

## PROFILE



**Name** : **Dr.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, Tamaraikulam  
Periyakulam 625 601  
**Permanent Address** : 15.1.31 Gandhiji Main Road,  
Thashildar Nagar, Tamaraikulam  
Periyakulam 625 601.  
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### 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
6.	D.Litt	Dr.S.Radhakrishnan Teacher's Welfare Association, India, Given under the Seal of University of Central America.	2021

## 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 Organizingcommittee	National Seminar on “Contemporary Development in Business”	06/01/ 2017
Convener	College Bazaar	8 <sup>th</sup> to 10 <sup>th</sup> August 2017
Convener	International Workshop on “Business Process Management”	12 <sup>th</sup> December 2017
Member of organizingCommittee	National Seminar on “ Green Business”	11 <sup>th</sup> January 2019
Chief Invigilator	Combined Civil Services Examination (Group – IV)	1 <sup>st</sup> September 2019
Convener	National Workshop on “Entrepreneurship and Regional Development” Jointly with Canara Bank RSETI	12 <sup>th</sup> September 2019
Convener	VIRID “World GreenConsumers day	27 <sup>th</sup> September 2019
Member of organizingCommittee	National Level Online quiz on “Guerrilla Marketing” – Management Development Programme	26 <sup>th</sup> & 27 <sup>th</sup> May 2020
Member of OrganizingCommittee	Webinar on “Supply Chain Management”	6 <sup>th</sup> June 2020
Convener	Golden Jubilee International Webinar on “Business Capability to Create Social Innovation.”	17 <sup>th</sup> March 2021

Organizing Secretary	International Webinar on “Digital Transformation: How can I be a Part of It.”	14 <sup>th</sup> August 2021
Member of Organizing Committee	Entrepreneurship Development Programme “WED Celebration”	25 <sup>th</sup> August 2021
Convener	Virtual Industrial Visit to “Unibic, Bengaluru and Plumber Riyachemy, Bengaluru	23 <sup>rd</sup> September 2021
Organizing Committee Member	Hands on Training on “How to make Eco-Friendly Rangoli Colour kolam powder	22 <sup>nd</sup> December 2021
Convener	National Leadership day	15 <sup>th</sup> February 2022
Convener	Financial Literacy Week (NCFE), organized by National center for Financial Education	14 <sup>th</sup> to 18 <sup>th</sup> February 2022
Convener	International Employees Appreciation day	3 <sup>rd</sup> March 2022
Convener	International Webinar on “Business Trends in 2022” Development	30 <sup>th</sup> September 2022
Convenor	National Startup Day	10 <sup>th</sup> January 2023
Convenor	Business Expo	28 <sup>th</sup> February 2023
Organizing Secretary	Outreach program in collaboration with IIC at Government Higher Secondary School, Lakshmipuram, Theni	28 <sup>th</sup> July 2023
Convenor	National SSI day	30 <sup>th</sup> August 2023
Convenor	Industrial Visit to Jeyam Sea Food Process, Rameshwaram	26 <sup>th</sup> September 2023
Jury	JACFEST-O-BEATS – Rock N Roll on old songs	15 <sup>th</sup> December 2023
Co-Ordinator	Bharatha Natiyam World Record	7 <sup>th</sup> January 2024
Organizing Secretary	Hand on Training Color Kolam Powder	14 <sup>th</sup> August 2024
Organizing Secretary	Color Kolam powder Festive sale	3 <sup>rd</sup> to 6 <sup>th</sup> September 2024
Co-Ordinator	International Webinar on Trends in Business 2024	18 <sup>th</sup> September 2024
Organizing Secretary	Diwali Mega Sale Kolam Powder	21 <sup>st</sup> & 25 <sup>th</sup> October 2024
Jury	JACFEST-O-BEATS – Rock N Roll on old songs	7 <sup>th</sup> December 2024

