

PROFILE



Dr. D.JebaSelvi Anitha

Assistant Professor

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Joining Date: 17.06.2018

Academic Profile

- Qualified in State Eligibility Exam 2017.
- Ph.D in Commerce, CPA College, Bodinayakanur, 2015.
- Master of Philosophy in Commerce (M.Phil) from the Manonmaniam Sundaranar University, Tirunelveli, 2007.
- Masters of Commerce (M.com) from Annamalai University, 2005.
- Bachelor of Commerce (B.Com) from Sarah Tucker College for Women, Tirunelveli, 2000.

Work Experience

Ten years of experience in the field of education.

S. No	Institution	From	To	Designation
1	The American College, Madurai	June 2018	till date	Assistant Professor
2	NMSS Vellachami Nadar College of Arts and Science, Madurai.	July 2017	2018	Assistant Professor
3	Jeyaraj Annapackiam College of Arts and Science for Women, Periyakulam.	July 2013	2017	Assistant Professor

Seminar and Conferences Attended

- Participated State Level Seminar on “Reading and Writing Skills for Scholarly Publication” organized

by the Central Library, Jayaraj Annapackiam college (Autonomous), Periyakulam on 24th February 2014.

- Participated National Level Seminar on “Marketing 3.0-Sustainable & Inclusive Growth Oriented Marketing” organized by AIMAN College of Arts and Science for Women, Trichy on 29th January 2015.
- Participated NAAC Sponsored National Conference on “Quality Assurance and Quality Sustenance in Higher Educational Institutions: Challenges and Solutions” organized by IQAC Jayaraj Annapackiam College (Autonomous), Periyakulam on 29th&30th September 2016.
- Participated State Level Seminar on “The Role of IQAC in Enhancing the Quality Sustenance of Higher Education” organized by IQAC NMSS Vellaichamy Nadar College, Madurai on 17th March 2018.
- Participated International Conference on “Role of Digital Transformation in Business” organized by The American College, Madurai held on January 2019.
- Participated International Conference on “Emerging Trends in Banking, Insurance & International Trade” organized by Thiagarajar College, Madurai held on 27th& 28th March 2019.
- Participated (ICSSR) National Conference on “Empowerment of Women through Micro Finance” organized by Jayaraj Annapackiam College (Autonomous), Periyakulam on December 2019.
- Participated International Conference on “Sustainability, Transformation, Development in Business and Management” organized by The American College, Madurai on January 2020.
- Participated National Conference on “Innovation and Sustainability in Rural and Agro Development in Digital Era “Organized by Francis Xavier Engineering College, Tirunelveli on January 2020.
- Participated International Conference on ” Creation of Self - Reliant Entrepreneurs in the Industrial Revolution Era (4.0) by Valluvar College, Karur. on March 2021.
- Participated E- Conference “Perspective and Future of Crypto currency” Karmaveer Bhauro Patil college, Vashi, Navi Mumbai, on 26th February 2022.
- Participated International Conference on ” “Business Dynamics and Sustainable Development” On 5th and 6th January 2023 Organized by St. Joseph’s University Bangalore and The American College, Madurai.
- Participated Two Day International Conference on Commerce and Management in the Digital Age: Trends, Challenges & Innovations, Organized by The American College, 5&6 January, 2024.
- Participated Two Day International Conference on Artificial Intelligence in Commerce and Management, Organized by The American College, 6&7 January, 2025.
- Participated one day National conference on “Enhancing the quality of academics and research in HEIs” organized by IQAC, The American College, 28th January, 2025.

Workshop Attended

- Participated State Level Workshop on “ Reforms in Curriculum Development and Examination system” organized by curriculum Development Cell, Jayaraj Annapackiam college(Autonomous), Periyakulam on 13th November 2013.

