



Dr Chithirai Selvan Mysamy

Email: drchithiraingm@gmail.com

Phone: 04259-234870, 234868 / 9942743343

Address: Coimbatore , Tamil Nadu , India - 642001

ORCID ID: 0000-0002-7403-0777

Profile URL: <https://vidwan.inflibnet.ac.in/profile/287085>

AREAS OF EXPERTISE

Business, Finance

Finance, Marketing and HR

EDUCATION

M.Com. CA 2016

Bharathiar University

NET 2011

University Grant Commission

Ph.D. 2010

Bharathiar University

MBA 2007

Bharathidasan University

M.Phil. 2004

Madurai Kamaraj University

MIM 2004

Alagappa University

M.Com. 2001

Nallamuthu Gounder Mahalingam College

PGDCA 2001

Manonmaniam Sundaranar University

B.Com. 1999

Nallamuthu Gounder Mahalingam College

DCP 1997

Nachimuthu Polytechnic College

SSLC 1994

NGNG Hr. Sec. School, Reddiarur

PROFESSIONAL EXPERIENCE

Nallamuthu Gounder Mahalingam College 2021 - Present

Assistant Professor - Senior Scale

Coimbatore

Nallamuthu Gounder Mahalingam College 2017 - 2021

Assistant Professor

Coimbatore

Nallamuthu Gounder Mahalingam College 2011 - 2017

Head of the Department

Coimbatore

Nallamuthu Gounder Mahalingam College 2001 - 2011

Assistant Professor

Coimbatore

HONOURS AND AWARDS

Smart Inspirer Award - 2022-23 2023

Awarded by: iNET Technologies Computer Centre, Pollachi

National Distinguished Researcher Award 2021 2021

Awarded by: International Institute of Organised Research (I2OR), Punjab

Research Excellence Award 2020 2020

Awarded by: Institute of Scholars, Bengaluru

Global Digital Teacher Excellence Award 2020 2020

Awarded by: Global Digital Academy, Hyderabad

Certificate of Recognition 2018

Awarded by: Rotary Club, Pollachi

PROFESSIONAL MEMBERSHIPS

CMAOI Association 2026

Life Time Member

Asian Journal of Advanced Research and Reports 2025

Reviewer

Journal of Education, Society and Behavioural Science 2025

Reviewer

Madras Library Association (MALA), Madras 2023

Life Member

International Peer Reviewed Research Journal and Book Publication 2021

Member

Sage Open Journals 2021

Reviewer

Global Directory of Educators and Researchers 2021

Member

Dhruva Academy of Research International and Educational Institution, Pollachi
2020

Life Member in Research Panel

Indian Academic Researcher Association, Tirchirappalli 2020

Fellow Member

Institute of Scholars, Bengaluru 2020

Life Time Professional Member

Institute of Scholars, Bengaluru 2020

Reviewer

COMMITTEE MEMBERSHIPS

NGM College Alumni Association 2025

Joint-Secretary

National Cadet Corps (NCC) 2021

Associate NCC Officer

National Cadet Corps (NCC) 2018

NCC CareTaker

**Anti-Ragging Curb Committee, Nallamuthu Gounder Mahalingam College,
Pollachi** 2016

Member

Central Library, Nallamuthu Gounder Mahalingam College, Pollachi 2016

Member

Sports Council, Department of Physical Education, Nallamuthu Gounder Mahalingam College, Pollachi 2014

Member

Alumni Association, Nallamuthu Gounder Mahalingam College, Pollachi 2013

Executive Committee Member

ISO Committee, Nallamuthu Gounder Mahalingam College, Pollachi 2011

Internal Auditor

Co-operative Stores, Nallamuthu Gounder Mahalingam College, Pollachi 2011

Member

PUBLICATIONS

1. The Neuromarketing Landscape in India: A Theoretical Review of Evolution, Methodologies and Ethical Frontiers

R. Saravanan and Dr. M. Chithirai Selvan

Journal of Education, Society and Behavioural Science , Vol. 39 (1) (2026) , pp. 89-99

