

Dr. K. SELVARAJU, M.B.A M.PHIL, Ph .D
S/o. N. KUPPUSAMY NADAR
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CAREER OBJECTIVE:

To attain a challenging position that provides me with opportunities to enhance my knowledge and experience for providing solutions.

EDUCATIONAL OUALIFICATIONS:

Course	Institute	Board/University	Period	Percentage
Ph.D	Anna University, Chennai	Anna University, Chennai	2019	Highly commenda ble
M.Phil	Periyar University, Salem	Periyar University, Salem	2006	58%
M.Com	Periyar University, salem	Periyar University, Salem	2018	perusing
M.B.A	Sengunthar Arts and Science College, Tiruchengode	University of Madras, Chennai	1997-1999	61%
B.Com	Sengunthar Arts and Science College, Tiruchengode	University of Madras, Chennai	1994-1997	63%

TEACHING EXPERIENCE: 19 YEARS

<i>NameoftheCollege</i>	<i>Designation</i>	<i>Periodof work</i>	<i>Duration</i>
K.S.R. College of Engineering, Tiruchengode.	Associate Professor	Feb.2007 to Till Date	14 year 2 Month
Sengunthar Arts and Science College, Tiruchengode	Lecturer	Dec.2005 to Jan.2007	1 Year 1Month
P.M.P. Arts and Science College, Dharamapuri.	Lecturer	July 2001 to Nov.2005	4 Year 4 Month

ACHIEVEMENT'S:

❖ BOOK PUBLICATIONS:

- Operations Research for Management – Himalaya Publishing House, Mumbai -400 004. ISBN:978-93-5273-962-2

PATENT APPLIED:

1. **Patent Title:** “A Customer Segment Analysis tool for Cosmetic products” Published in Official journal of the patent office no.
2. **Patent Title :** “Data Integration platform of unified payment interface for seasonal entrepreneurs” Published in official Journal of the patent office no.23/2020

❖ JOURNAL PUBLICATIONS:

- Impact on Goods and Sales Tax in Different Sector. *International Journal of Intellectual Advancements and Research in Engineering Computations (IJIAREC)* ISSN: 2348-2079; Page No: 903-907; SJ Impact Factor nt: 4.2 Volume 6 Issue 2 April 2018
- Selvaraju, K & Karthikeyan, P 2016, „Impact on E-Commerce towards Online Shopping and Customer Buying Behavior“. In *Asian Journal of Research in Social Sciences and Humanities*, ISSN No-2249 -7315, vol. 6, no.7, pp. 1260-1270 (Annexure – I) (Impact Factor –4.557)
- Selvaraju, K & Dr.K.Moorthy, „A Study On Customer Behavioral Intention And Satisfaction Towards Internet Service Providers With Special Reference To Tamilnadu“ in *International journal of science technology and management*, ISSN No.2394 -1537, Vol.No.5, Issue No.01, January 2016, pp.10-23
- Selvaraju, K & Dr.P.Karthikeyan, ‘An Empirical Analysis Of Subscribers Intention With Special Reference to 3G mobiles in Salem city’ in *International Journal of Business and Administration Research Review*, Vol.2, Issue.9, Jan- March, 2015. Page 116 (Impact Factor -0.314)

❖ FACULTY DEVELOPMENT PROGRAMME:

- ❖ Participated in the AICTE sponsored Faculty Development Programme on “Economic development through Digital transformation” organized by the K.S.R. School of Management, K.S.Rangasamy College of Technology, Tiruchengode from 11th to 24th September 2017.
- ❖ Participated in the IEEE explore digital Library training programme held at Department of Library, K.S.R. College of Engineering , Tiruchengode on 04.07.2018
- ❖ Participated in Faculty Development Programme on Data Analysis and Business Modeling organized by Department of Management studies , velalar college of Engineering and Technology, Erode on 8th January 2015

- ❖ Participated in FDP on “Techniques and Advances of Effective Teaching” at Velalar college of Engineering and Technology, Erode on 18th July,2014.
- ❖ Participated in MDP on “Strategic Financial Decisions” at K.S.Rangasamy college of technology , Tiruchengode, on 14th September2012.
- ❖ Participated in FDP on Managerial Economics organized by school of management studies at K.S.Ranagasamy college of technology, tiruchengode from july 4th to 10th ,2011.
- ❖ Participated in AICET sponsored SDP on sustaining Academic excellence in Teaching management skills” organized by Department of MBA, Sengunthar Engineering College, Tiruchengode held from 3rd may 2010 to 9th may2010
- ❖ Participated in FDP on Innovative Practices in Management Education” organized by K.S.R school of management on December 09, 2010 at K.S.Rangasamy college of Technology,Tiruchengode.
- ❖ Participated in FDP programme conducted by Helikx training Institute at K.S.R. College of Engineering from 25th to 27th January2008.

