

Govindammal Aditanar College for Women, Tiruchendur
Faculty Profile



1. Name (in Block Letters) : **Dr. G. KAMALASELVI**
2. Department : Commerce Batch -I
3. Qualification : M.Com., M.Phil., Ph.D., M.Ed., M.B.A., SET, NET
4. Present Designation : Associate Professor and Head of the Department
5. Contact No. : 9442182062
6. Email id : kamalaselvi2003@gmail.com
- Vidwan id : 593035
- Vidwan Link : <https://vidwan.inflibnet.ac.in/profile/593035>
7. Date of joining : 23.07.2003
8. Field of specialization in research : Banking
9. Title of the Thesis : Customer Relationship Management in Commercial Banks-A study with special reference to Thoothukudi District

10. Orientation/FDP programmes/other short-term courses attended:

Sl.No.	Name of the course	University/Institute	Duration in days	From-To
1	FDP on Design Thinking	Patrician College of Arts and Science	1 day	29.06.2021

2	International online FDP on Virtual Practices and Security	Tamilnadu Teachers Education University	7 days	07.06.2021 to 13.06.2021
3	Scenario of Retailing in India	Online	1day	11.2.2021
4	Indian Capital Markets and Indian Economy	Guru Nanak College ,Chennai	3 days	08-07-2021 to 10-07-2021

11.Participation /Presentation in seminar/workshop/symposia/conference:

Sl.No	Level (State/national / international)	Participation /presentation	Title of the paper presented	Title of the seminar/workshop symposia/ conference	Date and Venue
1	State	Participation	Participation	Awareness of Research funds for Self financing college teachers	GAC, Tiruchendur
2	State	Participation	Participation	Emerging Issues in Management	Dr. Sivanthi Aditanar College for Engineering, Tiruchendur
3	State	Participation	Participation	Corporate Governance and Limited Liability Partnership	Aditanar College of Arts and Science, Tiruchendur
4	National	Participation	Participation	Business Research Methods	MSU, Tirunelveli
5	National	Presentation	Technology in Banking - A Challenge to HRM	Contemporary practices in Finance and HRM	22.07.2010 and 23.07.2010 VHNSN College,

					Virudhunagar
6	National	Presentation	Self Help Group - A sign of women empowerment	Trends in Accounting, Taxation and Management - Today and Tomorrow	09.12.2010 and 10.12.2010 St. Mary's College, Thoothukudi
7	State	Participation	Participation	Higher Education in Commerce - Prospects and Challenges	29-01-2011 Aditanar College of Arts and Science, Tiruchendur
8	International	Presentation	Mobile Messaging Technology in Promoting CRM	Challenges of Indian Business in Global Economy	23.9.2011 Annai Mathammal Sheela Engineering College, Erumapatty
9	State	Presentation	Micro Finance - A Challenge To Commercial Banks	Financial Inclusion - Issues, Opportunities and Challenges of Indian Commercial Banks	24.09.2011 and 25.09.2011 Aditanar College of Arts and Science, Tiruchendur.
10	National	Presentation	Role of mobile messaging technology in service sectors	Innovations in Management and Computer Applications	22.2.2012 Dr. Sivanthi Aditanar College of Engineering, Tiruchendur
11	International	Presentation	Stress among women employees - A Challenge to Indian Business in the global environment	Impact of Global Crisis in Indian Business	14.9.2012 Annai Mathammal Sheela Engineering College, Erumapatty, Namakkal Dist.
12	International	Presentation	Assessment and Management of Occupational Stress among women working in Private Sector	Business Innovations in the Globalisation Era	22.9.12 A.V.V.M. Sri Puspham College, Poondi

13	National	Presentation	A comparative study on the service quality of public and private sector banks - Three component service quality model	Financial Sector Reforms in India	16th and 17.10.2012Pope's College, Sawyerpuram - 628 251
14	National	Presentation	Changing Attitude of Consumers Towards Shopping Malls - A Study with Reference to Tirunelveli	Prospects of FDI in Promoting Retail Trade in India	15.02.2013Sri Ganesh College of Arts and Science, Salem
15	National	Presentation	Employment and Women Empowerment	Women in Management: Leadership and Capacity Building	07.08.2009 and 08.08.2009 ST Hindu College, Nagercoil
16	National	Presentation	Role of Co-operative Bank in the upliftment of rural women	Women Entrepreneurship in the changing scenario	17.09.2009 and 18.09.2009 WCC, Nagercoil
17	National	Presentation	Opportunities and Challenges of Women working in Higher Level Posts in Service Sector	Growth of Indian Economy	28.02.2014 Periyar University College of Arts and Science, Salem
18	International	Participation	Participation	Factors Influencing International Business Environment	13.02.2014 Popes College, Sawyerpuram
19	International	Presentation	Apparel Shopping Behaviour of Arts College Students	Banking Schemes to Promote Business	06.01.2015 Women'S Christian College, Nagercoil
20	International	Presentation	A Study of Consumers Retail Format Choice and Patronage Behaviour in Food and Grocery Retailing in Tirunelveli	Contemporary Issues and Challenges in Commerce and Management	13.02.2015 Sri Ganesh College of Arts and Science, Salem
21	National	Presentation	Customer Relationship Management in Commercial Banks - A Study with special reference to Thoothukudi District	National Seminar on Trends prevailing in CRM practices of Indian Corporate Sector	16.09.2017 St. Xavier's College (Autonomous)

