

Faculty Profile

Name : A. Antony Selva Priya
Qualification : M.Com., M.Phil., Ph.D
Designation : Assistant Professor
Department : Department of Commerce
Date of Birth : 15.05.1991
Date of Joining : 09.12.2019



Academic Qualification

Course	Institution	Year of Passing	University	Percentage
B.Com	St.Marys College (Autonomous), Thoothukudi.	2011	Manonmaniam Sundaranar University	67%
M.Com	St.Marys College (Autonomous), Thoothukudi.	2013	Manonmaniam Sundaranar University	75%
M.Phil	V.O.Chidambaram College, Thoothukudi.	2014	Manonmaniam Sundaranar University	72%
Ph.D	V.O.Chidambaram College, Thoothukudi.	2021	Manonmaniam Sundaranar University	

Projects

- UG - A Study on Service Provided by St. Joseph's Leprosy Hospital & HIV/AIDS Care Centre, Thoothukudi
- PG - Women perception towards Two wheelers with Special Reference Thoothukudi District
- M.Phil - Brand Preference and Its Impact on the Buying Behaviour of Consumer towards Four Wheelers with Special Reference to Maruti Car
- Ph.D - A Study on Service Quality in Government Hospitals with reference to Thoothukudi District.

Publications

1. Published a paper on the topic “**Impact of television food advertisement on primary school children in the age group of 5-8 years**”.
2. Published a paper on the topic “**Awareness and attitudes of Cardholders in purchasing commodities under PDS, Public Distribution System in India**”, ISBN: 978-93-80686-35-6, *Shanlax Publications*, November, 2014. Pp. 69-73.
3. Published a paper on the topic “**BPL Families and their utilization of family cards in purchasing PDS commodities, Public Distribution System in India**”, ISBN: 978-93-80686-35-6, *Shanlax Publications*, November, 2014. Pp. 01-07.
4. “**Food security knowledge and practice of college students and its impact on their health, Food security in India: Issues, Challenges and measures**”.
5. Published a paper on the topic “**Factors Influencing the Consumers towards Buying Maruti Cars in Thoothukudi District**”, *International Journal of Research – Granthaalayah*, ISSN: 2350-0530, Vol.05, Issue. 4, April, 2017. Pp. 41-51.
6. Published a paper on the topic “**Perception and utilization of mothers towards Anganwadi centres in southern districts of Tamil Nadu**”, ‘*Recent Trends in Multi-disciplinary Research (ICRTMDR-2018)*’.
7. Published a paper on the topic “**A Study on Service Provided by St. Joseph’s Leprosy Hospital & HIV/AIDS Care Centre, Thoothukudi**”, *Out Reach, A Multi-Disciplinary Refereed Journal*, Vol.XI, ISSN (P): 0975 1246, ISSN (O): 2321 8835. Pp.147-157, 2018.
8. Published a paper on the topic “**Patients' Perception on Service Quality of Government Hospitals**”, *Research Review International Journal of Multidisciplinary*, Vol. 4, Issue 1, ISSN: 2455-3085, Pp. 819-825, 2019.
9. Published a paper on the topic “**Patients’ Satisfaction on Service Quality of Government Hospitals**”, *International Journal of Basic Applied Research*, Vol.9, Number 5, ISSN 2249-3352, Pp. 1252-1261, 2019

Papers presented in International/National

1. Paper presented on “**Impact of television food advertisement on primary school children in the age group of 5-8 years**”, International Conference on “*Economics, Business, Finance, Human Resource & Technology for sustainable development (IEBFHT’13)*”, Sai Ram Institute of Management Studies and Sri Ram Engineering College, Chennai, on 20th and 21st December, 2013.

