

Name : Dr. S. N. SELVARAJ
Designation : Professor
Department : Management
Qualification : M.B.A., M.Phil., Ph.D.



Experience : Teaching: 17.8 Years | Research: 6 Years | Industry: 15½ Years
Specialization: Finance & HR
Email (Official): selvaraj@drngpasc.ac.in

Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Management	Bharathiar University	2019
M.Phil.	Management	Periyar University	2007
M.B.A.	Business Administration	Periyar University	2006
B.Com.	Commerce	University of Madras	1990

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution /University / Agency Name	Year
Certification	Digital Teaching Techniques	ICT Academy	2020
Certification	Cost Accounting	NPTEL	2019
Certification	Services Marketing: A Practical Approach	NPTEL	2019
Certification	Research Writing	NPTEL	2018
Certification	Tally 8.1	CSE Computer Education	2006

Research Guidance

Programme	No. of Scholars	
	Awarded	Pursuing
Ph. D.	--	--
M. Phil.	2	--

Research Publications – International

- S.N.Selvaraj, **A Study on Role of Artificial Intelligence in Promoting and Developing the Financial Instrument in Coimbatore City**, International Journal of Creative Research Thoughts (IJCRT), Vol.10, Issue 10, pp.446-479, October 2022, ISSN: 2320-2882, (Indexed in UGC).
- S.N.Selvaraj, **Employee Perception towards Sorting Related to 5s Principles Among MSME Companies in Coimbatore City**, Kalyan Bharati: Journal of Indian History and Culture, Vol.36, Issue 25, pp.17-26, Sep 2021, ISSN: 0976-0822, (Indexed in UGC).
- S.N.Selvaraj, **A Study on Role of Rural Tourism for Sustainable Development in Rural Areas with reference to Coimbatore District**, Purakala Journal, Rock Art Society of India, Vol.31, Issue 7, pp.149-158, April 2020, ISSN: 0971-2143, (Indexed in UGC).
- S.N.Selvaraj, **An Analysis of Creditworthiness towards Borrowing and Commitment Level of Micro & Small Enterprises in Rural Areas**, EPRA International Journal of Economics and Business Review, Vol. 5, Issue 9, pp. 28-33, September 2017, ISSN: 2349-0187, (Indexed in UGC).
- S.N.Selvaraj, **Evolution of Micro and Small Enterprises in India**, Indian Journal of Applied Research, Vol. 5, Issue 4, pp. 25-27, April 2015, ISSN: 2249-555X, (Indexed in Google Scholar).
- S.N.Selvaraj, **Credit Defaults Cause Non-Performing Assets in Public Sector Banks in India**, International Journal of Management, Vol. 6, Issue 1, pp. 71-78, International Association for Engineering and Management Education (IAEME) India, Chennai, January 2015, ISSN: 0976-6502, (Indexed in Google Scholar).
- S.N.Selvaraj, **Applying Six-Sigma for Quality Management in Educational Institutions**, International Journal on Global Business Management and Research, Vol. 2, Issue 1, pp. 70-74, August 2013, ISSN: 2278-8425, (Indexed in Google Scholar).
- S.N.Selvaraj, **Challenging Tasks of Human Resources Department in Microfinance Institutions**, Arth Prabhand: A Journal of Economics and Management, Vol. 1, Issue 5, pp. 41-49, August 2012, ISSN: 2278-0629, (Indexed in Google Scholar).

