

Faculty Profile



Name : JELINCE DHINAKAR A
Designation : ASSOCIATE PROFESSOR
Address : Dept. of Business Administration
Chikkanna Govt. Arts College
Tirupur – 641 602
Contact Number : 9442500334
Email ID : jelince@rediffmail.com
Date of Joining in Collegiate Education : 26-07-1999
Date of Joining in the Present College : 10-10-2010
Academic Profile :

Degree	Institute/College	University	Period
B.Com	RVS, Sular	Bharathiar	1993-96
MBA	Cheran, Kangayam	Bharathiar	1996-98
M.Phil.	Karunya	Bharathiar	2002-2004
Ph.D	PARK's College	Bharathiar	2006-2010

Teaching Experience :

i) **Total** : 22 Years 4 Months
ii) **UG** : 22 Years 4 Months
iii) **PG** : 11 Years 6 Months

Name of the college	Position held	Period
PARK's College	Lecturer, Assistant Professor, Professor	26-07-1999 to 28-02-2011
Govt. Arts College, Attur	Assistant Professor	01-03-2011 to 07-08-2012
Govt. Arts College, Karur	Assistant Professor	08-08-2012 to 09-10-2017
Chikkanna Govt. Arts	Assistant Professor	10-10-2017 to Till Date

Honors and Research Awards

: Excellent Educationalist – 2021, Lemuria
 Research Forum, Kanyakumari
 Teacher Excellence Award, Alpha BetaCode,
 September 2021

Field of Interest

:

i) **Teaching**

: Marketing & Behavioural Science

ii) **Research**

: Marketing & Behavioural Science

iii) **Proficiency in instrumentation**

: NA

Research Guidance**Guidance Number**

: Bharathiar University

(If have more than one university, given them
 against university name)

S. No	M.Phil/Ph.D	Name of the Student	Thesis Title	Completed/ongoing
1	Ph.D	Umesh C	Client Relationship Management Challenges in Professional Interior Designing at Calicut	Completed
2	Ph.D	Saranya K	Influence of Store Atmospherics on Consumer Behaviour: A Study of Apparel Retail Stores in Coimbatore City	Completed
3	Ph.D	Kavitha S	Influence of Culture on Employee Behaviour in Textile Units at Dindigul	Completed
4	Ph.D	T Kumaravel	Global Sourcing Intentions of Home Textiles	Completed
4	Ph.D	Arul Selvam Aseervatham	Employability Skills	Ongoing

Funded Projects

: Nil

Membership in Professional Bodies

:

S. No	Name of the Professional Body	Membership Detail with Number

Research Publications

:

i) **Research Papers**

: Attached – Annexure I

ii) **Book/Book Chapters**

: Attached – Annexure I

iii) **Patent**

: Nil

National and International Conferences : Attached - Annexure – II

i) Participated : Attached – Annexure - II

ii) Paper Presented : Attached – Annexure – II

iii) Poster Presented : Nil

Conference/Seminars Organized : Attached – Annexure - III

Workshop attended : Attached – Annexure - III

Resource Person/Invited Lectures : Attached – Annexure - III

Faculty Development Programs Attended :

Course	University/Institute	Subject	Period
Orientation	Bharathiar University	Orientation	02/05/02 to 29/05/02
Orientation	Madras University	Orientation	04.05.2011 – 02.06.2011
Refresher	Bharathiar University	Management	06.11.2014 to 26.11.2014
FDP	IIM - Kozhikode	Marketing	27/06/05 to 02/07/05
QIP	IPS Academy, Indore	HRM	24/12/01 to 12/01/02

