

Faculty Profile



Name : Dr.P.S.SELVA THARANGINI
Designation : ASSISTANT PROFESSOR OF COMMERCE
Address : CHIKANNA GOVT. ARTS COLLEGE
TIRUPUR
Email ID : tharanginit@gmail.com
Date of Joining in the Present College : 02.12.2024
Academic Profile : M.Com.,M.Phil.,P.G.D.C.A.,Ph.D., UGC NET

Degree	University	Month/ Year
B.Com	BHARATHIAR	April 1998
M.Com	BHARATHIAR	May 2000
M.Phil.,	BHARATHIAR	Feb 2004
P.G.D.C.A	BHARATHIAR	May 2005
Ph.D	BHARATHIAR	Oct 2010
NET	UGC	Dec 2005

Teaching Experience :

i) **Total** : 24 Years 6 Months
ii) **UG** : 24 Years 6 Months
iii) **PG** : 15 Years

Teaching Experience

Govt. Service : 9 Years 6 months (from 28.7.2015 to till date)

Private College Service : 15 years (from 30.6.2000 to 27.7.2015)

Honors and Research Awards : EXCELLENCE IN EDUCATION –BEST TEACHER AWARD - 30.01.2008

Field of Specialisation : MARKETING

i) **Teaching** : MARKETING
ii) **Research** : MARKETING

Research Guidance
Research Experience : 15 Years

Details of M.Phils Produced

S. No	Name of the M.Phil Scholar	Thesis Title	Completed/Ongoing
1	S.Jayanthi	A study on customer satisfaction and awareness of Hall Mark Jewellery	Completed
2	T.Aruna	A study on Customers Satisfaction towards Maruti Suzuki Cars (with reference to Dindugal	Completed
3	S.Kalaivani	A study on Commerce Graduates' awareness towards select Consumer Laws (with reference to Erode Town)	Completed
4	S.Yasotha	Impact of Home Appliances on Global Warming – A study on Awareness of Select Professionals in Erode District	Completed
5	A.Vanita	Eco – friendly Products :A Study on Consumers Perspective (with special reference too Erode town	Completed
6	C.Kavipriya	M -Commerce and Mobile Devices - A study on User's Perception	Completed
7	S.Vidhyadevi	A study on Solar Energy User's Perception	Completed
8	M.Nalini	A study on implication of Weber's Law on Consumer Reaction with Special reference to Select FMCG Goods	Completed
9	M.Karthik	A study on Financial Soundness of Dabur India Pvt Ltd.	Completed
10	G.Kanimozhi	Pop-uP Advertisements :A study on Surfers 'Attitude	Completed
11	E.Deepika	Behavioural Impact of Labelling	Completed
12	T.Suganya	A Study on Ethno Centrc Consumer Behaviour towards Swadeshi Products in Globalised Market	Completed
13	T.Kalai selvi	A study on awareness about impact of Environmental Deterrents – A Buyers' perspective with special reference to plastic carry bags	Completed

Details of Ph.D Guidance

S. No	Name of the Ph.D Scholar	Thesis Title	Completed/Ongoing
1.	N.Santhamani	A Study on Consumer attitude and perception on Dairy products in Erode District.	Completed
2.	S.Kowsiga		On going

Membership in Professional Bodies :

S. No	Name of the Professional Body	Membership Detail with Number
1.	Consumer Welfare Movement	Life member - No 660

Conference/Seminars Organized :Yes**Resource Person /Invited Lectures** : 1**Paper Presentations/Workshops/ /FDP/ Refresher /Orientation Course**

Paper Presentations/Workshops/ /FDP/ Refresher /Orientation Course	Total
Paper presentation (State 4 National 41 International 9)	54
Workshop	10
FDP	11
Refresher /Orientation Course	7
TOTAL	82

Publications:

Publications	National level	International Level	Total
Research/Journal Publications	3	9	11
Monographs/ Conference proceedings/Book Chapters			8
TOTAL			20

