



SRM Valliammai Engineering College (An Autonomous Institution)

SRM Nagar, Kattankulathur-603203, CHENGALPET DISTRICT, Tamil Nadu

TEL: 044 - 27454784 / 726, FAX: 044 - 27451504

Department of Management Studies

Personal Details

Name:	Dr.K.SENTAMILSELVAN	
Designation:	Asst.Professor (Sel.Gr)	
Educational Qualification:	MBA, Ph.D	
Experience:	25 years	
Area of Specialization:	Marketing- Agricultural Research,	
Date of Joining:	16.06.2005	
E-mail id	vkselvancdm@gmail.com , sentamilselvank.mba@valliammai.co.in	
Cell:	9442441333	
Contact Numbers:	044-27454784	

Educational Details

S. No	Degree	Branch/Specialization	Institution / University	Year
1.	MBA	Marketing	Annamalai University	2000
2.	M.A	Applied Economics	Annamalai University	1990
3.	Ph.D	Marketing	Annamalai University	2009

Professional Society Memberships

1. Indian Society of Technical Education: Life Member
2. Agricultural Economics Society
3. Indian Science Congress, 4. Computer Society Of India.

Publication Details

Journals:

1. Article titled A STUDY ON ENTREPRENEURIAL DEVELOPMENT IN INDIA published in the International journal of management focus ISSN-2250-2971, March 2013.
2. Article titled INDIA 2050- ECONOMIC DEVELOPMENT OF INDIA THROUGH MICROFINANCE published in the International journal of management & Science ISSN-0975-3915, June 2013.
3. Article titled WTO & DOMESTIC SUBSIDIES IN INDIAN AGRICULTURE published in the Journal of exclusive management science ISSN- 2320-8668
4. Article titled "Globalization & Trade in Textile Industry" published in the International Journal of Marketing and Technology, Vol.2, Issue No.5, ISSN: 2249-1058, May 2012
5. Article titled "Economic Analysis of Trade and Health Services in the Rural India : Scope and Limitations" published in the National level Punjab Journal of Business Studies, Vol. 7, No. 2, Oct-Mar. 2010-2011, ISSN: 0973-4465, Pp 1-11.
6. Article published in the National Journal of Punjab Journal of Business Studies article titled "Globalization and Development an International Focus" Vol.5 No.2 October-March 2008-09, ISSN:0973-4465 P.No.66 to 73
7. Article published in the National Journal of SRM Management Digest article titled "Problems and prospects of human resource management in the rural India" Vol.6-ISSN 0973-6905/August 2009 P.No-12 to 17.

