

Name : Dr. S.C.B. SAMUEL ANBU SELVAN

Designation : Assistant Professor

Department : Commerce

Date of Joining : 08.01.2001

Email : anbuselvan73@gmail.com



Educational Qualification:

Degree	Subject	College / University & Place	Year Completed
B.Com	Commerce	The American College, Madurai	1993
M.Com	Commerce	The American College, Madurai	1995
M.B.A	Management	The American College, Madurai	1997
M.Phil	Commerce	Alagappa University Karaikudi	2004
NET	Commerce	UGC, New Delhi	2005
M.Phil	Management	Annamalai University Chidambaram	2008
Ph.D	Commerce	MKU, Madurai	2011
P.G.D.C.A	Computer Science	MKU, Madurai	2009

Specialisation in Teaching:

- Income Tax marketing
- Financial Accounting
- Management

Specialisation in Research:

- M.Phil – Marketing
- Ph.D – Marketing

Other Work Experience:

Designation	Institution / Company	Year - From (month/year) To (month/year)
Lecturer	P.K.N. Arts & Science College	15.06.1997 – 31.1.1998
Lecturer	Jayaraj Chelladurai college	20.06.1998 – 30.04.1999
Marketing Officer	Several Paper & Boards	01.06.1999 – 07.01.2001

Administrative /Academic Position/s (held / currently holding):

Positions held / currently holding	Year - From (month/year) To month/year)
Convener, NSS Units	1.11.2006 to Till Date
Co- ordinator – BBA	01.06.2013 to Till Date

Awards / Fellowships:

Best NSS Programme officer of university level for the academic year 2010 - 2011

DETAILS OF PAPER PRESENTATION AND PUBLICATION**PAPER PRESENTED****International Level:**

1. 1st International conference on Globalization and Consumer protection – Challenges and strategies held at kalasalingam university krishnankoil. A paper presented entitled on “New Strategies for consumer protection in mobile phone services sector”
2. An international conference on strategy in the entrepreneurial millennium: New Winners, New Business Models, New Voices held at the Kavery Engineering College, Mecheri, Salem. A paper presented on “consumer protection strategy for mobile phone service sector”
3. An International Conference on “Business Innovations in the Globalisation Era” held on 22nd September, 2012 in A.V.M.M Sri Pushpam College, Poondi Thanjavur. A Paper Presented on “Venture Capital”.

National Level:

1. Department of Commerce, The American College, Madurai, National Level Seminar held in 2004, Paper Presented on “Developing Media Objectives and strategies”
2. Department of Commerce Ayya Nadar Janaki Ammal College, Sivakasi, National Level Seminar on 19th and 2th January 2007. Paper presented on “CRM in Services Marketing”.
3. UGC Sponsored National Level Workshop on Human Rights Advocacy and Training Held in August, 2008, Paper presented on “Consumer rights and protecting consumers” organized by the department of commerce, V.H.N Senthilkumara Nadar College, Virudhunagar.
4. National Conference on Managing the Future held on 26th February 2010, organized by Department of management studies, Sourashtra College, Madurai A paper presented on title “Rural Entrepreneurship and NGO’s”
5. National Seminar on “Indian Service Sectors” organized by Department of Commerce, Madurai Sivakasi Nadars Pioneer Meenakshi Women’s College, Poovanthi, A paper presented entitled “The Current Mobile Phone Market and interaction, Design in India
6. National conference on “Revitalising Global Business: Issues, Approaches and strategies held on 19th December 2011 organised by the commerce wing directorate of Distance Education, Annamalai University, Annamalainagar A paper presented entitled “E-Tailing- A paradigm Dhift”.
7. One Day National Conference on Emerging Trends in Global Business Conducted by RVS Institute of Management studies and RVS College Of Engineering and Technology Department of Management studies a Coimbatore. A paper presented titled “Entrepreneurial impediments in Brick Units” on 10th September 2012.
8. National Sminar “Emerging Opportunities and Challenges in Micro, Small and Medium Enterprises” held during 12th October, 2012 in St. Xavier’s College (Autonomous), Plalyamkottai and presented a paper on SWOT analysis of Handmade Brick Units in Madurai District of Tamil Nadu
9. Indian Council of Social Science Research (ICSSR), New Delhi sponsored Two Day National Seminar on Micro Small and Medium Enterprises (MSMEs) in India Problems and prospects organised by the department of commerce (Computer Applicatoins), Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi on 14th and 15th December, 2012, and presented a paper on “Prospects and problems of Small Scale Brick Units in Maduai Dist”.
10. UGC Sponsored Two-Day National Seminar On Foreign Direct Investment in Retail Trade – Opportunities and Challenges held between February 1st and February 2nd 2013, Organised by Department of Commerce and Research Centre, Sourashtra College and a paper presented entitled “An Analytical Study of Foreign Direct investment in the Indian Market”

State Level

1. Department of Commerce, Fatima College, Madurai, State Level Seminar on “Banking in IT Era”, paper presented on “Internet Banking” held on 9th December, 2006

PUBLICATION IN BOOKS AND JOURNALS

1. A publication of centre for consumer studies, INDIAN INTITUTE OF PUBLIC ADMINISTRATION, New Delhi, jointly published by KALASALINGAM UNIVERSITY, Krishnankoil, International Edition on Consumer Protection and Globalization, ISBN 978-81-906671-97, Volume No. 1, Issue 1, January, 2010. Pp.91-92.
2. A Publication of Mani Bharthi Publishers, Chidambaram entitled Revitalising Global Business: Issues, Approaches and Strategies ISBN 819222211-X-978-81-92221-10, December 2011. Pp 179-181.
3. A Publication of NCRC Publications, Coimbatore entitled Emerging Trends on Global Business, Third Edition of RVS Institute of Management studies and RVS College of Engineering and Technology. ISBN 978-93-81537-00.8, September, 2012, Pp 418-420