2. Paper presented on “**Awareness and attitudes of Cardholders in purchasing commodities under PDS**” in National Seminar on “*Public Distribution System in India*” organized by PG and Research Department of Commerce, V.O. Chidambaram College, Thoothukudi, 13th and 14th November, 2014.
3. Paper presented on “**BPL Families and their utilization of family cards in purchasing PDS commodities**” in National Seminar on “*Public Distribution System in India*” organized by PG and Research Department of Commerce,, V.O. Chidambaram College, Thoothukudi, 13th and 14th November, 2014.
4. Paper presented on “**Problems in Rural Entrepreneurship**” in National Seminar on “*Micro Finance and Entrepreneurship*” organized by PG and Research Department of Commerce,, V.O. Chidambaram College, Thoothukudi, 19th August 2016.
5. Paper presented on “**Food security knowledge and practice of college students and its impact on their health**” in State level Seminar on “*Food security in India: Issues, Challenges and measures*” organised by PG and Research Department of Economics, V.O. Chidambaram College, Thoothukudi, 9 & 10th March 2017.
6. Paper presented on “**Perception and utilization of mothers towards Anganwadi centres in southern districts of Tamil Nadu**”, International Conference on “*Recent Trends in Multi-disciplinary Research (ICRTMDR-2018)*”, V.O. Chidambaram College, Thoothukudi, 19th April 2018.

Seminars/Conference attended – International/National

1. Participated in National Seminar on “**Trends in Accounting, Taxation and Management-Today and Tomorrow**”, organized by Department of Commerce and Tuticorin Branch of SIRC of ICAI, St. Mary’s College, Thoothukudi, 9th and 10th December 2010.
2. Participated in National Seminar on “**E-Resources – A must in today’s scholarly world**” organized by Department of Library, St. Mary’s College, Thoothukudi, 19th October 2012.
3. Participated in Symposium on “**Global Business**”, organized by All India Chamber of Commerce and Industries and Tuticorin Branch of SIRC of ICAI, St. Mary’s College, Thoothukudi, 20th February, 2012.
4. Participated in ICSSR sponsored National Seminar on “**Public Distribution System in India**”, organized by PG and Research Department of Commerce, V.O. Chidambaram College, Thoothukudi, 13th and 14th November, 2014.

5. Participated in National Conference on “**Higher Education in India: Emerging Needs and Challenges**”, organized by A.P.C. Veerabahu Centenary Committee, V.O. Chidambaram College, Thoothukudi, 26th and 27th March 2015.
6. Participated in International Seminar on “**Managerial Excellence in Global Competition**”, organized by A.P.C. Mahalaxmi College for Women, Thoothukudi, 18th February, 2015.
7. Participated in UGC sponsored National seminar on “**Social exclusion of people working in unorganized sector in India: Inclusive strategies at centre for study of social exclusion and inclusive policy**”, organized by The Gandhigram Rural Institute Deemed University, Gandhigram, Dindigul, 11th and 12th February, 2016.
8. Participated in ICSSR sponsored Orientation Programme for Research Scholars and Faculty Members belonging to ST and other marginalised groups held at MIDS during March 7th to 11th, 2016.
9. Participated in State Level Seminar on “**E-Commerce Security Challenges and Solutions**” (E-CSCS), organized by Department of Commerce, A.P.C. Mahalaxmi College for Women, Thoothukudi, 16th October 2017.
10. Participated in International Conference on “**Women: Empowered to Lead**”, organized by Department of Commerce, A.P.C. Mahalaxmi College for Women, Thoothukudi, 7th February, 2018.
11. Participated in State Level Seminar on “**Impact of Digitalization in Co-Operative Sector**” organized by Department of PG and Research Centre for Commerce, Thiruvalluva College, Papanasam, 5th March 2019.
12. Participated in National Seminar on “**Recent Trends on Developments in Modern Commerce**”, organized by Department of Commerce, Don Bosco College of Arts and Science, Keela Eral , Thoothukudi, 15th March 2019.
13. Participated in Webinar on “**Challenges in Research: Publications & Ethics**”, organized by Audisankara Group of Institutions, Gudur, Nellore District, Andhra Pradesh, 3rd May 2020.
14. Participated in Webinar on “**Art of Achieving Teaching Excellence in Digital Era**”, organized by Sakthi Institute of Information and Management Studies, Pollachi, Coimbatore, 4th May 2020.
15. Participated in Webinar on “**Place of Mathematics in TNTET and TNPSC**”, organized by Tamil Nadu Teachers Education University, Chennai, 4th May 2020.