Research Publications – National

- S.N.Selvaraj, **Financial Evaluation of Brand Equity with Reference to Select Indian Automobile Industry**, Emerging Indian Scenario Harnessing the Opportunities, Vol. 1, Issue 1, pp. 150-157, February 2015, Archers and Elevators Publishing House, Bangalore, ISBN: 978-93-83241-82-8, (Google Scholar).
- S.N.Selvaraj, **Financial Leeway of Regional Rural Banks in India**, Research Dimensions in Commerce and Management, Vol. 1, Issue 1, pp. 60-69, Bloomsbury Publishing India Pvt. Ltd., New Delhi, February 2014, ISBN: 978-93-84052-36-2, (Google Scholar).
- S.N.Selvaraj, **Economic Transformation for Emerging Rural India**, Business Strategies for Sustainable Growth: A Global Perspective, Vol. 1, Issue 1, pp. 114-118, Bharathiar University, NCRC Publications, Coimbatore, January 2013, ISBN: 978-93-81537-07-7, (Google Scholar).
- S.N.Selvaraj, **Indian Health Insurance Industry: A Study with Special Reference to Apollo Munich Health Insurance**, Emerging Paradigms in Insurance Industry and Management, Vol. 1, Issue 1, pp. 156-163, Serial Publications, New Delhi, February 2012, ISBN: 978-81-8387-487-8, (Google Scholar).
- S.N.Selvaraj, **Financial Inclusion through Rural Banking – Indian Perspective: 2020**, Rural Empowerment for Economic Growth, Vol. 1, Issue 1, pp. 148-152, Laser Park Publishing House, Coimbatore, April 2012, ISBN: 978-81-81047-27-1, (Google Scholar).
- S.N.Selvaraj, **An Analysis of Financial Behaviour of Investors in Mutual Fund Investment**, Emerging Trends in Global Business, Vol. 1, Issue 1, pp. 195-200, NCRC Publications, Coimbatore, September 2011, ISBN: 978-93-81537-00-8, (Google Scholar).
- S.N.Selvaraj, **Impact of Globalization on Financial Service Sector**, Global Business Environment and its impact on Management Education, Vol. 1, Issue 1, pp. 419- 422, Himalaya Publishing House Pvt. Ltd., Mumbai, February 2011, ISBN: 978-93-5051-462-7, (Google Scholar).
- S.N.Selvaraj, **The Plus Factors on Enterprises Resource Planning**, The Dynamics of Management, Vol. 1, Issue 1, pp. 96-100, Ideal Publishing House, Trichy, March 2011, ISBN: 978-81-920622-0-7, (Google Scholar).

-
- S.N.Selvaraj, **An Analysis of Investment in Service Sector and its Impact on Global Economy**, Service Sector: Strategies to Win Global Competition, Vol. 1, Issue 1, pp. 18-23, Excel India Publishers, New Delhi, February 2011, ISBN: 978-93-81361-17-7, (Google Scholar).

Book Publication

- **Management Process**, S.N.Selvaraj, 1st Edition, Kongunadu Publications India Pvt. Ltd., Erode-Tamil Nadu-India, 2017, ISBN 978-93-86-770-39-4.

Lab Manual Publication

- **Accounting Software**, S.N.Selvaraj, 1st Edition, Dr. N.G.P. Arts and Science College, Coimbatore, 2022, ISBN 978-81-960070-8-9.

Presentation in Conference / Seminar

- **Evolution of Micro and Small Enterprises in India**, International Conference on Contemporary Challenges in Engineering and Management 2015, Department of MBA, ARM College of Engineering and Technology, Chennai 10-Apr-15 to 12-Apr-15.
- **Financial Evaluation of Brand Equity with reference to Select Indian Automobile Industry**, National Conference on Emerging Indian Scenario Harnessing the Opportunities, Department of MBA, Sai Vidya Institute of Technology, Bangalore, 6-Feb-15.
- **Credit Defaults Cause Non-Performing Assets in Public Sector Banks in India**, International Conference on Advanced Management, Jamal Institute of Management, Jamal Mohamed College, Trichy, 8-Jan-15 to 9-Jan-15.
- **Financial Leeway of Regional Rural Banks in India**, International Symposium on Research Dimensions in Commerce and Management, Research Development Centre, Bharathiar University, Coimbatore, on 10-Oct-14 to 11-Oct-14.
- **Role of NABARD and its Contribution towards Rural Development**, International Conference on Emerging Research Paradigms in Social Sciences, Bharathiar University, Coimbatore, on 23-Aug-13.
- **Economic Transformation for Emerging Rural India**, International Conference on Business Strategies for Sustainable Growth: A Global Perspective, BSMED, Bharathiar University, Coimbatore, on 9-Jan-13 to 10-Jan-13.