- Teaching , Research and Technology organized by Xavier Board of Higher Education in India, Bengaluru in collaboration with Christ University, Bengaluru on 28th and 29th April 2015.
- Faculty Development Programme on “Corel Draw” Organized By Department of B.com (CA),N.M.S.S.Vellaichamy Nadar College, Madurai held on 2nd&3rd May 2018.
- National workshop on Applications of AMOS in Social Science Research organized by Department of Commerce, The American College, Madurai on 12th and 13th October 2018.
- National workshop on “GST Workshop” organized by Commissioner of GST and Central Excise, Madurai / The American College, Madurai on 5th July 2019.
- Development of Websites by Department of Commerce, organized by The American College, Madurai on 3rd August 2019.
- Online Faculty Development Programme “My Life My Pride My Career” organized by Patrician College of Arts and Science College, Chennai on 18th May 2020.
- Online Faculty Development Programme “Project Proposals for Funding Agencies (UGC STRIDE AND ICSSR IMPRESS): Preparation and Submission Protocol” organized by Patrician College of Arts and Science College, Chennai held on May 2020.
- Faculty Development Program on “Teaching for Transformation & Excellence in Post Covid Era” organized by Department of Commerce, The American College, Madurai held on 6 June 2020.
- Online International Level FDP “Post Covid-19 Challenges and Opportunities-A Global Perspective” organized by Sakthi Institute of Information and Management Studies from 6th -12th June 2020.
- Online FDP “Being a Super Teacher” organized by Bannari Amman Institute of Technology from 6th -12th July 2020.
- Online workshop "Entrepreneurial Skills: Incubate, Install and Innovate" organized by Fatima College from 22nd -24th July 2020.
- National Faculty Development Webinar on "A Radical Overview on Writing Research Papers" organized by the IQAC, St Aloysius College, Bangalore on 27th October 2020.
- Online workshop “Roadmap to Successful Entrepreneurship for Commerce Professionals” organized by Department of Commerce , The American College, ,Madurai held on 15 March 2021.
- Online FDP “ Strategic Resilience and Organization Agility” organized by Valluvar College of science and management, Karur, from 26th to 31st May 2021.
- Online workshop on “ Tricks & Trades”, organized by Institute of Gems & Jewellery on 27th May 2021.
- International Workshop on “Creating Interactive E-Assessment Tools”, organized by Universal Teachers Academy, Puducherry from 14th to 18th June 2021.
- Faculty Development webinar under UGC PARAMARSH scheme on “Inculcating Quality Culture in HEIs” jointly organized by Internal Quality Assurance Cell and the Department of Commerce (Professional Accounting),The Standard Fireworks Rajaratnam College for Women, Sivakasi on 25th September 2021.
- Faculty Development webinar under UGC PARAMARSH scheme on “Technology Invasion for Quality Assurance in Higher Education - Special focus on NAAC RAF (Revised Academic Frame Work) ” jointly organized by Internal Quality Assurance Cell and the Department of

Commerce(Computer Applications),The Standard Fireworks Rajaratnam College for Women, Sivakasi on 27th September 2021

- Online FDP “ Hybrid Teaching & Learning”, organized by St. Joseph’s College, Trichy held on 2nd December 2021.
- Online FDP “ Investor Education & Awareness”, organized by Sraddha Academy for Financial Education in association with the PG & Research Department of Commerce, Thiagarajar College, Madurai, from 28th to 30th December, 2021.
- E-workshop on “Innovative Techniques in SPSS and Data analysis” organized by Satyabama Institute of Science and Technology, Chennai from 3rd to 7th January 2022.
- Online FDP “ Exploring Dynamics of the Classroom – NEP and NAAC Perspective” organized by IQAC of St.Pauls College, Bengaluru from 20th to 28th January 2022.
- Professional Development Program on “Saturday Talk Series- Teaching Pedagogies & Practices” conducted by School of Commerce, Presidency University, Bengaluru on 26th February 2022.
- IP Awareness/Training program under “National Intellectual Property Awareness Mission organized by Intellectual Property Office, India on February 28,2022.
- Online FDP “Meta-Analysis”, organized by Presidency University, Bengaluru on 12th March 2022.
- Online FDP “Plagiarism in Academic Research & Author Identifiers” organized by IQAC, Indian Institute of Management and Commerce (affiliated to Osmania University) on 11th & 12th April 2022.
- FDP on “ Investor Awareness & Education” hosted by Sraddha Academy for Financial Education in partnership with the Department of Commerce, The American College from 28th to 30th April 2022.
- National Level Faculty Development Program on “Research Methodology” Organized by Department of Commerce, PPG College of Arts and Science, Coimbatore from 12th December to 19th December 2022.
- Three Days Faculty Development Programme on “Use of Tools & Techniques In Research Methodology ” Organized by Department of Commerce With International Business at Hindusthan College of Arts & Science, Coimbatore from 27th March to 29th March 2023.
- One-Day Interactive Workshop on “Arts and Science Methodical Scientific Writing and Publishing in a High-Impact Journal”, on 6th March 2023, The American College, Madurai.
- Two days national level FDP on “Research Methodology for Social Science” organized by Star International foundation for research and education, Nammakkal on 22nd and 23rd April 2023.
- Seven days FDP on “Research Ethics in Higher Education” jointly organized by PG and Research Department of Commerce, Rani Anna Government College for Women, Tirunelveli & Globethics, South Asia Centre, Bangalore on 18th to 25th September 2023.
- Two days Workshop on “Intellectual Property Rights” organized by TN state council for science and technology, Technology information, Forecasting and Assessment Council and Mannar Thirumalai Naicker College, Madurai on 16th and 17th October 2023.
- Ten days Faculty Development Programme on “National Education Policy – 2020” organized by AMET University, from 16th December to 26th December 2023.
- FDP on “Intellectual Property in Academic Institutions – Hybrid mode, organized by Patrician college of arts and science, Chennai on 6th February 2024.

