023

MEMBERSHIP IN ACADEMIC/PROFESSIONAL BODIES

S.No	Name of the Body	Capacity
1	PSG College, Coimbatore	Valuation / Question Paper Setting
2	Govt. Arts College, Coimbatore.	Valuation / Question Paper Setting
3	PalaniArst and Science College, Palani	Valuation / Question Paper Setting
4	Madurai Kamaraj University, Madurai	Valuation / Question Paper Setting
5	AVVM Pushpam College, Thanjavur	Valuation / Question Paper Setting