

**BIO - DATA OF Dr. V.VETRI SELVAN.**

S/o Mr.R.Vijayakumar, 7/46, Thandavan kadu  
Vazhakuttappatti,  
Ervadi (Po), Mallur (via), Salem - 638115, Tamil Nadu, India.  
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**Academic Qualification:**

| Academic Qualification | Institute/University                        | Year of Passing | Percentage       |
|------------------------|---|-----------------|------------------|
| Ph. D.                 | Periyar University, Salem                   | 2020            | Highly Commended |
| M.B.A                  | Sona Collage Of Technology                  | 2015            | 71%              |
| B.B.A                  | Mahendra Arts &Science College, Kalippatti. | 2013            | 73%              |
| HSC                    | Government Higher Secondary School, Mallur. | 2010            | 50 %.            |
| SLC                    | Government Higher Secondary School, Mallur. | 2008            | 50%.             |

**Work Experience**

| S.No. | Nature of Experience                   | Experience in Years From (18.02.2022) |           |           |
|-------|--|---------------------------------------|-----------|-----------|
|       |  | Year                                  | Month     | Days      |
| 1     | Academic experience (As on 18.12.2022) | 02                                    | 08        | 06        |
|       | Total Experience (As on 18.12.2022)    | <b>02</b>                             | <b>08</b> | <b>06</b> |

1. Working as **Assistant Professor in the Department of Business Administration (BBA), K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode, Namakkal** from 18<sup>th</sup> February 2022 to till date.

**Area of Interest**

Marketing and Human Resource Management

## Funding

| S.No | Funding agency   | Status of funding | Year and Research Period |
|------|--|-------------------|--------------------------|
| 1.   | Indian Council of Social Science Research - <b>ICSSR</b> | Completed         | 2018-2020                |
| 2.   | University Research Fellowship – <b>URF</b>              | Completed         | 2016 - 2018              |

## Research Project

| Degree | Project Title   | Company                            | Project Year |
|--------|---|------------------------------------|--------------|
| B.B.A  | Job satisfaction of employees in AAVIN Salem.   | AAVIN Milk co-operative ltd, Salem | 2013         |
| M.B.A  | Customer relationship management towards Sona Valliappa textile with special reference to Salem | Sona Valliappa Textile, Salem      | 2015         |
| Ph D   | A Study on public awareness and perception towards homeopathy in Tamilnadu, India               | Tamil Nadu                         | 2015-2020    |

## SYNOPSIS

### PUBLICATIONS

| International journals | Conference proceedings | Paper Presentation | Seminar participations | Workshop |
|------------------------|------------------------|--------------------|------------------------|----------|
| 08                     | 01                     | 15                 | 04                     | 17       |

## LIST OF PUBLICATIONS

### International Journals

#### Web of Science and SSCI

1. Vetriselvan V & Yoganandan G , “**Public perception towards homeopathy in Tamil Nadu, India**, Indian Journal of Traditional Knowledge, (Web of Science), Volume 19, Issue 3, July 2020, PP. 1 - 8. (ISSN- 0975-1068).

#### Scopus

1. Vetriselvan V & Yoganandan G , “**Preference towards Homeopathy among People in Salem, Tamil Nadu**, International Journal of Scientific & Technology Research, (Scopus), Volume 8, Issue 11, November 2019, PP. 1400 - 1403.

2. Vetriselvan V & Yoganandan G, “**Satisfaction towards Homeopathy Treatment among General Public in Tamil Nadu, India**, International Journal of Recent Technology and Engineering (IJRTE), (Scopus), Volume 8, Issue 4S2, December 2019, PP. 804 - 808.
3. Dr.V.Vetriselvan & Dr.M.A.Ravichandran, “**Opinion about Homeopathy Medicines among General Public in Salem, Tamil Nadu, India**”, Romanian Journal of Diabetes, Nutrition and Metabolic Diseases, (Scopus), Volume 30, Issue 4, December 2023, PP. 708 - 716.