- Attended National Level FDP on “National Education Policy 2020: Challenging Opportunities in the Indian Higher Education Sector” organized by the Institution’s Innovation Council, Thiagarajar College on 29th July 2024.

Paper Presentation

- Presented a paper title “Factors influencing utilization pattern of life insurance policy holders” on 13th and 14th March 2010 organized by Kadhira Mohideen college, Adirampattinam.
- Presented a paper title “Quality Services rendered by the LIC of India to its customers” on 10th February 2012 organized by Holy Cross College (Autonomous), Nagercoil.
- Presented a paper title “The Indian Insurance Industry” on 27th and 28th January 2011, organized by Holy Cross College (Autonomous), Nagercoil.
- Presented a paper title “FDI in Indian Retail Sector Pros And Cons” on 29th Jan 2015 organized by AIMAN College of Arts & Science for Women, Tiruchirappalli.
- Presented a paper title “Teaching Accounting through the application of information and communication technologies” on 29th and 30th September 2016, organized by Jayaraj Annapackiam College (Autonomous), Periyakulam.
- Presented a paper title “A Study On Innovative Trading Practices in Indian Stock Exchange with Reference to OTCEI” on January 2019, International Conference on “Role of Digital Transformation in Business” organized by The American College, Madurai.
- Presented a paper title “ A Study on Service Quality Towards Banking Sectors with Specific reference to Canara Bank in Madurai City” On 27th & 28th March 2019, National conference on “Emerging Trends in Banking, Insurance & International Trade” organized by Thiagarajar College, ISSN 2456-4044.
- Presented a paper title “Role of MSME In Rural Women Empowerment” on December 2019, (ICSSR) National Conference on “Empowerment of Women Through Micro Finance” organized by Jayaraj Annapackiam College (Autonomous), Periyakulam.
- Presented a paper title “Role of Digital Transformation in Business” on January 2020, International Conference on “Sustainability, Transformation, Development in Business and Management” organized by the American College, Madurai.
- Presented a paper title “A Study On Financial Initiatives Taken by NABARD to Empower Rural Economy” on January 2020, National Conference organized by Francis Xavier Engineering College, Tirunelveli.
- Presented a paper title “Entrepreneur – Need of the hour” on March 2021, International Conference organized by Valluvar College, Karur.
- Presented a paper title “Green Marketing: Consumer’s Perception and Awareness of Green Washing, “Business Dynamics and Sustainable Development” On 5th and 6th January 2023 Organized by St. Josephs University Bangalore and The American College, Madurai.
- Presented a paper title “Crypto currency Markets and its Impact on Indian Economy”, on 5th and 6th January 2023 Organized by St. Josephs University Bangalore and The American College, Madurai.
- Presented a paper title “Ethical Issues in Startup In Indian Economy”, National Conference on “The Effectiveness of Startups in Indian Economy” Organized by SNMV College of Arts and Science Institute

of Management, Coimbatore.