Academic Activities :

i) Subject Handled : Business Administration

ii) Class Advisor : For BBA classes of various years & batches

iii) Special Coaching : Yes

iv) Student Community Beneficial Activities : Have been an active resource person in the series of soft skills workshops conducted by Tamil Nadu State Council for Higher Education (TANSCHÉ) during 2016-2017 at Government Arts College, Karur

v) Co-curricular and extra curricular activities : NIL

Professional Activities :

i) Reviewer : Nil

ii) Board of Studies/UR

1. Member, Board of Studies - MBA, Government Arts College, Salem (2023-25)
2. Member, Board of Studies, Bharathiar University, Coimbatore (2017-19, 2022-24)
3. Member, Board of Studies, Bharathidasan University, Trichy (2016-18)
4. Member, Board of Studies, SNR Sons College, Coimbatore (2017-19)
5. Member, Examination Reforms Committee, Parks College (2015-2017)
6. Member, Southern Academic Association, Chennai
7. Member, Academic Council of an Autonomous institution
8. Chairman, Board of Studies in Management of an Autonomous institution

9. Member, Interview board, Kamban Arts College, Sultanpet.
10. Member, Executive Council, TNGCTA (2017-2019)
11. Member of Academic and Administrative Audit (AAA) Committee

iii) Examiner/Scrutiny

- Examiner – M.Phil. in Management, Bharathiar University
- Examiner – MBA Board, Bharathiar University
- Examiner – MBA Board, Various Autonomous Institutions
- Question Paper Setting, Tamil Nadu Agricultural University (TNAU) and various other Autonomous Institutions
- Examiner – UG board for Business Management, Bharathiar University
- Examiner – UG board for Business Administration, Periyar University
- Chairman – MBA Scrutiny Board, Periyar University, 2019

iv) Senate/Syndicate : Nil

v) National/ International Collaborators : Nil

NATIONAL AND INTERNATIONAL PUBLICATIONS

1. Arulselvam Asirvatham, Dr. A. Jelince Dhinakar, Employability Skills: Perceptions and Facts, International Journal of Emerging Technologies and Innovative Research, International Peer Reviewedl Open Access Journal, UGC and ISSN Approved, JETIR April 2019, Volume 6, Issue 4, pp 709-715, ISSN:2349-5162, Impact Factor: 5.87 (<http://www.jetir.org/view?paper=JETIR1904N95>)
2. A. Jelince Dhinakar and K.S. Kavitha, "Problems of Textile Industry in Karur," Research Review, International Journal of Multidisciplinary Research, ISSN 2455-3085 (Online), UGC Indexed with Journal No.44945, September 2018, pp192-197, Impact factor 5.214
3. P.Jeevandandham and Dr. A.Jelince Dhinakar, "Investment Behaviour towards Commodity Market,"International Journal of Business Management, ISSN:2455-6661, Volume-4, Issue-4, April 2018, pp 1-11
4. Arulselvam Asirvatham, Dr. A. Jelince Dhinakar, Dr. P.Ganapathi, Role of Employability Skills in Management Education: An overview, International Journal of Current Engineering and Scientific Research (IJCESR), ISSN (Print):2393-8374, (Online): 2394-0697, Volume-4, Issue-9, 2017, pp 46-55
5. Jelince Dhinakar Abraham, Dr. Umesh C, "Mitigation of road accidents (A public view with reference to the inhabitants of Calicut)," National Journal of Multidisciplinary Research and Development ISSN: 2455-9040 Impact Factor: RJIF 5.22 www.nationaljournals.com Volume 3; Issue 1; January 2018; Page No. 565-569
6. "Influence of store music on purchase intention: A study on apparel retail stores in Coimbatore City," Innovative Journal of Business and Management, ISSN: 2277-4947, 6:5, Nov-Dec (2017) 38-42., (Journalhomepage: <http://www.innovativejournal.in/ijbm/index.php/ijbm>)
7. "Role of loyalty in building ideal client relationship in interior designing business," International Journal of Academic Research and Development, ISSN: 2455-4197, Impact Factor: RJIF 5.22, UGC Journal No.: 48808, Volume 2, Issue 6, Nov-Dec, 2017, pp. 758-762 (www.academicjournal.com Tel: 9999888931)
8. Habitual Cleanliness in public places (A study on the opinion of Calicut residents), Asia Pacific Journal of Research, Volume 1, Issue LIII, July 2017, ISSN No.2320-5504, E-ISSN-2347-4793, pp.208-214, Impact factor 6.58
9. Scope for apartment projects in Tier-II cities, Scholars World, Volume V, Issue IV, October 2017, Print ISSN:2319-5748, Online ISSN:2320-3145, pp.87-92, Impact factor: Scientific:4.433, IBI factor:2.2, Indexing: Universal:1.22, International:0.65, Science:0.48
10. Retail Apparel Stores' Atmospherics – An Empirical Study on Customer Expectation in A Non-Metro Indian City, International Journal of Marketing and Technology, Vol.6, Issue 12, December 2016, ISSN:2249-1058, Impact factor: 6.559, pp.59-70
11. Customer Relationship Management Practices in Selected Multi Brand Retail Stores in Salem District, Indo Global Journal of Applied Management Science, ISSN No. 2320-7892, Vol. 1, Issue 3, July 2013., p.29-33
12. Influence of Satisfaction on Client Retention in Interior Designing at Calicut of Kerala, Organisational Management (AIMA), Journal of Management Education Foundation of Palghat Management Association, Vol. XXXI, No.4, January – March 2016, pp. 3-7, ISSN No. 0975-699X