### 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 <sup>th</sup> Anniversary of Constitution Day	30/11/2019
Growing Market for duplicate product	Consumer Club, JAC, PKM.	15/03/2021
International World Justice Day	National Service Scheme JAC, PKM	17/07/2021
Misleading Advertisement and Food Adulteration – Resource person	Consumer Club	27 <sup>th</sup> January 2022
Three days training programme on “Creating Dynamic Women”. <b>Topic 1</b> : Women's rights in India: Problems and Prospects. <b>Topic 2</b> : Cyber Crimes against women	National Service Scheme	9 <sup>th</sup> – 11 <sup>th</sup> March 2022
Virtual Demo Class – Rose Milk	Start Up	12 <sup>th</sup> April 2022
Food Adulteration and Food Preservation Act 2013.	National Service Scheme, UNIT:9, Kakkanji Nagar, Endapuli, Periyakulam, Theni District	11 <sup>th</sup> December 2022
National Start Up day	BBA Association	10 <sup>th</sup> January 2023
Constitution of India	PG Department of Computer Science	25 <sup>th</sup> January 2023
Misleading Advertisement and their Impact on Consumers	Consumer Club	22 <sup>nd</sup> January 2024
Constitution of India	PG and Research Department of Commerce	17 <sup>th</sup> February 2024
Intellectual Property Rights	IIC	2 <sup>nd</sup> April 2024
Environmental Policies Regarding Air Pollution And Acid Rain	IIC	22 <sup>nd</sup> July 2024
Consumer in Digital Era	Consumer Club	21 <sup>st</sup> February 2025

#### 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, MagazineCommittee, JAC 2021 Golden Jubilee Committee, Staff Club Treasurer 2018-2019
- ✓ Discipline Committee, MagazineCommittee, JAC 2021 Golden Jubilee Committee, Staff Club Treasurer 2019-2020
- ✓ Discipline Committee, MagazineCommittee, JAC 2021 Golden Jubilee Committee, Staff Club Treasurer 2020-2021
- ✓ Discipline Committee, Entrepreneur Cell, Start up Programme, Institution Innovation Cell, Golden Jubilee Committee 2021-2022
- ✓ Discipline Committee, Member in Startup programe, Entrepreneurship Cell Coordinator – 2022-2023.
- ✓ Discipline Committee, Member in IIC , Member in OBE Monitoring Cell, Member in Startup Programe, Internal Compliant Committee – 2023 – 2024.
- ✓ Discipline Committee, Member in IIC , Member in OBE Monitoring Cell, Member in Startup Programe, Internal Compliant Committee, – 2024 – 2025.
- ✓ Discipline Committee, Member in IIC , Member in OBE Monitoring Cell, Member in Startup Programe, Internal Compliant Committee, Placement – 2025 – 2026.

## 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.
  - **Published Chapter in Edited Book “A Strategy to Fight “Covid’19-Global Recession”**in the New Horizon and Emerging Challenges in Post Covid-19 Business Scenario, Volume 1 June 2021, [www.edumint.weebly.com](http://www.edumint.weebly.com) ISBN 978-93-5473-143-3 <https://edumint.weebly.com/> Page 62-66.
- **Published chapter in edited book on “Digital Technology and Perspectives in Management and e-commerce Industries.** Topic: “International Evidence and implications for Global Investing”. [www.anpublications.in](http://www.anpublications.in) AN Publications registered under MSME Government of India. ISO 9001:2015 certified publications. ISBN: 978-81-955856-3-2. Page No.34-38.
- **Published Book on “Consumer Education”** in PCF Publications, Pandiyanadu Cultural Foundation, Madurai, 1<sup>st</sup> Edition October 2021, ISBN: 978: 93-92560-05-7.
- Appointed as a Question paper setter for UG Nov.2021 end semester exam by St.Mary’s College (Autonomous), Thoothukudi.
- Attended faculty development programe on “Group Dynamics” organized by IQAC on 14<sup>th</sup> July 2022.
- Attended Faculty Development Programe on “Revamping Evaluation Systems in Accordance with OBE” on 27<sup>th</sup> August 2022 organized by IQAC.
- Participated 3 days Faculty Development Programe Monitoring office – Innovation & Entrepreneurship Development Programe (PMO – IEDP) from 26<sup>th</sup> to 28<sup>th</sup> September 2022 at Mother Teresa Women’s University Research and Extension Centre, KeelakuyilKudi, Madurai.
- Received Patent for :Title of the Invention: “A framework for identification of Fake Products using Secure Bit-Coin Transaction integrated with internet of things (IoT) Techniques.” On 4<sup>th</sup> November 2022. Application Number:202241061208A Issue No:44/2022.