8. Article published in the National Journal of SRM Management Digest article titled "Performance analysis of marketing of Agricultural Commodities through regulated market in Cuddalore District, Tamil Nadu" Vol-6-ISSN-0973-6905/April 2008 P.No.240-260
9. Article published in the national journal of punjab business studies Bi-Annual Publication of Mata Gujri College, Fatehgarh Sahib, Article titled "Economic Analysis of Agricultural Growth & Development in Rural India" Vol. 4 No.1 April-September 2008 ISSN: 0973-4465. pp:38-49
10. Article published in the International Journal of SRM Management Digest, article titled "A study on Non pesticidal Agricultural methods for controlling pests in the cuddalore District Tamil Nadu" Vol.5-ISSN 0973-6905/April 2007 P. No-120-122.
11. Article published in the National Journal of Annamalai Management article titled "Impact of globalization and information age on management education" Vol -5-Issue I/Feb 2007 P.No 67-70
12. Article published in the National Journal of Annamalai Management article titled "Problem & Prospects of Food Securities in India" Vol- 4-Issue II / May 2007.
13. Article published in the International Journal for Scientific Research & Development titled "A survey on inspiration and impact of magarasanam" ISSN 2321-0613 vol-4 Issue-5/2016 P. No 1451-1453.
14. Article published in the International Conference on Contemporary Management article titled "Fresh graduates perception towards campus recruitment – A study with reference to Chennai, India" ISSN 2448-9883 vol-4 Issue – 1/ July 2017 P. No 391-399.
15. Article published in the International journal of business intelligence & innovations, article titled "An analysis of recent trends and development in human capital management" ISSN 2348 4705 vol-2/ August 2017.
16. Article published in the Journal of advanced research in dynamical and control systems, article titled "Rehabilitation framework on organic agriculture with reference to Tamilnadu" ISSN 1943-023X Issue-15/ October 2017.
17. Article published in the International conference on Augmented Contemporary Ideas and Innovation in Business Interventions, article titled " a study on consumer buying behavior of various brands television with reference to Chennai" ISSN 2321-4643 Vol-5 Issue-2 /august 2017 P.no 279-283
18. Article published in the international research journal of human sources and social sciences, article titled " a study on human resource planning in a telecom tower design company with reference to Chennai" ISSN(O):2349-4085 ISSN (P): 2394-4218 Vol -4 , Issue- 9/ September 2017 P.No 308-321
19. Article published in the EPRA international journal of economic and business review, article titled "Methods and techniques of materials management in materials selection" e-ISSN 2347-9671 p-ISSN 234-0187 vol-5 issue-9/ September 2017 P.No 164-171.
20. Article published in the International Journal of Research Analytical Reviews titled Revitalizing the employees attitude towards job satisfaction ISSN 2349 – 5138, /March – 2018
21. Article published in the International Journal of Research Analytical Reviews titled Leaf beyond the horizon appraising the employees performance ISSN – 2349 – 5138 / March – 2018
22. Article published in the Caribbean Journal of Science titled organizational climate and job satisfaction of teachers ISSN 0008 – 6452 Annexure 1 Anna University listed journals / April 2019.
23. Article Published in the Caribbean Journal of Science titled Agriculture Scientists rating on Acceptance and rejection of genetically modified organism ISSN 0008 – 6452 / Annexure 1 Anna University listed journal / April 2019.
24. Article published in the International Multidisciplinary Quarterly Research Journal AJANTA ISSN 2277-5730 titled "A study on ethical effectiveness of HR policies with reference to IT companies in Chennai" Vol-8 Issue I/ January-March 2019.
25. Article Presented the paper A study ethical effectiveness of HR politics with reference to IT companies in Chennai.
26. Article presented the paper Technology obsession and health hazard an empirical analysis with reference to south India.
27. Article published I the MIM International Journal of Management Research titled A study on stress management among women employees working in IT sectors in Chennai, ISSN 2394 – 699 Vol – 6 Issue – 1 / February - 2020
28. Article published in the International Journal of Science and research titled Astudy on stress among bank employees in kanchipuram District ISSN 2319 – 7064 Vol 9 Issue 2 / February 2020
29. Article published the Journal of Management & Entrepreneurship Measurement of job Satisfaction government and Non government womens Nursing employees with reference to Chennai.
30. Article published the journal of interdisciplinary cycle research ISSN NO 0022 1945 Titled by analysing the effect awareness & protection of children from victimization - An exploratory study among the college students in Chennai.

Conference:

1. Paper presented in National conference in managing foreign trade Directions for the next millennium paper titled "An Indian vision on WTO Reforms" organized by Dept of Management studies crescent Engineering College held Chennai on 18th 19th Sep 1999.
2. Paper presented in National Conference (OTMP-2000) optimization Techniques in manufacturing practices, paper titled "Business process Re-Engineering" organized by Department of Mechanical Engineering Kumaraguru Engineering College, Coimbatore held on 18th March 2000.
3. Paper presented UGC sponsored National conference on Globalization of Business paper titled "Globalization on Business" organized by Dept of Business Administration, Annamalai University held on 27th March 2002.
4. Paper presented UGC sponsored National conference on knowledge revolution in Business paper titled "Knowledge revolution in Business" organized by Dept of Business Administration Annamalai University held on 28th March 2002.
5. Paper presented in National conference on management past, present – Future paper titled "Managing past-present-future" organized by Dept. of Business Administration Annamalai University held on 23rd and 24th April 2003.
6. Paper presented in UGC sponsored National conference on customer service Excellence paper titled "TQM ultimately results in customer quality service" Organized by Dept of Business Administration Annamalai University held on 12th and 13th March 2003.
7. Paper presented in National Conference on Forth coming trends in management paper titled "Managing of production Execution systems" Organized by Dept of Management Studies St Joseph College of Engineering (Jeppiar group) Chennai held on 27th and 28th Feb 2004.
8. Paper presented in National conference on service quality paper titled "Ethical measures in services will give service quality" organized by Dept. of management studies, karunya university coimbatore held during 7th and 28th Jan 2005.
9. Paper presented in National conferences on global multinationals opportunities and challenges paper titled "Business process outsourcing" organized by school of management SRM University held during 24th and 25th Feb 2006.
10. Paper presented in International Conference on global business opportunities and challenges paper titled "Globalization and trade in Textile Industry" organized by Dept. of Commerce Loyola College held on 15th and 16th Feb 2007.
11. Paper presented in International Conference on global business opportunities and challenges paper titled "Trade in Health services. Scope and limitations" organized by Dept of Commerce Loyola College held on 15th and 16th Feb 2007.
12. Presented the Research paper titled "Challenges in E-Marketing" at National Conference on "Innovative Marketing – Trends, Issues and Challenges" organized by SRM University on 6-7 March 2012.
13. Presented the Research paper titled "Economic Analysis of Green Marketing" at National Conference on "Innovative Marketing – Trends, Issues and Challenges" organized by SRM University on 6-7 March 2012.
14. Presented the Research paper titled "Green Marketing Practices in India- Problems & Challenges" at National Conference on "Innovative Marketing – Trends, Issues and Challenges" organized by SRM University on 6-7 March 2012
15. Presented the Research paper titled "A Study on Employee Safety and Training in Pharmaceutical Industries at Chennai" at the International conference on 'Management and Behavioural Sciences' during 25-26 February 2012, at Jodhpur, Rajasthan.
16. Presented the Research paper titled "Financial Debt Market in India – an overview", at International Conference on Innovative Management Strategies for emerging business paradigms, organized by Adaikala Madha Institute of Management, Thanjavur on 28th January 2012.
17. Presented research paper on A Study on Employee attitude towards technical changes in Information Technology companies in Chennai, Organized by Faculty of Management Studies University of Jaffna Srilanka.
18. Presented research paper titled A Study on Effectiveness on Conflict Management with reference to IT companies in Chennai. at International conference on management challenges 2014, Organized by Sanskriti school of Business Andhrapradesh India in collaboration with ANAHATA STIFTUNG.DE. GERMANY.
19. Presented research paper titled A Study on Consumer perception about banking products with reference to SBI, Meenambakkam, Chennai.
20. Presented research paper 'A study on Entrepreneurial Development in India' Organized by SRM University, held on 21-22 February 2013.

21. Presented Research paper titled “ Strategic issues in trade & health service in India” at Conference on Synchronising Management Theories and Business Practices : Challenges Ahead. Organized by Annamalai University on 27th-29th July 2012.

22. Paper presented in International management convention on the theme “India Calls World – A Road Map to success” paper titled “Enterprise Resource Planning” organized by Dept of management studies, Adaikalamatha Institute of management Tanjore held on 27th and 28th Sep “2004”.

23. Attended Oneday state level conference on Establishment of Entrepreneurship Development cells in Higher Education institutions in Tamilnadu held on 21.12.2012 Chennai.

24. Presented a research paper on ASEAN and Globalization: Transparency, Integrity and sustainability at 3rd international conference on advancement of development administration held on May 28-29, 2015.

25. Presented a research paper on Internet utilization of Indian organic farmers at national level conference on Driving nextgen excellence: entrepreneurship and business management in Valliammai engineering college on 24-4-2015.

26. Presented a research paper on success through emotional intelligence at national level conference on Driving nextgen excellence: entrepreneurship and business management in Valliammai engineering college on 24-4-2015.

27. Presented a research paper on micro finance as an economic growth stimulator in india at 6th International conference on Banking, Finance, Business & technology for sustaining economic development in global market in Sri sai ram institute of management studies on October 9th-10th 2015.

28. Presented a research paper on A study of consumer buying behavior of television with reference to Chennai at 6th International conference on Banking, Finance, Business & technology for sustaining economic development in global market in Sri sai ram institute of management studies on October 9th-10th 2015.

29. Presented a research paper on world life balance- the biggest challenge today at 6th International conference on Banking, Finance, Business & technology for sustaining economic development in global market in Sri sai ram institute of management studies on October 9th-10th 2015.

30. Presented a research paper on employee empowerment A strategical tool for success in competitive business environment at national level conference on Driving nextgen excellence: entrepreneurship and business management in Valliammai engineering college on 24-4-2015.

