

1. Name : **Dr. D.Christy Selvarani**, M.Com, M.B.A, M.Phil, Ph.D.
2. Position Held : Director (SFC)
3. Permanent Address : 7/13, Ramakrishna Nagar,
III Cross, Karumandapam,
Trichy - 620001.
Phone Office: 0091-431-2531966
Res: 0091-431-2482411
Mobile : 09047157025
- E-mail ID : christyselvarani@gmail.com
4. Nationality : Indian
5. Age & Date of Birth : 57 years, 05.09.1960
6. Date of Retirement : 31.05.2019
7. Academic Qualification : M.Com, M.B.A, M.Phil, Ph.D.

Degree	College & University	Year of Passing	Class obtained & Grade	Percentage of Marks.
S.S.L.C	St. Joseph's Higher Secondary School, Ponmalaipatty, Trichy.	1975	590/800	74%
P.U.C	Lady Doak College, Madurai, Madurai Kamaraj University.	1977	First Class	63%
B. Com	Lady Doak College, Madurai. Madurai Kamaraj University.	1980	First Class	68%
M.Com.	Fatima College, Madurai. Madurai Kamaraj University.	1982	First Class	68%
M.Phil.	H.H. Rajah's College, Pudukkottai. Bharathidasan University, Trichy.	1988	First Class	67%
Ph.D.	Urumu Dhanalakshmi College, Trichy. Bharathidasan University, Trichy.	1996	Commended	
M.B.A	Alagappa University, Karaikudi.	2011	First Class	62%

8. Title of the Ph.D. Thesis :

“A Study on Child Labour in Match Industry in Kamarajar District of Tamil Nadu.”

9. Position Held:

- Acting as Principal in-charge.
- Head, Associate Professor & Research Advisor and Convenor, Department of Commerce & Management, Urumu Dhanalakshmi College, Trichy,
- Served as a Lecturer in the School of Accounting and Finance, Legenda, Bandar University Teknologi, Malaysia.
- Member of Standing Council of Academic Affairs, Bharathidasan University, Trichy.
- Chairman of Board of Studies for M.Com, M.Com (Bank Management), M.Com (Computer Applications), M.Com (Financial Management), & M.Com (Co-Operation), Bharathidasan University, Trichy
- Member of Board of Studies for B.Com and allied courses, Bharathidasan University, Trichy.
- Co-Ordinator for M.B.A (CIA) improvement, Bharathidasan University, Trichy.
- Member of Triennial Visit to Colleges affiliated to Bharathidasan University, Trichy.
- Subject Expert, University Nominee for Interview Board in appointing College Teachers in and around Bharathidasan University, Trichy.
- Member of Urumu Dhanalakshmi College Council, Trichy.
- Secretary, Staff Association, Urumu Dhanalakshmi College, Trichy
- Member of Admission Committee, Urumu Dhanalakshmi College, Trichy.
- Board of Studies Member in the School of Management, Karunya University, Coimbatore.
- Board of Studies Member for M.Com, Bishop Heber College, Trichy.
- Acted as a Resource person and delivered key Note address in the inauguration session for Two Days National Level Seminar On “ ROLE OF RURAL MARKETING IN ECONOMIC DEVELOPMENT -WOMEN ENTREPRENEUR’S PERSPECTIVE” at BON SECOURS COLLEGE FOR WOMEN’
- Acted as an Organiser of UGC Sponsored National seminar on “Retail Marketing in India: Issues and Challenges” at Urumu Dhanalakshmi College, Trichy.
- Acted as Co-Ordinator of for the Workshop on “Employability and skill Development “in Collaboration with Rajiv Gandhi National Institute of Youth Development, Ministry of skill Development, Government of India, Tamilnadu.

