



ARULMIGU PALANIANDAVR ARTS COLLEGE FOR WOMEN

(Autonomous)

(Re-Accredited with 'B⁺⁺' Grade by NAAC 3rd Cycle)

Run by Arulmigu Dhandayuthapani Swamy Thirukoil, H.R & C.E Dept. Government of Tamil Nadu
A Government Aided College - Affiliated to Mother Teresa Women's University, Kodaikanal
CHINNAKALAYAMPUTHUR(PO), PALANI - 624615



STAFF PROFILE

Name	Mrs.P.JAYASELVI	
Designation	Assistant Professor	
Qualification	M.Com.,M.Phil.,PGDE-Com.,NET.,	
Date of Joining	05.12.2007	
Year of Experience in Teaching	15 years 9 months	
Year of Experience in Research	13 years	
Email ID	jayaselviugc@gmail.com	
Alternative Email ID	jayaselvi@apacwomen.ac.in	
Number of Papers Published in National / International Journals	5	
Number of Seminar / Conference Workshop / Orientation Programme / Refresher Course / Faculty Development Programme Attended	52	

Educational Qualification:

Qualification	Subject	Board / University	Year
NET	Commerce	University Grants Commission (Ref.No 12211(NET. DEC 2014)	2015
M.Phil	Commerce	ArulmiguPalaniandavar Arts College for Women, Palani - Mother Teresa Women's University, Kodaikanal	2007
M.Com	Commerce	ArulmiguPalaniandavar Arts College for Women, Palani - Mother Teresa Women's University, Kodaikanal	2006
PGDE-Com	Commerce	ArulmiguPalaniandavar Arts College for Women, Palani - Mother Teresa Women's University, Kodaikanal	2005
B.Com (CA)	Commerce	ArulmiguPalaniandavar Arts College for Women, Palani - Madurai Kamaraj University, Madurai	2004

Teaching Experience:

S.No	Designation	Name of the Institution	From	To
1.	Assistant Professor	ArulmiguPalaniandavar Arts	05.12.2007	Till Date

		College for Women, Palani UG & PG : 15 years 9 months		
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Research Experience:

Research Stage	Title of work/Theses	Where the work was carried out
M.Phil(Dissertation)	“A Study on Morale of Employees in the National Co-operative Sugar Mills Ltd., B.Mettupatti, Madurai District”	ArulmiguPalaniandavar Arts College for Women, Palani

Area of Specialisation:

- Human Resource Management
- Marketing
- Finance

Research Publications:

S.No	Name of the Journal	Article	Impact Factor	Vol. No & Issue
1.	International Journal of Commerce & Management Research	A Study on Morale of Employees in the National Co-operative Sugar Mills Ltd., B.Mettupatti, Madurai District	ISSN: 2321-3604	
2.	BEST: International Journal of Humanities, Arts, Medicine and Sciences	Study on Morale of Employees in the National Co-Operative Sugar Mills Limited, B.Mettupatty, Madurai District	ISSN (P): 2348-0521, ISSN (E): 2454-4728	Volume 3, Issue 11, Nov 2015, 41-48
3.	BEST: International Journal of Management, Information Technology and Engineering	A Study on Capital Adequacy Analysis of State Bank Groups	ISSN(P): 2348-0513; ISSN(E): 2454-471X; Impact Factor(JCC): 2.9987 ICV: 58	Volume 5, Issue 08, Aug 2017
4.	International Journal of Commerce & Management Research, Karnadaka UGC Approved Journal No: 64650	Occupational Stress Among Sales Person (A Study with Special Reference to Palani Town)	ISSN:2279-543X,	Volume VII Issue no:8 , Aug 2018 96-100,
5.	Journal of Management Research and Analysis (JMRA)	Viewers Perception Towards Television Advertisement	ISSN:2394-2770 Impact Factor:4.878	Volume06, Issue 01, Jan 2019, 130-132

Conference, Workshop, Seminar, Orientation / Refresher Courses and Faculty Development Programmes Attended:

Workshops:

S.No	Topic	Place	Date
1.	Commerce Education in India – Emerging Issues and Challenges	A.P.A College for Women, Palani Dept. of Commerce	16.03.2006
2.	Application of SPSS in Social Sciences Research	Periyar University, Salem Dept. of Commerce	27.07.2006 & 28.07.2006
3.	Professional Placement Progress in Commerce and Management Field	Rev. Jacob Memorial Christian College, Ambilikkai Dept. of Commerce	26.09.2006
4.	VAT – Emerging Opportunities for Budding Graduates	A.P.A College for Women, Palani PG and Research Dept. of Commerce	13.03.2007
5.	Towards Building a Sound Governance System – A Present Day Essentiality of Corporate Sector	A.P.A College for Women, Palani PG and Research Dept. of Commerce	06.04.2009
6.	Data Analysis using SPSS	MepcoSchlenk Engineering College, Sivakasi Dept. of Management Studies	02.12.2016 & 03.12.2016
7.	Excel Applications in Data Management	MepcoSchlenk Engineering College, Sivakasi Dept. of Management Studies	03.08.2017 & 04.08.2017
8.	GST Implications – Employability Perspective	A.P.A College for Women, Palani PG and Research Dept. of Commerce	17.10.2019

International Level Seminar:

S.No	Topic	Place	Date
1.	Case Study Method of Teaching in Commerce and Management Education “Acquisition of Knowledge Through Case Study Method of Teaching”	Bharathidasan University, Trichy Dept. of Commerce and Financial Studies	20.01.2007 & 21.01.2007
2.	Tamilaham’s Trade Contact with the World Countries Prior to the British Colonial Rule “India’s Trade During Pre-British Era”	A.P.A College for Women, Palani PG and Research Dept. of History	17.12.2019
3.	Environmental Degradation and its	A.P.A College for	20.01.2020

	Impact on Society “Impact of Business and Industry on the Environment”	Women, Palani PG Department of Zoology	
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National Level Seminar:

S.No	Topic	Place	Date
1.	Resent Trends in Commerce Education and Research “Towards Globalised Commerce Education”	V.V.V College for Women, Virudhunagar Dept. of Commerce	01.09.2005 & 02.09.2005
2.	Customer Relationship Management “Competitive Advantage Through E-CRM”	ANJA College of Arts and Science, Sivakasi Dept. of Commerce	19.01.2007 & 20.01.2007
3.	Perspectives of Indian Tourism Industry “Sustainable Development Through Tourism”	NGM College, Pollachi Dept. of History	24.01.2007 & 25.01.2007
4.	Rupee Appreciation – A Paradox “Gainers and Losers of INR Appreciation”	A.P.A College for Women, Palani PG and Research Dept. of Commerce & Dept. of Economics	22.02.2008
5.	Rural Entrepreneurship “Role of Women Entrepreneurs in Economic Development”	J.A College for Women, Periyakulam Dept. of Commerce	06.03.2008 & 07.03.2008
6.	Interface Between Industry and Higher Education Institutions to Face Global Competition “ Globalisation& Higher Education”	Gandhigram Rural University, Gandhigram Dept. of Rural Industries and Management	13.03.2008 & 14.03.2008
7.	Gender Equality – Issues and Challenges “Problems of Women at Workplace”	A.P.A College for Women, Palani PG and Research Dept. of History	02.03.2013
8.	Retail Marketing – Perspectives and Challenges “FDI in India – A Boon or Bane	A.P.A College for Women, Palani Dept. of Economics	04.03.2013
9.	Corporate Social Responsibility in Modern Business “Arguments Favouring Corporate Social Responsibility”	A.P.A College for Women, Palani PG and Research Dept. of Commerce	24.04.2013
10	Strategies for the Sustainable Industrial Development – Road map to Make in India “Textile Sector – Road map to Make in India”	Vidyasagar College of Arts and Science, Udumalpet, Dept. of Commerce and Management	23.02.2015

11	Economic Crisis – A Threat to Developing Economies “Impact of Global Economic Crisis on Indian Economy”	A.P.A College for Women, Palani Dept. of Economics	01.09.2015
12	Green Marketing: Prospects and Challenges “Green Marketing: Reality or Green Washing”	A.P.A College for Women, Palani PG and Research Dept. of Commerce	29.09.2015
13	National Conference on Managing HR in Modern Business World : Issues, Challenges and Opportunities “Occupational Stress Among Sales Person (A Study with Special Reference to Palani Town)”	K.S.R College of Arts and Science for Women, Dept. of Commerce, Tiruchengode	24.08.2018
14	ICSSR Sponsored National Seminar on Innovative Entrepreneurship and Sustainable Development “Startup Entrepreneurship: Challenges and Opportunities”	A.P.A College for Women, Palani PG and Research Dept. of Commerce	30.03.2023 & 31.03.2023

State Level Seminar:

S.No	Topic	Place	Date
1.	“Entrepreneurship Awareness Camp”	Dept. of Science & Technology, Govt. of India Yadava College, Madurai	28.03.2005 & 29.03.2005
2.	The Role of Self Help Groups in Empowering Women “Self Help Group Not a Magic Wand”	Rev.Jacob Memorial College of Arts and Science, Ambilikkai Dept. of Commerce	21.09.2005 & 22.09.2005
3.	General Insurance “Marine Insurance”	A.P.A College for Women, Palani Dept. of Economics	10.03.2014
4.	Financial Inclusion – Issues and Challenges “Financial Inclusion – Role of RBI and Government in Reaching out to the unbanked”	A.P.A College for Women, Palani PG and Research Department of Commerce	21.03.2014

Orientation and Refresher Courses:

S.No	Orientation / Refresher	Venue	Date
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1.	Orientation and Retraining of Teachers	ArulmiguPalaniandavar Arts College for Women, Palani (UGC – Autonomy Grant)	02.02.2013
2.	Orientation and Retraining of Teachers	ArulmiguPalaniandavar Arts College for Women, Palani (UGC – Autonomy Grant)	19.07.2014
3.	Orientation and Retraining of Teachers	ArulmiguPalaniandavar Arts College for Women, Palani (UGC – Autonomy Grant)	11.04.2015

Faculty Development Programmes (FDP):

S.No	Topic	College / Institute / Dept.	Period
1.	Recent Trends in Artificial Intelligence and Impact on Teaching Professionals	RathnavelSubramaniam College of Arts and Science School of Business Management, Buzzment&BuzzTech Association	22.04.2020 to 24.04.2020
2.	Emotional Intelligence	KG College of Arts and Science, Coimbatore	28.04.2020, 30.04.2020 & 02.05.2020
3.	Enhancing Excellence in Higher Education Through Assessment and Accreditation	SreeNarayana Guru College, Coimbatore in association with IQAC KristuJayanthi College, Bangalore	06.05.2020 to 08.05.2020
4.	Teaching Learning Tools for the Digital Era	Sri Ramakrishna College of Arts and Science for Women Dept. of Business Administration	11.05.2020 to 16.05.2020
5.	Effective Learning and Teaching Methods of Business Practices	Kalasalingam Business School, Kalasalingam Academy of Research and Education, Virudhunagar	19.05.2020 to 25.05.2020
6.	New Directions and Dimensions in Higher Education	ArulmiguPalaniandavar Arts College for Women, Palani IQAC – Internal Quality Assurance Cell	09.06.2020 to 15.06.2020
7.	Ethical Standards in a Professional Context	ArulmiguPalaniandavar Arts College for Women, Palani IQAC – Internal Quality Assurance Cell	01.08.2020 to 07.08.2020

8.	Cognizance and Formulation of Core Values in Higher Education	ArulmiguPalaniandavar Arts College for Women, Palani IQAC – Internal Quality Assurance Cell	10.03.2021 to 16.03.2021
9.	E-Content Development	Angels College of Education, Namakkal	31.05.2021 to 02.06.2021
10.	Tools used in Digital Training and Learning	Shri S.R. Kanthi Arts, Commerce and Science College, Mudhol Dept. of Computer Science and BCA	05.07.2021 to 10.07.2021
11.	Transformation in Indian Education Through New Education Policy – Challenges and Opportunities	Government First Grade College for Women, Balmatta, Mangaluru in association with St. Aloysius College (Autonomous), Mangaluru	05.07.2021 to 11.07.2021
12.	Strategies for Management Research	Kongu Arts and Science College, Erode Dept. of Business Administration	12.07.2021 to 14.07.2021
13.	Tax Computation, Planning and Filing of ITR	SGT University, Gurugram, Delhi-NCR Faculty of Commerce and Management	19.07.2021 to 23.07.2021
14.	Recent Trends in Information Technology and Its Applications	Patrician College of Arts and Science, Adyar, Chennai Dept. of Computer Applications(Shift-II)	19.07.2021 to 25.07.2021
15.	Investing in Capital Market	SGT University, Gurugram, Delhi-NCR Faculty of Commerce and Management	26.07.2021 to 30.07.2021
16.	Outcome Based Education	Karpagam Academy of Higher Education, Coimbatore Dept. of Management	26.07.2021 to 01.08.2021
17.	Recent Trends in Education, Technology & Management	Milagres College, Kallianpur & GFGC Kavour, Mangalore	30.07.2021 to 08.08.2021
18.	Emerging Trends Challenges in Education	PPG College of Arts and Science, Coimbatore Dept. of Commerce with CA, PA and IT	02.08.2021 to 09.08.2021