-
- **Financial Inclusion through Rural Banking**, National Conference on Rural Empowerment for Economic Growth, Coimbatore Institute of Engineering and Technology, Coimbatore, 11-Apr-12 to 12-Apr-12.
 - **A Study on Analysis on Performance of Canara Bank in Madurai District of Tamil Nadu State**, National Seminar on Growth of Banking Sector, Pondicherry University, Karaikal Campus, 24-Mar-12.
 - **An Analysis of Financial Behaviour of Investor in Mutual Fund Investment**, National Seminar on Emerging Trends in Global Business, RVS Institute of Management Studies, Coimbatore on 10-Sept-11.
 - **An Analysis of Value Added Models of Selected Indian IT Companies**, National Conference on Challenges in Business Management, D.J.Academy for Managerial Excellence, Coimbatore, 25-Aug-11.
 - **Best Practices in Corporate Governance**, International Conference on Issues and Challenges in Growth of Companies, Kristu Jayanti College of Management & Technology, Bangalore, 15-Apr-11 to 16-Apr-11.
 - **Indian Health Insurance Industry: A Study with Special Reference to Appolo Munich Health Insurance**, National Conference on Emerging Paradigms in Insurance Industry and Management, Pondicherry University, Karaikal Campus on 26-Mar-11.
 - **The Plus Factors on ERP**, National Conference on The Dynamics of Management: The Plus Factors, Department of Business Administration, St. Joseph's College, Tiruchirappalli, 9-Mar-11 to 10-Mar-11.
 - **Leadership in the Workplace**, National Conference on Leadership and Business, School of Management, Karpagam University, Coimbatore, 4-Mar-11.
 - **Entrepreneurship in a Strategic Perspective**, National Conference on Entrepreneurship Skills and Development, EDC, SSM College of Engineering, Komarapalayam, 18-Feb-11.
 - **Impact of Globalization of Financial Service Sector**, International Conference on Global Business Environment and its Impact on Management Education, Periyar University, Salem on 10-Feb-11 to 11-Feb-11.
 - **An Analysis of Investment in Service Sector and Its Impact on Global Economy**, National Seminar on Service Sector: Strategies to Win, Global Competition, BSMED, Bharathiar University, Coimbatore, 3-Nov-2010.
 - **Financial Backing on Entrepreneurship Development**, National Conference on

Creativity and Innovation in Entrepreneurship Development, EDC, SSM College of Engineering, Komarapalayam, 18-Dec-2008.

Participation in Conference / Seminar

- National Conference on **National Educational Policy 2020: Challenges and Opportunities for Higher Education Institutions in India**, Indian Council of Social Science Research, New Delhi and Dr. N.G.P. Arts and Science College, 27-Dec-23.
- National Conference on **Digital Transformation in Business: Opportunities & Challenges (DTBOC-23)**, Dr. N.G.P. Arts and Science College, and The Coimbatore District Small Scale Industries Association (CODISSIA), 05-Sep-23.
- Seminar on **Logistics and B2C Connect**, The Indian Chamber of Commerce and Industry, Coimbatore, 20-Apr-13.
- Seminar on **Freight Logistics**, Wisdom School of Management, Udumalpet and Straits Academy, Malaysia, 28-Sep-11

Participation in Faculty Development Programme

- **Empowering Education for Innovation – A NEP Perspective**, Center for Professional Development, Dr. N.G.P. Arts and Science College, Coimbatore, 30-Jun-23 to 4-Jul-23
- **Outcome Based Education**, Center for Professional Development, Dr. N.G.P. Arts and Science College, Coimbatore, 17-Jun-23 to 21-Jun-23.
- **Research Methodology and Pedagogy for Tertiary Education**, Internal Quality Assurance Cell & Centre for Faculty Development, Dr. N.G.P. Arts and Science College, Coimbatore, 15-Jun 21 to 21-Jun-21.
- **Outcome Based Education**, School of Arts, Science and Commerce and Internal Quality Assurance Cell (IQAC), Rai University, Ahmedabad, 22-Jul-20 to 24-Jul-20.
- **E-Content Preparation – Finding Copyright Free Images and Sounds**, Loyola College of Education, Chennai, 13-May-20.
- **Quality Initiatives in Higher Education**, Dr. N.G.P. Arts and Science College, Sri Ramakrishna College of Arts and Science, Gobi Arts and Science College and Vellalar College for Women, 13-Apr-20 to 20-Apr-20.
- **Moodle Learning Management System**, Dr. N.G.P. Arts and Science College and Spoken Tutorial, IIT, Bombay, 4-Apr-20 to 10-Apr-20.
- **Front Accounting**, Dr. N.G.P. Arts and Science College and Spoken Tutorial, IIT,

