

NEHRU MEMORIAL COLLEGE (AUTONOMOUS)

PUTHANAMPATTI-621007

STAFF PROFILE

NAME OF THE STAFF : MARISELVI B
DESIGNATION : ASSISTANT PROFESSOR
DEPARTMENT : COMMERCE



1. **CONTACT**

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2. **ACADEMIC QUALIFICATIONS**

Degree	College/University/Board	Year of Passing/ Awarded
Ph.D(Pursuing)	Holy Cross College,Trichy	
M.Phil	Holy Cross College,Trichy	2015
M.com	St.Joseph's College,Trichy	2014

3. **TEACHING EXPERIENCE**

S. No.	Institution	Duration	No. of Years	
			UG	PG
1.	Nehru Memorial College,Trichy	October20,2021To till date	1 month	-
2.	Sri Meenakshi Vidiyal Arts and Science College,Trichy	July15,2019To October 18,2021	2years and 3 months	-
3.	RVS College of Arts and Science,Trichy	May9,2016To July11,2019	3years and 2 months	-

4. **RESEARCH EXPERIENCE (in years)** : 2 Years

5. **AREA OF RESEARCH** : Marketing and Finance

6. **PUBLICATION(S) (In Numbers)**

Journal(s)		Proceeding(s)		Book(s) / Chapter(s) / Monograph(s) / Manual(s)
International	National	International	National	
3	1	-	-	-

Cumulative Impact Factor (as per JCR)	5.80
h-index	-
Total Citations	-

7. **PRESENTATION(S) (In Numbers)**

Events	International	National	State	Regional
Conference(s)	3	1	-	-
Seminar(s)	-	-	-	-

8. **PARTICIPATION (In Numbers)**

Events	International	National	State	Regional
Conference(s)	3	2	-	-
Seminar(s)	6	2	1	-
Workshop(s)	-	-	-	-
Symposium(s)	-	-	1	-

9. **DETAILS OF PUBLICATIONS**

(a) **JOURNAL(S)**

S. No.	Name of the author/s	Title of the paper with e-link	National/ International	Name of journal	Volume Page No & Year	ISSN
1.	Mariselvi B	Supply chain management of milk vendors	International	International Journal of Research and Analytical Reviews	UGC Journal ID-43602 Page no-195-198 & 2019	2349-5138
2.	Mariselvi B	Restrains faced by milk producers in supplying milk to milk co-operative society	International	Sambodhi	Vol-43-No.04(XX VI),	2249-6661
3.	Mariselvi B	A study on income cycle of milk producers	National	A Journal of Composition Theory	Vol -XII Issue IX Page no-1159-1164	0731-6755

4.	Mariselvi B	Work culture of milk producers	International	Our Heritage	Vol-68 Issue-1	0474-9030
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10. **DETAILS OF PRESENTATION(S)**

(Conference(s) / Seminar(s))

S. No.	Name of the Paper	Name of the Conference / Seminar	National/ International	Place	Duration/ Date
1.	Supply chain management of milk vendors	New Horizons of business in the changing Global Environment	International	Jamal Mohamed College,Trichy	23,Jan,2019
2.	Restraints faced by milk producers in supplying milk to milk co-operative society	Service Sector in India	International	Jamal Mohamed College,Trichy	October,2020
3.	A study on income cycle of milk producers	Advancement in business in the Digital era 2019	National	Jamal Mohamed College,Trichy	25,Sep,2019
4.	Work culture of milk producers	Opportunities and challenges of business in the changing scenario	International	Jamal Mohamed College,Trichy	23,Jan,2020

11.

DETAILS OF PARTICIPATION**(Conference(s) / Seminar(s) / Workshop(s) / Symposium(s))**

S. No.	Name of the event(s)	Sponsored by	Conducted by	Place	Duration/ Date
Conference(s)					
1.	Emerging challenges & opportunities of the Indian business in global scenario	TQAC	PG & Research Department	Vysya college, Salem	11.9.2014
Seminar(s)					
1.	Retail marketing in India	UGC	Department of Commerce	Urumu Dhanalakshmi College	19&20, sep, 2014
2	HR practices in India	Prabandha samiti	Department of BBA	Srimad Andavan Arts and Science College, Trichy	12.9.2014
3	Entrepreneurship	Kalyani Covering	PG & Research Department	National College, Trichy	17.9.2013
4.	Health Economics and Management	ICMR-New Delhi	PG & Research Department of Economics	Rajah Serfoji Government College, Thanjavur	15&16 Dec, 2011
Symposium(s)					
1.	Women Entrepreneurs in the era of LPG	-	Department of BBA	St. Joseph's College	2.3.2012