13. Customer Relationship Management Practices in Retail Store, International Journal of Research and Business Innovation, Vol.2 No.1, January – June 2014 pp.37-43, ISSN No. 2321-5615 (www.ijrbi.in), GIF .0.275
14. Organisational Stress: A study with reference to Tirupur District, International Journal of Scientific Research, Vol.2, Issue.6, June 2013, ISSN: 2277- 8179. Pp.19-22 (Impact factor: 0.3317), www.theglobaljournal.com
15. Production facilitator role of merchandisers in knitwear manufacturing firms of India, Proficient, An **international** Journal of Management, ISSN 0975-475X, April 2010, p.79-84
16. Cost estimation ability of merchandisers in the knitwear export firms of Tirupur, Synergy, An international journal, Volume VIII No.II:ISSN 0973-8819, June 2010
17. Relevance of organization structure in Knit wear industry of Tirupur, Apparel Today, (Govt. Regd.: RNI.No.TNBIL 02211-310504), June 2006, P.No.108-110.
18. Salesmen Role of Merchandisers, Apparel Today, (Govt. Regd.: RNI.No.TNBIL 02211-310504), January 2006, P.No.77-78.
19. "Higher Education in Rural India – Issues and Challenges," Edited book on "Higher Education in India: Opportunities and Challenges, Frontline Publishing House, Karol Bagh, New Delhi – 110005, ISBN: 978-81-909331-0-0, 2015
<https://www.frontlinepublishinghouse.co.in>

ABSTRACTS/ PAPERS PUBLISHED IN SOUVENIR/ EDITED BOOKS

1. HR in a recession Economy, UGC Sponsored Seminar, St.Xaviers College, Palayamkottai, 11th & 12th February 2010
2. ISBN No.978-93-85936-28-9 Corporate Social Responsibility: Key to Inclusive Growth, Bloomsbury (International)
3. Global Economic Recession and its Brunt on Corporate India, International Conference, Nehru Institute of Management, Coimbatore, 9th & 10th October 2010
4. Employee stress in Tirupur Garment Industry, 4th National Conference, Jamal Institute of Management, Tiruchirappalli, January 25, 2011
5. Issues and Challenges in Indian Higher Education, Achieving Academic Excellence through IQAC, Dr. NGB CAS, Coimbatore Institute of Information Technology Publication, Coimbatore, 2011, ISBN:978-1-4507-8489-4, pp.93-96
6. ICT Enabled HE, NAAC sponsored Seminar, 2012
7. Green Marketing - A strategy on the cards for sustaining growth of SBI, Business Strategies for Sustainable Growth –A Global Perspective, BSMED, Bharathiar University, Coimbatore, NCRC Publications (909150), Coimbatore, ISBN – 978-93-81537-07-7, First Impression, May 2013, pp.159-163
8. Enhancing Quality in Higher Education, Continuous Enhancement of Quality in HEI, Margham Publications, 2013, ISBN: 978-93-81430-52-1, pp.41-42
9. Quality Research in HEI, Continuous Enhancement of Quality in HEI, Margham Publications, 2013, ISBN: 978-93-81430-52-1, pp. 2016-18

