

## **Faculty Profile**



**Dr. K. Selvi**  
Associate Professor

### **HIGHLIGHTS:**

- Number of Journal Publications: 12 Scopus, 15 UGC and 50 others
- H-Index: 4
- Project Funding Received: Nil
- Programme Grants Received : 6 (From MSME & ISCA)
- Patents Published: 6
- Patents Granted : Nil

### **PROFESSIONAL LINKS:**

- Scopus ID: 58988148400
- Scopus Link: <https://www.scopus.com/authid/detail.uri?authorId=58988148400>
- Google Scholar ID: <https://scholar.google.com/citations?user=QGc007IAAAAJ&hl>
- Anna University Faculty ID: 262887
- AICTE Faculty ID: 1-9317139049
- Anna University Supervisor ID: NA
- Linked In: [https://www.linkedin.com/feed/?trk=sem-ga\\_campid.22935434840](https://www.linkedin.com/feed/?trk=sem-ga_campid.22935434840)

### **PROFESSIONAL BACKGROUND:**

- Teaching Experience till date: 25 Years
- Industrial Experience : Nil

### **INTERNATIONAL EXPOSURE:**

- Singapore
- Malaysia
- Indonesia
- Bangkok

### **AREA OF SPECIALIZATION:**

- Finance
- Marketing
- HR

## RESEARCH EXPERIENCE:

- **Recognized PhD Guide** for Commerce Stream under **University of Madras, Chennai**
- No of Ph.D Research Scholars Awarded : 04

## AWARDS AND HONOURS

- Recipient of “**SENIOR WOMEN EDUCATOR AND SCHOLAR AWARD**” from National Foundation for Entrepreneurship Development on International Women’s Day celebrations held at Coimbatore, Tamil Nadu on 08.03.2014.
- Recipient of an “**OUTSTANDING RESEARCHER AND SCHOLAR ICON 2017**” by the Jupiter Publications Consortium, Chennai on 22.07.2017.
- Recipient of “**BEST TEACHING FACULTY**” by the Dr. Abdul Kalam Educational Trust, Chennai on Aug 2020.
- Recipient of “**LIFE TIME ACHIEVEMENT AWARD**” by the Novel Research Academy, Pondicherry on December 2021
- Recipient of **BEST FACULTY AWARD** by PRIMES Sarvepalli Radhakrishnan Award on 04.09.2022 at Puducherry
- Recipient of **ICON OF INDIA 2023-BEST EDUCATOR AWARD** by Saveetha School of Management, Chennai on 08.03.2023.
- Recipient of **BEST PROFESSOR AWARD – PRIDE OF EDUCATION** by ESN Publications, on 15<sup>th</sup> December 2024, IIT Research Park, Chennai
- Recipient of **BEST SENIOR FACULTY AWARD – 2025** by Tamil Thaa Foundation, on 09.08.2025.
- Recipient of **BEST FACULTY AWARD** by National Centre for Skill Training and Development Council, on 04.08.2025.

## BOOK PUBLICATION:

- **INVESTMENT MANAGEMENT** by A. N. Publication with ISBN NO. 978-81-970660-7-8
- **LOGISTICS AND SUPPLY CHAIN MANAGEMENT** By Charulatha Publication with **ISBN NO.139789355771988**
- **CASE STUDY** by Today Publications ISBN : 978-81-977052-3-6

## PATENTS

- Mitigating illegal technology of online loans through strategic financial planning, June2021, **International patent (Australian)** Innovation patent no. 2021103364,15<sup>th</sup> June2021(Eightyears)
- Finance market data establishment for effective finance data system International patent (Australian) **Innovation patent** no.2021103364,19<sup>th</sup>August2021(Eightyears)
- Stress Management and Emotional Intelligence **Indian Patent** no.202241046408 on16.08.2022
- Air Flow Traffic Management with Air Traffic Control Technology, **Indian Patent** no. 202441003827 on 19/01/2024.
- IOT – Enabled Adaptive Control System for Intelligent Device Management, **Indian Patent** no. 202441077929 on 15/10/2024.
- AI Powered Risk Assessment System for Merchant Banking Portfolios, Indian Patent no. 202541053388 on 27.06.2025