### **UGC Listed Journals**

1. Vetriselvan V & Yoganandan G, (2016), **Entrepreneurship Development in India**, Shanlax International Journal of Management, Volume 3, Special issue 1, January 2016, PP 345-346.
2. Vetriselvan V & Yoganandan G, (2016), **A study on emerging trends in Textile industry in India**, International Journal of Business and Administration Research Review, Volume 1, Issue 1 (Special issue), January-March 2016, PP 435-438.
3. Vetriselvan V & Yoganandan G, (2016). **Growth of textile industry in India**. Global Journal For Research Analysis , Volume 5, Issue 10, October 2016, 25-26.
4. Vetriselvan V & Yoganandan G, (2017). **Personality Traits of (In) Effective Teachers as Identified By Indian MBA Students: A Qualitative Study**. Asian Journal of Management , Volume 8, Issue (3), July 31, 2017, 403-406.
5. Yoganandan, G., & Vetriselvan, V. (2017). **A study on public awareness and perception towards homeopathy medicine in India**. North Asian International Research Journal of Social Science & Humanities , Volume 3, Issue (12), December, 287-291.

### **Conference Proceedings**

1. Vetriselvan V & Yoganandan, **Youth empowerment and skill development**, School of Humanities and Social Sciences, Periyar University, Salem-11, (ISBN: 97893-5254-974-0, February 2016), PP 288-292.

### **Paper Presentation**

1. Two day international conference on “Role of Management Education in Promoting Entrepreneurship in the Globalised Business Environment, **Entrepreneurship Development in India**, PRIMS, Periyar University, Salem-11. 27<sup>th</sup> & 28<sup>th</sup> January 2016.

2. Two day international conference on “Empowerment of Youth in the Globalised Scenario, **Youth Empowerment and Skill Development**, School of Humanities and Social Sciences, Periyar University, Salem-11. 4<sup>th</sup> & 5<sup>th</sup> February 2016.
3. International Conference on “Contemporary Challenges in Service Sector and Manufacturing Sector”(ICCCSM’2016), **Market Trends in Service Manufacturing Sectors in India**, Excel Business School, komarapalayam, 26<sup>th</sup>February 2016.
4. Two day international conference on “Technology and Innovation Management, **Textile Industry Development in India and SWOT Analysis**, Vivekanandha College of Arts and Science for Women, Tiruhengode. 03<sup>rd</sup> & 04 March 2016.
5. One day national conference on “Make in India for Sustainable Development, **Trends in Textile Industry in India**, Department of Economics, Periyar University, Salem-11. 18<sup>th</sup> March 2016.
6. One day international conference on “Women Empowerment in Digital India , **Consumer awareness and preference towards homeopathy medicine in Salem, Tamilnadu**, PG & Research Department of Commerce and Business Administration, Padmavani Arts & Science College for Women, Salem-11. 31<sup>st</sup> August 2018.
7. International Conference on role of women in entrepreneurial development in the Indian context, **Challenges of Women Agro Entrepreneurs in Today’s Scenario**, K.S.R. College of arts & science for women, Tiruhengode, 8<sup>th</sup> September 2016.
8. National seminar on Impact of Global Turbulence on Indian Economy , **Entrepreneurship Challenges and Opportunities**, Periyar Institute of Management Studies (PRIMS), Periyar University, Salem, 30&31th January.2017.
9. Two days national conference (ICSSR Sponsored) on “Sustainable green business (NCSGB 2018)”, **Awareness and perception of green marketing consumers in India**, organized by Alagappa Institute of Management, Alagappa University, Karaikudi-03, 26th & 27th March 2018.
10. Two day international conference on “Role of Management Education in Promoting Entrepreneurship in the Globalised Business Environment, **Empowering Women Through Education**, PRIMS, Periyar University, Salem-11. 28<sup>th</sup> & 29<sup>th</sup> January 2019.