❖ **WORKSHOP:**

- ❖ Participated in the International workshop on “Scholarly Research Publications: Writing, Citations and Plagiarism(RPCP-16)” organized by the Department of Library and Information science, Periyar University, Salem held on 01st February 2016.
- ❖ Participated in the One Day Workshop on “The Road map to Empirical Exactness of Doing Research” held on 04th May 2016 at periyar University Constituent college of Arts and Science, Pennagaram ,Dharmapuri.
- ❖ Participated in two days International level workshop on “Journal paper writing and preparation of winner Research proposal conducted at K.S.R. college of Engineering , Tiruchengode during 19th and 20th August2015.
- ❖ Participated in the One Day workshop on “Exploring Research Opportunities in HR, Marketing and Finance” held on 24.12.2008 at KSR Business School , KSRCAS,Tiruchengode.

- ❖ Participated in the one day Workshop on “Patent Awareness” organized by Sona College of Technology, Salem on 15th July 2005.

❖ **Symposium:**

- ❖ Participated in the International symposium on “Contemporary issues on Modern Research” organized by the Department of Management studies , Nandha Arts and science College, Erode, on 7th September 2016.
- ❖ Participated in one day workshop on “Designing Website using wordpress, Drupal & Joomla organized by the department of Library, K.S.Rangasamy Institute of Technology , Tiruchengode in association with Society for the advancement of Library and information science (SALIS), Erode chapter held on 30th December 2016
- ❖ Participated in national symposium on “Economic Development of Kongu Region a Look back and the Road Ahead held on October 10th and 11th at K.S.R. College of Engineering, Tiruchengode.

❖ **Seminar:**

- ❖ I attended the two days AICTE sponsored seminar programme on “Effective Teaching and Learning of Management in Technical Institutions “Eftel MaTT” 2012, organized by the department of Management studies, Selvam college of Technology Namakkal on 07 & 08.08.2012.
- ❖ I Attended the “National seminar on Avenues of Research” on 28th December 2013 roganised by Research & Development Cell at Velalar college of Engineering and Technology, Erode-12.
- ❖ I attended in an International seminar on Impact of LPG in Indian Business Scenario” and presented a paper titled “Recent Trends in Internet Uses” organized by the Department of Management studies, Annai Mathammal sheela Engineering College on 26th February 2011
- ❖ I participated in one day Seminar on “ Writing Effective Research Paper(s) and Thesis” held on 19th July 2014 by K.S.R. College of Engineering, Tiruchemgode.

❖ **Conference:**

- ❖ I presented a paper entitled “Online shopping and issues of Misleading

advertisement” in the National Conference on Consumer Protection (NCCP – 2017) held on 10th February 2017 , at Kaamadhenu arts and science college, Erode.

- ❖ I presented a paper entitled “ A study on influence of In-Store Factors on impulse Purchase decision with reference to FMCG Products” in the National conference on Demonetisation: A march towards digital India and its impacts on Indian Economy held on 3rd February 2017 at N.K.R. Govt Arts college for women, Namakkal

- ❖ I presented a paper entitled an empirical analysis of subscribers intention with special Reference to 3 G mobiles in salem, in the National Conference on “ Trends in Engineering Applications and Management” at Velalar college of engineering and technology, Erode ,held on March 14th ,2015.

- ❖ I presented a paper titled “A Study on subscribers satisfaction towards 3G services in Tamilnadu with special reference to Erode district”at Rathinam college of arts and science (Autonomous), Coimbatore, held on 20th September2014.

- ❖ I presented a paper titled “ Challenges faced by the Agriculturists in India” in the 6th National Conference on Global challenges in Management at Velalar college of engineering and Technology, Erode held on 15th March2014

- ❖ I presented a paper titled “ A study on subscribers Intention with special Reference to 3 G mobile in salem District” at, Brahma school of Business, Namakkal, held on 19th October2013.

- ❖ I presented a paper titled “Innovative strategies applied in Retail Management” at K.S.R. college of engineering, tiruchengode, held on 19th October 2012.

- ❖ I presented a Paper titled “Impact of Recession in Banking Sectors” conducted on 24th October 2009 at Selvam college of Technology, Namakkal.

- ❖ I presented a paper titled “ Effect of Global financial Crisis in Foreign Exchange” in the International Conference on 30th October 2009 at Gnanamani College of Technology, Namakkal.

- ❖ **Value Added Course completion:**

- ❖ I attended and completed SAP order fulfillments TSCM 60 & TSCM 62 (Coll95) certificate obtained via SAP Education’s Site License Programme.

- ❖ **Certificate of Appreciation: 100%Result**

COMPUTER SKILLS:

Operating system : Windows Xp, Windows7

Packages : MS-Office, Tally.

AREA OF SPECIALIZATION:

- **Finance and Marketing**

LANGUAGES KNOWN:

- Tamil, English