Patent Publication

S. No	Title	Date of Publication
1	Impact of employee performance and sales under Bank Sectors in India	17/06/2022
2	Study of Investor pattern on Defence Sector in India	16/09/2022
3	Analysis of how financial sector impacts growth of Indian economy	24/03/2023
4	Impact of English learning app advertisement in You-Tube social network	12/05/2023

Text Books

S.No	Title of the Text Book	ISBN
1	Human Resource Management in Service Sector --2023 Edition	978-93-88996-53-2
2	Introduction to Financial Management --2023 Edition	978-93-5757-211-8
	Total No. Of Books	2

Academic Activities

:

i) Subjects Handled : ACCOUNTING, PRINCIPLES OF
MARKETING, COMMUNICATION, BANKING LAW, Etc.

ii) Class Advisor : Yes

iii) Special Coaching :

iv) Student Community Beneficial Activities: Yes

v) Co-curricular and Extra-curricular activities : Yes

vi) Professional Activities

:

i) Reviewer : ISSN 2349-5162 Member id : 223344

ii) Board of Studies/UR : **BOS-** PSG ARTS COLLEGE,
COIMBATORE

iii) QP Setter : PERIYAR UNIVERSITY AND
VARIOUS AUTONOMOUS COLLEGES.

**iv) Doctoral Committee
Member** : TIRUPUR KUMARAN COLLEGE FOR WOMEN

Annexure :

PUBLICATIONS:

1. An Article entitled “Input Tax Credit under VAT” published in Reader’s Shelf , a **National Journal** - October 2011.
2. An Article entitled “Global Crunch: A Double Edged Sword for India” published in the book entitled: “:India and Global Financial Crisis”, authored by Dr.A Vijayakumar **ISBN** No978-81-261-4400-6.
3. An Article entitled “Global Crunch : A Double Edged Sword for India” published in the book entitled : “Global Financial Crisis – Causes and Consequences”, authored by Dr. A. Vijayakumar **ISBN** No 978-81-7132-634
4. An Article entitled “ India in global Village – Slow and Steady wins the Race” published in the editorial volume book entitled, “Emerging Dimensions of Globalisation in the Indian Economy”, authored by Dr. G.Sakthivel , **ISBN** No 978-93-80539-79-9.
5. An Article entitled “Glittering Gold and BIS Hall Mark” published in the book named : “Consumer Protection” , Edited by Dr. A. Sengottaiyan and Mr. T.Saravanan **ISBN** No 978-93-80539-11-9.
6. An Article entitled “Merger and Acquisitions in the investment Era (Executive Recruiters’ Association) ” published in the book entitled : “Impact of Merger and Acquisitions on Indian Industries”, authored by Dr. A. Sangamitra **ISBN** No 938065775-7
7. An Article entitled “ICT – An innovative mask for education” published in the book named : “Innovative strategies for Global Competitiveness” by Ms. Ponnammal K Pandian and S.Vinoth **ISBN** No: 978-93-81537-03-9
8. An Article entitled “Marketing needs a new walk” published in the book named : “Competitive business strategies for sustainable development”, by .K.Malarvizhi, L.Ester Thamarine **ISBN** No: 978-93-81208-11-3
9. An Article entitled “Start Pulling , Stop Pushing” published in Reader’s Shelf, a **National Journal** - January 2013.
10. Article entitled “Key Account Management” published in Reader’s Shelf, a **National Journal** – March 2013
11. An article entitled “Pop-up Advertisements: A study on surfers Attitude has been published in Research Explorer , A referred **Bi-Annual International Research** Journal on Multi disciplinary with impact factor: 0.389 – July – December 2014
12. An article entitled “Olden but Golden treasure troves for HRM – Gita and Kural has been published in SNS Journal of Human Resource July- December 2014
13. An article entitled ”Integrated Marketing Communication” has been published in **International** conference on Impact of Global Crisis on Indian Business Scenario **ISBN** 978- 93-80506-09-8

