

PROFILE



Name : **Mrs. J. JASMINE SELVAPACKIAM**
Designation : Assistant Professor and Head
Department : Business Administration
Date of Birth : 22.12.1972
Date of Appointment: 16.6.2002

CONTACT DETAILS

Present Address : 15.1.31 Gandhiji Main Road,
Thashildar Nagar, Thamaraikulam
Periyakulam 625 601

Permanent Address : 15.1.31 Gandhiji Main Road,
Thashildar Nagar, Thamaraikulam
Periyakulam 625 601.

Telephone No : 04546 - 233368

Mobile : 9788333105

Email : alldanjas@yahoo.in

ACADEMIC

S. No.	Degree	University/ Institution	Year of Completion
1.	LLB	Dr. Ambedkar Law College, Pondicherry University, Pondicherry	1995
2.	MBM	Madurai Kamaraj University, Madurai	1999
3.	M.Phil	Madurai Kamaraj University, Madurai	2008
4.	PGDCA	Cadd Cae Computers, Periyakulam, Theni (DT)	2010
5.	DEO	TRCES Cadd cae computers, Madurai	1998

EXTRA CURRICULAR

Type Writing : English & Tamil passed higher grade examination with distinction

Hindi : Prathmic

EXPERIENCE

- Practiced as an advocate from 1995-1997 at Pondicherry Court
- Data Entry Operator in Madurai City Hospital from 1997-1999
- Assistant Professor from 2002 to till date

AREA OF SPECIALIZATION/INTEREST : Law, Banking, Entrepreneurship

ACADEMIC AFFILIATION :

Position Held	Seminar/Workshop	Date
Convener	National Seminar On “Emerging Paradigms in Modern Management”	15/07/2011
Convener	State Level Seminar on “Entrepreneurial Thinking”	16/12/2014
Convener	National Seminar on “Changing Scenerio of Global Business Management”	16/12/2015
Member of Organizing committee	National Seminar on “Contemporary Development in Business”	06/01/ 2017
Convener	College Bazaar	8 th to 10 th August 2017
Convener	International Workshop on “Business Process Management”	12 th December 2017
Member of organizing Committee	National Seminar on “ Green Business”	11 th January 2019
Chief Invigilator	Combined Civil Services Examination (Group – IV)	1 st September 2019
Convener	National Workshop on “Entrepreneurship and Regional Development” Jointly with Canara Bank RSETI	12 th September 2019
Convener	VIRID “World Green Consumers day	27 th September 2019
Member of organizing Committee	National Level Online quiz on “Guerrilla Marketing” – Management Development Programme	26 th & 27 th May 2020
Member of Organizing Committee	Webinar on “Supply Chain Management”	6 th June 2020

Resource Person:

Title of the Presentation/Position held	Name of the Dept./Cell/Club/Seminar	Date
Consumer rights and duties	National Service Scheme, kallipatty.	28/11/2012
Rights of women and law relating to women’s protection	National Service Scheme, Sarathupatty, Theni District	19/11/2015
Child labour and Importance of Education	BBA Association, JAC, PKM	01/12/2015
Blessed Word for Today’s Life	IQAC, JAC, Periyakulam	23/07/2016
Business Law and its impact on Commercial transaction	Managayerkarsi college of arts and science for women, Madurai	06/09/2018

Misleading advertisement and food adulteration	JAC, Periyakulam	15/03/2019
Preamble of the Constitution	National Service Scheme, 70 th Anniversary of Constitution Day	30/11/2019

PROFESSIONAL AFFILIATION :