- Acted as an Organiser of UGC Sponsored National seminar on “Financial Literacy: Issues and Challenges” at Urumu Dhanalakshmi College, Trichy.
- Acted as a Co-ordinator of the International Conference (ICBFM-2017) on, “International Conference on Business, Finance & Management - 2017”. Conducted by PG & Research Department of Commerce, Urumu Dhanalakshmi College, Trichy and as an Editor of the Conference volume with ISBN No:978-93-805-30-00-0.
- Chaired a session of the 8th International Conference conducted by Academic Research Conference, 2016, from August, 12-17, 2016 at KL, Malaysia.
- Acted as a Chairperson of the Session in the International Conference on Women Leadership & empowerment held on 06.04.2017 conducted jointly by Mother Teresa Women’s University, Kodaikanal & Academic Research Conference, India.
- Acted as a Seminar Convener of the International Seminar on “GST and it’s implication at Cross Country,” IGST-2K17 conducted by PG & Research Department of Commerce, Urumu Dhanalakshmi College, Trichy. On 6th September, 2017.
- Acting as Principal in-Charge of the College from 30.12.2017 to till date.

10. Total No. of years of Teaching Experience:

- **1982- Till Date : 36 Years**

Period		No. of Years & Months	Post Held with Scale of Pay	Name of the Institution	Nature of Duties
From	To				
24.04.2018 to 31.05.2019		1 year	Principal	Urumu Dhanalakshmi College, Tiruchirappalli –620 019	Overall Academic and Administration of the College
30.12.2017 to 23.04.2018		4 months	Principal in-Charge	Urumu Dhanalakshmi College, Tiruchirappalli –620 019.	Overall Academic and Administration of the College.
17.6.2014 to 30.12.2018		4 Year & 6 months	Associate Professor / Head of the Department of Commerce	Urumu Dhanalakshmi College, Tiruchirappalli – 620 019.	Overall Academic and Administration of the Department of Commerce.

1.7.2001 to 17.6.2014	13 Years	Reader / Associate Professor of Commerce	Urumu Dhanalakshmi College, Tiruchirappalli – 620 019.	Teaching UG /PG/ Research Scholars, (M.Phil & Ph.D)
1.7.1996 to 1.7.2001	5 Years	Selection Grade Lecturer in Commerce	Urumu Dhanalakshmi College, Tiruchirappalli – 620 019.	Teaching UG /PG/ Research Scholars
1.7.1989 to 30.6.1996	7 years	Senior Lecturer in Commerce	Urumu Dhanalakshmi College, Tiruchirappalli – 620 019.	Teaching UG /PG/ Research Scholars
30.6.1985 to 30.6.1989	4 years	Assistant Professor of Commerce	Urumu Dhanalakshmi College, Tiruchirappalli – 620 019.	Teaching UG /PG Students
1.7.1982 to 29.6.1985	3 Years	Assistant Professor of Commerce	Lady Doak College, Madurai - 2	Teaching , and participation in Curricular and Co- Curricular activities

AREAS OF SPECIALIZATION:

Marketing, Human Resource Management, Accounting, Finance & Business Management

11. List of Publications :

1. Role of Non - Governmental Organisation towards eradication of Child Labour in Tamil Nadu –Published in the Journal of Tamil Civilization. Tamil University, Vol. No. 13-18, 2000.
2. Eradication of Child Labour and Non-Governmental Organisation in Tamil Nadu, Published in the Journal of Tamil Civilization, Tamil University, Thanjavur, Vol. No. 13-18, 2000
3. A Study on Child Labour in Match Industry in Kamarajar District of Tamil Nadu, Published in a book, “Little Hands in Chains,” Child Labour in India, Southern Economist, 40th year Commemorative Volume, Southern Economist, Bangalore India, August , 2001.
4. Genesis of Mogul’s Economic thinking and their relevance today, Conference volume, Indian Economic Association, 2004.
5. Role of CHEERS (Child Labour Elimination and Effective Rehabilitation Society) towards eradication of Child labour in Trichy District, Tamil Nadu, India. Indian Journal of Social Research, Vol.46 (285-294),Jan, 2006.