16. Participated in National Level Webinar on “**Use of Elsevier Tools in Research Workflow**”, organized by Department of Commerce, University of Madras, Chennai and Elsevier, 5th May 2020.
17. Participated in Webinar on “**Enhancing English Communicative Competence of Students using Visuals**”, organized by Tamil Nadu Teachers Education University & Annai College of Education, Kumbakonam, Thanajvur, 6th May 2020.
18. Participated in National Level Webinar on “**Marketing Strategies Post Covid-19**”, organized by Department of Commerce, Thakur College of Science & Commerce, 7th May 2020.
19. Participated in Webinar on “**A Special Lecture on Education 4.0**”, organized by Internal Quality Assurance Cell, V.O.Chidambaram College, Thoothukudi, 8th May 2020.
20. Participated in Webinar on “**The Art of Teaching is the Art of Assisting**”, organized by PG & Research Department of Commerce with Computer Applications, Hindusthan College of Arts & Science, 11th May 2020.
21. Participated in Webinar on “**Selection of Appropriate Statistical Tools: A Critical Way for Successful Research**”, organized by Research Advisory Committee, St.Mary’s College (Autonomous), Thoothukudi, 12th May 2020.
22. Participated in Webinar on “**Post Lockdown Period Challenges and Solutions**”, organized by Department of History, A.P.C.Mahalaxmi College for Women, Thoothukudi, 12th May 2020.
23. Participated in Webinar on “**Impact of Covid-19 on Indian Economy**”, organized by Internal Quality Assurance Cell and Department of Corporate Secretaryship, C.Abdul Hakeem College (Autonomous), Melvisharam, Ranipet District, Tamil Nadu, 12th May 2020.
24. Participated in Webinar on “**Personal Effectiveness - Need of the Hour**”, organized by Sakthi Institute of Information and Management Studies, Pollachi, Coimbatore, 14th May 2020.
25. Participated in International Level Webinar “**How Bold Are You?**” organized by National Service, Rajapalayam Rajus’ College, Rajapalayam, 30th May 2020.
26. Participated in Webinar on “**The Real relationship between You & Your Success**”, organized by the Internal Quality Assurance Cell, A.P.C.Mahalaxmi College for Women, Thoothukudi, 27th June 2020.
27. Participated in Webinar on “**Will to When**”, organized by Department of Zoology and IQAC of A.P.C.Mahalaxmi College for Women, Thoothukudi, 1st July 2020.

Workshop/FDP attended

1. Participated in Workshop on “**Basic Course in Data Analysis**” organized by Department of Commerce, St. Mary’s College (Autonomous) Thoothukudi, 17th September, 2012.
2. Participated in State Level Workshop “**SPSS and its Practical Applications in Research & Development**” organized by Research & Development Cell & Internal Quality Assurance Cell, Sri Sarada College for Women, 23rd September, 2015.
3. Participated in Workshop on “**Research Methodology in Social Science Research**”, organized by PG and Research Department of Commerce and PG and Research Department of Economics, V.O. Chidambaram College, Thoothukudi, 21th & 22nd December, 2016.
4. Participated in National Level Workshop on “**Research Methodology, Statistical Data Analysis and Interpretation**” by Institute for Statistics and Analytical Research, Chennai, 17th to 19th November, 2017.
5. Participated in ICSSR Sponsored “**Ten days Workshop on Research Methodology & SPSS in Social Science**”, organized by Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu, 12 – 21 February, 2018.
6. Participated in National Workshop on “**Recent Trends in Banking**” organized by Department of Commerce, A.P.C. Mahalaxmi College for Women, Thoothukudi, 6th July 2018.
7. Participated in Faculty Development Programme on “**An overview of goods and services tax transactions in Tally-ERP9**”, organized by Department of Commerce & Centre for learning technology, Kalasalingam Academy of Research and Education, Virudhunagar, 12th to 14th July 2018.
8. Participated in Workshop on “**Women in Science and Research**”, organized by Internal Quality Assurance Cell, V.O. Chidambaram College, Thoothukudi, 27th – 28th July 2018.
9. Participated in National Workshop on “**Application of MS Excel, VBA & Cloud Accounting Tools**”, organized by Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu, 7th & 8th September 2018.
10. Participated in State Level Workshop on “**Impact of GST Implementation**”, organized by Department of Commerce with Corporate Secretaryship, Kamaraj College, Thoothukudi, 16th October 2018.

