

NIRMALA COLLEGE FOR WOMEN (AUTONOMOUS)

COIMBATORE

STAFF PROFILE

NAME : Dr.S.Jaculin Arockia Selvi
DESIGNATION : Associate Professor & Head
DEPARTMENT : Commerce CA
QUALIFICATION : M.Com., M.Phil.,PGDCA.,B.Ed.,Ph.D
EXPERIENCE :28 years
AREAS OF SPECIALIZATION : Finance
E-MAIL : jaculin0211@gmail.com
ACADEMIC QUALIFICATIONS :

DEGREE	YEAR OF COMPLETION	NAME OF THE INSTITUTION	CLASS
B.Com.	1990	Stella Maris College	II
M.Com.	1992	Loyola College	I
M.Phil	2004	Madurai University	II
B.Ed.	1993	Madurai University	I
Ph.D	2016	Nirmala College	

ADDITIONAL QUALIFICATIONS:

DIPLOMA/ VOCATIONAL/ CERTIFICATION	AREA OF SPECIALIZATION	NAME OF THE INSTITUTION/ UNIVERSITY/ AGENCY	YEAR
Technical Examinations Lower Grade	Commerce	Government Technical Examinations	1986
Technical Examinations Higher Grade	Commerce	Government Technical Examinations	1988
PGDCA	Computer Application	Nirmala College	2008

RESEARCH GUIDANCE:

PROGRAMME	NO. OF SCHOLARS	
	COMPLETED	PURSUING
Ph.D	-	-
M.Phil	1	-

RESEARCH PUBLICATIONS:

INTERNATIONAL:

- [1] Importance of profitability drivers of Indian Banks : An ALM Approach, International Journal of Social Science, Vol.02, Issue 03, 3 rd May 2015, Pg No. 01-03, ISSN: 2394-1316
- [2] Impact of Asset and Liability Management on Profitability, International Journal of Emerging Business Issue ,Vol.1 30-02- 2015.
- [3] A study on liquidity position of Olympic cards limited, A Journal of Intercontinental Management Research Consortium, September 2015,Vol. 3, Issue 3,ISSN : 2347-1654 &2347 – 1670.
- [4] An Analytical Study on Working capital Management of T-Stanes Company Limited, A Journal of Intercontinental Management Research Consortium,Vol.3 Issue 3 Special Edition Sep.2015
- [5] An Analytical Study of Asset-Liability Management of Lakshmi Vilas Bank in India, A Journal of Intercontinental Management Research Consortium, September 2016, Vol 4, Issue 5, ISSN: 2321-0354.
- [6] An Analytical Study of Asset-Liability Management of Dena Bank in India, A Journal of Intercontinental Management Research Consortium, September 2017, Vol 5, Issue 10, ISSN: 2321-0354.
- [7] Customer Perception Towards Eco- Friendly Products with Special Reference to Coimbatore City, EPRA International Journal of Economic and Business Review ISSN(Online):2347-9671, ISSN(Print)2349-0187,Impact Factor(SJIF 2018)8.003/ICV(2016):61.33
- [8] A Study on Growth and Performance Analysis of Financial Statements of Ponni Sugars, The International Journal of Analytical and Experimental Modal analysis, IJAEMA. Journal, Volume, IssueIX Impact Factor6.3, ISO 7021-2008.
- [9] A Study on Financial Analysis of JSW Steel Limited, International journal of Humanities and Sciences Volume 1,issue 1,Pg-3330-331
- [10] A Study onCustomer'sPerception towards Loyalty Programs offered by Amazon, International journal of Humanities and Sciences.
- [11] A study on customer Preference towards Online Pharmacy, International Journal of Advanced Vol 2, Issue 4 Pg. No.98-104 Research, ISSN 2581-9429, Impact Factor 6.25
- [12] A study on Customer Satisfaction and Perception towards DTH Services, International Journal of Advanced Research in Science, Communication and Technology, Vol.2, Issue 5 Pg.No.96-100, ISSN 2581-9429, Impact Factor 6.252.