6. Legislation relating to Child Labour in Fireworks Units of Kamarajar District of Tamil Nadu, India. Indian Journal of Social Research, Vol.47 (1) (51-62), July 2006.
7. Merger – A way to reduce Fraud in Indian Public Sector Banks, Indian Economic Panorama, Vol. 16, No. 3, October, 2006.
8. Concept of realisability to be realized, Industrial Herald, (32-33) November, 2006.
9. State level VAT – An attempt to restructure the Indian indirect taxation, Readers shelf, N-6, March, 2007.
10. Evolution of BPO in India – with special reference to opportunities and threats, Indian Economic Panorama, Vol. 17, No. 1, April, 2007
11. Psychographic Segmentation of young adult consumers - a key to developing sustainable marketing strategies – Global Journal of Arts and Management 1 (4) 2011.
12. An Analysis on the physical problems faced by the retail mall employees in Bangalore, International Journal of Management (IJM), Volume 3, Journal 1, Jan – April 2012
13. Electronic Banking – Role of technology up gradation and its impact on Banking Service sector in the new millennium, UGC Sponsored National Seminar with ISBN 93-81521-03-8, March, 2012.
14. “The Future of Internet banking in India” - Role of technology up gradation and its impact on Banking Service sector in the new millennium, UGC Sponsored National Seminar with ISBN 93-81521-03-8 , March 2012.
15. “A study on customer perception towards internet Banking: Identifying major contributing factors”, Role of technology up gradation and its impact on Banking Service sector in the new millennium, UGC Sponsored National Seminar with ISBN 93-81521-03-8 , March 2012.
16. Opportunities in Services marketing, International conference on “ innovative management strategies for emerging business paradigm”, ISBN 978-81-909038-1-3 Jan, 2012.
17. “Problems faced by Knit wear unit workers in Tiruppur District in Tamilnadu – An empirical study”. SSRN .Com/Illionois, USA, ID No. 1354465/24.03.2012.
18. A Study on Customer Relationship Management in IDBI Bank in “Competitive Business Strategies for sustainable Development, Vol.II, ISBN 978-93-81208-11-3. P.167, 2012.
19. “Psychographic segmentation of Young adult consumers – A key to Developing sustainable Marketing Strategies”, Global Journal of Arts & Management, pp 16-18, ISSN – 2249 – 2658, October, 2011.
20. Personal Values Approach for a better understanding of consumer behaviour. International Journal of Innovative Research & Development, Vol.2, issue, 3, March, 2013.
21. “A Study on Consumer preference of small car, with special reference to Thanjavur District – Tamilnadu”, International Journal of Management focus, Vol.III, issue 2, April-June, 2013

22. Analysing the Sales and Marketing Performance of Chinthamani Co-Operative SuperMarket in Tiruchirappalli District – A Study. Published in Goldern Research Thoughts, Volume – 3, Issue – 2, August, 2013.ISSN No. 2231-5063, Impact Factor: 1.2018.
23. “Financial Analysis on Sundaram Clayton Ltd”. International Journal of Academic Research Journal of Economics and Finance. ISSN- 22276254 Impact factor 6.11 Vol. no:2, Issue 2 Oct-2013 pp. 29-33.
24. The Drivers of change : A study on Tata Motors Ltd., Mumbai, India, along with V. Manickam, Aayavagam International Journal of Multi-disciplinary Research, volume 5A/Issue2/Feb, 2017, ISSN: 2321-5739.
25. A study on the Ratio Analysis of Tata Motors Ltd., Mumbai, along with V. Manickam, published in the Conference Volume, ICBFM-2017, ISBN: 978-93-805-30-00-0.
26. Foreign Direct Investments in India’s Retail Bazaar: Opporunities and Challenges, in the Peer reviewed Journal published by Bon Secours College, Thanjavur, with ISSN No: 2393-9796 with impact factor 3.222.