- Presented a paper title “Enhancing Audience Segmentation and Targeting on You tube through Digital Marketing Analysis”, on 5th and 6th January 2024 Organized by The American College, Madurai.
- Presented a paper title “Crypto currency as an Investment: An Analysis of Opportunities and Risks”, on 5th and 6th January 2024 Organized by The American College, Madurai.
- Presented a paper title “Origin and Growth of Employee State Insurance Schemes in India”, in the ICSSR , sponsored one day National Seminar on “India 2.0: Vision for India 2047- Digital Ecosystem and Harnessing Artificial Intelligence “ organized by PG Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Coimbatore on 24th January 2024.
- Presented a paper title “The Impact of AI – Powered Learning tools on student academic Performance”, in the ICSSR , sponsored one day National Seminar on “India 2.0: Vision for India 2047- Digital Ecosystem and Harnessing Artificial Intelligence “ organized by PG Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Coimbatore on 24th January 2024.
- Presented a paper title “ Empowering Women Entrepreneurs through Direct Benefit Transfer(DBT): Impact, Challenges and Policy measures” in National seminar on Direct Benefit Transfer (DBT) Scheme: An Initiative for inclusiveness, organized by Jayaraj Annapackiam College for women (Autonomous), Periyakulam sponsored by Indian Council of Social Science Research(ICSSR) SRC-Hyderabad
- Presented a paper title “ An evolving role of AI in shaping the future of Instagram content creation” on 6th and 7th January 2025 Organized by The American College, Madurai.
- Presented a paper title “ A study on the impact of AI on consumer experience with Flipkart services in Madurai city” on 6th and 7th January 2025 Organized by The American College, Madurai.
 - Presented a paper title “Chatbot Chronicles: Unveiling Consumer Attitudes in E – Commerce” on 6th and 7th January 2025 Organized by The American College, Madurai.
 - Presented a paper title “Road Ahead: Opportunities for Automated Vehicles with AI in India’s Growing Economy” on 6th and 7th January 2025 Organized by The American College, Madurai.
 - Presented a paper title “A study on the impact of AI-Driven learning assistants on students engagement ”, in the ICSSR-SRC, sponsored one day National Seminar on “Vision Viksit Bharat 2047: Education 4.0 Enhancing India’s Workkforce for the AI-Powered future “ organized by Department of Commerce with Business Process Services, Nallamuthu Gounder Mahalingam College, Coimbatore on 24th January 2025.
 - Presented a paper title “Role of AI in content creation in Instagram”, in the ICSSR-SRC, sponsored one day National Seminar on “Vision Viksit Bharat 2047: Education 4.0 Enhancing India’s Workkforce for the AI-Powered future “ organized by Department of Commerce with Business Process Services, Nallamuthu Gounder Mahalingam College, Coimbatore on 24th January 2025.

Publications in Inter National Journal

- “Ethical Perspective of women towards environment”, co-authored by Dr.S.Velanganni, March 2015, ISSN: 0970-7247, page 35-37 published by Third concept.
- “Mergers and Acquisition of Indian Overseas Bank in Post-Reform India” co-authored by Dr.S.Francis Mercy, Nov-2015,ISSN:(2348-9766), Impact Factor-3.007 page-38-47 published by International Research Journal of Management and Commerce.