11. Participated in International Workshop on “**Writing Quality Research Papers- Publishing in Scopus & Care Approved Journals**”, organised by Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu, 19 & 20 July 2019.
12. Participated in Workshop on “**Scholarly Writing and Publishing Research Papers**” organized by V.O.Chidambaram College, Thoothukudi, 2nd Feb 2019.
13. Participated in Workshop on “**Front Accounting-2.4.7**”, organized by V.O.Chidambaram College, Thoothukudi, 1st March 2020.
14. Participated in Workshop on “**Creation of Basic E-Content, Stop Motion Animation, Editing E-Content, Creating Interactive E-Content and Uploading the E-Content on the Web**”, organized by Universal Teachers Academy, Puducherry, India, 21st April 2020 to 30th April 2020.
15. Participated in Faculty Development Programme on “**Certificate Making & Invitation Designing the Hassle-Free Way**”, organized by Department of English, Internal Quality Assurance Cell, A.P.C.Mahalaxmi College for Women, Thoothukudi, 28th April 2020.
16. Participated in Faculty Development Programme on “**Front Accounting**”, organized by V.O.Chidambaram College, Thoothukudi, 29th April 2020 to 5th May 2020.
17. Participated in Workshop on “**Tally**”, organized by V.O.Chidambaram College, Thoothukudi, 13th May 2020 to 17th May 2020.
18. Participated in Faculty Development Programme on “**Online Teaching Techniques and Assessment**”, organized by PG and Research Department of Commerce, Holy Cross Science College, Thoothukudi, 6th May 2020.
19. Participated in Faculty Development Programme on “**Examinations in wake of Covid-19**”, organized by Department of Commerce- Shift II, Patrician College, Chennai in Association with Digital Edu IT Solution, 8th May 2020.
20. Participated in Faculty Development Programme on “**Tally with GST**”, organized by Department of Commerce, Rathinam College of Arts & Science, Coimbatore, 11th May 2020.
21. Participated in Faculty Development Programme on “**E-Content Preparation – Finding Copyright Free Images and Sounds**”, organized by Loyola College of Education, Chennai in association with Universal Teachers Academy, 13th May 2020.

22. Participated in Faculty Development Programme on “**Covid – 19 Impact on Education**”, organized by International Youth Society, Tuticorin Chapter in association with IIIER (Indian Institute of Industry Interaction Education and Research), 14th May 2020.
23. Participated in Faculty Development Programme on “**Innovation & Intellectual Property Rights**”, organised by PG Department of Chemistry, A.P.C.Mahalaxmi College for Women, Thoothukudi, 6th July 2020.

Online Courses

1. Participated in Two Days Online course on “**Personality Development**”, organized by Department of Business Administration, Vivekanandha College of Arts and Science for Women, Namakkal District, 17th April 2020 to 18th April 2020.
2. Participated in Online Course on “**Income Tax Law & Practice- Basics**”, organized by Patrician College of Arts & Science, Chennai, 11th May 2020.

List of programmes organised

- ✓ Coordinated a One Day Workshop on “Easy Exercises to Ease” organised by the Department of Commerce in association with Health Club, A.P.C.Mahalaxmi College for Women, Thoothukudi on 1st July 2020.