Bombay, 4-Apr-20 to 10-Apr-20.

- **NAAC Revised Accreditation Framework and OBE Assessment Methodology**, Faculty Development Cell & IQAC, Dr. N.G.P. Arts and Science College, Coimbatore 27-May-2019 to 2-Jun-19.
- **Quality Measures in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore 3-Dec-18 to 9-Dec-18.
- **Innovative Approaches for Teaching and Evaluation**, IBS ICFAI Business School, Coimbatore, 23-Aug-18.
- **Case Studies Discussion**, IBS ICFAI Business School, Coimbatore, 20-Aug-16.
- **Global Teaching Methodologies**, Hallmark Business School, Trichy, 20-Jul-13.
- **Equity, Futures and Currency Derivatives**, National Stock Exchange of India Ltd at Sapthagiri College of Engineering, Dharmapuri, 10-Dec-11.
- **Case Analysis & Teaching**, D.J. Academy for Managerial Excellence, Coimbatore, 8-Aug-11 to 9-Aug-11.
- **Empowering Faculty in Statistical Analysis Using SPSS/ Teachers through Effective Pedagogy**, School of Management, Karpagam University, Coimbatore, 19-Nov-10 to 20-Nov-10.
- **Teaching Pedagogy**, EDC, SSM School of Management, Komarapalayam, 2-Aug-09 to 22-Aug-09.

Participation in Workshop

- **Outcome Based Education**, Dr. N.G.P. Arts and Science College in association with IPSR Solutions Limited, Coimbatore, 4-Mar-23.
- **Tally with GST**, AKKAM – KCS, Kovai Consultancy Services, Coimbatore, 02-Oct-20 to 11-Oct-20.
- **Advanced Excel**, AKKAM – KCS, Kovai Consultancy Services, Coimbatore, 01-Oct-20 to 10-Oct-20.
- **Revised Assessment & Accreditation Framework on NAAC**, Ramakrishna Mission Vivekananda Educational & Research Institute and Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore, 27-Oct-18.
- **Currency Derivatives**, GRG School of Management Studies, Coimbatore, 23-Nov-13.
- **Effective Teaching of Finance**, Department of Commerce and Financial Studies, Bharathidasan University, Trichy and Smart Journal of Business Management Studies

in association with Sam Houston State University, USA, 27-Jul-13 to 28-Jul-13.

- **Logistics and Channel Distribution – An Overview**, Wisdom School of Management, Conducted by EX-IM Shipping Services (India) Pvt. Ltd., Coimbatore, 9-Apr-13.
- **Quality Enhancement in Social Sciences Research**, School of Commerce, Bharathiar University, Coimbatore, 2-Nov-11 to 27-Nov-11.
- **Writing and Publishing Research Article in Commerce and Management**, Department of Commerce and Financial Studies, Bharathidasan University and Smart Journal of Business Management Studies, Trichy, 19-Nov-11 to 20-Nov-11.

Conference / Seminar / Workshop Organized

- **Organizer**, National Conference on Digital Transformation in Business: Opportunities & Challenges (DTBOC-23), Dr. N.G.P. Arts and Science College and The Coimbatore District Small Scale Industries Association (CODISSIA), 05-Sep-23.
- **Coordinator**, National Level Management Meet “Abhyantra2k15”, Department of Management Studies, ARM College of Engineering & Technology, Chennai, 23-Feb-2015.