14. An article entitled “Effectiveness of E-Business” has been published in National conference proceedings, “Emerging trends in business opportunities”. Published by Mithila Publications .ISBN 978-93-80509-31-0
15. A study on customers’ awareness towards an alternate source of energy –Solar products -Co-authored **in International Journal** of emerging technologies and innovative research. ISSN 2349 5162 , 10/11/2020 , www.jetri.org
16. A study on Users’ perception towards an alternative source of energy- solar products ISSN 0039 2049 Volume 8 ISSUE 1 2021 STRAD RESEARCH, UGC approved group 2 journal - Co Authored
17. Consumer Attitude Towards Dairy Products –An Empirical Study In Erode District , **International Journal** of Engineering and Management Research e-ISSN 2250 0758 P ISSN 2394 6962 Vol II Feb 2021- CoAuthored
18. Consumer Perception towards Dairy Products in Erode District, **International Journal** of Research and Analytical Reviews E ISSN 2348 1269 P ISSN 2349 5138, Vol 8 Issue 1 3 rd March 2021 – Co Authored
19. Exploring the challenges in Entrepreneurship in the Current Scenario ISSN 2063 5346 Section A research paper European Chem Bulletin 2023 , 12 (special issue 5) 349-361
20. Effectiveness of Wellness Programs in Promoting Employee Well Being, Journal of Informatics Education and Research, ISSN 1523-4726 Vol. 4 Issue 2 (2024), [Http://jier.org](http://jier.org) p. 3434-3440.

Faculty Development Programs Attended :

S.NO	No.Of FDPs Courses Attended through HRDC	No.Of FDPs Courses Attended- conducted by other institutions (Other than HRDC)
1.	7	9

FDP through HRDC (Orientation and Refresher Course)

S N O	Refresher Course/ Orientation Course/ FDP/STC through HRDC	University	Place	Period	Duration
1	Refresher Course	HRDC Gujarat University - Online	Gujarat	09.10.2023 to 22.10.2023	14 days
2	Refresher Course	HRDC Bharathiar University -Online	Coimbatore	2/6/2022 to 14/6/2022	14 days
3	Refresher Course	HRDC Gujarat University - Online	Gujarat	21/6/2022 to 04 /07/2022	14 days
4	Refresher Course	HRDC Ramanujam College- Online	Delhi	27/05/2022 to 09/06/2022	14 days
5	Refresher Course	HRDC Bharathiar University - Online	Coimbatore	10/12/2020 to 23/12/2020	14 days
6	Orientation Course	HRDC Bharathiar University	Coimbatore	16/12/2016 to 12.01.2017	28 days
7	Orientation Course	HRDC Bharathiar University	Coimbatore	3/11./2005 to 30/11/2005	28 days

FDP (Other than HRDCs)

S N O	DATE	TOPIC	INSTITUTION	PLACE
1	4/8/2021 to 6/8/2021	ICT Tools for effective teaching and blended learning	Servite Arts and Science College ,	Thogaimalai, Karur
2.	25/10/2021 to 29/10/2021	ICT tools for E-content making	Erode Arts College	Erode
3	15/11/2021 to 20/11/2021	Innovative Teaching Techniques and Research Methodology	Sri Ramakrishna college of Arts and science	Coimbatore
4	May 2020	Google forms	Arulmighu Palaniandavar College of Arts and Culture	Palani
5	11/05/2020 to 16/05/2020	Impact of Education Post Covid 19	SriRamakrishna College of Arts and Science	Coimbatore
6	7/4/2015	Giving is receiving	Kongu Arts and science College	Coimbatore
7	29/03/2014	Art of teaching	Kongu arts and science College	Erode
8	11/8/2012	Teaching technology	Kongu arts and science college	Erode
9	24,25/06/2005	Avatar	Kongu arts and science college and AVATAR Training Institute, Chennai	Erode