27. NO. OF M.PHIL THESIS GUIDED AND AWARDED : 50

28. NO. OF PH.D AWARDED IN COMMERCE: 15

➤ **Ph.D Guide Recognition No. 29405/Ph.D-5/Com/RA/20/2/2002,Bharathidasan University, Trichy-24.**

1. S.Parimala, A Study on “Wage Compensation payable to workers in Textile Industry in Coimbatore District” Tamil Nadu, India.”
2. N. Savithri, “A Study on Human Relation in Trichy Steel Rolling Mills Ltd (TSRM), Trichy.”
3. K. Murugadoss, A Study on “Financial Health of Sugar Industries in Tamilnadu”.
4. S. Elango A Study on the “Problems of Handloom Weavers in Trichy District of Tamilnadu.”
5. K. Sudha, “A Study on the financial performance of Naively Lignite Corporation in Cuddalore District of Tamilnadu.”
6. S. Varatharaj, A Study on the “Business performance of Tata Consultancy Services Ltd., Mumbai.”.
7. K.Bhargavi, A Study on “Occupational involvement of street children in Tiruchirappalli District of Tamilnadu.”
8. S.Vijayakumar, “Financial Analysis of Ford India Ltd., Chennai.”
9. K. Karthikeyan – “A Psycho Social Study of Behavioural Problem encountered by Retail Industry employees at Silicon Valley”.

10. Nithila Vincent – A Study on the influence of personal values of young adults towards purchase of apparels in Bangalore City, Karnataka , India.
11. A.V. Sophia – “A Study on the Problems of Handloom Weavers in Karur District of Tamilnadu.
12. S.Mallika – “A Study on Rural marketing Strategies followed by LIC in Tiruvalluvar District”.
13. R. Radha – “An Empirical Analysis of Policyholder’s satisfaction towards Life Insurance Corporation of India with Special reference to Salem Division”.
14. Elangovan – “A Study on the Advertisement Strategy & its effectiveness of Buying Small Cars in Tamilnadu.
15. Uma Maheswari – “A Study on Brand Preference of Two wheeler Vechicles among College Students Trichy District of Tamilnadu”.

Ph.D. Submitted: (2)

COMMERCE:

1. Jeyamani – “Marketing of banking services with special reference to State Bank of India”.
2. V.Manickam – A Study on “Financial Performance of Tata Motors Limited Mumbai”

Ph.D Under Guidance:-

MANAGEMENT:

- **Ph.D Guide Recognition No. 37571/Ph.D-K4/Management/RA Recogn./6/11/2015, Bharathidasan University, Trichy-24.**

1. Narayanan Venkatesan – A Study on, “On line Trading in India.”
2. Rajaraman – “ A Study on need for merger & Amalgamation coal & power sector with reference to Indian Companies”.
3. Muthamil Selvan – “Attrition rate of employees in Software Industries in Tamil Nadu, India”.
4. John Britto – “A study on the marketing strategies to develop untapped markets of Ultra Tech Cement Industry Ltd.,in Trichy, Tamilnadu, India”.
5. Prasanna – “A Comparative Study of Automation, Optimisation and Cost reduction in Seed Industry Ltd., India”.

COMMERCE:

6. Sudha – “A Study on Service faculty of resourced Private Sector Banks in Tiruchirappalli”.
7. NithyaKala.V. – “A Study on Service Quality work life Balance among employees in LIC of India, Tiruchirappalli District”.

PUBLICATION OF BOOKS :

1. “Cases in Corporate Financial Management”, Himalaya Publications Ltd., Mumbai. – 2010.

By

Dr. K. Ravichandran , Dr. Khalid Alkkathlan and **Dr.D. Christy Selvarani**

2. “People, Organization and Management”, Himalaya Publications Ltd., Mumbai. – 2010.