2. Drivers of students' enrollment behaviour in higher education: Evidence from Coimbatore

R.Saravanan., Dr. M. Chithirai Selvan

Asian Journal of Management and Commerce , Vol. 7 (5) (2026) , pp. 384-390

3. From awareness to adoption: Examining the awareness-usage gap in sustainable electronics and technology products

P. Anitha and Dr. M. Chithirai Selvan

Asian Journal of Management and Commerce , Vol. 7 (5) (2026) , pp. 378-383

4. Understanding adoption of sustainable electronics: Household financial behaviour and consumption capacity

P. Anitha and Dr. M. Chithirai Selvan

International Journal of Multidisciplinary Research and Development , Vol. 13 (2) (2026) , pp. 540-543

5. Job Performance of College Teachers

Dr. M. Nirmala and Dr. M. Chithirai Selvan

Job Performance of College Teachers , Vol. First (2026) , pp.

6. Preference pattern of passengers towards public rail transport - evidence from Pollachi

Mr. R. Saravanan, Mrs. S. Mahalakshmi, and Dr. M. Chithirai Selvan

International Journal of Multidisciplinary Research and Development , Vol. 13 (3) (2026) , pp. 27-32

7. GST and Constitutional Federalism in India: A Critical Analysis of Article 246A's Impact on Centre-State Fiscal Relations

Ajay, A. and Dr. M. Chithirai Selvan

South India Journal of Social Sciences , Vol. 23(3) (2025) , pp. 33-36

8. Awareness Level of Female College Students on Entrepreneurial Skills in Pollachi-An Exploratory Study

R. Saravanan, Chithirai Selvan M, A. Ajay and R. Mahalakshmi

Journal of Education, Society and Behavioural Science , Vol. 38(4) (2025) , pp. 255-265

9. GST and Kerala's Tax Revenue Dynamics: An Empirical Evaluation

Ajay, A. and Dr. M. Chithirai Selvan

The IUP Journal of Applied Economics , Vol. 24(3) (2025) , pp. 87-99

10. Unraveling the Enigmatic Public Sentiment Towards the Goods and Services Tax (GST)

M. Chithirai Selvan, Dr. D. Rajasekaran, Mr. A. Prahalathan and Mr. A. Ajay

Emerging Trends in Multidisciplinary Research and Technology , Vol. First (2025) , pp. 54-63

11. Women and Wealth Management-Savings and Investment Patterns in Coimbatore

P. Divyabharathi & Dr. M. Chithirai Selvan

International Journal of Scientific Research and Modern Education (IJSRME) , Vol. 10 (2) (2025) , pp. 118-121

12. Does psychological factors enhance women empowerment through saving and investment-Evidence from Coimbatore

P. Divyabharathi & Dr. M. Chithirai Selvan

Asian Journal of Management and Commerce , Vol. 6 (2) (2025) , pp. 1239-1242

13. Gold in the modern portfolio: Theoretical dimensions and empirical evidence from women investors

R. Mahalakshmi and Dr. M. Chithirai Selvan

Asian Journal of Management and Commerce , Vol. 6 (2) (2025) , pp. 1196-1201

14. Do Women Know their Gold? A Study on Awareness and Information Sources in Coimbatore

R. Mahalakshmi and Dr. M. Chithirai Selvan

Indo American Journal of Multidisciplinary Research and Review (IAJMRR) , Vol. 9 (2) (2025) , pp. 131-138

15. Challenges and Strategic Solutions for MSMEs in Advancing Youth Employment and Skills Development

Ms. S. Rama Prabha and Dr. M. Chithirai Selvan

VIKSIT Bharat 2047: Contribution of MSME towards Youth Employment and Skilling for a Developed India , Vol. First (2025) , pp. 288-292

16. Gender Financing, Gender Budgeting and its Importance in leading a Sustainable Life

Ms. S. Rama Prabha and Dr. M. Chithirai Selvan

Women, Finance and Sustainability: A Roadmap to Empowered Livelihoods , Vol. First (2025) , pp. 254-261

