

I am **Ms. S. Chidambara Selvi**, Assistant Professor in the Department of Business Administration at NGM College, Pollachi. With 20 years of experience in undergraduate teaching, I am committed to fostering academic excellence through effective teaching, research, and student mentoring. I hold postgraduate degrees in Management and Commerce and have qualified the State Eligibility Test (SET) in Management, reflecting my dedication to maintaining high academic standards in higher education. Throughout my teaching career, I have developed expertise in Financial Management, Cost Accounting, Management Accounting, and Entrepreneurship. I strive to create a learner-centered environment that promotes critical thinking, analytical skills, and the practical application of management concepts. My research interests focus on contemporary issues in management and business education. I have published several research papers in peer-reviewed journals and have actively participated in seminars, workshops, faculty development programmes, and national and international conferences to enhance my academic and professional competencies.

HIGHLIGHTS

- Inspiring Teacher
- Researcher
- Mentor
- Supervisor of Projects in UG level

Educational Qualification:

Degree	Subject	College/University	% of Marks	Class	Year of Passing
UG	B.com	Sree Saraswathi Thyagaraja College, Pollachi	67.65%	I	April 2001
PG	MBA	Annamalai University	66.66%	I	May 2004
	M.com	Annamalai University	63.50%	I	Dec 2009
M.phil	Management	Annamalai University	58.2%	II	Sep 2007
SLET	Management				Feb 2016
Ph.D	Commerce	Bharathiar University			Doing

Teaching Experience

S.No	College	Date of Joining		Experience in year and months
1	Manonmaniam Sundaranar University College, Puliangudi	13/09/2006	02/07/2024	17 years 9 months
2	Nallamuthu Gounder Mahalingam College, Pollachi	19.07.2024	Till date	1 year 9 months

Publications

Sl.No	Title of Article	Name of Journal	Vol.No. & Year
1	Ecotourism tourism a way to Emergent Courtallam	International Research Journal of Management Science and Technology, A Refereed Journal of Shri Param Hans Education and Research foundationTrust(SPHERT), Published by ISARA Institute of Management & Professional studies, New delhi	August 2017, Volume 8, Issue 8
2.	Women Empowerment and Skill Development in Tourism Sector	The Journal for CMAs, The Management Accountant. The institute of Cost Accountants of India	March 2019, Volume 54, No.03, Page no: 71- 73
3.	An Overview of Government schemes for the stat-ups in Travel and Tourism	Mukt Shabd Journal	Jan 2021, Volume X, Issue I , Page no: 158-169
4.	An Overview of Socio-economic Impact in Tourism from the pandemic with special focus on Courtallam Tourism	International conference organised by IPEM, Ghaziabad under PMMMNMST	Feb 2021 GAD-TLC/20-21/Int-Web001/58
5.	Tourist Expenditure insights and perception towards satisfaction about Courtallam destination in Tamilnadu	Journal of the ASIATIC Society of Mumbai and also published in conference	Volumes.95:2022; page no: 51 - 58
7	Rural Entrepreneurial opportunities		UGC CARE

	in Courtallam tourism: An Analytical study using regression	Mukt Shabd Journal Jun-25	Group-I ,ISSN: 2347-3150
8	A Study on Tourists' Perception of Pilgrimage sites in courtallam, Tenkasi District	Academic Research Journal of Science and Technology(ARJST), Publisher NGM Jan 2026	Peer Review , eISSN: 3048-9644
9	Green Tourism Awareness and Practice among college students in Tenkasi District	Emperor International Journal of Finance and Management research March 2026	Peer Review , ISSN:2395-5929
10	Tourist Perception and satisfaction towards destination: A Lohas-Based study of Courtallam"	International Journal of Business and Economics Research(IJBER) Jan 2026	Peer Review , E-ISSN:2455-3921

Participation

I actively participated in various Faculty Development Programs (FDPs), seminars, and conferences to enhance my academic knowledge, teaching skills, and research capabilities. These programs provided valuable opportunities to learn about recent developments in my field, interact with experts, exchange ideas with peers, and gain insights into innovative teaching and research practices. My participation reflects my commitment to continuous professional development and lifelong learning. Some of my participations

International Conference:

- **23.08.2024** – Participated and Presented a Paper of “AI in supply chain management and logistic optimization” in Nilgiri college of Arts and science(Autonomous), Thaloor for the International conference on Artificial intelligence and digital transformation: strategies for growth and sustainability organized by Research & Development cell in Association with A.P.J Abdul Kalam Library ICAIDT – 2024, Volume II, ISBN: **978-81-973477-7-1, September 2024, Page no:38**
- **19.09.2024** – Participated and Presented a Paper of “Ethical AI for sustainability navigating challenges and opportunities “in KS Rangasamy College of Arts & Science, Tiruchengode for the International conference on “Global Business Perspectives in the Era of Artificial Intelligence” jointly organized by The School of Management studies in association with District Industries centre – DIC, Namakkal, Volume II, ISBN: **978-93-341-1826-1, September 2024, Page no: 46 -49.**
- **06.03.2025** – Participated and Presented a Paper of “ Dr.Manmohan singh’s role in India’s Economic Liberalization and Financial Sector reforms” in International

