

Resumé

I General Information

Name : Dr (Tmty). M.PONNIEN SELVI
 Father's Name : Thiru. S. Madasamy
 Age & Date of Birth : 49 years, 17.5.1968
 Designation : Associate Professor
 Department : Commerce
 Mobile No : 96558-05085
 Email ID : mponnienselvi@gmail.com
 Service in other colleges : ---- Years ---- Months
 Service in V.V.V.College : 25 years 8 Months
 Date of appointment : 28-02-1992
 Date of retirement : 31-05-2026



II Educational Qualification

Examination Passed	Board/University	Subject	Year of Passing	Class / Percentage
SSLC	Board of Secondary Education	-----	1983	I class
PUC/ Higher Secondary	Board of Higher Secondary Education	Commerce	1985	I class
Bachelor's Degree – B.Com	MKU	Commerce	1988	I class VI Rank in MKU
Master's Degree-M.Com	MKU	Commerce	1990	I class I Rank in MKU
M.Phil	MKU	Commerce	2001	I class
Ph.D	MKU	Commerce	2011	
UGC – National Level Test for Junior Research Fellowship And Eligibility for Lecturership	UGC	Commerce	1991	Qualified.
Others:				
B.Ed	Annamalai University	Commerce	1997	I class
R.B.P.P.	DBHP Sabha	Hindi	1999	II class
M.A	Pondicherry University	Hindi	2006	II Class
M.Phil.	MKU	Hindi	2014	I class
Diploma in Conversational Hindi	S.B.I.O.A. Institute, Chennai	Hindi	2007	Distinction
P.G.D.C.A	MKU	Computer	1997	I Class

		Applications		
M.B.A	Alagappa University	Banking & Finance	2015	I Class
Sanskrit-Introductory Course	Indian Academy of Sanskrit and Culture	Sanskrit	2016	I Class
Sanskrit-Preliminary Course	Indian Academy of Sanskrit and Culture	Sanskrit	2017	I Class

III Teaching Experience : UG : 25 Years
 PG : 22 Years
 M.Phil : 11 Years
 PhD : ---Years

Field of Specialization : Entrepreneurship Development

Awards won :

1. ***“ Teacher-Achiever Award”***
2. ***consolation prize*** in the essay writing competition
3. ***certificate of participation***
4. ***Vocational Excellence Award***
5. ***Research Award***
6. Honoured by the College Managing Board for

- By Lions (Busi-town) Club, Virudhunagar. (06-07-2008)
- by the **Vivekananda Academy of Cultural Studies** for the prize in the essay writing **competition for college teachers** on 18.02.2012.
- Honoured by **Vice-Chancellor, MKU** for presenting a research paper on “Entrepreneurship Education – A Move towards Mass Higher Education” in the **competition for college teachers** on “Innovative teaching practices” and also honoured by the Principal and the Managing Board of our college.
- By Inner Wheel of Rotary Club of Virudhunagar
- By Rotary Club, Virudhunagar

annual academic achievements from the academic year 2011 onwards with *shields and gifts*.

IV Research Experience

Research State	Title of Thesis	University
M.Phil (Commerce)	Investment Pattern of Working Women in Virudhunagar	MKU
M.Phil (Hindi)	Hindi Natak Ke Vikas Mem Jayasankar Prasad ka Yoghghan	MKU
Ph.D	Entrepreneurship Development of Tailoring Units in Virudhunagar District, Tamil Nadu.	MKU

Major Research Project

Topic	Period	Funding Agency	Amount sanctioned in `
Nil			

Minor Research Project

Topic	Period	Funding Agency	Amount sanctioned in `
Investment Pattern of Working Women in Virudhunagar District	1997-1999	UGC-SERO, Hyderabad	I – Rs.16500 II-Rs.1825

Guideship details

No. of M.Phil scholars guided

: 9

No. of PhD scholars guided

Guided : Nil Ongoing :

Projects guided

Nil

Name of the student	Title of the Project	Period	Funding Agency	Amount sanctioned `

