



Assistant Professor in Commerce

**NGM College
Pollachi – 642 003**

Mobile: +91 96592 29997

Dr. G. GNANASELVI

Email: gnanaselvi2@gmail.com

M.Com., M.B.A., PGDCA., Ph.D.

ACADEMIC QUALIFICATIONS

Course	College & University	Year of passing	%	Class
Doctor of Philosophy (Ph.D.)	N.G.M. College, Pollachi (Bharathiar University)	2020	-	
Master of Commerce (M.Com)	N.G.M. College, Pollachi (Bharathiar University)	2013	81.90	I Class with Distinction
Bachelor of Commerce (B.Com)	N.G.M. College, Pollachi (Bharathiar University)	2011	78.55	I Class with Distinction
Master of Business Administration (M.B.A)	Bharathiar University, Coimbatore	2011 -2013	64.05	I Class
Post Graduate Diploma in Computer Application (P.G.D.C.A)	Bharathiar University, Coimbatore	2011 - 2012	59.20	II Class

PUBLICATIONS

RESEARCH PAPERS

Sl No.	Title of the publication	Name of the Journal / Publisher	Month, Year and Vol.
1	WORK–LIFE BALANCE AMONG SINGLE WORKING MOTHERS IN COIMBATORE DISTRICT	‘The Academic’ - International Journal of Multidisciplinary Research	Volume 4, Issue 6, June 2026, ISSN: 2583-973X (Online)
2	FINANCIAL LITERACY AND SAVING BEHAVIOR AMONG LOW-INCOME WORKERS: EVIDENCE FROM COIMBATORE DISTRICT	International Journal of Applied and Advanced Multidisciplinary Research	Vol. 4, No. 2 2026
3	FROM HERITAGE TO HYBRID: GENERATION Z'S APPROACH TO TRADITIONAL ATTIRE	Omni Science: A Multi- disciplinary Journal	Vol. 4, Issue 2, April–June 2026, EISSN: 2583-7575

4	DIGITAL LITERACY AND ECONOMIC EMPOWERMENT OF RURAL WOMEN IN COIMBATORE DISTRICT	Women's Link an International Biannual Peer Reviewed Jamia Journal	Jan 2026 and Vol.33
5	BUILDING SELF-CONFIDENCE THROUGH MOVEMENT: A GYM INTERVENTION STUDY	Journal of Advance and Future Research (JAAFR)	Jan 2026 and Vol.4, Issue 1
6	THE FLAVORS OF CHOICE: A DEEP DIVE INTO CONSUMER PREFERENCES FOR ICE CREAM	International Journal of Applied and Scientific Research (IJASR)	2025 and Vol. 3
7	WOMEN PERCEPTION TOWARDS PINKY TEXTILE SHOP IN POLLACHI	International Journal of Engineering Research and Modern Education (IJERME)	Jan-June 2025 and vol.10
8	EARNING THEIR WAY: THE ROLE OF TAILORING IN WOMEN'S ECONOMIC EMPOWERMENT	International Journal of Interdisciplinary Research in Arts and Humanities (IJIRAH)	Jan-June 2025 and Vol.10
9	A STUDY ON LIFE SKILLS AS PREDICTORS OF ACADEMIC PERFORMANCE IN COLLEGE LEARNERS	International Journal of Innovative Research in Technology	Volume 12 Issue 8, January 2026 ISSN: 2349-6002
10	EMPOWERING WOMEN ENTREPRENEURS: CATALYSTS FOR SUSTAINABLE BUSINESS GROWTH	TELEMATIQUE	Volume 23 Issue 1, 2024 ISSN: 1856-4194

Book Chapters:

S.No	Title of the Chapter	Publisher	ISBN & Year
1	Understanding How Teachers Perceive: The Role of Digital Literacy in Shaping the Education Gap	Vivekananda Educational Publication	ISBN : 978-81-998361-3-6 & 2026
2	Narrative Frameworks in Entrepreneurial Communication	Kripa-Drishti Publications	ISBN: 978-93-47336-20-1 & 2025
3	Beyond the Blog Post: Deconstructing the Types of Thought Leadership Content and Their Impact on Digital Performance	Kripa-Drishti Publications	ISBN: 978-93-47336-48-5 & 2025
4	From Engagement to Motivation: The Role of Digital Learning Tools in Shaping College Student Experiences	Chanakya Publication & Distributors	ISBN : 978-93-95055-52-9 & 2025

Conference Proceedings:

Year	Research paper	Conference / Proceedings	Publication details
2024	Environmental Sustainability Through AI: AI for Sustainable Agriculture Practices	ICSSR Sponsored International Seminar, “Building a Cognitive Enterprise Through AI-Powered Transformation: A Digital Paradigm for Societal and Tribal Success in Rural Areas”	July 2024, Sri Ramakrishna College of Arts and Science, Coimbatore; ISBN: 978-81-968562-4-3; p. 853 onwards.
2024	Digital Innovation in Business	“India 2.0: Vision for India 2047 – Digital Ecosystem & Harnessing Artificial Intelligence”	First Edition, 2024; NGM College, Pollachi; ISBN: 978-93-94004-31-3; Vol. I.
2024	Impact of Digital Transformation on Healthcare Sector	ICSSR Sponsored National Seminar, “Empowering India through Digital Transformation – A Sustainable Approach”	19 July 2024, NGM College, Pollachi; ISBN: 978-93-340-9642-2; Vol. III; pp. 153–163.
2024	Digital Payment Services	“Startup–Fintech Challenges and Opportunities: India’s Economic Development in 21st Century”	July 2024; paper appears on p. 296 of the conference publication.
2025	AI-Powered Mentorship: Personalised Learning with Virtual Tutors	Conference paper on AI and personalised learning	January 2025; ResearchGate identifies it as a conference paper.
2025	Social Empowerment of Rural Women through Digital Interventions	“Vision Viksit Bharat 2047: Contribution and Initiatives of Digital India for Empowering Rural Women”	January 2025, NGM College, Pollachi; published in the conference volume Vision Viksit Bharat 2047: Contribution and Initiatives of Digital India for Empowering Rural Women, Vol. II.
2025	Ethical Use of AI for Sustainable Logistics	ICSSR Sponsored National Seminar, “Artificial Intelligence in Logistics and Supply Chain Management: Ethical Implications in Automation, Transparency & Sustainability”	7 March 2025, NGM College, Pollachi; ISBN: 978-93-94004-44-3; Vol. II; pp. 167–170.
2025	AI in Healthcare, Finance and Education	Proceedings of NSETAI’25 – “Emerging Trends in Artificial Intelligence”	Two-Day National Seminar, 21–22 March 2025; MJPTBCWRDC (W), Wargal, Siddipet; ISBN: 978-93-342-3722-1; p. 62.
2025	Bridging the Digital Divide: How India and Malaysia Can Transform Their Economic Partnership through Fintech and E-Commerce	“India–Malaysia Bilateral Relations: Strengthening Economic, Strategic and Cultural Ties in the 21st Century”	August 2025, Sri Ramakrishna College of Arts and Science, Coimbatore.
2025	The AI and Human Skills Gap: Cultivating the Workforce for an Intelligent Future	Artificial Intelligence and Its Socio-Economic Implications on Employment in Emerging Economies	ISBN: 978-81-991002-9-9; p. 557; 2025.

2025	Awareness and Adoption of AI Innovations in Public and Industrial Sectors	“Harnessing Artificial Intelligence, Innovation and Technology: A Pathway to Economic Transformation and Sustainable Development in India”	NGM College, Pollachi; September 2025; ISBN: 978-93-94004-62-7; Vol. I; p. 429.
2026	Relevance of Early Indian Value Education in Contemporary Schooling	ICSSR Sponsored One-Day Conference, “Indian Knowledge Systems: Rediscovering the Roots of Timeless Wisdom”	9 January 2026, KG College of Arts and Science, Coimbatore; ISBN: 978-93-5619-426-7; pp. 71–76.
2026	Exploring the Impact of Advanced Technology Tools on Teaching and Learning in College Science Education	“Advanced Technology Tools in Science Education”	January 2026, Thanthai Periyar Government Arts and Science College (Autonomous), Tiruchirappalli; published by Indian Academic Researchers Association; ISBN: 978-93-94293-81-6; paper begins at p. 154.
2026	Bridging the Digital Divide: Challenges and Digital Inclusion of College Students Under NEP 2020	“Prospects of Artificial Intelligence (AI) and Personalized Learning in Inclusive Education Integrated to the National Education Policy (NEP)-2020”	February 2026, NGM College, Pollachi

Academic Contribution as Question Paper Setter

- Served as **question paper setter** for:
 - ✓ Coimbatore Institute of Management and Technology (Autonomous) – MBA Degree Examination.
 - ✓ Sri Manakula Vinayagar Engineering College, Puducherry.
 - ✓ Kongunadu Arts and Science College (Autonomous), Coimbatore.
 - ✓ PSG College of Arts & Science (Autonomous), Coimbatore.

Reviewer Role

- Received a **Certificate of Excellence in Reviewing** from the *Journal of Education, Society and Behavioural Science*.

Memberships

- **Annual Member**, Indian Academic Association for Commerce (IAAC)
- **Life Member**, Indian Academic Researchers Association (IARA) since **April 2024**

WORKING EXPERIENCE

S.No	Name of Institution	Designation	Experience		
			From	To	Total
01	Nallamuthu Gounder Mahalingam College, Pollachi 642 001	Assistant Professor, PG & Research Department of Commerce	01.06.2015	Till Date	11 Years 3 Months

OFFICIAL DETAILS

Dr. G. Gnanaselvi

Assistant Professor

PG & Research Department of Commerce

Nallamuthu Gounder Mahalingam College

Pollachi - 642 001

Mobile : 96592-29997