17. Green finance policy and green development resilience: Evidence from a quasi-natural experiment

Reviewed by Dr. M. Chithirai Selvan

18. **Determinants of the Usage Level of AI Applications in the Purchase Decision-Making**
Mr. Saravanan Rathinasamy and Dr. M. Chithirai Selvan
Green Accounting 2.0: Technology Impact of Innovation and Sustainability , Vol. 1 (2025) , pp. 112-119
19. **Teachers' Motivation and Job Satisfaction as Determinants of Teachers' Commitment**
Reviewed by Dr. M. Chithirai Selvan
Asian Journal of Advanced Research and Reports , Vol. (2025) , pp.
20. **Exploring Girls' Safety in Pollachi College Campuses: An AI Driven Investigation into Understanding and Awareness and Sociocultural Dynamics**
A. Ajay, M. Chithirai Selvan, D. Rajasekaran
AI Tools and Applications for Women's Safety , Vol. 1 (2024) , pp. 196-209
21. **A Conceptual Study on Women Safety Application in Digital Era**
Mr. R. Saravanan, Dr. M. Chithirai Selvan and Mr. A. Ajay
India 2.0: Vision for India 2047 – Digital Ecosystem & Harnessing Artificial Intelligence , Vol. First (2024) , pp. 451-457
22. **A Conceptual Study on Applications of Artificial Intelligence in Marketing**
Mr. R. Saravanan, Dr. M. Chithirai Selvan, Mr. A. Ajay and Mrs. R. Mahalakshmi
Deep Learning & Computer Interaction for Sustainability – DLCIS' 24 , Vol. First (2024) , pp. 381-388
23. **A Critical Evaluation of the Production, Sales and Employment of the Khadi and Village Industries in India**
Mr. R. Saravanan & Dr. M. Chithirai Selvan
Envisioning a Self-Reliant Rural India for Sustainable Economic Development , Vol. First (2024) , pp. 51-57
24. **Exploring the Nexus between Green Finance and Green Innovation. The Implications for Energy Sector of the China-Pakistan Economic Corridor**
Reviewed by Dr. M. Chithirai Selvan
Sage Open , Vol. (2024) , pp.
25. **Enterprise ESG Performance, Digital Transformation, and Firm Performance-Evidence from China**
Reviewed by Dr. M. Chithirai Selvan
Sage Open , Vol. (2024) , pp.
26. **The Roles of Collective Teacher Efficacy and Commitment in the Relationship between TLT Teacher Job Satisfaction and School Principal Distributed Leadership**
Reviewed by Dr. M. Chithirai Selvan
Sage Open , Vol. (2024) , pp.
27. **Can the Development of Digital Inclusive Finance Affect the Upgrading of the Consumption Structure of Rural Residents in China? Evidence from Consumption Data of Rural Residents**
Reviewed by Dr. M. Chithirai Selvan

28. **Southeast Asian University and High School Teachers' Resilience: An Innovative Scale**
Reviewed by Dr. M. Chithirai Selvan
Sage Open , Vol. (2024) , pp.
29. **GST: A SWOC Analysis - Tear the String and Check of GST**
Mr. A. Ajay, Dr. M. Chithirai Selvan and Dr. D. Rajasekaran
Vision: Journal of Indian Taxation , Vol. 11(1) (2024) , pp. 106-128
30. **Work-Life Balance and Coping Mechanism among Women Working in Public and Private Sector Banks**
Dr. M. Chithirai Selvan, Dr. D. Rajasekaran and Mr. A. Ajay
Exploring Multidisciplinary Perspectives in Economics, Commerce, Banking and Management , Vol. Second (2024) , pp. 88-106
31. **IoT: New Direction for India's Economic Growth**
Mr. A. Ajay and Dr. M. Chithirai Selvan
Role of Internet of Things (IoT): In Promoting Sustainable Economic Growth in India 2047 , Vol. 1 (2023) , pp. 173-181
32. **College Students' Perception on E-Learning**
Dr. M. Chithirai Selvan, Dr. D. Rajasekaran and Mr. A. Prakalathan
Implementation of ICT Skills for the Students of their Employment in Skill Based Jobs , Vol. Second (2023) , pp. 62-68
33. **Reform, Perform and Transform - A Mantra for Good Governance**
Mr. A. Ajay, Dr. M. Chithirai Selvan and Mrs. S. Mahalakshmi
India means Business - Reform, Perform & Transform , Vol. 1 (2023) , pp. 655-661
34. **Travel and Tourism Industry's Impact on India's Economic Development**
Mrs. S. Mahalakshmi, Dr. M. Chithirai Selvan and Mr. A. Ajay
India means Business - Reform, Perform & Transform , Vol. Frist (2023) , pp. 413-419
35. **Digital Initiatives of Government of India**
Mrs. S. Mahalakshmi, Dr. M. Chithirai Selvan and Mr. A. Ajay
Impact of Digital Learning in Education Sector - A Pandemic Perspective , Vol. Second (2023) , pp. 29-34
36. **Assessing the Impact of the National Education Policy 2020 on the Development of Critical Thinking and Problem Solving Skills among Students in India**
Mr. A. Ajay, Dr. M. Chithirai Selvan and Mrs. S. Mahalakshmi
National Education Policy: 2020 Challenges and Opportunities for Higher Educational Institution , Vol. First (2023) , pp. 220-226
37. **Measurement of Bank-Specific Determinants of Non-Performing Loans during Covid-19 Pandemic**
Reviewed by Dr. M. Chithirai Selvan
Sage Open , Vol. (2023) , pp.
38. **Unleashing Creative Potential: Reconnoitering the Power of Brainstorming in Education and Research**
Mr. R. Saravanan, Dr. M. Chithirai Selvan and Mr. A. Ajay
Perspective of ICT tools in Education , Vol. First (2023) , pp. 561-567

