



**NAME** : Dr.S.SIVASELVI  
**QUALIFICATION** : M.Com(CA),M.Phil,M.B.A,M.SC(Psy),Ph.D.,  
**DESIGNATION** : Assistant Professor ofCOmmerce  
**EMAIL ID** : [sivasenthil04@gmail.com](mailto:sivasenthil04@gmail.com)  
**EXPERIENCE** : 14 Years 4 Months  
**SPECIALIZATION** : Marketing and Finance  
**SEMINAR/CONFERENCE/  
WORKSHOP** : STATE LEVEL-05, NATIONAL LEVEL -14, INTERNATIONAL  
LEVEL -04  
**WEBINAR** : NATIONAL LEVEL -11,INTERNATIONAL LEVEL -02  
**FDP** : STATE LEVEL- 03, INTERNATIONAL LEVEL -03  
**PUBLICATION** : 1.BOOK PUBLICATIONS

S. No.	Title of the Book	Name of the Publication	ISBN Number	Year
1.	Introduction To Information Technology	Mithilapublications,Erode.	978-93-80506-20-3	2019

2. Articles Published in edited volume book :11 nos

**ACHIEVEMENTS(IF ANY)** :

**SWAYAM COURSE**

S. No.	Title of the Course	Name of the Co-Ordinator	Score	Year of Completion
1.	Decision Making Using Financial Accounting	NPTEL - AICTE	71%	2019

1. Acted as an Organising Secretary for the ICSSR sponsored national seminar on Innovation and Entrepreneurship and Logistic management at Department of Commerce, Navarasam Arts & Science College for women, Erode held on 14.08.2019.
2. Organized Guest lectures, Corporate Interactions and National level Intercollegiate Meets, Seminars/Conferences, FDP'S
- 4 Acting as Incharge of University Examination Cell in Navarasam Arts and Science College for Women.

**RESEARCH PROJECTS**

- Working Capital Management and its impact on Profitability of select Fertilizer Companies in India. (During Ph.D).
- A Study on Customers' Satisfaction in 108 Services towards Erode District. (During M.Phil.).

**RESEARCH EXPERIENCE** : 9 years

**NO OF M.PHIL SCHOLARS PRODUCED:** 6