- Attended Faculty Development Programme on “The Art of Mindful Living” from 12<sup>th</sup> & 13<sup>th</sup> December 2022.
- Attended Faculty Development Programme on “Insight to research Metrics, Ranking Parameters and Institution Patent” Organized by IQAC and Research Committee, JAC, PKM on 16<sup>th</sup> December 2022.
- Presented paper on “Niche Marketing”. “Matrix Management “, “Deep Dive Marketing” in study circle.
- Appointed as a question paper setter for the end semester examinations April 2022 by SRNM College, Sattur.
- Received Azadi Ka Amrit Modern Freedom Fighters Excellence Awards 2022 on August 2022. Certificate NO: UID:NIF-TIP/FEA/2022/161.
- Published book entitled “Corporate Law”, ISBN: 978-81-958963-1-8 in AN Publications, (Register Under MSME, Government of India) India on 5<sup>th</sup> November 2022.
- Attended Faculty Development Programme on “Assessment approaches for outcome based Education” on 15<sup>th</sup> June 2023.
- Attended Faculty Development Programme on “Spiritual Intelligence in Education: The Discovery and Empowerment of the Self Towards better animation” on 16<sup>th</sup> June 2023.
- Published book entitled “Legal Systems in Business” ISBN:978-81-963860-6-1 in AN Publications registered under Government of India MSME on 5<sup>th</sup> July 2023.
- Attended 10 days Professional Development Programme on “Research Methodology and Data Analysis from 9<sup>th</sup> to 19<sup>th</sup> August 2023 organised by Seshadri Puram Academy of Business Studies, Bengaluru through virtual mode.
- Attended National Level Seminar (Virtual) on “Intellectual Property Rights” organized by Seshadri Puram Academy of Business Studies on 31<sup>st</sup> August 2023 in association with Visvesvaraya Trade Promotion center, Bangalore.
- Attended Demo class on “Interactive Teaching Tools for an Immersive Learning Experience on 4<sup>th</sup> September 2023.
- Received International E-Quiz Certificate in Connection with “World Standards Day” on 14<sup>th</sup> October , Organized by BBA department JAC.
- Appointed as a question paper setter by Rajah Serfogi Government College (Autonomous), Thanjavore. October 2023
- Participated in Faculty Development Programme on “Intellectual Property Rights and Innovative Research Methods” organized by Research Committed and IQAC on 24<sup>th</sup> November 2023.
- Attended Online FDP on “Mentoring for Leadership” on 25<sup>th</sup> November 2023, organized by IQAC.
- Participated in IP awareness/Training programme under “National Intellectual Property Awareness Mission” on 29<sup>th</sup> November 2023, jointly organized by Intellectual property office and MoE’s Innovation Cell, India.
- Participated in IP awareness/Training programme under “National Intellectual Property Awareness Mission” on 28<sup>th</sup> & 30<sup>th</sup> November 2023, jointly organized by Intellectual property office, India.
- Participated webinar on “The overall Opportunities in the Securities Markets”, organized by National Institute of Securities Market on 18<sup>th</sup> December 2023.
- Participated in the Webinar on “Financial Planning” on 9<sup>th</sup> February 2024, organized by National Institute of Securities Markets (SEBI), Mumbai, Maharashtra.
- Attended AI – Enhanced Education : A comprehensive workshop on modern teaching Tools” on 13<sup>th</sup> and 14<sup>th</sup> June 2024, Organized by IQAC.

- Attended FDP on “Teacher in the context of Education 5.0” organized by IQAC on 15<sup>th</sup> June 2024.
- Attended one day FDP on work life Balance using techniques “ EQ” and Communicative skills on 25<sup>th</sup> August Organized by Pencil Bitz Academy, Ministry of MSME India.
- Participated 5 Days National virtual FDP on “ Integrating NEP 2020 in to Higher education: Strategies for faculty development and curriculum innovation “ held on 2<sup>nd</sup> to 6<sup>th</sup> September 2024 Organised by Hindustan College of Arts and science Coimbatore.
- Participated in 5 days online workshop on “Foundation for stock market for beginners” Organized by Star International Foundation For Research Education from 23<sup>rd</sup> to 27<sup>th</sup> September 2024.
- Attended 8 weeks FDP on Brand Management organized by NPTEL AICTE, IIT Chennai July to September 2024.
- Completed short term course on Brand Management organized by NPTEL, IIT Kanpur July to September 2024.
- Published Book title “Introduction to Business Law”, ISBN: 9789394874558 Publisher Book and Publisher (Online Publication).
- Attended FDP on “Incorporating Indian Knowledge System (IKS) in Research” Organized by IQAC and Research Committee JAC on 21<sup>st</sup> November 2024.
- Attended FDP on EUDAIMONIC Educator Organized by IQAC and Counselling cell JAC on 22<sup>nd</sup> November 2024.
- Attended National Conference on “Innovative Approached to Quality Assurance in Higher Education for Sustainable Future” on 9<sup>th</sup> January 2025 organized by IQAC JAC.
- Attended 7-Days Online Workshop on “Research Methodology and Publication Ethics” organized by Star International Foundation for Research and Education , Tiruchenkodu, Namakkal from 5<sup>th</sup> 11<sup>th</sup> march 2025.
- Attended two Days FDP on “Empowering Educators : Integrating Whole person Education in Teaching Practices”, Financial Supported by Uniter Board organized by IQAC from 12<sup>th</sup> and 13<sup>th</sup> June 2025.
- Attended National Level Capacity Building Program ( Online) on ‘AI Tools for Research’ on 29<sup>th</sup> June 2025, organized by ACT Academy Kerala.