In-house projects/ Institutional Training guided

Year	UG / PG / M.Phil	Number of Students	Area of study/Institutions
2013-2014	M.Com	3	1.Co-operative Banks 2. Poly-bags Company
2014-2015	M.Com	3	1.“Hero” Company Show Rooms 2. Spinning Mill
2015-2016	M.Com	2	1. Textile Mill
2016-2017	M.Com	3	1. Bakery 2. Textiles
2017-2018	M.Com	3	1. Retail trade in slippers 2. Pin manufacturing 3. Spinning

No. of articles published in Journals

International : 3
National : 2

No. of papers presented in Seminars / Conferences

International : 15
National : 43

No. of articles published in Books / Conference Proceedings : 20

Articles published in Journals

S.No	Title of the Article	Name of the Journal	Impact Factor	Database	Citation Index
1.	Management Efficiency of Entrepreneurs in Tailoring Units	B-Research ISSN : 0974-5920 pp. 37 – 48			
2.	Innovative Spirit of Entrepreneurs in Tailoring Units	Business PLUS Vol. 1, No. 2 ISSN : 0975-9336 pp :34-40			
3.	Entrepreneurship Education for Entrepreneurship Development.	International Journal of Commerce and Management Research (PIJCMR) ISSN: 2321-3604 pp.55-63			
4.	Messages and Meanings Hidden in Silence	Multidisciplinary Research Journal of VVV College Volume 1 Number 2 ISSN: 2347 – 3967 pp. 226 – 231			
5.	Mobile Phone	College Sadhana – Journal			

	Security – Need of the Hour	for Bloomers of Research – ISSN : 0974-6838 pp. 58 – 62			
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Papers presented

S.No.	Date	Seminar / Conference	Level	Title of the paper	Venue
1.	12.1.2006 - 14.1.2006	Conference	International	FDI in Retail Trade	Vimala Collellge, Trissur
2.	21.2.2006 – 23.2.2006	Seminar	International	Effective Teaching and Learning in Rural Colleges	C.P.A.Collelge, Bodi.
3.	21.9.2006 & 22.9.2006	Seminar	International	Challenges to be faced by the dealers of Household Appliances	Adaikalamadha Institute of Management, Thanjavur
4.	15.2.2006 & 16.2.2006	Seminar	International	Value Addition Techniques of Tailoring Units	Loyola College, Chennai
5.	7.4.2007 & 8.4.2007	Seminar	International	Financial Servcices for Rural Development	Caveri College, Trichy
6.	7.4.2007 & 8.4.2007	Seminar	International	Financial Services by Unorganised Sector	Caveri College, Trichy
7.	7.4.2007 & 8.4.2007	Seminar	International	Building Customers' Loyalty – Need of the Hour	Caveri College, Trichy
8.	10.1.2008 – 12.1.2008	Conference	International	Maintaining Loyal Customers	Karpagam College, Coimbatore
9.	14.3.2008 & 15.3.2008	Seminar	International	Waste Management by Self Employed Women	St.Joseph's College, Cuddalore
10.	8.10.2010 & 9.10.2010	Conference	International	Global Pricing Management to enhance the span of product life cycle	Nehru Institute of Management, Coimbatore
11.	7.1.2012 &	Seminar	International	FDI in multi-	St.Joseph's College,