- ✓ Discipline, Consumer club & Fine arts committee 2011-12,
- ✓ Discipline Committee Hope Club & Consumer club, Minority cell 2012-13,
- ✓ Discipline Committee, Consumer Club, Hepsn, Minority cell 2013-14,
- ✓ Discipline Committee, Consumer Club, Hepsn, Remedial 2014-15,
- ✓ Discipline Committee, Consumer Club, Hepsn, Placement cell 2015-16,
- ✓ Discipline Committee, Consumer Club, Hepsn 2016-17
- ✓ Discipline Committee, Consumer Club, Hepsn 2017-18
- ✓ Discipline Committee, Magazine committee, JAC 2021 golden jubilee committee, Staff club treasurer 2018-19

RESEARCH EXPERIENCE

PUBLICATION

Paper entitled,

- **“Uses of mind body medicine”** in National Journal, 2011 ISBN No. ISBN 978-81-9094-9026.
- **“Managing In Good times and Bad: Dealing with Booms and Slumps”** in National Journal, 2011, ISBN 978-93-80426-69-3
- **“Retailing and the Competitive Environment”** on SELP Journal of Social Science, 2012, ISSN 0975-9999.
- **“Implication of E-Retailing for retail business system”** in Business Innovations in the Globalization era - Global publications, 2012, ISBN 81-907155.
- **“Business Crisis and Continuity Management”**, International Journal of Functional Management, Volume No.3 Published by SSM Educational and Research Foundation, April 2015, ISSN 2319-1406.
- **“Value creation and Business strategies in e-age”** Indo global management of applied science , The Kongu Regional Educational and Research Foundation, Volume No.3, ISSN No.2320-7892, Sep.2015.
 - **“Ethics and compliance risk management”** National UGC approved Journal of Management and science , Volume:1, ISSN No.2249-1260, October 2017.
 - **“New Trends Website Marketing Today”** JAC Journal of science humanities and management. Volume 4. ISSN No.2347 – 9868 October 2017.
 - **“Mall Management – A Growing Phenomenon in Indian Retail Marketing”** JAC Journal of science humanities and management. March 2019.
 - **Managing Talent After 2020 in Global Scenario”** IOSR Journals – International Organization of Scientific Research , NCRTCT’19.Vlolume:1 Version 2.0; e-ISSN 2278 – 487X; P-ISSN 2319 – 7668, October 2019.

PRESENTATION

Paper entitled,

- **“Customer Relationship Management In Banking Sector”**, International Seminar On “India’s Emerging Services Sector Challenges and opportunities” at NMSSVN College, Madurai on 25th August 2011.

- **“Managing In Good Times and Bad: Dealing with Booms and slumps”**, National Conference On “Contemporary Issues in Global Business Management” at Karpagam University, Coimbatore, on 3rd February 2012.
- **“Implication for e-retailing for retail business system”** , International Conference on “Business Innovations in Globalisation Era” at A.Veeriya Vandayar Memorial Sri Pushpam College(Autonomous), Poondi. on 31st Sep 2012.
- **“Retailing and the competitive Environment”**, National conference “Opportunities and challenges of contemporary management practices in Indian Arena at Vidyaa vikas college of engineering and technology, Thiruchengode, Namakkal on 13th Oct 2012
- **“Celebrating Work in Corporate Sector”**, National Seminar on “Contemporary Corporate Ethical Environment Challenges and Strategies” Organised by PG Department of Commerce, Jayaraj Annapackiam College for Women, (Autonomous) Periyakulam. on 7th & 8th Feb 2013.
- **“E-content”** Development of indigenous teaching practices in humanities and social sciences from 15th to 17th May 2014 organised by Centre for education beyond curriculum (CEDBEC) Christ University, Bangalore.
- **“Globalisation and Consequences of International fragmentation ”- in National Seminar** on “Changing Scenario of Global Business Management” organized by Department of Business Administration at Jayaraj Annapackiam college For Women(Autonomous) Periyakulam on 16th December 2015.

SEMINARS / CONFERENCES / WORKSHOPS PARTICIPATED (Last Five Years) :

- **Total number of Seminars/ Conference/ Workshop participated: 55**
- **Total number of webinar and e-quiz participated: 67**