- [13] A Study on Public Awareness towards Crypto currency, International Journal of Creative Research Thoughts (IJCRT),19-24, 0030-5324
- [14] A Study on Customer Preference Towards Coupon Code On Trends With Special reference to Coimbatore City, International Journal of creative research thoughts (IJCRT)
- [15] A Study on Social Media Strategies for Online Shopping Cart, International Journal of creative research thoughts (IJCRT)
- [16] A Study On Customer Satisfaction Towards PVR Cinemas in Coimbatore City, International Journal of creative research thoughts (IJCRT)
- [17] Study on Public Perception and Awareness Towards Intelligent Traffic Management System with Special Reference to Reduction of Traffic Signals and Implementation of Speed Detection Cameras, BODHI International Journal of Research in Humanities, Arts & Science, Vol 1, Pg No 69-74, ISSN: 978-93-49543-85-0
- [18] A Study on The Effects of Subscription- Based Services on Young Adult Spending Patterns, BODHI International Journal of Research in Humanities, Arts & Science, Vol 1, Pg No 85-94,ISSN: 978-93-49543-85-0
- [19] A Study on Financial Performance Analysis of Hatsun Agro Products, International Journal of Scientific Research in Engineering and Management (IJSREM) Volume: 09 Issue: 04 | April -2025 SJIF Rating: 8.586 ISSN: 2582-3930
- [20] A Study on Financial Performance Analysis of Larsen and Toubro Limited, International Journal of Scientific Research in Engineering and Management (IJSREM) Volume: 09 Issue: 05 | May- 2025 SJIF Rating: 8.586 ISSN: 2582-3930
- [21] Study on Public Perception and Awareness Towards Intelligent Traffic Management System with Special Reference to Reduction of Traffic Signals and Implementation n of Speed Detection Cameras, BODHI International Journal of Research in Humanities, Arts & Science, Vol 1, Pg No 69-74,ISSN-978-93-49543-85-0.
- [22] A Study on The Effects of Subscription- Based Services on Young Adult Spending Patterns, BODHI International Journal of Research in Humanities, Arts & Science, Vol 1, Pg No 69-74,ISSN-978-93-49543-85-0.

PRESENTATIONS IN CONFERENCE:

INTERNATIONAL:

- [1] “A study on stress management among female employees in women’s educational institutions with reference to Coimbatore”. International conference on women’s equality, protection and empowerment
- [2] ,A study on women’s economic participation and its effects on household poverty, International conference on women’s equality, protection and empowerment
- [3] ,A study on education for skill development and women empowerment, International conference on women’s equality, protection and empowerment
- [4] ,Environmental Impact and Challenges of Cardless Banking, The 6th Kasetsart University Sriracha Campus ,Thailand.

PARTICIPATION IN CONFERENCES:

- [1] 07.01.2020. attended International Conference on “Challenges and Opportunities for the Sustainable Growth of Business in India, Department of Commerce, Nirmala College for Women, Coimbatore,
- [2] On 26.08.2024 participated International Conference on Environmental Impact and Challenges of Cardless Banking, Kasetsart University Sriracha, Thailand.

PARTICIPATION IN WORKSHOPS:

- [1] On 13.10.2018 participated Outcome Based Education ,UGC Sponsored Programme, Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore,
- [2] On 09.11.2018 attended Open Access E-Resources for Research and INFLIBNET-Resources Department of Library and Information Science, Nirmala College for Women, Coimbatore
- [3] On , 02.02.2019 participated Intellectual Property Rights, Patent and Copyrights UGC Funded, Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore.
- [4] On 07.03.2020 Revised Guidelines for the Accreditation Process of NAAC Funded under the UGC Autonomous Grant, The Internal Quality Assurance Cell, Nirmala College for Women.
- [5] Coimbatore 19.03.2020. Innovative Eco-Systems, Incubation Centres and Start-Ups for Higher Education Institutions UGC Autonomous Grant, The Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore.

Training:

- [1] On 30-04-2020 to 03-05-2020 attended training programme on Tally knowledge, AXN, Infotech, Coimbatore.
- [2] On 15-12-25 to 17-12-25 attended training programme on Educational Organizations Management System (ISO EOMS 21001:2018), Nature Science Foundation, Coimbatore.

PARTICIPATION IN FACULTY DEVELOPMENT PROGRAMMES:

- [1] On 30.10.2019 participated Faculty Development Program on “Innovative Teaching Strategies” Curriculum Development Cell, Nirmala College for Women, Coimbatore, 30.10.2019.
- [2] On 30-04-2020 to 01-05-2020 participated FDP Programme on Moodle Learning Management System, Kaypeeye college of Arts and Science, Kotagiri, Nilgiris.
- [3] 01-05-2020 participated FDP Programme on Industry 4.0: The New Normal, VET college of Arts and Science