- “Interface between agriculture and globalization in Theni (Tamil nadu), co-authored by Dr.S.Velanganni April 2016, ISSN: 0970-7247 page37- 41 published by Third concept.
- “Agriculture profile of the farmers in Theni district” co-authored by Dr.S.Velanganni ISSN: 0970-7247 page 46-54, February 2017, published by Third concept.
- “Digital Transformation in Indian Banking Sector” April 2018, published by Online Shanlax International Journal of Commerce.
- “A Study on Innovative Trading Practices in Indian Stock Exchange with reference to OTECI” ISSSN : 1076-5131 page 1802-1806, January 2019, published by JASC.
- “Role of MSME In Rural Women Empowerment” December 2019published by IJAEMA Journal, Volume XI, ISSN NO: 0886-9367.
- “A Study on Financial Initiatives taken by NABARD To Empower Rural Economy” January 2020, published by Our Heritage Journal, Volume-68,ISSN NO:0474-9030.
- “Expectations of the Farmers’towards Agriculture Sector” March 2020, co-authorized by Dr.S.Velanganni& Dr.Bala Jeshuran published by Journal of Xián University of Architecture & Technology, **SCOPUS** ISSN:1006-7930.
- “Entrepreneur – Need of the Hour”, March 2021, published by A Journal of the History of Ideas and Culture, ISSN: 0337-743X.
- “Impact of Globalization on methods of cultivation with special reference to Theni District”, April 2021, co-authorized by Dr.S.Velanganni& Dr.M.Aakina Barveen published by InterNational Research Journal of Engineering and Technology (IRJET), Volume:08, e-ISSN: 2395-0056, p-ISSN: 2365-0072.
- “Problems Encountered by the farmers in Theni District” April 2021, co-authorized by Dr.S.Velanganni published by palArch’s Journal of Archaeology of Egypt/Egyptology, **SCOPUS** ISSN:1567-214X.
- “Green Marketing: Consumer’s Perception and Awareness of Green Washing”, South India Journal of Social Sciences; ISSN: 0972 –8945, Vol. XXI, No.13, January–June: 2023, UGC Care Approved, Group I, Bi-Annual Journal.
- “ FINTECH: Challenges and Opportunities in Mobile Payments”, Humanities and Social Science Studies Journal: ISSN 2319-829X with IF =7.28, Volume 13, issue 01, No.05, January – June 2024, UGC Care Approved, Group I, Peer reviewed, Bi-Lingual, Biannual, Multi-disciplinary referred journal.
- “A Study on awareness of Government Initiatives to Women Entrepreneurs with special reference to Madurai district”, Journal of Foundation Research,.: ISSN: 2397-5635, Vol. XXXII, No.1(VII), January– June: 2024, UGC care Indexed, Peer reviewed and Referred Journal.

ONLINE COURSES

- “Understanding Open Educational Resources” completed online certificate course organized by Common Wealth of Learning, Canada on 8th April 2020.
- “Disruptive Digital Technologies 2020” completed online certificate course organized by Sakthi Institute of Information and Management Studies, Coimbatore on 3rd June 2020
- “Logistics & Supply Chain Management” completed online certificate course organized by Auxilium College (Autonomous) Gandhi Nagar, Vellore from 22nd-28th June2020.

- “Art of Business” completed online certificate course organized by The Headway Academy from 13th to 19th July 2020

WEBINAR ATTENDED

- Attended Webinar on “Teacher To Educational Leader” organized by Colombo Plan Staff College held on 23rd April 2020.
- Attended Webinar on “Hangout with Successful Start Ups” organized by Chennai Institute Of Technology, Kundrathur, Chennai held on 5th May 2020.
- Attended Webinar on “Effective Conduct Of Online Classes” organized by Sri Eshwar College Of Engineering held on 8th May 2020.
- Attended National Webinar on “Cyber Security” organized by Sri Eshwar College Of Engineering, Coimbatore held on 15th May 2020.
- Attended National Webinar on “Art of Achieving Teaching Excellence in Digital Era” organized by Sakthi Institute Of Information And Management Studies, Coimbatore held on May 2020.
- Attended National Webinar on “Expanding Scope of Robotics” organized by Sri Eshwar College Of Engineering, Coimbatore held on 21st May 2020.
- Attended Online Programme On “Logistics,Business & Tourism Industry Pre & Post Covid-19” organized by Alagappa University, Karaikudi held on 22nd May 2020.
- Attended Virtual Panel Discussion On “Post Covid – 19 Economy - From Survival to Revival” organized by M.O.P. Vaishnav College For Women(Autonomous) Chennai held on 23rd May 2020.
- Attended International Webinar on “Covid 19 and Continuing Relevance” organized by Department Of Commerce, The American College, Madurai held on 23rd May 2020.
- Attended National Webinar on “Demystify The Cloud” organized by Sri Eshwar College Of Engineering, Coimbatore held on 17th May 2020.
- Attended National Webinar on “Industry 4.0” organized by Sri Eshwar College Of Engineering, Coimbatore held on 19th May 2020.
- Attended National Webinar on “Parivartan: Changing Scenario In Science, Education And Psychology- A Combined Approach” organized by Government Science College,Veraval, Junagadh, Gujarat held on 27th-31st May 2020.
- Attended National Webinar on “Impact of Covid-19 in Service Sector: Strategies to Overcome the Challenges” organized by Jeyaraj Annapackiam College, Periyakulam held on 1st&2nd June 2020.
- Attended International Webinar on “Cyber Awareness for Women” organized by Jeyaraj Annapackiam College, Periyakulam held on 3rd June 2020.
- Attended National Webinar on “Supply Chains in the Post Covid World” organized by Jeyaraj Annapackiam College, Periyakulam held on 6th June 2020.
- Attended National Webinar on “Women at Risk Blossom” organized by The American College held on 9th June 2020.
- Attended National Webinar on “Impact of Covid-19 on India’s External Sector” organized by PG Department of Economics, The American College, held on 19th June 2020.

