

# 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) /<br>Chapter(s) /<br>Monograph(s) /<br>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          | Restraints 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<br>Issue-1 | 0474-9030 |
|----|-------------|--------------------------------|---------------|--------------|-------------------|-----------|

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#### 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    |
|        |                                                                                   |                                                                   |                         |                              |                |

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

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