## E– CONTENT:

### YOUTUBECHANNEL:

- ConglomerateLearningSite
- <https://youtu.be/zpxWnTqF7yY>

## INDUSTRIALCONSULTANCY

- Invited as Resource Person to give training on **Work place etiquette at Jayathree Business Solutions Pvt.Ltd.**
- Invited as a Resource Person to give Training on **Public speaking skills** for Engineers and Managers at **Sree Sumangala Metals Pvt.Ltd.,**
- Invitedasa**Judgefor**PaperPresentationbyC.A(Articleship)**StudentsatC.A.R.Bhupathy&Co.on 28.06.2023**
- Delivereda**GuestLecture**onPublicSpeakingSkillsat**PennarIndustriesLtd.,onD**ecember2019
- Invitedas**ChiefGuestand**DeliveredaLectureonWomenEmpowermentat**BalmerLawrieLtd,** Chennai on08.03.2020.
- Consultant to YamkeyCo and suggested strategy on **sellingskills**

## SPECIALSESSIONSDELIVERED:

- Served as **Chairperson for International Conference** at RKM Vivekanadha College, Mylapore on 26.02.2025.
- Served as a **Guest Speaker on the Guest Lecture** on Recent Trends in HR at Vel Tech RangaSanku Arts College on 27.12.2024.
- Served as a **Subject expert on the workshop** at Patrician College of Arts and Science on the topic Role of Education in Anti Corruption on 27.11.2024
- Served as a **Subject expert on the workshop** at Patrician College of Arts and Science on the topic **Manuscript Writing and Journal Publication for Research Scholars and Faculty Members** on 22.01.2024
- Served as a **Subject Expert for School Teachers Trainer for FDP under Model School Mission Project by Govt. of Tamil Nadu, September and October 2023**
- Served as an **External Examiner for PhD Public Viva-Voce Examination** at Vels University, Pallavaram on 24.07.2023
- Invited as a Subject Expert to Give **Expert Lecture on Women Empowerment** at Kanniga Pareswari Arts & Science College for Women on 17.03.2023
- Invited as an **External Examiner for PhD Public Viva-Voce Examination** at Vels University, Pallavaram on 06.01.2023
- Invited as a **Judge** for the event **Paper Presentation** for the “SYNERGIA 2023” National Level Intercollegiate Management Meet at Vel Tech High Tech Dr. Rangarajan Dr. Sakunthala Engineering College, Chennai conducted on 05<sup>th</sup> February 2023.
- Invited as a **Chief Guest for Inauguration of Commerce Association** on 02.09.2023 at Sindhi College of Arts and Science.
- Invited as a **Session Chair on International Conference on Business Economy post Covid-19** at Ramakrishna Vivekananda College, on 25.04.2021
- Invited as a **Guest Lecture to deliver an Expert Lecture on Cryptocurrencies**, at SD NB Vaishnav College for Women on 24.11.2021
- Invited as a **Guest Lecture to deliver an Expert Lecture on Customer Relationship Management**, at Rajgiri School of Social Science on 25.11.2021
- Invited as a **Guest Lecture to deliver an Expert Lecture on Report Writing**, at SSS Jain College for Women on 07.10.2021
- Invited as a **Judge** for the event ADJAB for the “SYNERGIA 2020” National Level Intercollegiate Management Meet at Vel Tech High Tech Dr. Rangarajan Dr. Sakunthala Engineering College, Chennai conducted on 07<sup>th</sup> February 2020.
- Invited as a **Guest Lecture to deliver an Expert Lecture on Financial Management**,

▪ atDMIEngineeringCollegeon09.04.2019

- Invited as a **Resource Person and session chair for the International conference on Emerging Dynamics of Commerce in Global Scenario**, organized by Department of Commerce/Accounting & Finance/Bank Management, Sri Kanyaka Parameswari Arts and Science College for women, Chennai on 23.08.2018.
- Invited as a **Guest of Honour and session chair for the National conference** organized by Department of Commerce, Sri Devi Arts and Science College, Ponnerion 02.02.2017.
- Invited as a **Guest for Management Day celebrations at CTTE College, Perambur, Chennai.**
- Delivered a **Guest Lecture on Managerial Economics and Financial Analysis at S.A. Engineering College, Chennai.**
- Invited as **Panel Judge for Paper Presentation at CTTE college, Perambur, Chennai**
- Delivered a **Guest Lecture on Presentation Skills at Vel Tech University**
- Delivered a **Guest Lecture on Research Methods at Vel Tech High Tech Engineering College**
- Delivered a **Guest Lecture on Research Methods at Vel Tech Multi Tech Engineering College**
- Delivered a **Guest Lecture on Research Methods at Vel College of Management and Science.**