39. **An Investigation On The Relative Significance Of Micro And Small And Medium-Sized Enterprises In Terms Of Economic Self-Reliance**

SARAVANAN R

Sustainable Developments Through MSMEs: A Pathway To Self-Reliant India , Vol. 2 (2023) , pp. 344-351

40. **Integrating Adult Education and Lifelong Learning: Exploring the Impediments and Implications of the National Education Policy (NEP) 2020 in India**

Mr. R. Saravanan, Dr. M. Chithirai Selvan and Mr. A. Ajay

Impact of New Education Policy among Future GenerationN , Vol. 2 (2023) , pp. 171-180

41. **Job Satisfaction of Teachers Working in Self-Financing Colleges**

Dr. M. Nirmala, Dr. M. Chithirai Selvan and Dr. D. Rajasekaran

Madhya Bharti - Humanities and Social Sciences , Vol. 84 (2023) , pp. 13

42. **Job Satisfaction of Physical Education Teachers**

Dr. D. Rajasekaran and Dr. M. Chithirai Selvan

Job Satisfaction of Physical Education Teachers , Vol. 1 (2023) , pp.

43. **An Investigation on the Relative Significance of Micro, Small and Medium-Sized Enterprises in Terms of Economic Self-Reliance**

Mr. R. Saravanan & Dr. M. Chithirai Selvan

Sustainable Developments through MSMEs: A Pathway to Self-Reliant India , Vol. First (2023) , pp. 344-351

44. **Spearheading Women Entrepreneurs in Stem**

Mr. A. Ajay, Dr. M. Chithirai Selvan, Mrs. R. Mahalakshmi & Mr. R. Saravanan

Rural Women Empowerment through Skill Development , Vol. Second (2023) , pp. 263-271

45. **Integrating Adult Education and Lifelong Learning: Exploring the Impediments and Implications of the National Education Policy (NEP) 2022 in India**

Mr. R. Saravanan, Mr. A. Ajay & Dr. M. Chithirai Selvan

Impact of New Education Policy among Future Generation , Vol. Second (2023) , pp. 171-180

46. **Fiscal and Monetary Reaction of External Debt: Evidence from South Asian Countries**

Reviewed by Dr. M. Chithirai Selvan

Sage Open , Vol. (2023) , pp.

47. **A Financial Support Path Design for China's New-type urbanization Based on Structural Equation Model**

Reviewed by Dr. M. Chithirai Selvan

Sage Open , Vol. (2023) , pp.

48. **Research on Configurations for Marketing Performance of Science and Technology Enterprises in China Based on the TOE Framework**

Reviewed by Dr. M. Chithirai Selvan

Sage Open , Vol. (2023) , pp.

49. **Developing a Sustainable Finance Index and its Implications on Inter-Intra Banking Sector**

Reviewed by Dr. M. Chithirai Selvan

Sage Open , Vol. (2023) , pp.