## **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 13<sup>th</sup> 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 15<sup>th</sup> to 17<sup>th</sup> 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 16<sup>th</sup> December 2015.
- **“Genesis of E-Governance and Inclusion of E-Governance in Banking Sector”**, International UGC Stride Seminar on “Good Governance and Sustainable Financial Markets” organized by KLE Society; S.Nijalingappa College, Bengaluru, on 8<sup>th</sup> & 9<sup>th</sup> October 2021.

## **SEMINARS / CONFERENCES / WORKSHOPS PARTICIPATED**

- **Total number of Seminars/ Conference/ Workshop participated: 85**
- **Total number of webinar and e-quiz participated: 248**

## **OTHER ACHIEVEMENTS:**

- Motivate all our students to enroll earn while learn scheme. The profit earned by our students diverted to pay their exam fees and semester fees.
- Encourage our students to be a job maker rather than job seeker. For that arranged industrial visit in and around Tamilnadu.
- Discussed new topics and technical terms in study circle.
- Participated International, National webinar and conferences through online and received e-certificate.
- Appointed as a external examiner, Question paper setter in Various Institutions.
- Organised guest Lectures.
- Send all our final year students for inplant training for 15 days to give exposure on various functional areas of management.
- Arranged Hands on training in jewellery making (silk thread), eco friendly bag (paper).
- Completed Certificate Course on “ISO-4500:2018 – Principles of Occupational Health and Safety Management Systems.” Alison Certificate Course.
- Confers Honorary Doctorate Award “Doctor of Letters – D.Litt. (Honoris Causa) in the public life in promoting education for establishing a just and equitable society. Recommended by Dr.S.Radhakrishnan Teacher’s Welfare Association, India, Given under the seal of University

of Central America. Reg.No:RJ2243512B.

- Attended faculty development programe on “Group Dynamics” organized by IQAC on 14<sup>th</sup> July 2022.
- Attended Faculty Development Programe on “Revamping Evaluation Systems in Accordance
- Received Best Co-ordinator Award for participated in the largest event World Record Bharatha Natiyam Dance conducted by Cumbum Sathguru Sangeetha Natya Vidyalaya on 7th January 2024. Recognized by Government of Tamil Nadu Reg. No:84/2022.

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with OBE” on 27<sup>th</sup> August 2022 organized by IQAC.

- Participated 3 days Faculty Development Programme Monitoring office – Innovation & Entrepreneurship Development Programme (PMO – IEDP) from 26<sup>th</sup> to 28<sup>th</sup> September 2022 at Mother Teresa Women’s University Research and Extension Centre, KeelakuilKudi, Madurai.
- Presented paper on “Niche Marketing”. “Matrix Management “, “Deep Dive Marketing” in study circle.
- Appointed as a question paper setter for the end semester examinations April 2022 by SRNM College, Sattur.
- Appointed as a Question paper setter for UG Non.2021 end semester exam by St.Mary’s College (Autonomous), Thoothukudi.
- Received Azadi Ka Amrit Modern Freedom Fighters Excellence Awards 2022 on August 2022. Certificate NO: UID:NIF-TIP/FEA/2022/161.
- Presented Paper on “Nayara Energy” and “Frist Cry Startup Story”.
- Appointed as a question paper setter by Rajah Serfogi Government College (Autonomous), Thanjavore. October 2023.
- Received “Pasumai Semmal Viruthu” on 16<sup>th</sup> November 2023, by Pasumai Vasal Foundation, Chinnalapatti, Dindigul District.
- Received Best Co-ordinator Award for participated in the largest event World Record Bharatha Natiyam Dance conducted by Cumbum Sathguru Sangeetha Natya Vidyalaya on 7<sup>th</sup> January 2024. Recognized by Government of Tamil Nadu Reg. No:84/2022.
- Appointed as a external examiner, Question paper setter in AVS College of Arts and Science Selam.