- Attended National Webinar on “Impact of Covid-19 on Educational Services and Alternating Strategies” organized by Department of Commerce, The American College held on 20th June 2020.
- Attended National Webinar on “Maintaining Quality of Life During Covid Era” Organized by Department of Business Administration, The American College held on 3rd July 2020.
- Attended National Webinar on “A Perspicacious View on Electronic Payments” organized by Department of Commerce, The American College held on 3rd July 2020.
- Attended National Webinar on “Rebirth of the Indian Economy-Post-Pandemic Revival Strategies” organized by Bishop Cotton Academy Of Professional Management, Bengaluru held on 9th July 2020.
- Attended National Webinar on “Navigate Financial Crisis During Pandemic” organized by Department of Commerce, The American College held on 17th July 2020.
- Attended International Webinar on “Covid 19 and the Plight of Consumers” organized by Arul Anandar college held on 17th July 2020.
- Attended National webinar on “A Pandemic Year for Women: What are We Learning?” organized by The American college, Madurai on 30th June 2021.
- Attended National webinar on “Financial Accounting And Enterprise Resource Planning(ERP)” organized by Jayaraj Annapackiam college for women(Autonomous),Periyakulam on 3rd September 2021.
- Attended Group discussion on “Union Budget 2022” organized by Christ college, Kerala, on 7th February 2022.
- Attended National Webinar on “Role and Responsibilities of Higher Education Institution in effective implementation of National Education Policy - 2020” organized by Department of Commerce ICFAI university, Nagaland on 30th May 2022.
- Attended National webinar on “Emerging Trends in Indian Insurance Sector” organized by Department of Commerce, Govt. Degree College, Telengana on 4th June 2022.
- Attended National Webinar on “Azadi Ka Amrit Mahotsav : 75 Years of Independence Day Celebrations” organized by Government Degree College for Women, Jagtial, Telangana on 19th August 2022.
- Attended National webinar on ”Financial empowerment through wealth creation” organized by International institute of Life style Management, Kolkata, west Bengal 11th October 2022.
- Attended National webinar on “Financial Empowerment through wealth creation” organized by Progati college, Assam on 28th December 2022.
- Attended National webinar on “Financial empowerment and career opportunities in securities market organized by Govt. Engineering college, Dahod, Gujrat on 17th February 2023.
- Attended National webinar on “ Personal financial planning and wealth creation through Mutual funds”, organized by IQAC, Maharani’s Women’s Commerce and Management College, Mysuru, on 20th June 2023.
- Attended National webinar on “Managing Personal Finance and Wealth Creation” organized by St.Xavier’s college, Palayamkottai on 17th July 2023.
- Attended National webinar on “Financial Empowerment through Wealth Creation” organized by Government Navin College, Hasoud on 27th December 2023.

Administrative Responsibilities

- Member of the Hope Club in Jeyaraj Annapackiam College, Periyakulam.
- Member of the Placement Cell in Jeyaraj Annapackiam College Periyakulam.

D.JEBASELVI ANITHA