22	International	Presentation	Digitalization in Commercial Banks is the Need of the Hour - A Study with special reference to Tiruchendur Area	International Conference on Recent Innovation in Science, Engineering and Management	28.03.2018 Rani Anna Government College for Women, Tirunelveli
23	National	Presentation	Digitalization in Services Sectors: Pros and Cons	Impact of Digitalization on Indian Economy - Issues and Challenges for MSMEs	12.10.2018 St.Alponsa arts and science college,Kaainkal, Kanyakumari district
24	International	Presentation	Impact of GST on Indian Economy - A Study with special reference to Tiruchendur	International Conference on Tax Performance of Central Government in India	01.08.2019 Wavoo Wajeetha Women's College of Arts and Science, Kayalpatnam
25	State	Presentation	Role of CSR in Public Sector Banks - A Study with special reference to Thoothukudi District	Corporate Social Responsibility Practices (CSR) in Banking Sector	24.03.2020 Thiruvalluvar College, Papanasam, 24.03.2020
26	International	Participation	Participation	Emerging Horizons of HR in Commerce and Business Management	26.09.2019 GACW

12. Research publications:

Sl.No	Name of the Journal, Vol.& Issue no., year, pp.no.& ISSN no.	Title of the paper	UGC CARE listed journal(Yes / No)	Author Order
1	Sankhya International Journal of Management and Technology ISSN 0975-3915	Assessment and Management of Occupational Stress Among Women Working in Private Sector	Yes	I

	0975-3915 Sep 2013 Vol 3 No 2 pp 91-96			
2	Commerce Times ISSN 2320-9461 Sep 2013 pp55-65	Service Quality in Commercial Banks - A Comparative Study	Yes	II
3	International Journal of Management and Development Studies ISSN 0975-2617 Sep2017 pp 149-154 Vol 4 No 1	Customer Relationship Management in Commercial Banks - A Comparative Study	Yes	I
4	Journal of Management and Science ISSN 2249-126Mar 2015 VOL 4 No 14 pp. 1-8	Religious Tourism in and around Tiruchendur-Needs and Expectations of Tourist.	Yes	I
5	Indo Global Journal of Commerce and Economics ISSN 2393-9796 Mar 2015 VOL 1 No 2 pp. 273-277	A Study of Consumers' Retail Format Choice and Patronage Behaviour in Food and Grocery Retailing in Tirunelveli	Yes	I
6	International Journal of Management and Social Development, Vol.2, No.7, July 2015, pp.32-36, ISSN 2348-1919	Peer, Parent and friend influences in arts college students' apparel shopping in Thoothukudi Area	Yes	I
7	International Journal of Trade and Global Business PerspectivesVol.5, No.3, July to Sep 2016, pp.2485-2489, ISSN 2319-9059	The Role of Public Sector Banks in Corporate Social Responsibility	Yes	I
8	Indo Global Journal of Commerce and Economics, Vol.3, No.1, April 2016, pp.202-207, ISSN 2393-9796	Perception of Customers Towards the Services of Primary Agricultural Co- operative Credit Society - A study with special reference to	Yes	I

		Pazhayakayal		
9	Roots: International Journal of Multidisciplinary Researches, Vol.2, No.8, February 2016, pp.49-53, ISSN 2349-8684	A study on corporate social responsibility of public sector banks in Thoothukudi District	Yes	I
10	B-Digest: International Journal of Commerce and Management, Vol.4, No.1, Sep.2017,pp.149-155, ISSN 0975-2617	Customer Relationship Management in Commercial Banks - A Study with special reference to Thoothukudi District	Yes	I
11	Shanlax International Journal of Economics, Vol.6, Special Issue 1, March 2018, pp.6-9, ISSN 2319-961X	Digitalization in Commercial Banks is the Need of the Hour - A Study with special reference to Tiruchendur Area	Yes	I
12	Shanlax International Journal of Commerce, Vol.6, No.1, September 2018, pp.12-16, ISSN 2320-4168, Impact Factor 4.118	Consumers Perception towards 'Patanjali Products' with special reference to Srivaikuntam Taluk	Yes	I
13	Indo Global Journal of Commerce and Economics ISSN 2393-9796 Sep 2019 VOL 5 No 2 pp.1-8	Attrition intent among the employees working in IT companies.	Yes	I
14	International Review of Business and Economics, ISSN 2474-5146, Vol.4, No.1, July 2020, pp no 252-259.	Impact of Work Place Ethics on Job Satisfaction and Job Commitment of Self Financing College Professor - A Study with special reference to Thoothukudi District	Yes	I
15	Journal of Research and Development ISSN 2230-9578, Vol.12, No.21, DEC 2021, pp 72-	Green Banking Practices of SBI: A Drive towards environment sustainability	Yes	I