	8.1.2012			brand retailing in India	Trichy
12.	14.2.2012 & 15.2.2012	Conference	International	Consumer perception towards global products	Sri Kaliswari College, Sivakasi
13.	20.3.2013 & 21.3.2013	Conference	International	Reducing Global Warming	Sri Kaliswari College, Sivakasi
14.	24.7.2015 & 25.7.2015	Conference	International	Mobile Phone Security	V.H.N.S.N.College, Virudhunagar.
15.	16.2.2016	Seminar	International	Role of Banks and Insurance Companies in implementing Schemes for Unorganised Sector Workers	Nehru Memorial College, Puthanampatti, Trichy Dt.
1.	24.2.2005	Seminar	National	Data-One : Opportunities and Challenges	APA(W) College, Palani
2.	1.9.2005 – 2.9.2005	Seminar	National	Aviation – An integral Part of Country's Economic Development	V.V.V.C. Virudhunagar
3.	23.9.2006	Seminar	National	Globalisation of Higher Education	Devanga Arts College, Arupukottai
4.	19.1.2007 – 20.1.2007	Seminar	National	IDIC – The Winning Strategy of Tailoring Units	ANJA College, Sivakasi
5.	17.2.2007	Seminar	National	Six Steps Strategy to make the Customers Loyal	Kamaraj College, Tuticorin
6.	17.2.2007	Seminar	National	Bankers as Innovative and Imitative Entrepreneurs	Kamaraj College, Tuticorin

7.	24.3.2007	Seminar	National	VAT – A Tool for Traders’ Development	Rajapalayam Raju’s College, Rajapalayam
8.	24.3.2007	Seminar	National	VAT – Accounting Treatment	Rajapalayam Raju’s College, Rajapalayam
9.	13.4.2007	Conference	National	Self employment through automobile workshop	
10.	11.12.2007 – 12.12.2007	Seminar	National	Entrepreneurship Education and Entrepreneurship Development	V.V.V.C. Virudhunagar
11.	1.3.2008	Seminar	National	Technology Adoption by Self Employed Women	Sourashtra College, Madurai
12.	25.2.2008	Seminar	National	Socio-economic empowerment of women – Need of the Hour	Sourashtra College, Madurai
13.	29.2.2008	Seminar	National	Ilakkiyathil Aadai-tthozhilin Madhippu-kootu Nutpangal	V.V.V.C. Virudhunagar
14.	5.1.2008	Seminar	National	Advertisement as a pre-dominant factor	M.T.N. College, Madurai
15.	5.1.2008	Seminar	National	Retail Marketing of Edible Oil	M.T.N. College, Madurai
16.	7.8.2008 – 9.8.2008	Seminar	National	Sumangali Scheme for Teenage Girl Workers – A	V.H.N.S.N.College, Virudhunagar

				Boon or Bane	
17.	7.8.2008 – 9.8.2008	Seminar	National	Newspapers- The Powerful Weapons for Upholding Human Rights	V.H.N.S.N.College, Virudhunagar
18.	26.9.2008	Seminar	National	Students’ Feedback – A Goldmine for Quality Enhancement	V.H.N.S.N.College, Virudhunagar
19.	22.10.2008 – 23.10.2008	Seminar	National	Processing of Tender Coconut Water	Gandhigram Rural University, Gandhigram
20.	4.12.2009 & 5.12.2009	Conference	National	Core Banking System – Challenges Ahead	Nagerkoil
21.	26.8.10 & 27.8.10	Symposium	National	Cluster Approach – A boon for micro entrepreneurs	V.V.V.C. Virudhunagar
22.	28.10.10 & 29.10.10	Seminar cum Workshop	National	Curriculum Design and Entrepreneur- ship Education	ANJA College, Sivakasi
23.	22.9.11 & 23.9.11	Seminar	National	Skill Based Commerce Education – Need of the Hour	V.V.V.C. Virudhunagar
24.	22.9.11 & 23.9.11	Seminar	National	Role of Commerce Teachers in Higher Secondary Schools	V.V.V.C. Virudhunagar

