

## PROFILE

**Name** : Dr. R. ANBUSELVI  
**Gender** : Female  
**Department** : Economics  
**Educational qualification** : MA, M.Phil, Ph.D, SET, MBA, NET, DCA  
**Current position** : Assistant Professor  
**Educational qualification** :



Degree	Year of Completion	Name of the Institution	Percentage	Class
PhD	2021	Sri GVG Visalakshi College for Women, Udumalpet	-	Commanded
M. Phil (Eco)	2001 – 2003	Avinashilingam University for Women, Coimbatore.	-	First Class Highly Commended
M.A (Eco)	1999 – 2001	Sri GVG Visalakshi College for Women, Udumalpet	80.56	First Class
MBA	2011 - 2013	Bharathiar School of Management and Entrepreneurial Development, Bharathiar University, Coimbatore	73	First Class
B.A (Eco)	1996 – 1999	Sri GVG Visalakshi College for Women, Udumalpet	79.14	First Class with Distinction
UGC-NET	June 2013	Management		
TNSET	Feb 2016	Economics		

**COMPUTER KNOWLEDGE:** Diploma in computer Application (DCA)

### WORKING EXPERIENCE:

Institution	Designation	Period	Year of Experience
LRG Govt. Arts College for Women, Tirupur	Guest Lecturer in Economics	8 years	10.09.2007 – 23.02.2011 18.06.2013 – 31.10.2015
Sri GVG Visalakshi College for Women, Udumalpet	Assistant Professor in BBA (CA)	4 years & 3 months	16.06.2018 – 30.09.2020
Nirmala College for Women, Coimbatore	Assistant Professor in Economics	2 year & 8 months	05.10.2021 – 16.06.2023
Holy Cross College, Tiruchirappalli	Assistant Professor in Economics	-	19.06.2023 onwards

## RESEARCH PROJECT:

Title of the Project	Name of the funding Agency	Duration	Amount Sanctioned	Status of Projects
Economic Assessment Groundwater Pollution with Special Reference to Selected Villages in Tirupur District	Malcolm & Elizabeth Adiseshiah Trust, Chennai	2017 - 2018	Rs. 1, 00, 000	Completed
Causes and Consequences of Women Drop-outs in Higher Education in Coimbatore District	Nirmala College for Women, Coimbatore	2022 - 2023	Rs. 10, 000	Completed

## ACADEMIC RESEARCH WORKS

**PhD:** “Economic Assessment of Industrial Effluent Polluted Groundwater and the Livelihood Diversification Strategies of the Farmers in Noyyal River Basin, Tirupur, Tamilnadu” under the supervision of Dr. P. Geetha, Associate Professor, Sri GVG Visalakshi College for Women, Udumalpet, Tirupur.

**M. Phil:** “Technical Efficiency in Sugarcane Cultivation in a selected Village in Coimbatore District” – under the guidance of Dr. Ambiga Devi, Reader in Economics, Avinashilingam University, Coimbatore.

**MBA:** “A Study on Market Potential Analysis of Dal Sorting Machine in Karma Innovation and Technology” - under the guidance of Prof Dr. R. Venkatapathy, Director, BSMED, Bharathiar University, Coimbatore.

## BOOK PUBLICATION

“Business Economics” – *Scientific International Publishing House* – ISBN: 978 – 93 – 94002 – 72 – 2

### Edited Chapter in Book:

**Book Name** : National Education Policy (NEP) 2020 and Multidisciplinary Approaches

**Chapter Title:** Academic Bank of Credit (ABC) – A New Initiative in Education

**Book Name** : The Effect of Covid-19 Pandemic on Service Sector Sustainability and Growth

**Chapter Title:** Impact of Covid-19 Pandemic on Street Vendors in Coimbatore District

## SWAYAM COURSE COMPLETED: Economics Development and Growth

### UGC Approved Short Term Professional Development Programme on

‘Implementation of NEP-2020 for University and College Teachers’ organised by IGNOU