By

Dr. K. Ravichandran, Dr. Khalid Alkkathlan and **Dr. D.Christy Selvarani**

3. Financial Management, **Dr.D. Christy Selvarani, United Publishers, Chennai, 2017.**

EXTRA CURRICULAR ACTIVITIES:

POSITION HELD:

1. Acted as an NSS Programme Officer, Lady Doak College, Madurai.
2. Staff Advisor for Planning Forum, Lady Doak College, Madurai,.
3. Staff Advisor for Rotract Club, Urumu Dhanalakshmi College, Trichy.
4. Acted as a President/Secretary of Lioness Club of Srirangam, since 1997. Participated in all the service projects such as eye donation, blood donation, awareness seminar on road safety, tree planting, visit and support to old age homes, etc..
5. Acting as a High level Committee member of Child Labour Elimination and Effective Rehabilitation Society, (CHEERS), Trichy.
6. Member of Students Disciplinary Committee, Urumu Dhanalakshmi College, Trichy.
7. Convener of Wisdom Club, Urumu Dhanalakshmi College, Trichy from 2003 to 2012.
8. Acted as an NSS Programme Officer, Urumu Dhanalakshmi College, Trichy, Nov. 2007 to Nov. 2010.

PAPERS PRESENTED IN SEMINARS AND CONFERENCES :

1. “Role of Non-Governmental Organisation towards eradication of Child Labour in Tamil Nadu”, presented a paper in the four week UGC sponsored Refresher Course, March 4th – 31st March 1998.
2. “Over the counter exchange of India, an advent of computers,” presented a paper in the Seminar on; “Current Trends in Commerce” sponsored by the UGC, New Delhi, between November 11th -12th, 1998.
3. Presented a paper in the UGC State Level Seminar on “Human rights education and evolving a suitable curriculum for College”, National College, Trichy on the topic, “Are Children’s Rights Human Right?”, on 26th March, 2000.

4. “Child Labour in Southern Parts of Tamil Nadu”, presented a paper in the National Conference, Ahmedabad organized by Educational International and ILO during 26th to 29th November, 2000.
5. Presented a paper on, “Social Service Programmes and Women Empowerment”, in the National Seminar on “Recent Trends in NSS Projects and Programmes” held at Jamal Mohamed College, Trichy on 13th & 14th March, 2004.
6. Presented a paper on, “Impact of Economic Development on Environment” in the State Level Seminar on, “Environment: Conservation and Preservation,” from March 12-13, 2004. at Urumu Dhanalakshmi College, Trichy.
7. Presented a paper on, “Accounting for Human Resource Development”, UGC sponsored National Level Seminar on emerging issues in, “Human Resources Accounting” on 26th March, 2004 at Gobi Arts & Science College, Erode District,
8. Presented papers on,
 - (i) “World Wide Trends on Human Resource Management”
 - (ii) “Empowering Bank employees – an Emerging need.”
 at the National Seminar on, “Global Competitiveness of India Industries” on 27th March, 2004. at E.G.S. Pillai Engineering College, Nagapattinam.
9. Presented a paper on “Strategies to face the Marketing Challenges of Today”, & attended the UGC sponsored State Level Seminar organized by the PG and Research Department of Commerce, Jamal Mohamed College on 1st & 2nd Sep-2004.
10. Presented a paper on “Factoring Services in India,” at the UGC sponsored two days National Level Seminar on “Indian Financial Markets under Reforms” from 10th to 11th Sep-2004 at Gobi Arts & Science College, Erode.
11. Presented a paper on “Trec-Step’s (Tiruchirappalli Regional Engineering College Science & Technology Entrepreneurs Park) initiative towards development of rural entrepreneurs” at the UGC sponsored state level seminar on “Problem and Prospects of rural entrepreneurship”, conducted by PG and Research Department of Commerce, Urumu Dhanalakshmi College, Trichy-19 from 18th to 19th November, 2004.
12. Presented two paper an “Higher education : Problems and Prospects.” & “Eradication of child labour in Trichy District – The Role of CHEERS,” at the UGC sponsored Multi – Disciplinary conference organized by Bishop Heber College, Trichy on, “Social problems in India : perspectives for intervention”from 25.11.2004 to 27.11.2004.
13. “Genesis of Mogul’s Economic thinking and their relevance today,” at the 87th Annual conference, Indian Economic Association held at Banaras Hindu University, Varanasi, December, 21-23, 2004.