25.	24.9.11	UGC sponsored Seminar	National	Relationship Marketing Strategies in Retailing	M.T.N.College, Madurai
26.	27.9.2011	Symposium	National	Product Management	V.V.V.C. Virudhunagar
27.	27.9.2011	Symposium	National	Systematic Training for Upgradation of Services	V.V.V.C. Virudhunagar
28.	23.2.2012 & 24.2.2012	Seminar	National	FDI – An Effective Instrument for Hi-tech Retailing	St.Xavier’s College, Palayankottai
29.	23.2.2012 & 24.2.2012	Seminar	National	Walmart – In or Away	St.Xavier’s College, Palayankottai
30.	15.3.12 & 16.3.12	Seminar	National	Data Mining in CRM	Nagercoil
31.	6.3.12 & 7.3.12	Conference	National	Professional Ethics for Quality Evaluation System	V.V.V.C. Virudhunagar
32.	11.2.12	Seminar	National	Impact of Recent Retail Reforms	Madurai Sivakasi Nadars Pioneer Meenakshi college, Poovanthi,
33.	14.12.2012	UGC sponsored Conference	National	Entrepreneurial qualities of SHG members in Theni	S.F.R.College, Sivakasi
34.	14.12.2012 & 15.12.2012	ICSSR Sponsored Seminar	National	Role of SIDCO in promoting and protecting small and medium industries	ANJA College, Sivakasi

35.	28.12.2012	Seminar	National	Impact of Globalisation on Latent Skill Development	N.M.S.S.V.N.College, Madurai
36.	1.2.2013 & 2.2.2013	Conference	National	DGFT and India's Recent Foreign Trade Policy	N.S.College, Theni
37.	1.3.2013 & 2.3.2013	Conference	National	Use of ICT in Marketing Mix	V.H.N.S.N.College, Virudhunagar
38.	9.1.2014 & 10.1.2014	Conference	National	Making Blended Learning Effective	Lady Doak College, Madurai
39.	17.2.2015 & 18.2.2015	Conference	National	Ecotourism into Wild Life	Sri Kaliswari College, Sivakasi
40.	24.7.2015 & 25.7.2015	Conference	National	Argument for and against the usage of Education Cess in India	Sri Kaliswari College, Sivakasi
41.	25.9.2015 & 26.9.2015	Conference	National	E-Tailing : The most preferable channel of distribution	Arul Aanandar College, Karumathur.
42.	16.12.2015 & 17.12.2015	Seminar	National	Role of Unorganised Workers in Unorganised Retailing	Sri Kaliswari College, Sivakasi
43.	19.07.2017 & 20.7.2017	UGC Sponsored Conference	National	Challenges Faced by Women in All India Services	V.H.N.S.N.College, Viruhunagar.ss
1.	5.2.2003	Seminar	State	Web Advertising	A.N.J.A. College, Sivakasi
2.	11.8.2005 – 12.8.2005	Seminar	State	Role of Financial Institutions in	S.R.N.M. College, Sattur

				the Management of Wasteland	
3.	13.3.2006 – 14.3.2006	Seminar	State	Management Functions Performed by Rural Entrepreneurs	N.M.S.S.V.N.College, Madurai
4.	21.2.2007	Seminar	State	VAT – Its impact on prices of tin containers	V.V.V.College, Virudhunagar.
5.	22.3.2007	Seminar	State	Organisa-tional Loyalty of Employees of Spinning Mill	N.M.S.S.V.N.College, Madurai
6.	22.3.2007	Seminar	State	Whither tin containers manufacturing units	N.M.S.S.V.N.College, Madurai
7.	4.3.2007	Seminar	State	Commerce Education for Good Citizenship	Madura College (FOCOT) Madurai
8.	19.12.2007	Seminar	State	Impact of Leadership Development Programme	Sourashtra College, Madurai
9.	11.3.2013	Seminar	State	Inculcating Skill Based Banking Knowledge	St.Xavier’s College, Palayamkottai

Articles published in Books / Conference Proceedings

S.No	Year	Book title / Conference	ISBN	Article title
1.	2005	National level seminar on “Recent Trends in Commerce Education and Research”	-----	Aviation – An integral part of country’s economic development
2.	2008	ICGICO 2008	-----	Waste Management Techniques of Self Employed Women
3.	2009	Tamilaivu – Panmuga Nokku – Volume II		Ilakkiyathil Aadaitthozhilin Madhippukootu Nutpangal
4.	2009	Research papers	978-81-909710-6-5	Core Banking – Challenges Ahead
5.	2011	Challenges of	-----	1. “Skill based