## JOURNAL PUBLICATIONS

1. **Mrs. R. Anbuselvi**, “Marketing Strategies of Global Branding in Indian Service Markets in India”, *IOSR Journal of Business and Management*, Volume 1, 2278-487X, 2016, p-ISSN: 2319-7668.
2. **Mrs. R. Anbuselvi**, “Global Practices in Promoting Environmental Sustainability”, *Emperor International Journal Of Finance And Management Research*, March 2017, Volume-I, Issue-01, Pp: 252-259, ISSN : 2395-5929
3. **Mrs. R. Anbuselvi & Dr. P. Geetha**, “Socio-Economic Assessment of Groundwater Pollution on Agriculture with special reference to selected villages in Tirupur District”, *International Journal of Scientific Research and Review*, Volume 8, Issue 5, 2019, ISSN NO: 2279-543X.
4. **Mrs. R. Anbuselvi & Dr. P. Geetha** “Livelihood Diversification of the Farmers in the Noyyal River Basin Villages in Tirupur District”, *Suraj Punj Journal for Multidisciplinary Research*, Volume 9, Issue 6, 2019, ISSN NO: 2394-2886.
5. **Mrs. R. Anbuselvi & Dr. P. Geetha** “Economic Assessment of Groundwater Pollution with Special Reference to Tirupur District”, *International Journal of Scientific Research & Engineering Trends*, Volume 5, Issue 3, May-June-2019, pp 809-814; ISSN (Online): 2395-566X.
6. **Dr. R. Anbuselvi**, “Livelihood Analysis of the Farmers in the Noyyal River in Tirupur District, Tamilnadu, India”, *The International Journal of Analytical and Experimental Modal Analysis*, Volume XIII, Issue IX, September, 2021, ISSN NO:0886-9367, Page No: 2154-2164, ISSN NO:0886-9367, Impact factor: 6.3
7. **Ms. Merlin Madona & Dr. R. Anbuselvi**, “Occupational Health Hazard of Foundry and Casting Workers in SIDCO, Coimbatore District”, *The International Journal of Humanities and Sciences*, Volume 1, issue 2, September 2021, Pp: 269 - 271
8. **Ms. Kagithra V & Dr. R. Anbuselvi**, “Growth and Development of Tea Plantation in India – Pre and Post Independent Era”, *The International Journal of Humanities and Sciences*, Volume 1, issue 2, September 2021, Pp: 304-311.
9. **Dr. R. Uma & Dr. R. Anbuselvi**, “Role of Micro Small and Medium Enterprises (MSME) in Employment Generation in India”, *Shanlax International Journal of Economics*, Volume 11, Issue 2, 2023, P-ISSN: 2319-961X, E-ISSN: 2582-0192

## PAPER PRESENTATION AND PARTICIPATION

S. No.	Name of the Seminar/ Conference/ Symposia Workshop, etc.	Name of the Sponsoring Agency	Place and Date
1.	Entrepreneurship and Skill Development program	UGC sponsored seminar	BSMED, Bharathiar University, Coimbatore 13.12.2012 & 14.12. 2012
2.	National Level Seminar on “Rural Entrepreneurship”	Sree Saraswathi Thyagaraja College, Pollachi	Sree Saraswathi Thyagaraja College, Pollachi 18.12. 2013 & 19.12.2013.

3.	New Vistas for the Business Beyond 2020	UGC sponsored	BSMED, Bharathiar University, Coimbatore 18.09. 2012.
4.	National Level Seminar on Comprehensive Study on Indian Economy”	UGC Sponsored	PG & Research Department of Economics, Jamal Mohammed College, Tiruchirappalli. 10.02.2015
5.	National Level Workshop on “Green Economy - A Pathway to Sustainable Development”	UGC Autonomous Grant	PG & Research Department of Economics, Sri GVG Visalakshi College for Women, Udumalpet 20.02.2015
6.	36 <sup>th</sup> Annual Conference of AET “Economic Assessment of groundwater pollution in Agricultural Production –with reference to Karur District”	Association of Economists of Tamilnadu	AET held at Kandasamy Kandar College, Vellore, Namakkal. 28.11.2015 & 29.11. 2015.
7.	National Level Colloquium on “Building Awareness on Intellectual Property Rights (IPR)”	MSME & Sri GVG Visalakshi College for Women, Udumalpet	PG & Research Department of Economics, Sri GVG Visalakshi College for Women, Udumalpet 17.12.2015
8.	National Level Conference On “Emerging Trends in Agripreneurship”	SNMV Institute of Management, Coimbatore	SNMV Institute of Management, SNMV College of Arts and Science, Coimbatore, 08.01.2016.
9.	International Conference on “Service Marketing – Taking the show abroad”	PKR College for Women	Department of Management, PKR College for Women, Gobicettipalayam 19.08.2016
10.	National Level seminar on “Emerging Business Practices in the Global Scenario”	Bharathiar University Arts & Science College, Valparai	PG & Research Department of Commerce, Bharathiar University Arts & Science College, Valparai 24.03.2017.
11.	National Level Conference on “Changing Paradigms in Indian Business”	NGM College, Pollachi	PG & Research Department of Commerce, NGM College, Pollachi,24.03.2017 & 25.03.2017
12.	National Level Conference on “Impact of Demonetization (2016) on Indian Textile Industry”	NGM College, Pollachi	Department of Economics, NGM College, Pollachi 28.07.2017.
13.	South Indian Banks, “Financial Literacy Programme”	South Indian Bank	SIB JYOTHIS & Sri GVG Visalakshi College For Women, Udumalpet 23.08.2017