	74. Impact Factor 7.265			
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13. Book / Chapter Publications:

Sl. No.	Title of the book chapter	Name of the publisher and the year of publication	ISBN No.
1	Social Media - A New Frontier for Business	Social Networking Sites - A Boon to Rural Youth Empowerment, Virutcham Publications, 2013	978-93-80314-16-7
2	CRM in Commercial Banks in the era of Globalization	Customer Relationship Management in Urban Co-operative Banks, Virutcham Publications, 2013	978-93-80314-15-0
3	Indian Rural Marketing in Liberalised Era	Rural Marketing: Opportunities and Strategies, Authorspress, 2009.	978-817273497-8
4	Corporate Social Responsibility Practices (CSR) in Banking Sector,	Role of CSR in Public Sector Banks - A Study with special reference to Thoothukudi District, Elakkiya Pathipagam, August 2020	978-81-941014-6-8
5	Labour Migration Post COVID 19	Migrant Workers: The most Vulnerable Invisible Citizens, Shanlax Publications,	978-93-90082-41-4

		2022	
6	COVID - 19 An Invisible Enemy or Eye-Opener	Technology opens a learning window as COVID - 19 shuts many a door, Online Printing Z, Com, 2020	978-93-5419-610-2
7	Portrayal of Women in TV Advertisement"	Women Empowerment –A need of the Hour, Akshita Publications, 2022.	978-93-91120-33-7
8	Opportunities and Challenges of Women Working in Higher Level Posts in Service Sectors	Growth of Indian Economy, Kaandhal Acchu Kalaiyagam, Sep 2014	978-96-80509-44-0
9	Apparel Shopping Behaviour of Arts College Students	Banking Schemes to Promote Business	978-81-8371-696-3
10	Mobile Messaging Technology in Service Sector	Global Marketing Scenario, B Club, 2013	978-81-925275-0-5
11	Financial Inclusion - Issues, Opportunities and Challenges of Indian Commercial Banks	Micro Finance - A Challenge to Commercial Banks, Virutcham Publications, 2011	978-93-80-314-12-9
12	Digitalization in Services Sectors: Pros and Cons	Impact of Digitalization on Indian Economy , B – DIGEST Publications.	978-93-84734-68-8
13	Tax Performance of Central Government in India	Impact of GST on Indian Economy- A Study with Special Reference to Thoothukudi District, Shanlax Publications,	

		August 2019.	
14	Two Decades of Economic Reforms in India	Role of Restaurants incatering to the needs of Consumers, Shanlax Publications, Sep 2013,	

14. Membership in the academic bodies of the University /other institutions:

Member - PG Commerce Board of studies from 2020 to 2023

Scrutiny board -

- Member from 2020 to 2023
- Member in Selection Committee in the year 2021 to fill up vacancies in Thiruvalluvar college, Papanasam and Sarada College Tirunelveli.

15. Research achievements:

- Editorship of journals: Guest Editor of Indo Global Journal of Commerce and Economics
- No. of papers cited: 14 h- Index 2

16. Seminars/Workshops/Enrichment programmes organized

Sl.No.	Date	Name of the programme	Level (National/State /University/college	Role
1	07.02.2020	An Awareness Programme on CA/CMA	College	convener
2	20.02.2020	Personality Development	College	convener
3	01.10.2021	Share Markets	College	convener
4	12.11.2021	Training on Aptitude Skills for Competitive Exams	College	convener
5	21.03.2022	Business Ethics	College	convener
6	19.10.2022	Career Opportunities in Financial Sector	College	convener

7	25.02.2023	Believe in Yourself	College	convener
8	19.07.2023	Boosting Leadership Skills	College	convener
9	08.09.2023	Empowering Women Through ICT- A step ahead to learn and earn	College	convener
10	16.10.2023	Logistics Job Awareness Programme	College	convener
11	23.01.2024	ChatGPT for Academics	College	convener
12	05.02.2024	Cyber Security: How safe are you?	College	convener
13	19.07.2024	From Dreams to reality : crafting your career path	College	convener
14	12.09.2024	A career with endless opportunities: An awareness programme on company secretary	College	convener
15	01.10.2024	Role of AI in service sectors	College	convener
16	01.10.2024	Competitions : Commerce Expo Business Plan	College	Convener
17	03.10.2020	Live Webinar on Covid - 19 Shuts the door – Technology opens the window	College	Convener
18	25.09.2023 and 26.09.2023	Two day workshop on scope of work under GST and IT	College	Convener
19	26.09.2019	Emerging Horizons of HR in Commerce and Business Management	International	Organising Secretary
20	21.06.2020 to 26.06.2020	E-Quiz on Banking and Finance	College	Convener
21	15.07.2020 to 19.07.2020	International Level E-Quiz on Research and Statistics	International	Convener
22	27.07.2020 to 31.07.2020	National Level E-Quiz on Modern Marketing	National	convener
23	06.02.2021 to 10.02.2021	National Level E-Quiz on Commerce	National	Convener
24	21.04.2022 to	E-Quiz on Commerce -2022	College	Convener

	25.04.2022			
25	22.02.2024 to 03.03.2024	Online Quiz for + 2 Commerce Students	College	Convener