#### **SPONSORED / FUNDED PROGRAMMES :**

- Organised a Two Days **Sponsored workshop** at S.A. Engineering College, Department of MBA on **Skill Development Programmes** conducted on 23<sup>rd</sup> and 24<sup>th</sup> January 2024 in association with **Indian Science Congress Association Chennai chapter.**
- Organised a Two Days **Sponsored workshop** for JBAS Business Incubation Centre on **Skill Development leads start – up** was conducted on 10<sup>th</sup> and 11<sup>th</sup> February 2023 in association with **Indian Science Congress Association Chennai chapter.**
- Two days **Sponsored workshop on Skill Development Programmes** was conducted on 24<sup>th</sup> and 25<sup>th</sup> February 2022 in association with **Indian Science Congress Association Chennai chapter.** First day first session was Doll Making. Ms. Meena Fevicryl certified Arts, Craft Expert was the Resource Person, First day afternoon session was Bathing Soap Making. Dr. Kavitha Anand MBA, MD Cosmetics Formulator, Aromatherapist Creepys Natural Care was the Resource Person, Second day first session was Bakery Products by Ms. Ammara A KVIC Trainer MSME who was the Resource person. Afternoon session Ms. J. Julie Padmini Hr cum Chocolate Trainer KVIC Trainer MSME taught how to make chocolates
- Convenor for one Month Entrepreneurship Skill Development Programme on “CRAFTJ

EWELLERY” for Students SPONSORED BY Micro Small & Medium Enterprise, Govt. of India, Chennai conducted during 10.02.2020 to 10.03.2020.

- Convenor for one Month Entrepreneurship Skill Development Programme on “BEAUTICIAN” for Students SPONSORED BY Micro Small & Medium Enterprise, Govt. of India, Chennai conducted during 10.02.2020 to 10.03.2020
- Convenor for one Month Entrepreneurship Skill Development Programme on “START AND IMPROVE YOUR BUSINESS” for Students SPONSORED BY Micro Small & Medium Enterprise, Govt. of India, Chennai conducted during 10.02.2020 to 10.03.2020.
- Convenor for one Month Extension Programme Entrepreneurship Skill Development Programme on “CRAFT JEWELLERY” for Staff and Parents SPONSORED BY Micro Small & Medium Enterprise, Govt. of India, Chennai conducted during 29.02.2020 to 23.03.2020.

## **RESEARCH PROPOSALS APPLIED**

- Research Proposal applied to ICSSR on the Topic Women Empowerment and Sustainable Development for Rs.10,00,000 on 10.03.2013.
- Research Proposal applied to UGC on the Topic Empowering Women in rural Areas reference to Thiruvallur District for Rs.5,00,000 on 10.08.2015.
- Research Proposal applied to SERB on the topic WOMEN EMPOWERMENT THROUGH FINANCIAL INCLUSION SCHEME PRADHAN MANTRI JAN DHAN YOJANA BY SELECT PUBLIC AND PRIVATE SECTOR BANKS IN TAMIL NADU for Rs.11,65,000 on Nov 2024.

## **CERTIFICATE COURSES /FDP**

- Attended **one week ATAL Academy FDP** on Technology and Organisational Behaviour: Exploring the influence of technology on organizational behaviour, virtual teams, and remote work dynamics at SRM from 04.11.2024 to 09.11.2024
- Participated **7 Day Professional Development Programme** on Methods of Data Collection and Analysis Through SPSS& using AI Technology for Research Writing from 18.03.2024 to 26.03.2024
- Attended **10 days FDP** on NATIONAL EDUCATION POLICY – 2020, from 16 th December2023 to 26th December 2023 by AMET UNIVERSITY.
- Attended **Workshop on Case Study Writing and Teaching** on 10.01.2024 & 11.01.2024 by Department of MBA, S. A. Engineering College.
- Attended a **one-week Faculty Development Workshop on “Creating and Sustaining Entrepreneurship Culture in Institutions of Higher Education”** at MOP VaishnavCollegefor Women, Madras on 06.12.2019 to 12.12.2019
- Attended Faculty Development Workshop on **“Mapping Outcomes” at IIT Madras** on12.09.2019
- CertificateCourseonSupplyChainManagementbyIndianInstituteofMaterialsManagement,Chennai. July2021
- Basic ofTallyPrimeandGSTFilingbySakthiAcademy29<sup>th</sup>April 2022
- TallyErp 9with GST byArista Technologies from 24<sup>th</sup>to 31<sup>st</sup> May2021
- Attended Training Course on Internal Auditor for Quality Management Systemfrom 11<sup>th</sup>to 12<sup>th</sup> October2021
- Attended TrainingCourseon 5S Methodologyon13<sup>th</sup>October2021
- AttendedTrainingCourseonKAizen on 18<sup>th</sup>October2021

## **PROFESSIONAL MEMBERSHIPS:**

- MMA
- IAA
- ISTD
- IIMM