50. **The External and Internal Determinants of E-Banking Entrepreneurship and Banks' Performance**
Reviewed by Dr. M. Chithirai Selvan
 Sage Open , Vol. (2023) , pp.
51. **Modeling the Intention to Purchase 3D Food Printer among Chinese Households**
Reviewed by Dr. M. Chithirai Selvan
 Sage Open , Vol. (2023) , pp.
52. **External debt, Transmissions Channels and Economic Growth: Evidence of Debt Overhang and Crowding Out effect**
Reviewed by Dr. M. Chithirai Selvan
 Sage Open , Vol. (2023) , pp.
53. **From Banks or venture capitals? The Financing Choices of Chinese high-tech enterprises during the start-up period**
Reviewed by Dr. M. Chithirai Selvan
 Sage Open , Vol. (2023) , pp.
54. **Exploring the Nexus between Green Finance and Green Innovation. The Implications for Energy Sector of the China-Pakistan Economic Corridor**
Reviewed by Dr. M. Chithirai Selvan
 Sage Open , Vol. (2023) , pp.
55. **Market Structure and Technical Efficiency of Banks in the Mena Region**
Reviewed by Dr. M. Chithirai Selvan
 Sage Open , Vol. (2023) , pp.
56. **The Digital Revolution: Empowering China's Manufacturing Enterprises to Excel in the Global Value Chain**
Reviewed by Dr. M. Chithirai Selvan
 Sage Open , Vol. (2023) , pp.
57. **Determinants of Job Satisfaction of Physical Education Teachers**
Dr. D. Rajasekaran and Dr. M. Chithirai Selvan
 A Journal of Composition Theory , Vol. 15 (2022) , pp. 227-335
58. **Emotional Intelligence of Physical Education Teachers**
Dr. D. Rajasekaran and Dr. M. Chithirai Selvan
 Emotional Intelligence of Physical Education Teachers , Vol. 1 (2022) , pp.
59. **Investing in Rural Agriculture in the Face of Innovative Financial Services: Does Financial Literacy Matter in Nigeria?**
Reviewed by Dr. M. Chithirai Selvan
 SAGE Open , Vol. (2022) , pp.
60. **Status compensation effect in grant applications: Applicants of lower status create longer titles for their grant proposals in China**
Reviewed by Dr. M. Chithirai Selvan
 SAGE Open , Vol. (2022) , pp.
61. **A Study on Job Performance of Teachers Working in Self-Financing Colleges**
Mrs. M. Nirmala and Dr. M. Chithirai Selvan
 Journal of the Asiatic Society of Mumbai , Vol. Vol-XCV, Issue-6 (2022) , pp. 177-182

62. **The effects of power on consumer decision strategies and the mediating role of behavioral approach-inhibition tendency**
Reviewed by Dr. M. Chithirai Selvan
SAGE Open , Vol. (2021) , pp.
63. **Can Islamic Financial Literacy Minimise Bankruptcy Among the Muslims? An Exploratory Study in Malaysia**
Reviewed by Dr. M. Chithirai Selvan
SAGE Open , Vol. (2021) , pp. 1-13
64. **Growth Analysis of Select Private Life Insurance Companies in India**
Mrs. R. Amsaveni and Dr. M. Chithirai Selvan
The Journal of Oriental Research Madras , Vol. Vol.XCII, No.2 (2021) , pp. 46-53
65. **Impact of commitment on Job Satisfaction of College Teachers**
Mr. P. Duraisamy and Dr. M. Chithirai Selvan
Sambodhi , Vol. Vol-44, No-1 (2021) , pp. 1-4
66. **Aaathichudiyai Em Aasiriyar**
Gayathiri, M., Prathap, P. and S. Sathishkumar
Ninaivalaigalil , Vol. First (2021) , pp. 140
67. **Determinants of Emotional Intelligence of Physical Education Teachers**
Dr. D. Rajasekaran and Dr. M. Chithirai Selvan
Sambodhi , Vol. 43 (2020) , pp. 146-153
68. **A Study on Teachers' Perception on Various Welfare Measures adopted by Self-Financing Colleges**
Mrs. M. Nirmala and Dr. M. Chithirai Selvan
International Journal of Disaster Recovery and Business Continuity , Vol. Vol.11, No. 3 (2020) , pp. 206-212
69. **A Study on the Profitability Analysis of Select Private Life Insurance Companies in India**
Mrs. R. Amsaveni and Dr. M. Chithirai Selvan
Studies in Indian Place Names , Vol. Vol-40, Issue-60 (2020) , pp. 6400-6406
70. **A Study on College Teachers' Commitment in Dindigul District**
Mr. P. Duraisamy and Dr. M. Chithirai Selvan
Studies in Indian Place Names , Vol. Vol-40-Issue-50 (2020) , pp. 3284-3290
71. **Customers' Utilization on Various Facilities and Services of Private Sector Banks**
Ms. M. Yamunadevi and Dr. M. Chithirai Selvan
Our Heritage , Vol. Vol.68-Issue-1 (2020) , pp. 1988-1994
72. **Job Satisfaction of College Teachers in Dindigul District**
Mr. P. Duraisamy and Dr. M. Chithirai Selvan
Kala Sarovar , Vol. Vol-23, No-1 (2020) , pp. 50-54
73. **Consumers' Awareness about Goods and Services Tax**
Dr. M. Chithirai Selvan, Ms. R. Keerthana and Mr. P. Duraisamy
Multidisciplinary Subjects for Research-II , Vol. 2 (2020) , pp. 119-122
74. **Satisfaction on Service Quality of both Old and New Generation Private Sector Banks**