		Commerce Education in the Twenty First Century.		Commerce Education – Need of the Hour” 2. “Role of Commerce Teachers in Higher Secondary Schools.”
6.	2011	Retail Marketing In India	978-93-80657-50-9	“Relationship Marketing Strategies in Retailing” pp.256-259.
7.	2012	All India Seventh Conference	978-93-81658-02-4	“Awareness of College Students about SHGs” Commerce 61 – 65
8.	2012	FDI in Retail Industry in India-Boon or Bane	978-93-5067-214-3	1. “Walmart – In or Away” pp.217-223. 2. “FDI for Hi-Tech Retaining” pp.224-229.
9.	2012	Emerging Trends in Global Trade and Management	978-93-80530-42-0	Consumer Perception towards Global products, pp.292-297.
10.	2012	Customer Relationship Management	978-81-921442-1-4	Data Mining In CRM, pp.418-426.
11.	2012	Social Science –Volume II	978-93-81658-02-4	“A study on Awareness of College Students about Self Help Group” pp.61-65.
12.	2013	Challenges and New opportunities	978-81-8371-532-4	“DGFT and India’s Recent FTP” pp.13-15.
13.	2013	Use of ICT	978-93-81723-12-8	“Use of ICT in Marketing Mix” pp.56-58.
14.	2013	Emerging trends in Banking industry	978-81-923975-5-9	“Inculcating skill based Banking Knowledge” pp.152-155.
15.	2013	Global Trade Vision 2020	978-93-80530-54-3	“Reducing Global Warming”

				pp.401-404.
16.	2013	Global Financial crisis and Indian Business	978-81-921442-2-1	Impact of Financial crisis on unorganized lending. pp.164-172
17.	2015	Strategies for Sustainable Development Practice in Indian Industries	978-81-930024-2-1	Eco-Tourism pp.348-350
18.	2015	Innovative Practices in Functional Management	978-93-81723-47-0	Retail Management Policy and its impact on customers. pp.142-147.
19.	2015	Tax Reforms in India – Opportunities and Challenges	978-81-930024-5-2	Arguments for and against the Present Usage of Education Cess in India pp. 153-156
20.	2016	Indian Retail Sector in the Global Economy: Emerging Trends , Issues and Challenges	978-81-93-0024-7-6	Role of Unorganised Workers in Unorganised Retailing pp.107-111
21.	2017	Working Women- Problems and Prospects	978-93-81723-72-2	Challenges faced by Women in All India Services pp.52-56

Books published / edited

Year	Book title	Published / edited	ISBN	Publisher
2014	Value Education	Published	978-81-2342-722-5	New Century Book House (P) Ltd., Chennai.

V Seminars/Conferences/Workshops attended

S.No.	Date	Level	Name of the Seminar / Conference / Workshop	Venue
1.	6.3.1997	Regional	Inter-collegiate Seminar on “Savings-A new perspective”	V.V.V.College Virudhunagar
2.	15.2.2000	Regional	Symposium on “E-Commerce”	-do-
3.	18.9.2000	Regional	Inter-Collegiate Seminar on “Tax-planning”	-do-
4.	13.2.2002	Regional	Inter-collegiate seminar on “Recent Trends in Entrepreneurship”	-do-
5.	25.9.2002	Regional	Inter-collegiate seminar on	-do-