SEMINARS / CONFERENCES / WORKSHOPS / SYMPOSIUMS ATTENDED

- ❖ *IMA - TATA INTERNATIONAL ANNUAL CONVENTION*, Indore. (05/01/02 to 06/01/02)
- ❖ National seminar on *LEVERAGING TURBULENT TIMES FOR COMPETITIVE ADVANTAGE* held at JN TATA auditorium, IISc. Campus, Bangalore, Alliance Business Academy and Bangalore Management Association. (10/07/03 to 11/07/03)
- ❖ National Symposium on *BUSINESS INTELLIGENCE - 2004*, Sri Ramakrishna College of Arts & Science for Women, Coimbatore. (12/01/04)
- ❖ Workshop on institutional preparation for *NAAC ACCREDITATION*, Bharathiar University and NAAC, Bangalore. (09/11/02 to 10/11/02)
- ❖ *REGIONAL QUALITY SUMMIT ON EDUCATION*, Confederation of Indian Industry, Coimbatore Zone & CII institute of Quality, Bangalore (27/01/06 to 28/01/06)
- ❖ National Workshop on *EXPLORING RESEARCH AGENDA IN MANAGEMENT*, Manonmaniam Sundaranar University, Tirunelveli (01/03/08)
- ❖ Post Accreditation Programme on *QUALITY INITIATIVES IN ACCREDITED INSTITUTIONS: SUSTENANCE AND ENHANCEMENT*, National Assessment and Accreditation Council, Bangalore (12/11/05)
- ❖ National Symposium on *MATHEMATICA MODELS FOR DECISION MAKING*, KCT Business School, Coimbatore (03/03/07)
- ❖ Taluk Level Workshop on *DISSEMINATION OF RED CROSS PRINCIPLES AND INTERNATIONAL HUMANITARIAN LAW*, District Red Cross Branch. (06/03/02)
- ❖ *SEMINAR FEST - 2000* at Parks Commerce association, Parks College, Tiruppur. (18/01/00 to 24/01/00)
- ❖ *SEMINAR FEST 2004*, Parks Commerce Association, Parks College, Tiruppur. (01/03/04 to 05/03/04)
- ❖ Special Camping Programme *YOUTH FOR NATIONAL INTEGRATION (11/02/94 to 24/02/94)*
- ❖ Workshop on "*TOTAL QUALITY MANAGEMENT IN EDUCATION*", Education Technology Centre, PSG College of Technology, Coimbatore, Electronic Network Project (Funded by SDC, New Delhi) (10/12/04 to 11/12/04)
- ❖ UGC Sponsored National Seminar on Recent initiatives in Higher Education and their Impact on Equity and Excellence, 21st October 2011
- ❖ XXVI Statutory Conference, All India Federation of University and College Teachers Organisation (AIFUCTO), Organised by MUTA, Kanyakumari, 20-10-11 to 22-10-11
- ❖ UGC sponsored State Level Workshop on Soft Skill Development Programme, PG and Research Department of Commerce, Govt. Arts College, Karur, 1/10/2014
- ❖ Ministry of Corporate Affairs, Government of India Sponsored Investors Awareness Programme, PG and Research Department of Commerce, Govt. Arts College, Karur and ICSI-SIRC, Chennai, 18/02/2014

- ❏ National level workshop on “Modern Trends in Research Methodology,” PG and Research Department of Commerce, Govt. Arts College, Karur (14/02/2014)
- ❏ UGC sponsored National Conference on “Higher Education in India: Opportunities and Challenges, PG and Research Department of Commerce, Govt. Arts College, Karur (30/01/2015)
- ❏ Workshop on Innovative Curriculum Designing and Evaluation, CDC, Bharathidasan University, Tiruchirapalli, 13-08-2015.
- ❏ Indian Council of Social Science Research (ICSSR) sponsored two day National Level Workshop on “Social Science Research: Issues and Concerns,” Government Arts College, Karur, 16-17 February 2017
- ❏ UGC supported National Seminar on “The Art of Thesis Writing and Research Publication, Government Arts College, Karur, 6 January 2017