14. “Ethics in Marketing”, in the UGC Sponsored National Level Seminar organized by the St. Joseph’s college of Arts & Science, Cuddalore from September, 10-11, 2005.
15. “An Analysis of Venture Capital Investment in India,” at the International Conference on Business Economics & Finance, organized by Adaikalamatha Institute of Management, Thuraiyur, from September, 29-30, 2005.
16. “Water Crisis Management,” at the UGC Sponsored National Seminar on “Environmental Challenges in India,” organized by School of Economics, Madurai Kamaraj University under UGC-DRS, from February, 17.18.2005.
17. “Early Christianity in Tamilnadu, India on the First International Conference on “The History of early Christianity in India” conducted from 13th – 16th August, 2005 at Concordia Village, Bronxville, New York, USA, (in absentia)
18. “Occupational involvement of Street Children of Trichy District,” UGC Sponsored State Level Seminar organized by the PG & Research Department of Commerce, Jamal Mohamed College, Trichy, on “Socio Economic Dimension of Child and Women Labour, from September, 27-28, 2005.
19. Presented two papers on “Governmental intervention towards Eradication of poverty in Rural India,” & “Business, global Environment and Poverty”, UGC sponsored National Seminar on “Eradication of poverty through innovative employment schemes” organized by PG & Research Department of Commerce, UDC, Trichy from September, 28-29, 2006.
20. A Joint paper Presented by S.Mallika, on “Rural marketing Strategies of LIC, in an **International Conference** on Business & Management, Bangalore, India, from 28 – 29, December, 2012, and published with ISBN 978-0-615-73960-1
21. A Joint paper Presented by S.Mallika, on “ LIC’s Rural marketing Strategies and Buyer Behaviour in ARC, 2013, in an **International Conference** on Applied Research in Business, Management, Economics and Finance, , India, from 25 – 26, July, 2013, and published with ISBN No. 978 -0-989-51500-9 **Cochin**
22. A Joint paper Presented by S.Mallika, on “Rural Customer attitude towards Insurance services,” in an **International Conference** on Applied Research in Business, Management, Economics and Finance, Pattaya, **Bangkok**, from 2-3rd August, 2014 and published with ISBN No. 978-0-989-51500-9.
23. Presented 3 papers on, 1. “Retail Industry in India; Challenges and Future Prospects,” 2. “The Future Trends of Retail Marketing Trade in India, and 3. “Consumer Preference for emerging Retail Format in Thanjavur District. on, “Retail Marketing in India : Problems and Prospects” the UGC sponsored State Level Seminar organized by the PG and Research Department of Commerce, Urumu Dhanalakshmi College on 19 & 20 Sep-2014.

24. Presented a paper on, “Rural Marketing in India : Problems and Prospects” on, “Rural Marketing in India : Problems and Prospects” the UGC sponsored State Level Seminar organized by the PG and Research Department of Commerce, Urumu Dhanalakshmi College on 26 & 27 Sep-2014.
25. Presented 3 papers on,
 1. “Financial Literacy Programme: Challenges and Strategies”.
 2. “Present Scenerio of Financial inclusion in India and it’s future challenges”.
 - 3.”Financial Lieracy A key to sustaining Global Economy,”
 on, “Financial Literacy Programmes: Issues and Challenges,” the UGC sponsored National Level Seminar organized by the PG and Research Department of Commerce, Urumu Dhanalakshmi College on 11 & 12 Sep-2015.
26. Presented a paper on, “Higher Education in India: Issues and Challenges,” in the **International Conference** on Humanities, Literature and Management on 9 & 10th January, 2015 conducted by International Centre of Economics, Humanities & Management held at **Dubai.(UAE).**
27. Presented a paper on, “A Study on the performance of Scheduled Commercial Banks in India,” at Academic Research Conferences, 2016, from August, 12-17, 2016 at KL, Malaysia.
28. Presented 4 papers on,
 1. Public awareness towards GST in Kuala lumpur, Malaysia & Tamil Nadu, India.
 2. Impact of GST an Textile Industries.
 3. Comparison of with effects of GST implementation in Australia and Malaysia.
 4. GST and its impact on Indian Economy.
 in the International Seminar on “GST and is implications at Cross Country conducted by PG & Research Department of Commerce, Urumu Dhanalakshmi College, Trichy on 06.09.2017.
29. Stress Management of employees in Insurance Industry, “along with Radha, in the Conference Volume on, International Conference on emerging trends in Human Resource practices, ISBN – 978-93-80506-10-4.