- [4] On 08.08.2023 participated FDP Programme on Big Data Technologies, Future Skills Prime
- [5] On 16.02.2024 2023 participated FDP Programme on Boosting Engagement: Interactive and Digital Learning Design, Nirmala College for Women.
- [6] On 11.3.2024-17.03.2024 participated FDP Programme on Effective Teaching Pedagogy: Strategies for engaging and empowering Learners, Department of Humanities and Physical Education CT University Ludhiana, Punjab.
- [7] 27th May to 31st May 2024 participated FDP Programme on International Faculty Development Program on MIT Arts Commerce & Science College (Autonomous)- Maharashtra, Nishitha Degree College (Autonomous) - Nizamabad, Telangana, Seshadripuram College Tumakuru, Karnataka P.B. Siddhartha College of Arts and Science -Andhra Pradesh in Collaboration with ExcelR Edtech Pvt. Ltd.
- [8] On 09-09-2024 to 13-09-2024 attended Online Faculty Development Programme on “Adapting to AI Driven Industry,” P. G. Department of Computer Science, Rajapalayam Rajus’ College in Association with ECRIO INC, USA
- [9] On 04.12.2024 attended Faculty Enrichment Program on Learning Outcome Based Curriculum Framework in the Context of NEP, Nirmala College for Women
- [10] On 20.05.2024 to 25.05.2024 participated Faculty Development Programme on Outcome Based Education, organized by Mangalmay Institute of Management and Technology, Greater Noida, Uttar Pradesh
- [11] On 27.05.2024 to 31.05.2024 attended Faculty Development Programme on Digital Marketing, organized by
- [12] On **22.10.25 to 29.10.2025 participated** Faculty Enrichment program on Teaching Methodologies, Stella Matutina College Of Education, Chennai, organized by MIT Arts Commerce & Science College (Autonomous)- Maharashtra, Nishitha Degree College (Autonomous) - Nizamabad, Telangana, Seshadripuram College Tumakuru, Karnataka P.B. Siddhartha College of Arts and Science -Andhra Pradesh in Collaboration with ExcelR Edtech Pvt. Ltd.
- [13] On 06-02-26 participated Faculty Development Program on Generative AI in Higher Education Emerging Tools and Future Direction, NIRMALA COLLEGE FOR WOMEN, Coimbatore

CONFERENCE/ SEMINAR/ WORKSHOP ORGANIZED:

- [1] 03-09-2014 organized National Level Seminar – “Emerging Markets – New Challenges of the Contemporary Society”. Department of Commerce (CA), (PA) and PG Department of Commerce, Nirmala College for Women, Coimbatore.

[2] 15-09-2015 organized National Conference on “Emerging Dimensions in the Indian Business Scenario”. Department of Commerce (CA), (PA) and PG Department of Commerce, Nirmala College for Women, Coimbatore. Nirmala College for Women, Coimbatore.

[3] 28-09-2016.organised International Journal Release – “Innovation on Applied Research in Commerce, Economics and Management”. Department of Commerce (CA), (PA) and PG Department of Commerce, Nirmala College for Women, Coimbatore.

[4]22-09-2017 organized International Journal Release and Fest Comm – 2017 Symposium – “Opportunities and Challenges in the Emerging Markets of the Contemporary Society”. Department of Commerce (CA), (PA) and PG Department of Commerce, Nirmala College for Women, Coimbatore.

[5] 26-09-2019 organized One Day National Conference on “Emerging Trends-Shaping the Future of Indian Business”. Department of Commerce (CA), (PA) and PG Department of Commerce, Nirmala College for Women, Coimbatore.

[6] 22-05-2021 organized International Seminar on “Consumerism” Department of Commerce (CA) and PG Department of Commerce, Nirmala College for Women, Coimbatore.

[7] 20-12-2021 organized One Day Workshop on “Job Openings in GST,”Department of Commerce (CA) and PG Department of Commerce, Nirmala College for Women, Coimbatore. .

[8] 30.09.2024 organized Revolution in Trading,Department of Commerce (CA) and PG Department of Commerce, Nirmala College for Women, Coimbatore.

[9] 10.02.2025 organized Workshop on Intelliscribe AI-driven research Writing and Analysis Department of Commerce (CA) and PG Department of Commerce, Nirmala College for Women, Coimbatore.

BOOK PUBLICATIONS:

[1] Applied Cost Accounting-MCQ, ISBN 9788198 291011

[2] Tally Erp.9 Practical, ISBN: 9789334 203127

[3] Management Accounting-Study Material, ISBN:978-81-993495-5-1

MEMBER IN BOARD OF STUDIES:

[1] Nirmala Collegefor Women, Coimbatore.

[2] Sri Ramakrishna College of Arts and Science,Coimbatore

[3] Bharathiyar University

EDITORIAL/ REVIEW BOARD MEMBER:

- [1] Editorial Board Member for the "Journal of Intercontinental Management Research Consortium".

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