31. Attended first international conference on transformative education research and sustainable development held on 21-23 october 2016 in dhulikhel, Nepal.

32. Presented a paper on A study on economic analysis of SCM in construction industry in Chennai in International journal of advanced scientific research & development Apr-Jun 2016.

33. Presented a paper on A study on profitability analysis of selected steel companies in India in International journal of advanced scientific research & development Apr-Jun 2016.

34. Presented a paper on A study on financial performance of district central co-operative bank, cuddalore in International journal of advanced scientific research & development Apr-Jun 2016.

35. Attended the International Conference on Innovation, Marketing Competition and Economic Development held at international management Institute, Bhubaneswar on December 9-10, 2016.

36. Attended the International Conference on business management, economics & social sciences at The westin Dhaka & school of business, Uttara university, Dhaka, bangladesh held during 21-23 December 2016.

37. Presented a paper on An analysis of recent trends and development in human capital management at the international conference on interdisciplinary innovation in business management & technology (IIBMT) in annai veilankanni’s college for women held on 10th august 2017.

38. Attended one day national workshop on Guidelines for parent drafting and IPR in E & IT Sector at Valliammai engineering college held on 28-12-2017.

39. Presented a research paper on A study on job mapping among working professionals, Chennai in frontiers of management practices for economic sustainability at St. Peter’s Institute of higher education and research held on 13-12-2017.

40. Presented a research paper titled Fresh graduates perception towards campus recruitment – study with reference to Chennai, India at 4th international conference on contemporary management held on 25th & 26th July 2017

41. Attended the ICAR sponsored multidisciplinary national conference on impact of climate change on agriculture, environment, and livelihood organized by the economics wing, directorate of distance education, annamalai university during 26th and 27th October 2017.

42. Attended one day international conference on emerging trends and innovative strategies in social media marketing organized by department of commerce CA & PA held on 11.10.2017

43. Attended one day conference in International faculty development programme(FDP) in Chennai on 6-4-2019.

44. Presented a paper titled Leap beyond the horizon: Appraising the employee performance in the 6th international conference on Eminent Management Practices- A vision for sustainable business growth organized by SRM Institute of science & technology, Kattankulathur on 20-3-2019.
45. Presented a paper titled Revitalizing the employee attitude towards job satisfaction in the 6th international conference on Eminent Management Practices- A vision for sustainable business growth organized by SRM Institute of science & technology, Kattankulathur on 20-3-2019.
46. Presented the paper titled Leap beyond the Horizon Appraising the Employee Performance,international conference on Eminent Management Practices - A vision for sustainable Business growth,
47. Attended the International conference on Management technology & social sciences.held on 5.5.2019 Barcelona Spain, Technology obsession and health Hazard an empirical analysis with reference to south India
48. presented the paper titled mutual monitoring A problem solving approach to evaluating the effectiveness of training function in the virtual National conference held on 29th December 2021.at School of Management studies Bannari amman Institute of Technology. Sathyamangalam.
49. Presented & published a paper in the International conference on Business Management Economics , Commerce & Technology in the New Normal during 17th & 18th December 2021.
- 50, Presented the paper titled Perception of post graduate on online classes during covid 19 pandemic situation in the National Conference on opportunities and challenges for business in the current turbulent scenario organized by SSN School of Management , Kalavakkam on 25th & 26th February 2022.

Research and Development Details

No. of Ph.D candidates guided/guiding:	3
No of Conferences Convened:	1

Other Details

1. Attended Government of Tamil Nadu sponsored “Prime Minister Rojgar Yojana” Training programme organized by Dept. of Business Administration, Annamalai University from 21.02.95 to 17.03.95	
2. Attended Ministry of Human Resource Development, Govt of India New Delhi, sponsored work shop on “Intellectual property Rights (IPR)” organized by VIT University, Vellore held on 29th 30th March 2004.	
3. Attended Govt of TamilNadu sponsored “Youth Red Cross study camp”, organized by Theivanai Ammal Women’s College, Villupuram held on 06th Nov – 2004.	
4. Attended AICTE – ISTE Sponsored short term training programme for Management teachers in innovative Teaching methods organized by SRM University Chennai from 26th to 30th March – 2007.	
5.No of Seminar Participated:	10
5. Work shop attended	10
7.No of FDP:	10