			“Business Finance”	
6.	8.8.2003	State	State level seminar on “Globalisation”	-do-
7.	26.3.2004 – 27.3.2004	State	State level workshop on “Women Entrepreneurship”	-do-
8.	21.9.2004	State	State level seminar on “Capital Market”	-do-
9.	13.3.2007	State	State level workshop on “VAT-Emerging opportunities for Budding Graduates”	A.P.A.College (W), Palani
10.	21.3.2007	State	Inter-university level workshop on “Econometrics for college teachers and scholars”	Arul Anandar College, Karumathur.
11.	23.3.2007	National	National level seminar organized by IQAC & Swadeshi Academic council	N.M.S.S.V.N.College, Madurai.
12.	22.12.2007	State	Inter-university level workshop on “Application of statistical tools in Social Research”	V.V.V.College Virudhunagar
13.	28.2.2008	State	Inter-collegiate seminar on “Commerce graduates – opportunities and challenges in the globalised scenario”	-do-
14.	29.8.2011	State	Workshop on Research Methodology in Management	-do-
15.	21.2.12	Regional	COMFEST –FDI in Retail	-do-
16.	21.1.2014	State	State level seminar on Challenges in Services Marketing	-do-
17.	21.2.2014	Regional	Seminar cum Meet on Foreign Investment	-do-
18.	3.7.14 to 5.7.14	National	UGC sponsored National Workshop on Analytical Tools for Researchers in Commerce and Computer Science	-do-
19.	20.2.15	Regional	COMFEST –On Line Trading	-do-
20.	22.08.2017	Department	Personality Development Programme conducted by InnerWheel Club of Virudhunagar.	-do-
21.	September 2016	Regional	SPEECH CRAFT PROGRAMME organized by TOASTERS	-do-

			INTERNATIONAL	
22.	15.09.2017	College	Retraining of Teachers Programme	IQAC, V.V.V.College Virudhunagar

VI Course attended (Refresher / Orientation / any other)

Name of the Course	Venue	Duration
Orientation Course	Pondicherry University, Pondicherry	1.3.1994 - 28.3.1994
Refresher course	University of Madras, Chennai	11.2.1999 –3.3.1999
Refresher course	Pondicherry University, Pondicherry	18.11.1999 –8.12.1999
Refresher course	Gandhigram Rural University, Gandhigram	8.11.2006 –28.11.2006

VII Role in Academic Bodies : Question paper setter in autonomous colleges, External Examiner for Commerce-C.A practical papers, Theory papers.

As a member of Board of Studies :

University / College	Period	Board

As a member in Inspection Commission / Interview Panel / others

Particulars	Date	Venue	Course / Post

Academic Audit

Year	Name of the University / College	Course

VIII Resource person / Chairperson

Activity	Date	Topic / Theme	Event	Venue
P.G. Food Processing Association	27.09.2016	Testing of Hypotheses	Guest Lecture	V.V.V.College
M.A.Tamil Literature Association	12.10.2017	Nimirndha Nannadai, Nerkonda Parvai	Guest Lecture	V.V.V.Mutham mal Library Hall, V.V.V.College for Women, Virudhunagar.

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IX Seminars / Conferences / Workshops organized

Date	Level	Theme
1.9.2005 & 2.9.2005	National seminar	Recent Trends in Commerce Education and Research
22.9.2011 & 23.9.2011	National Seminar	Challenges of Commerce Education in the 21 st Century
3.7.14 to 5.7.14	National Workshop	Analytical Tools for Researchers in Commerce and Computer Science

X Student - oriented Service :

Staff - in - charge of various activities in the

i. **Institution**

2010 – 11	Students-Faculty Research Forum
2011 – 12	Consumer Forum
2012 – 13	Games Committee
2013 – 14	Ward System, VACS Examinations
2014 – 15	'Entry in Services'
2015-16	Department magazines from all departments
2016-17	Hindu Samaya Vazhipattukazhagam
2017-18	Students Counselling

ii. **Department**

2010 – 11	Class-in-Charge,
2011 – 12	U.G.Commerce Association, Class-in-Charge
2012 – 13	Class-in-Charge, Book-Bank, M.Phil Lib.
2013 – 14	Class-in-Charge, Book-Bank, M.Phil Lib.
2014 – 15	Class-in-Charge, Counselling
2015-16	U.G.Commerce Association
2016-17	Department Magazine, Class-in-charge
2017-18	U.G.Commerce Association, Class-in-charge, Extension Activities

iii. Any other information (Membership in various academic related bodies / societies / associations)

Residential Address : 6/659, CHOLAN STREET, LAKSHMI NAGAR, MADURAI ROAD, VIRUDHUNAGAR.