COUNTRIES VISITED:

Malaysia, Dubai, Abudhabi, & Sharjah. (UAE)

OTHER EXPERIENCE:

- ❖ Served as **examiner & Question Setter** for B.Com, M.Com, & M. Phil for Madras, Coimbatore, Pondicherry, Annamalai, Madurai Kamaraj University, Manaonmaniam Sundaranar and Bharathidasan Universities.
- ❖ Acted as an **Academic Counselor** for M.B.A, Indira Gandhi Open University, Bishop Heber College Centre, Trichy.

- ❖ Acted as a **Resource person** for Seminars, Workshops and Conferences conducted by Child Labour Elimination and Effective Rehabilitation Society (**CHEERS**) in collaboration with **UNICEF & ILO** towards eradication of Child Labour in Trichy District.
- ❖ **Assisted** CHEERS in preparation and presentation for CAPM International innovation Awards Programme 2002, conducted in Scotland on 5th and 6th September, 2002 and India stood XI place towards eradication of Child Labour in Trichy District.

TRAINING PROGRAMMES ATTENDED

- ☞ Four days Course on counseling organised by Madurai-Kamaraj University, Madurai from 28th to 31st May, 1984.
- ☞ **Orientation course** at Bharathidasan University, Trichy (26-12-1988 to 24-01-1988).
- ☞ **Refresher course** on “Stock Market Analysis” at Bharathiyar University, Coimbatore (11.8.1993 to 31-8-93)
- ☞ **Refresher course** on “Recent Trends in Commerce and Management, at Bharathidasan University, Trichy (4-3-1998 to 31-3-1998)
- ☞ Two days orientation programme on finance, operation, marketing and human resources management from 30-3-1999 to 31-3-1999 at Indira Gandhi University Centre, Bangalore.
- ☞ **Refresher Course** on Research Methodology in Social Science at Tamil University, Thanjavur. (5-11-2001 to 25-11-2001)
- ☞ Attended a National Level Workshop on “Statistical tools in Research: Hands on experience with Statistical Software, from 1st to 6th November, 2004 conducted by Department of Statistics, St. Joseph’s College (Autonomous) Nationally accredited with Five Stars, Tiruchirapalli, Tamil Nadu.

Significant Contribution

- ☞ Member of Doctoral Committee for Commerce and Management for 30 Ph.D Research Scholars.
- ☞ Examiner for evaluation of Ph.D Thesis.
- ☞ Convenor of Department Research Committee, for admission into Ph.D Programme.
- ☞ As Head of the Department of Commerce, effectively coordinated all the students, Staff members and Research Scholars, & Coordinated Seminars, Workshops, Ph.D Public Viva Voce Examination, Research committees, Commerce Association activities, Combined Programmes for all the 4 Departments, Commerce Aided & Unaided, Management Studies, Bank management & Computer Applications, effectively implemented all the decisions taken at the HOD’S meeting, preparation of records and effective presentation during NAAC visit, planning and execution during Triennial visit and creating a very strong research base by producing more number of Ph.D Scholars.
- ☞ As Principal in-Charge, effectively carried out the duties and responsibilities delegated by the

Secretaryl and co-ordinated all the activities of the College.

- ☞ As Chairman of Board of Studies for M.Com and allied Courses, designed new syllabus for the Bharathidasan University and it has been implemented from the Academic Year, 2016-2017 onwards which has been approved in SCAA.

Dr.D.CHRISTY SELVARANI