

**Aditanar College of Arts and Science
Virapandianpatnam – 628216
Tiruchendur
Bio – Data**



Name of the Department : COMMERCE (S.F.)

Name of the faculty member : S.THIRUSELVAN

Qualification : M.Com., M.Phil., Ph.D.

Present Designation : ASSISTANT PROFESSOR OF COMMERCE (S.F.)

Vidwan ID : 418975

Residential Address : 4/39 A Lakshmi managaram south street,
Arumuganeri

Contact Nos. : 9943236198,8610023163

Email : thiruselvansiva@gmail.com

Gender : Male

Community : BC

Date of Birth and Age : 20.04.1985 & 38

Date of joining the present post : 15.06.2011

Date of Retirement : –

I. Particulars of Educational Qualification :

Category	Name of the Degree	Specialization	Year of Passing	Name of the College	Name of the University	% of Marks / Grades obtained	Class obtained
UG	B.COM	Commerce	2005	Aditanar college of Arts and Science	M.S. UNIVERSITY	63%	FIRST
PG	M.COM	Commerce	2007	Kamaraj College	M.S. UNIVERSITY	61%	FIRST
M.Phil	Commerce	Commerce	Sep. 2009	University Department	M.S. UNIVERSITY	68%	FIRST
Ph.D.	Commerce	Marketing	Oct.2022	SCOTT Christian College Nagercoil	M.S. UNIVERSITY	-	-

II. Additional Qualification

: Nil

NET / SLET

: Nil

III. Title of Ph.D. Thesis

: Customer Perception and attitude towards social media Marketing
A study with special reference Chennai

IV. Faculty/Discipline/Subject in which Ph.D. was awarded

: Yes

List of Publications

: (Details Attach separate sheet)

No. of Candidates Completed Ph.D. under your Guidance

: -

No. of candidates doing Ph.D. under your Guidance

: -

V. Academic Experience:

Name of the College	Whether Govt/Aided/S.F.	Designation	Joining Date	Relieving Date	Experience		
					Years	Months	Days
Aditanar College of Arts and Science	S.F	Assistant Professor in Commerce	15.06.2011	-	12	6	
Total					12	6	

VI. Administrative/other Experience : Nil

VII. Other Relevant Information : Nil

Book chapters or Papers published in national/international conference/Seminar/ workshop proceedings

Title of the Chapter/paper	Name of the authors	Title of the Book/ Proceedings of the conference	Name of the conference	National/ International	Year of publication	ISBN number of Book/ proceedings	Publisher/Affiliating Institute at the time of Publication
Problem and Prospectus of Agricultural Marketing in India Emerging issues in Business and Management	S.Thiruselvan	Emerging issues in Business and Management	Emerging issues in Business and Management	National Seminar	2019	978 -93 - 88398 - 27 - 5	Madurai Kamaraj University SHANLAX
Human Resource Management Practices - An Inventive Approach Green Human Resource Management	S.Thiruselvan	A theoretical Overview Green Human Resource Management	A theoretical Overview Green Human Resource Management	National	2019	978 -93 - 84734 - 70 - 1	Manonmaia m Sunarnar Universtiy B - DIGEST
"A Study on Customer's Perception Towards Health Insurance Thoothukudi District.	Mr. S. Thiruselvan, Mr. Ruban Jesu Adaikalam and Mr. S. Sril Arun.	Emerging Paradigms and Practices in Managemen, Entrepreneur ship & Innovation	Emerging Paradigms and Practices in Managemen, Entrepreneur ship & Innovation	Inter National	4 November 2022	978 -93 - 84734 - 70 - 1	RNB Global University, Bikaner Rajasthan
"Customer Attitude towards Mobile Commerce users with special reference to Thoothukkudi Town"	Mr. S. Thiruselvan, Mr. Ruban Jesu Adaikalam and Mr. S. Sril Arun,	Emerging issue of Russia-Ukraine war and the contemporar y challenges of Indian Markets	Emerging issue of Russia-Ukraine war and the contemporar y challenges of Indian Markets	national	22 and 23rd Sep.2022	978-93-94725-04-1	PG, and Research Department of Commerce St. John's College, PalyamKottai.

Research papers published in the Journals:

Title of paper	Name of the authors	Name of journal	Volume, Issue, Page No, Year	ISSN number	Is it listed in UGC Care list
A study on Digital trends in Insurance Industries	Dr. S. Thiruselvan & Mr.S.Siril Arun	Sadakath – A Research Bulletin 2023	2023	2347-7644	UGC Care list
Social Media Utilities: Developing a Satisfying Customer Experience	S. Thiruselvan, Dr. R. Pon Murugan	Design Engineering http://www.thedesignengineering.com/index.php/DE/article/view/7693	2021	0011-9342	Issue:9 Page 6485-6491. (Scopus listed)
'A Study On Awareness of Indian Customers Towards Social Media Marketing – A Special Reference To Tamilnadu'	S. Thiruselvan, Dr. R. PonMurugan,	Annals of R.S.C.B https://www.annalsofrscb.ro/index.php/journal/article/view/8800	2021	1583-6258	Vol. 25, Issue 4, , Pages. 19909 - 19922 Revised 15 May 2021; Accepted 20 June 2021.(Scopus listed)
A Study On Consumer Behaviour and Various Types of Social Media Platforms – A Special Reference to Tamilnadu	S. Thiruselvan, Dr. R. Pon Murugan	Anvesak	December 2021	0378 – 4568	UGC Care Group 1 Journal Vol. 51, No.2(I) July
Attitude towards the environment and green-products: An empirical study–Special Reference in Coimbatore' .	Thiruselvan and M. Ruban Jesu Adaikalam	Research directions	2018	2321-5488	UGC Care Group 1 Pg.No.91-95