Conference as a part of cultural Kaleidoscope organized by Yuvakshetra Institute of Management studies.(yet to receive proceedings)

- **07.03.2025** – Participated and Presented a Paper of “Green Logistic in Tourism” in ICSSR Sponsored National Seminar on Artificial Intelligence in Logistics and Supply Chain Management: Ethical Implications in Automation, Transparency & Sustainability, by PG Department of Commerce with International Business, NGM College, Pollachi, in **Volume II, ISBN: 978-93-94004-44-3, 7th March 2025, Page no: 171-177**
- **20 August 2025:** *Strengthening India–Malaysia Economic Cooperation through Digital Trade and Innovation* – Presented at the International Conference on **India–Malaysia Bilateral Relations: Strengthening Economic, Strategic and Cultural Ties in the 21st Century**, Sri Ramakrishna College of Arts & Science, Coimbatore.
- **12–13 March 2026:** *Green Tourism Awareness and Practices among College Students in Tenkasi District* – Presented at the Third International Conference on **Sustainable Marketing Strategies – Issues and Challenges**, Manonmaniam Sundaranar University, Tirunelveli.

Faculty Development Programme:

- **25/7/24 to 02/08/2024** - Participated in the Faculty Development Programme on “Yoga for Emotional Stability “conducted by Department of Human Excellence from 25.07.2024 to 02.08.2024 in NGM College, Pollachi.
- **11/11/2024 to 15/11/2024-** Participated in the Faculty Development Programme on “Yoga for Emotional Stability “conducted by Department of Human Excellence from 11.11.2024 to 15.11.2024 in NGM College, Pollachi.
- **August to October 2024 (8 week)-** Awarded and considered as Faculty development Programme for successful completion of course **MARKETING MANAGEMENT – I** with the score of 61% by NPTEL – AICTE.
- **January to March 2025 (8 weeks)** – Awarded for successful completion of course & Faculty Development Programme for **CONSUMER BEHAVIOUR** with the score of 78% (Elite) by NPTEL – IIT – Kharagpur.
- **July - Dec 2025 (8 weeks)** – Awarded for successful completion of course & Faculty Development Programme **Retails Marketing strategy**.
- **Feb – Apr 2026 (8 weeks)** – Awarded for successful completion of course & Faculty Development Programme **Sales and Distribution Management**.

Online Course:

- **August to October 2024 (8 weeks)**- Awarded for successful completion of course MARKETING MANAGEMENT – I with the score of 61% by NPTEL – IIT- Kanpur.
- **January to March 2025 (8 weeks)** – Awarded for successful completion of course CONSUMER BEHAVIOUR with the score of 78% (Elite) by NPTEL – IIT – Kharagpur.
- **July - Dec 2025 (8 weeks)** – Awarded for successful completion of course & Faculty Development Programme Retail Marketing strategy.
- **Feb – Apr 2026 (8 weeks)** – Awarded for successful completion of course & Faculty Development Programme Sales and Distribution Management.

Workshop:

- **14.12.2024** Participated in one day workshop conducted by Namathu Vanikam on 14.12.2024 in NGM - in the topic Business set up, Administration, Government schemes, investments and Marketing strategies.

Book Chapters

- **November 2025:** *Digital Transformation and Women Entrepreneurship: A Study of Tenkasi's Emerging Startup Ecosystem* – Chapter in *Next Gen Business Strategies: Trends, Technologies and Transformation*.
- **January 2026:** *Artificial Intelligence in Tourism, Hospitality, and Manufacturing: Transforming Guest Experience and Industry 4.0*.
- **14 January 2026:** *Industry 5.0 and the Future of Sustainable Green Tourism* – Chapter in *Synergy of Innovation and Sustainability*.
- **January 2026:** *Marketing 5.0: AI-Enabled Consumer Engagement and Brand Management* – Chapter in *The Future of Global Business: AI-Driven Sustainability and Multidisciplinary Innovations in Commerce, Finance, and Trade*.

Awards:

- **January – March 2025**, Certificate of appreciation is awarded in recognition for Role of Mentor for the NPTEL online certification course consumer behaviour.
- **July - Dec 2025**, Certificate of appreciation is awarded in recognition for Role of Mentor for the NPTEL online certification course Retail Marketing strategy.

Papers Handled:

1. Business Mathematics & Statistics
2. Cost Accounting
3. Financial Management
4. Management Accounting

5. Entrepreneurship and so on

I am passionate about teaching, research, and lifelong learning. I am committed to fostering academic excellence, mentoring students, and contributing to institutional growth through innovation, collaboration, and continuous professional development.