11. Two day international conference on “The New Modern Marketing Funnel, **Public Opinion towards Homeopathy in Salem Region**, Department of Business Administration & Commerce with Computer Application, Mettur, Salem-51. 21<sup>st</sup> & 22<sup>nd</sup> February 2019.
12. National seminar on Marketing in the Digital Era , **Health awareness and Popularity of Homeopathy among Public in Salem, Tamilnadu**, Acharya Bangalore B-School, Bangaluru, 14<sup>th</sup> June.2019.
13. Two day national conference on “Globalization, Innovation in Technology and Consumer Protection, **Consumer Expectations towards Homeopathy Services in Tamilnadu** , Department of Commerce, Periyar University, Salem-11. 29<sup>th</sup> & 30<sup>th</sup> July 2019.
14. Two day international conference on “Role of Management Education in Promoting Entrepreneurship in the Globalised Business Environment, **Gratification towards Homeopathy among College Students in Salem District, Tamilnadu**, Department of Management Studies, Periyar University, Salem-11. 27<sup>th</sup> & 28<sup>th</sup> January 2020.
15. National seminar on “Creativity, Innovation and Invention in Management”, **A study on customer satisfaction towards online banking in Salem District**. Department of MBA, K.S.R. College of Engineering (Autonomous), Tiruchengode.4<sup>th</sup> November 2022.

### **Seminar Participations**

1. Participated International seminar on **Measurement of Quality Publications, Challenges and Opportunities**, Department of Library and Information Science, Periyar University, Salem. 23<sup>rd</sup> November 2016.
2. Participated National seminar on **HR & Marketing strategies in the post recession scenario-The perspective of MNCs**, G.R.Damodaran Academy of Management, 10<sup>th</sup> March 2017.
3. Participated International seminar on **Recent trends in higher education: challenges and strategies**, Department of Library and Information Science, Periyar University, Salem, 15<sup>th</sup> March.2017.
4. Participated seminar on **Start-up 101**, Centre for Skill Entrepreneurship Development, Periyar University, Salem, 15<sup>th</sup> September.2017.

## Workshop

1. Attended One Day Workshop on “**Excellence in Research**” Periyar Institute of Management Studies (PRIMS), Periyar University, and Salem. 04<sup>th</sup> December 2015.
2. Attended One Day Workshop on “**Do’s and Don’ts of Article Writing**” Periyar Institute of Management Studies (PRIMS), Periyar University, Salem, 21<sup>th</sup> January.2016.
3. Attended One Day Workshop on “**Scholarly Research Publications: Writing, Citations and Plagiarism (RPCP-16)**” Department of Library and Information Science, Periyar University, Salem. 22<sup>nd</sup> January2016.
4. Attended One Day Workshop on “**Writing Style of Bibliography**” Organized by Women’s Studies Centre, Periyar University, Salem. 11<sup>th</sup> April 2016.
5. Attended international One Day symposium on **Accelerating Global Economic Growth through Knowledge and Innovation**, K.S.R. College of arts & science (Autonomous), 27<sup>th</sup> August 2016.
6. Attended One day workshop on “**Exploring research on selecting the quantitative tools**” Organized by the Department of Management Studies, Periyar University PG Extension Centre, Dharmapuri, 6<sup>th</sup> January.2017.
7. Participated five days training programme on **Entrepreneurship Awareness Cum Training and Development Programme of Research Scholars** in Salem District, Tamilnadu, 6<sup>th</sup> February 2017.
8. Participated three days state level workshop on **Computing Methods in Social Science research** in departments of economics, Periyar University, Salem, 18<sup>th</sup> to 20<sup>th</sup> January 2018.
9. Attended One Day Workshop on “**C2C : System Forum**” Periyar Institute of Management Studies (PRIMS), Periyar University, Salem, 18 January 2018.
10. Participated two days workshop on **Mechanics of Effective Research Report** in Periyar Institute of Management Studies (PRIMS), Periyar University, Salem, 29<sup>th</sup> August 2018 & 05<sup>th</sup> September 2018.
11. Participated ten days workshop on **Research Methodology for Social Science Young Research Scholars** in Periyar Institute of Management Studies (PRIMS), Periyar University, Salem, 03<sup>rd</sup> to 12<sup>th</sup> December 2018.