19.	Investor Awareness and Education	Sraddha Academy for Financial Education PG and Research Dept. of Commerce Jamal Mohamed College, Trichy	18.03.2022 to 26.03.2022
20.	Confluence of Revised Guidelines of IQAC	ArulmiguPalaniandavar Arts College for Women, Palani IQAC – Internal Quality Assurance Cell	18.11.2022 to 25.11.2022

Membership in Academic Co-ordinator:

External Examiner:

- G.V.G College, Udumalpet
- Mother Teresa Women's University, Kodaikanal

Question Setter:

- Sourashtra College , Madurai
- JayarajAnnapackiyam College, Periyakulam
- Yadava College, Madurai

Additional Responsibilities Held:

S.No	Name of the Service / Committee	Place	Period
1.	Department Association In-charge	ArulmiguPalaniandavar Arts College for Women, Palani	2014 – 2015
2.	Earn While You Learn – Carnival	ArulmiguPalaniandavar Arts College for Women, Palani	2018 – 2021
3.	Gandhiyan Study Circle	ArulmiguPalaniandavar Arts College for Women, Palani	2019 – 2022
4.	EDP – Cell	ArulmiguPalaniandavar Arts College for Women, Palani	2022 – 2023

Research Supervision / Guidance:

M.Com (CA)

S.No	Name of the Student	Reg.No	Year	Title
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1.	M.Ramya	8PCO2645	Jan 2010	A Study on Consumer Satisfaction of Cadbury Chocolates in Palani Town
2.	S.Suganya	8PCO2648	Jan 2010	A Study on Consumer Satisfaction of Nokia Mobile Users in Palani Town
3.	C.UmaMaheswari	10PCO4070	Dec 2011	A Study on Customer Satisfaction Towards LG Television (With Special Reference to APA College for Women, Palani)
4.	M.AneesFathima	11PCO6660	Nov 2012	Sri Kumaran Silks, Palani [Web Creation]
5.	C.Saranya	11PCO6674	Nov 2012	Sri Amman Motors (TVS Motor Company) [Web Creation]
6.	P.Yuvarani	11PCO6683	Nov 2012	Sri New Pharma, Erode [Web Creation]
7.	C.Gunasundari	122MC205	Nov 2013	The Hindu and Religious Charitable Endowment Department
8.	G.KirubaNandhini	122MC207	Nov 2013	Online Library Management System
9.	U.Asanbasariya	13PMC102	Nov 2014	Tourist Places in Tamilnadu
10.	K.Suvitha	13PMC122	Nov 2014	Petrol Bunk Management System
11.	S.N.Swathika	13PMC123	Nov 2014	Hospital Management System
12.	K.Pragatheswari	14PCOS12	April 2016	An Analysis of State Bank Group by Using CAMEL Approach
13.	A.Priyanka	14PCOS13	April 2016	Consumer Awareness Towards Consumer Rights (A Study with Reference to FMCG Products in Oddanchatram Town)
14.	K. Raji	14PCOS15	April 2016	A Study on Problems Faced by Bank Customers (with special reference to Palani Town)
15.	H.ShenbakathaiThurkamani	15PCOS17	April 2017	A Study on Expenditure Pattern of Households (With Special Reference to Palani Town)
16.	S.Vinothini	15PCOS22	April 2017	A Study on Stress Level of Sales Persons (With Special Reference to Palani Town)
17.	K.Kowsalya	16PCOS07	April	A Study on Viewers

			2018	Perception Towards Television Advertisement (With Special Reference to Palani Town)
18.	P.Priya	16PCOS16	April 2018	A Study on Financial Inclusion Among Women in Palani Taluk
19.	K.Gowri	17PPCOS04	April 2019	Consumption Pattern and Expectations Towards UzhavarSandhai (A Study with Special Reference to Palani Taluk)
20.	K.Kuppammal	17PPCOS14	April 2019	Brand Knowledge of Two Wheelers (A Study with Special Reference to Palani Town)
21.	P.P.Dharanichitra	18PPCOS04	June 2020	Customer Satisfaction Towards Selected Textile Showrooms in Palani Town
22.	M.Priadarsini	18PPCOS14	June 2020	A Study on Problems of Flower Cultivators in Nilakkottai Taluk
23.	T.Muthulakshmi	19PPCOS09	April 2021	A Comparative Study on Customer Satisfaction Towards Airtel and Jio (With Special Reference to Palani Town)
24.	R.RojaBanu	20PPCOS10	June 2022	Occupational Stress and Coping Strategies of Healthcare Professionals in Palani Town
25.	D.Malathi	21PPCOS08	April 2023	Impact of GST on Consumption Behaviour Towards FMCG in Palani Town