PAPERS PRESENTED (PARTIAL LIST)

- ❏ Paper on “Consumer Behavior towards Organized Food Retail Outlets in India,” International Conference, ICIEM-2016, Feb. 24-25, 2016, WCAS, Muscat, Sultanate of Oman (<https://www.waljatcollege.edu.om/downloads/SouvenirICIEM-2016.pdf>)
- ❏ Paper on “The Economic Impact of Organised Retailing of Agri Food Products in India,” National Seminar on Opportunities and Challenges in Rural Marketing and its Impact on Rural Development, PG and Research Department of Commerce with Computer Applications, NGB College, Coimbatore, Co-sponsored by Central Bank of India, Regional Office, Coimbatore, 30.09.2015
- ❏ Paper on “Standards and Guidelines for Quality Assurance in Higher Education,” UGC National Level Staff Seminar, Sri Sarada College for Women (Autonomous), Slem-16, 15.03.2014
- ❏ Paper on “Enhancing Quality in Managemen Education,” NAAC sponsored National Conference on “Continuous Enhancement of Quality in Higher Educational Institutions,” Park’s College, 30.09.2013
- ❏ Paper on “Quality Research in Higher Educational Institutions,” NAAC sponsored National Conference on “Continuous Enhancement of Quality in Higher Educational Institutions,” Park’s College, 30.09.2013
- ❏ Paper on “Green Marketing – A strategy on the cards for sustaining growth of State Bank of India,” UGC sponsored International Conferencein “Business Strategies for Sustainable Growth – A Global Perspective, BSMED, Bharathiar University, 9-10, January 2013.
- ❏ Paper on “Role of ICT in providing Quality Education,” NAAC sponsored State level Seminar on “Role of ICT in Higher Education,” Kongu Arts and Science College, Erode, 6&7.01.2012
- ❏ Paper on “Higher Education in Rural India – Issues and Challenges,”UGC sponsored National Conference on “Higher Education in India: Opportunities and Challenges, PG and Research Department of Commerce, Govt. Arts College, Karur (30/01/2015)
- ❏ Paper on “IQAC in Quality Sustenance,” NAAC sponsored National Seminar on “TQM in HEI,” RVS CAS, Sulur, 27&28.01.2012

- ❖ Paper on “Issues and Challenges in Educational System”, UGC National Level Staff Seminar, IQAC, Sri Sarada College for Women (Autonomous), Salem, 3 March 2012
- ❖ Lectures on Traits for Teachers at the 85th Orientation programme of UGC-ASC, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, Maharashtra
- ❖ Paper on “Women Entrepreneurship opportunities & threats in Tirupur” in the UGC Sponsored Seminar on “Women Entrepreneurship in TN – Opportunities and Challenges, Department of Women’s Studies, Bharathiar University, Coimbatore on 4th March 2011
- ❖ Paper on “Problems and Prospects of Insurance Companies with special reference to Health Insurance” in UGC Sponsored Interdisciplinary National Seminar on “Health Economics: Issues and Challenges”, Department of Economics, Sri Parasakthi College for Women, Courtallam. 25th February 2011
- ❖ Paper on “Achieving Academic Excellence through IQAC,” NAAC sponsored State Level Conference, Dr. NGB College, Coimbatore, 9&10.12.2011
- ❖ Paper on “Global Economic Recession and its Brunt on Corporate India” at an International Conference on “Managing Global changes and Challenges” 24-26 Sep 2009
- ❖ Paper on “Building up of Robust Quality Assurance in Higher Education” at a national seminar on “Role of IQAC in Centres of Higher Education” sponsored by NAAC
- ❖ Paper on “Problems of Textile Industry in Karur Town” in the international Conference on Innovation in Management Practices (ICIMP-2018), organised by Department of Commerce, Sankara College of Science and Commerce, Saravanampatty, Coimbatore, Tamil Nadu, India on 26th September 2018.