75. Awareness about Entrepreneurial Skills among College Students

Dr. M. Chithirai Selvan, Dr. D. Rajasekaran and M. Pavithra
Contemporary Issues in Commerce , Vol. 1 (2020) , pp. 29-40

76. A Study on the Profitability of the Select Private Insurance Companies in India

Selvan, Mrs. R. Amsaveni and Dr. M. Chithirai
Studies in Indian Place Names , Vol. 40 (2020) , pp. 6400--6406

77. A Study on Teachers' Perception on Various Welfare Measures adopted by Self-Financing Colleges

Nirmala, M and Selvan, M Chithirai
International Journal of Disaster Recovery and Business Continuity , Vol. 11 (2020) , pp. 206--212

78. Customers ' Utilization on Various Facilities and Services of Private Sector Banks

Selvan, Mrs. M. Yamuna Devi and Dr. M. Chithirai
Our Heritage , Vol. 68 (2020) , pp. 3284--3290

79. Job Satisfaction of College Teachers in Dindigul District

Dr. M. Duraisamy & Dr. M. Chithirai Selvan
Continuity, Consistency and Innovation in Applied Sciences and Humanities (ICCIASH-2020) , Vol. First (2020) , pp. 199

80. Determinants of Emotional Intelligence of Physical Education Teachers

Dr. D. Rajasekaran and Dr. M. Chithirai Selvan
Continuity, Consistency and Innovation in Applied Sciences and Humanities (ICCIASH-2020) , Vol. First (2020) , pp. 186

81. Job Satisfaction of Women Teachers in Private Higher Secondary Schools

Mrs. M. Thilagavathi and Dr. M. Chithirai Selvan
The International Journal of Analytical and Experimental Model Analysis , Vol. Volume XI, Issue VIII (2019) , pp. 1238-1243

82. Work-life Balance of Women Teachers in Private Higher Secondary Schools

Mrs. M. Thilagavathi and Dr. M. Chithirai Selvan
Cikitusi Journal for Multidisciplinary Research , Vol. Volume-6, Issue-3 (2019) , pp. 268-272

83. Customers' Awareness on Various Services offered by Old and New Generation Private Sector Banks in Coimbatore District

Mrs. Yamunadevi and Dr. M. Chithirai Selvan
Suraj Punj Journal for Multidisciplinary Research , Vol. Volume 9, Issue 3 (2019) , pp. 547-551

84. Emotional Intelligence of Physical Education Teachers in Coimbatore District

D. Rajasekaran and Dr. M. Chithirai Selven
International Journal of Scientific Research and Modern Education , Vol. Volume 3, Issue 2 (2018) , pp. 4-7

85. Job Satisfaction of Physical Education Teachers in Coimbatore District

D. Rajasekaran and Dr. M. Chithirai Selven
International Journal of Scientific Research and Review , Vol. Volume 7, Issue 12 (2018) , pp. 367-372