Invited Speaker / Session Chair/ Reviewer

- **Invited Speaker**, Inter-department Lecture delivered on Digi-Monitisation, Department of B.Com (PA), Dr. N.G.P. Arts and Science College, Coimbatore, 02-Jan-17.
- **Co-chair**, National Conference on Opportunities and Challenges of Business in the Digitalized Era (COCBD-2018), Faculty of Commerce (CA), Commerce (IT), Commerce (BA) & Commerce (BPS), at Dr. N.G.P. Arts and Science College, Coimbatore, 27-Sep-18 to 28-Sep-18.

World Record Event – Participation

- **World Record Event**, Longest Virtual Event on Vision 2030: Importance of Enhancing Life Skills for Reaching Higher Heights, Tamil Nadu Teachers Education University, Chennai, 18-Jun-21.

IIC – Innovation Ambassador (IA) Training

- **Innovation Ambassador Training** (Foundation Level), Ministry of Education’s Innovation Cell & AICTE, 30-Jun-21 to 30-Jul-21.

Board of Studies

- Board of Management Studies, Gobi Arts and Science College (Autonomous), Gobichettipalayam, 27-Aug-21.
- Board of Management Studies, Gobi Arts and Science College (Autonomous), Gobichettipalayam, 21-Mar-20.

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
Commerce and Management Association of India	Life-time	-

Awards / Honors /Appreciation

Awards / Honors	Agency / Institute	Year of Award
Certificate of Appreciation	Dr.N.G.P. Arts and Science College, Coimbatore	2022
Best Faculty Award	Dr.N.G.P. Arts and Science College, Coimbatore	2022
Best Ph.D. Thesis Award	Dr.N.G.P. Arts and Science College, Coimbatore	2020
Best Mentor Award	Dr.N.G.P. Arts and Science College, Coimbatore	2020
Best Teacher Award	Dr.N.G.P. Arts and Science College, Coimbatore	2020
Certificate of Appreciation “A Grade”	Dr.N.G.P. Arts and Science College, Coimbatore	2019
Best Faculty Award	Nehru Group of Institutions, Coimbatore	2017
Certificate of Appreciation	Wisdom School of Management, Udumalpet	2011
Certificate of Merit	SSM College of Engineering, Komarapalayam	2009

Short-time Online Certificate Courses

- Enhancing Soft Skills, Sri Krishna Adithya College of Arts and Science, Coimbatore, 11-May-20.
- Income Tax for Beginners – Income from Capital Gain, Sri Krishna Adithya College of Arts and Science, Coimbatore, 8-May-20.

- Basics of Marginal Costing, Sri Krishna Adithya College of Arts and Science, Coimbatore, 6-May-20.
- GST for Beginners – Basic Understanding of GST, Sri Krishna Adithya College of Arts and Science, Coimbatore, 3-May-20
- GST Registration, Sri Krishna Adithya College of Arts and Science, Coimbatore, 2-May-20.
- ❖ Future of Entrepreneurship and Employment Opportunities, Nehru Institute of Technology, Coimbatore, 13-May-20 to 15-May-20.

Recognitions - National / International

Nature of Recognition	Organization / Institution	Year
Served as an Organizer National Conference on Digital Transformation in Business: Opportunities & Challenges (DTBOC-23)	Faculty of Commerce & Management, Dr. N.G.P. Arts and Science College in association with The Coimbatore District Small Scale Industries Association (CODISSIA), Coimbatore	2023
Acted as Resource Person Webinar on “Gender Drama”	Equal Opportunity Cell, Dr. N.G.P. Arts and Science College, Coimbatore	2020
Acted as Co-Chair National Conference on Opportunities and Challenges of Business in the Digitalized Era (COCBD-2018)	Faculty of Commerce (CA), Commerce (IT), Commerce (BA) & Commerce (BPS), at Dr. N.G.P. Arts and Science College, Coimbatore	2018
Event Coordinator, National Level Management Meet “Abhyantra2k15”	Department of Management Studies, ARM College of Engineering & Technology, Chennai	2015