SESSIONS CHAIRED (PARTIAL LIST)

- ❖ Chaired a session on “Continuous Enhancement of Quality in Higher Education” in the NAAC sponsored National Level Conference at Park’s College, Tirupur on 30.09.2013.
- ❖ Chaired the session on the topic Advertising in the New Millennium in the National Conference on Technology, Innovation and Change Management held on 4th and 5th February 2011, Sri Krishna Institute of Management, Coimbatore.
- ❖ Chaired the English Literary Association Debate and Elocution at Government Arts College, Karur, 5 October 2018

PAPERS/GUEST LECTURES / SEMINARS / WORKSHOPS PRESENTED (PARTIAL LIST)

- ✚ Acted as a resource person in the Two-day Faculty Development Programme held at PARK's College, Tirupur on 13.06.2013.
- ✚ Acted as a resource person in the FDP held at Kamban Arts College, Sultanpet on 6 May 2013.
- ✚ "Quality Systems in Higher Education" at a World Bank sponsored FDP in EXCEL Engineering College, Erode
- ✚ Talk on "Entrepreneurial Motivation" at an EDP workshop organised by Pioneer College of Arts and Science, Coimbatore (11/01/10)
- ✚ Workshop on *TEAM BUILDING AND ASSERTIVENESS*, St. Joseph College for Women, Tiruppur (25/02/04)
- ✚ Training session on *PROFESSIONAL SELLING SKILLS FOR THE 21ST CENTURY*, Maharaja Engineering College, Avinashi (17/02/04)
- ✚ Professional Development Programme on *CLIENT CARE* to the Non-Teaching Staff of Parks College
- ✚ Training programme on *SELLING SKILLS AND MOTIVATION* for Small Savings Agents and Extension Officers, Palladam Taluk (01/08/03)
- ✚ Seminar on *RECENT TRENDS IN PROMOTION MANAGEMENT*, Tiruppur Kumaran College, Tiruppur
- ✚ *INTER COLLEGE SCIENCE QUIZ* at LRG Govt. Arts College for Women, Tiruppur (26/02/03)
- ✚ *INNOVATIVE COMMERCE* at Arulmigu Palaniandavar College of Arts and Culture, Palani (14/09/06)
- ✚ *SELF DEVELOPMENT* at NGB Arts and Science College, Coimbatore (31/07/06)
- ✚ Plus or Minus – A seminar to reiterate the importance of Mathematics and remove the delusions of Students, Park's College (2003)
- ✚ Workshop on "Personality Development and Communication Skills", Maharaja Arts and Science College, Coimbatore (20/01/05)
- ✚ Seminar on Recent Trends in Promotion Management, Tiruppur Kumaran College (Feb 2001)
- ✚ Training on "Skills for Success," AVP College of Arts & Science, (12/1/2016)
- ✚ Seminar on "Quality Initiatives," for Teaching Staff, Tiruppur Kumaran College for Women, Tiruppur (18/11/2015)
- ✚ Workshop on "Interpersonal Skills for Success," Students of Mathematics, Vivekananda College for Women, Tiruchengode (30/9/2015)
- ✚ Resource person in a National Seminar on "Quality parameters in accreditation" organised by IQAC, Rathinam College of Arts and Science, Coimbatore (11/04/2015)
- ✚ A seminar on "Self Introspection and Leadership" for MBA students, Sakthi Institute of Information and Management Studies, Pollachi (26/9/2014)

- ✚ A workshop on Procedures for NAAC accreditation for Teaching Members of Vivekananda College of Arts and Science for Women, Tiruchengode (12/09/13)
- ✚ Resource person in the students orientation programme on “Compatibility Skills” conducted by NIFT-TEA College of Knitwear Fashion, Tirupur (29/06/2016)
- ✚ Workshop on “Interpersonal Skills for Young Entrepreneurs” Organised by PG Department of Management Science, VELALAR College of Engineering and Technology (Autonomous), Erode, 31/08/2016

- ◆ Have also presented seminars and workshops on various topics including *VERSATILE MANAGER*, *INTERVIEW ATTENDING SKILLS*, etc., at department level.
- ◆ Have conducted *PERSONALITY DEVELOPMENT AND TREKKING CAMPS* for the Budding Managers.