B.Com&B.Com(CA

S.No	Name	Year	Title
1.	G.Suganya S.Sumathi R.Valarmathi K.Vasanthi S.VeeraChinnu R.Surya V.Surya	April 2008	Attitude Towards Fairness Cream Among College Students (With Special Reference to APA College for Women, Palani)
2.	J.Brintha T.Eswari	April 2009	A Study on Reading Habits of Newspaper Among College Students (With Special

	S.Govinthammal T.GowriPrapha V.Jayanthi R.Gayathri Devi R.Magudeeswari M.Maheswari		Reference to APA College for Women, Palani)
3.	M.S.Aiswarya N.Nalini P.Veeramani A.Vigneshwari M.Dhanalakshmi M.Divya V.Divya S.Hema K.Kalavathi T.Ponnarasi	April 2010	A Study on Customer Preference Towards Branded Products (With Special Reference to APA College for Women, Palani)
4.	R.Geetha J.C.Dharani M.Sangeetha K.Punitha K.Nandhini P.Muthurakku C.Maheswari	Oct 2016	A Study on Problems in Online Shopping with special reference to Palani Town
5.	T.Nivetha C.Manimegalai T.Karthika R.Krishnaveni S.Sangeetha K.Malini	Oct 2016	A Comparative study on savings and investment pattern of male and female with special reference to Palani Town
6.	S.Gayathri M.Keerthana V.Madhavi R.Nandhini M.Priyadharshini C.Rathidevi G.Sivasankari	B.Com (CA) SF October 2017	Women's Buying Behaviour of Gold Jewellery (A Study with reference to Palani Town)
7.	J.HajiraBanu S.JothiNandhini T.Kalaivani K.Karthika C.Muthulakshmi M.Suruthi M.Saraswathi	B.Com (CA) SF October 2017	Parental Expectations of School (A Study with reference to Palani Town)
8.	M.Kalpana M.Karpagam P.Pothumani K.Jayabharathi	April 2019	Apparel Choice of Women College Students (A Study with reference to Palani Taluk)

	S.Mathumitha R.Sangeetha M.Sathya		
9.	A.Abinaya T.Abinaya K.Sangeetha O.Tamilselvi J.Dharani G.FathimaHussianBeevi L.Muthulakshmi	April 2019	Consumer Buying Behavior of Beverages (A Study with reference to Palani Town)
10.	M.Mohana Devi S.Nagasudha G.Priyadharsini M.Priyadharshini M.Lavanya M.Nagajothi E.Selvi A.N.Shamshad	June 2020	Customer Perception Towards Electric Bike (With Special Reference to Palani Taluk)
11.	K.Bavatharani S.MadhinaBegam A.Safrin Baby N.Priyadharshini R.RathinaPriya V.Santharobini S.Saranya	June 2020	Problems Faced by Street Vendors (With Special Reference to Palani Town)
12.	K.Manjuladevi K.Nandhini S.Raihanabegam V.Sneka M.ThansiyaSafrin S.Jeevitha M.Jenitha	March 2021	Customers' Perception and Preference Towards Ice Creams (With Special Reference to Palani Town)
13.	T.Gowthami E.Hemalatha S.Hemalatha M.Iswarya M.Jothikarthika K.Mathumitha J.Elavarasi S.Jenani	March 2021	Buying Behaviour of College Students Towards Wrist Watches (With Special Reference to Palani Town)
14.	M. Anitha A. JenifarFathima K. Subitha M. Jayabharathi H. Nandhini J. ShifanaFathima	June 2022	Consumers' Perception and Preference Towards Fast Food Restaurants in Palani Town
15.	M. Durga Devi	June	Customer Awareness and Buying Behaviour

	A. Hemalatha A. Malathi R. MohanaRamya S. Nithyashree V. Lavanya K. Rashika	2022	Towards Selected Branded Paints (A Study with Special Reference to Palani Town)
16.	T. Devatharshini P. Jeyaprithika M. Madhubala A. Sheik Sabana A. Aneesfathima A. Muniyammal R. V. Rethanya	April 2023	Impact of Television Advertisements on Buying Behaviour of Rural People Towards FMCG Products
17.	R. AngalaParameswari M. Bhuvaneshwari K. Guna R. Madhumitha M. Mathupriya R. Prabhawathy	April 2023	Women Consumers' Satisfaction Towards Ponds Beauty Products in Palani Town