86. **Consumers' awareness and preference Towards selected health drinks**
Dr. M. Chithirai Selvan and Ms. M. Sobika
 International Journal of Multidisciplinary Research and Modern Education , Vol. Volume 4, Issue-1 (2018) , pp. 158-160
87. **Determinants of Two Wheelers Purchase among College Students**
Dr. M. Chithirai Selvan and Selvi. S. Malar
 Contemporary Issues in Commerce' , Vol. 1 (2018) , pp. 29-39
88. **Financial performance of old and new generation private sector banks in India**
Dr.Prakash M, Dr.Chithirai selvan
 Financial performance of old and new generation private sector banks in India , Vol. (2017) , pp. 1-332
89. **Teachers' Perception on Health, Safety and Welfare Measures offered by Schools in Pollachi Taluk**
Dr. M. Chithirai Selvan and Ms. K. Parvathapathini
 International Journal of Application or Innovation in Engineering & Management (IJAIEEM) , Vol. Vol-6, No-7 (2017) , pp. 12-19
90. **Growth of Health Insurance in India**
Ms. M. Kanagamani and Dr. M. Chithirai Selvan
 International Journal of Social Science , Vol. Vol-3, No-3 (2017) , pp. 167-174
91. **Students' Preference, Opinion and Problems faced in using Social Media Networking Sites**
Dr. M. Chithirai Selvan and M. Senthil Priya
 Changing Paradigms in Indian Business , Vol. First (2017) , pp. 397-403
92. **Students' Awareness and Satisfaction on Tamil Nadu Government Free Laptop**
Dr. M. Chithirai Selvan and Ms. M. Kanagamani
 Vanijya Vimarsh – Journal of Commerce , Vol. Vol-2, No-1 (2016) , pp. 34-42
93. **Policyholders' Satisfaction on Online Services offered by LIC of India**
Ms. K. Parvathapathini and Dr. M. Chithirai Selvan
 Bonfring International Journal of Industrial Engineering and Management Science , Vol. 1 (2016) , pp. 10-13
94. **Rural policyholders' preference on health insurance**
Dr. M. Chithirai Selvan and Ms. M. Shanmugapriya
 Asian Journal of Management Research , Vol. Vol-5, No-4 (2015) , pp. 470-480
95. **Service Quality of Public Insurers**
Dr. M. Dhanabhakyaam and Dr. M. Chithirai Selvan
 Service Quality of Public Insurers , Vol. 1 (2014) , pp.
96. **Rural policyholders' awareness on health insurance**
Ms. M. Shanmugapriya and Dr. M. Chithirai Selvan
 International Journal of Marketing Research Review , Vol. Vol-2, No-8 (2014) , pp. 1-8
97. **Customers' opinion on Online Advertisement - A Study with special reference to Pollachi Taluk**
Ms. T. Anish Fathima & Dr. M. Chithirai Selvan
 Indian Corporate Sector Challenges and Opportunities , Vol. First (2014) , pp. 125-127

98. **Determinants of Mediclaim Policyholder Satisfaction**

Dr. M. Chithirai Selvan, Dr. R. Velmurugan and Dr. S. Benjamin Christopher

Journal of Management and Science , Vol. 2 (2012) , pp. 37-50

99. **Mediclaim Policyholder Satisfaction**

Dr. M. Chithirai Selvan

Advanced Management Concepts , Vol. First Edition (2012) , pp. 158-161

100. **A Study on the factors influencing Mediclaim Policyholder awareness in Coimbatore District**

Dr. R. Babu and Dr. M. Chithirai Selvan

Business Management Strategies: Issues and Challenges , Vol. First (2012) , pp. 17-22

101. **Policyholder Awareness on Mediclaim Insurance**

Dr. M. Chithiraiselvan and Dr. R. Velmurugan

Global Innovative Practices in Business , Vol. First (2011) , pp. 240-244

102. **Determinants of Mediclaim Policyholder Awareness**

Dr. M. Chithirai Selvan and Dr. R. Velmurugan

Marketing Research Issues and Challenges , Vol. First (2011) , pp. 290-291

103. **Policyholder Motives for Choice of Mediclaim Policy**

Dr. M. Chithirai Selvan and Dr. K. Dhanabhakym

India Inc. Challenges & Opportunities , Vol. First (2011) , pp. 213-218

104. **Indian Insurance: Modern Marketing Approach**

Vinayagamoorthy, A., Gopi, R. and M. Chithirai Selvan

Innovations in Marketing Management , Vol. 1 (2006) , pp. 245-251