14.	National Level Workshop on “Entrepreneurship and Business Solutions”	NGM College, Pollachi	Department of BBA NGM College, Pollachi 22.02.2018
15.	International Conference on “e-Economy and its Impact in India”	Tirupur Kumaran College for Women, Tirupur	PG & Research Department of Commerce, Tirupur Kumaran College for Women, Tirupur 19.07.2018
16.	Research Methodology in Social Science	Sri Venkateshwara University, Tirupati, Andhra Pradesh	05.02.2021 & 06.02.2021
17.	National Level Workshop on Research Methods in Health Economics	ICMR - National Institute For Research In Tuberculosis, Chennai	Department Of Economics & ICMR - National Institute For Research In Tuberculosis, Chennai 26.08.2021 & 27.08.2021
18.	Power of Introverts for Mental Health	Vivekananda College, Madurai	Department of Economics, Vivekananda College, Madurai 02.07.2021
19.	Happy Life is an Art with Yoga	Sri GVG Visalakshi College for Women, Udumalpet	NCC, Sri GVG Visalakshi College for Women, Udumalpet 21.06.2021
20.	Vaccine Technology and Manufacturing in India	Sreevidhyanikethan College, Tirupati	Institute Innovation Cell, Sreevidhyanikethan College, Tirupati 25.06.2021
21.	Exploring Data Science for Non-data Scientists in Economics and Banking Management	College of Arts, Science and Commerce, Quepem, Goa	Department of Economics, College of Arts, Science and Commerce, Quepem, Goa 21.06.2021
22.	School 360-degree protection short term Covid Awareness Training	Dr. MGR Educational Institute and Research Institute, Chennai	17.06.2021
23.	Teacher's e-Kit: A Four Quadrant Approach for Development of OERs for Higher Education	Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) & Ministry of Education	Guru Angad Dev Teaching Learning Centre, SGTB Khalsa College, University of Delhi under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) of Ministry of Education 09.09.2021
24.	Online National Webinar on “The Importance of Data Visualization”	Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) of Ministry of Education	10.08.2021

25.	International Online Workshop on “SEM and CFM using AMOS Software”	Global Institute of Statistical Society, Chennai	Online - Global Institute of Statistical Society, Chennai 09.07.2021 - 11.07.2021
26.	e-Workshop on “Innovative Techniques in SPSS AND Data Analysis”	Satyabhama Institute of Science and Technology, Chennai	Department of Visual Communication & IIC, 03.01.2022 to 07.01.2022

### Faculty Development Programme:

S No.	Name of the FDP	Name of the Sponsoring Agency	Place and Date
1.	Basic Econometric Methods: Theory and Applications	Vivekananda College, Tiruvedakam West, Madurai	Vivekananda College, Tiruvedakam West, Madurai 23.03.2021 to 27.03.2021
	Online FDP on “Empowerment thru Emotional Intelligence”	IQAC and ICT Academy	Annai College of Arts and Science in Collaboration with IQAC and ICT Academy on 27.05.2021 and 28.05.2021.
2.	Innovation Incubation Start-ups and Research Challenges in India	IQAC, Idhaya Engineering College for Women, Chinnasalem	IQAC, Idhaya Engineering College for Women, Chinnasalem 07.06.2021 to 11.06.2021
3.	International Online FDP on “Virtual Practices and Security”	Dr. MGR Educational Institute and Research Institute, Chennai	Online, 07.06.2021 to 13.06.2021
4.	Statistical Analysis for Research in SPSS Workshop	REST Society for Research International	REST Society for Research International, Krishnagiri, Tamil Nadu, India. 09.08.2021 to 13.08.2021.
5.	Multi-Criteria Decision-Making Techniques	REST Society for Research International	REST Society for Research International, Krishnagiri, Tamil Nadu, India. 16.08.2021 to 20.08.2021
6.	National Faculty Development Program/ Certificate Program on “Personal Finance and Tax Planning (An Interdisciplinary approach)”	PMMMNTT, Ministry of Education, Government of India and Department of Business Economics, SGTB Khalsa College, University of Delhi	Guru Angad Dev Teaching Learning Centre, 18.11.2021 to 24.11.2021
7.	Certificate Course on “Digital Teaching Techniques”	ICT Academy	Online, ICT Academy, 23.11.2021 to 27.11.2021

## **PAPERS HANDLED:**

- Economic Analysis
- Business Economics
- Agricultural Economy of India
- International Economics
- Entrepreneurship Development
- Macro Economics
- Financial Accounting
- Foreign Trade Policies and Procedures
- Industrial Economics
- Monetary Economics
- Econometrics
- Management Papers

## **SERVICES**

- Member in NET and SET and, Competitive Examination Committee in Nirmala College for Women, Coimbatore
- Member in Research Committee, Nirmala College for Women, Coimbatore
- Member in Journal Committee, Nirmala College for Women, Coimbatore
- Member in Placement Cell, Nirmala College for Women, Coimbatore
- Co-Member of YRC Club, Sri GVG Visalakshi College for Women
- Member in ED Cell, Sri GVG Visalakshi College for Women

## **Membership of Professional Bodies, Societies etc.**

- Lifetime Membership in “Society for Environment and sustainable Development”.
- Lifetime Membership in “Association of Economists of Tamilnadu”

## **Editorship of Journals**

- International Journal of Humanities & Sciences, Nirmala College for Women, Coimbatore

## **PERSONAL DETAILS:**

Permanent Address : 4/28, Ayyampalayampudhur,  
Kottamangalam (PO),  
Udumalpet TK,  
Tirupur Dist – 642201.

Date of Birth : 24.04.1978

Marital Status : Married (Widow)

Languages known : Tamil and English.