12. Participated one day Faculty Development Programme on **Advances in Qualitative and Quantitative Research**, G.R.Damodaran Academy of Management, 25<sup>th</sup> March 2019.
13. Participated two days workshop on **Data Analysis Using Excel and R** in Computer Centre, Periyar University, Salem, 08<sup>th</sup> to 09<sup>th</sup> August 2019.
14. Participated one day workshop on **Workshop for Research Scholar** in Periyar University, Salem, 29<sup>th</sup> November 2019.
15. Participated twelve days **international** workshop on **Workotopia – 2022** in K.S.R. College of arts and science (autonomous), Tiruchengode, 07<sup>th</sup> to 12<sup>th</sup> march 2022.
16. Participated seven days Faculty Development Programme on **Investor education & awareness** in Balaji Institute of Management Science, Telangana, 02<sup>nd</sup> to 09<sup>th</sup> march 2022.
17. Participated one day Faculty Development Programme on **Introduction to securities markets and mutual funds investing** in St. Joseph University, Nagaland, 30<sup>th</sup> march 2022.

#### **Book Chapter/Book Published**

Blockchain Innovations for Secure Online Transactions - ISBN: 979836936557 - IGI Global - August, 2024

#### **Patent Published**

Deep Learning – Based Analysis of the HR Employee Stress Tragedy Improvisation strategy with LSTM Algorithm. page no: 48388

#### **REFERENCE**

##### **Dr.G.YOGANANDAN**

Professor & IQAC Director,  
Department of Management Studies,  
Periyar University, Periyar Palkalai Nagar,  
Salem - 636011. Tamil Nadu, India.  
Contact No: +91-8870338773

#### **Personal Declaration**

I hereby declare that the above written particulars are true and correct to the best of my knowledge and belief.

Place: Salem

Yours Sincerely

Date:

## Google scholar: Citation till date

**Dr. Vetrivelan V**  
 Ph.D. Research Scholar., Periyar Institute of Management Studies, Periyar University  
 No verified email - [Homepage](#)  
 Marketing of services

**Cited by**

|           | All | Since 2019 |
|-----------|-----|------------|
| Citations | 93  | 43         |
| h-index   | 5   | 5          |
| i10-index | 4   | 0          |

**CITED BY**

| TITLE  | CITED BY | YEAR |
|--|----------|------|
| <a href="#">Entrepreneurship development in India</a><br>V Vetrivelan<br>Shanlax International Journal of Management 3 (1), 345-346  | 22 *     | 2016 |
| <a href="#">Growth of textile industry in India</a><br>V Vetrivelan<br>Global Journal For Research Analysis 5 (10), 25-26  | 19 *     | 2016 |
| <a href="#">Youth Empowerment and Skill Development</a><br>G Yoganandan, V Vetrivelan<br>Salem: School of Humanities and Social Sciences 1, 288-292  | 17       | 2016 |
| <a href="#">A study on emerging trends in textile industry in India</a><br>V Vetrivelan<br>International Journal of Business and Administration Research Review 1 (1 ...                             | 12 *     | 2016 |
| <a href="#">A STUDY ON PUBLIC AWARENESS AND PERCEPTION TOWARDS HOMEOPATHY MEDICINE IN INDIA</a><br>V VETRISVELVAN<br>North Asian International Research Journal of Social Science & Humanities 3 ... | 7 *      | 2017 |
| <a href="#">Public perception towards homeopathy in Tamil Nadu, India</a><br>GY V Vetrivelan<br>Indian Journal of Traditional Knowledge 19 (3), 675-681  | 5        | 2020 |
| <a href="#">Satisfaction towards Homeopathy Treatment among General Public in Tamil Nadu, India</a><br>V Vetrivelan, G Yoganandan<br>IJRTE ISSN, 2277-3878   | 5        | 2019 |
| <a href="#">Preference Towards Homeopathy Among People in Salem, Tamil Nadu</a><br>V Vetrivelan<br>INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH 8 (11), 1400-1403                       | 3        | 2019 |

**Co-authors**

**G YOGANANDAN**  
Professor of Management Studies

**Cited by** (Bar Chart)

| Year | Citations |
|------|-----------|
| 2017 | 12        |
| 2018 | 19        |
| 2019 | 5         |
| 2020 | 22        |
| 2021 | 17        |
| 2022 | 12        |
| 2023 | 19        |
| 2024 | 5         |