

Dr. K. Bhavani Selvi, M.Com., M.Phil., Ph.D., NET,

Assistant Professor & Head

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Dr. K. Bhavani Selvi, M.Com., M.Phil., Ph.D., NET, serves as **Assistant Professor and Head of the Department of Commerce (Shift – I) at DRBCCC Hindu College, Pattabiram, Chennai.** She is an experienced academician with **over 25 years of teaching experience in higher education**, serving the institution in various academic and administrative capacities. She began her academic career as an Assistant Professor in the Department of Commerce (Shift II) at DRBCCC Hindu College in June 2000. She later served as **Assistant Professor and Head of the Department of Commerce (Shift II)** from July 2008 to January 2018. Subsequently, she joined the **Department of Commerce (Shift I)** as Assistant Professor in January 2018 and has been serving as **Assistant Professor and Head of the Department since June 2024.**

Dr. Bhavani Selvi holds a **Ph.D. in Commerce from the University of Madras (2017).** She completed her **M.Phil. in Commerce in 2002, M.Com. in 1999, and B.A. in Corporate Secretaryship in 1997,** all from the University of Madras. She also qualified the **UGC NET in Commerce in 2011,** demonstrating her academic competence and commitment to higher education.

She has received recognition for her academic contributions and teaching excellence. She was honoured with the **“Best Faculty Award” by the Indian Academic Research Association, Trichy in 2023,** and the **“Best Teacher Award” from Rabindra Ratna Puraskar in 2025.**

Dr. Bhavani Selvi has actively participated in professional development programmes to enhance her teaching and research skills. She successfully completed the **UGC Sponsored Orientation Programme at the Human Resource Development Centre, University of Madras (2019).** She has also completed several **Refresher Courses,** including the **Refresher Course in**

Commerce and Management conducted by Ramanujan College, University of Delhi (2021), Refresher Course in Business Studies at Pondicherry University (2022), and the Refresher Course on Commerce and Management Studies conducted by the UGC Malaviya Mission Teacher Training Centre, University of Madras (2024).

She has participated in **more than 20 Faculty Development Programmes, workshops, and training programmes** organized by reputed institutions across India. These include programmes on **research publication in Scopus and Web of Science journals, plagiarism-free research writing, reference management, research grant proposal preparation, AI-based technologies in education, NAAC framework and outcome-based education, e-content development, integration of technology in teaching, and Moodle learning management system.** These programmes have significantly contributed to her continuous professional growth and academic excellence.

Dr. Bhavani Selvi has made notable contributions to research in the fields of **commerce, digital marketing, human resource management, sustainable business practices, and green finance.** She has **published more than 8 research articles in national and international journals** covering diverse topics such as online customer support in digital marketing, green finance for sustainable commerce, HRM practices in IT and ITES companies, online shopping behaviour among students, artificial intelligence in human resource management, management concepts in Thirukkural, digital marketing and youth buying behaviour, and customer preference in online purchasing.

In addition to journal publications, she has **presented and published more than 7 research papers in national and international conferences.** Her conference papers address contemporary themes such as **ESG integration in business, digital transformation and remote work productivity, sustainable e-commerce, MSMEs and economic development, women in the workplace, emerging management trends, and green finance for sustainable development.**