

Government Arts and Science College

Kanyakumari – 629 401

FACULTY PROFILE

Department: Commerce

1. Name : Dr. J.MERLIN SEALER SING
2. Father's Name : Mr. S. JOHN FRANCIS
3. Designation : Assistant Professor
4. Age and Date of Birth : 57, 24-05-1965
5. Gender : Male
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7. Educational Qualification :

S.No.	Course	University/College	Year of Passing
1	B.Com.,	NMCC, Marthandam	1989
2	M.Com.,	P.M.T College, Melanelithanalloor	1991
3.	B.Ed.,	Madurai Kamarajar University	1993
4.	M.Phil.,	S.C.C. Nagercoil	1994
5.	M.Ed.,	Madurai Kamarajar University	1998
6.	Ph.D.,	Manonmaniam Sundaranar University	2010
7.	MBA.,	Manonmaniam Sundaranar University	2017
8.	PGDCM.,	Annamalai University	1992

8. Area of Specialization: Marketing

9. Experience:

S.No.	Name of Organisation	From	To	Year of Experience
1.	Scott Christian College, Nagercoil	30-07-2003	24-02-2011	7 years 7 months
2.	Sethupathi Govt Arts College, Ramnad	26-02-2011	07-08-2012	1 year 5 months
3.	Kamarajar Govt arts College, Surandai	08-08-2012	21-12-2022	10 years 4months
4.	Govt arts & Science College, Kanyakumari	21-12-2022	Till Date	

10. Refresher / Orientation attended:

Orientation / Refresher	Name of University	Period		Grade
		From	To	
Orientation	ASC University of Madras	04-05-2011	02-06-2011	'A'
Refresher	ASC University of Kerala	05-06-2014	25-06-2014	'A'
Orientation	Avinashilingam University Coimbatore	05-02-2016	11-02-2016	'A'
Refresher	TLC Ramanujam College University of Delhi	25-06-2021	08-06-2021	'A+'
Refresher	TLC Ramanujam College University of Delhi	30-10-2022	13-11-2022	'A'
Refresher	TLC Ramanujam College University of Delhi	23-01-2023	06-02-2023	'A'

11. Publications:

S.No.	Title	ISSN / ISBN	Year
1.	Importance of truthfulness for a better living	9788190651202	2011
2.	Rural agricultural income from village of Kanyakumari district	9788190651226	2011
3.	Engendering agricultural development, Emerging prospective issues, changes & strategies	9788190651233	2011
4.	Commercial nature of Aavin milk an analysis (Humming words publication of book)	978192013534	2011

11. Paper Presented in Conferences/ Seminar :

S. No.	Title	Institution	Date & Year
1.	A study on customer attitude towards Hero two wheeler at Tenkasi district	St.Alphonsa College, Karungal	8 Apr 2022
2.	Impact of Television Advertisement on the basis of decision of consumers durables	Adaikalamatha Institute of Management	28 Sept 2013

3.	Stress among college bachelors in Tamilnadu	Sri Ganesh School of Business Management, Mettupatti	22 Feb 2013
4.	Role of rural women in agricultural development in India	Co operative League in Development and Employment, Thuckalay	15 & 16 July 2011
5.	The Impact of WTO on the functions of exchanges at the districts co – operative Union at Coimbatore	Annamalai University	23rd Jan 2008
6.	Functioning of Aavin Kumari in K.K.Dist	S.S.C. Nagercoil	13 March 2004
7.	Customer Service in E-Banking IFCB 2014	Finance and Banking	28 Feb 2014
8.	Gender dimension of unorganized Sector in India	S.C.C. Nagercoil	5&6 Aug 2011

12. Seminar / Conference / workshop / Attended:

S.No.	Institution	Date & Year
1.	National Seminar at S.C.C. Nagercoil	March 19,2004
2.	First Multi Disciplinary National Seminar at S.C.C.Nagercoil	Sept 24, 2004
3.	National Seminar at S.C.C. Nagercoil	Oct 12, 2004
4.	Seminar on value plus at S.S.C, Nagercoil	Sep 17, 2005
5.	Second Multi Disciplinary National Seminar at S.C.C.Nagercoil	Oct 1, 2005
6.	Third Multi Disciplinary National Seminar at S.C.C.Nagercoil	Aug 14, 2006
7.	Workshop on application of statistical tools in modern research at S.C.C. Nagercoil	Oct 6, 2006
8.	One day seminar at 'VAT' its impact an economy, M.S. University	Nov 29, 2006
9.	State level seminar Human Rights and Strategies at S.C.C, Nagercoil	Mar 26, 2007
10.	State level seminar an implementation of budget 2008-09 at S.C.C. Nagercoil	March 14, 2008
11.	Fifth Multi Disciplinary National Seminar at S.C.C.Nagercoil	Aug 22, 2008
12.	National conference an emerging entrepreneurial strategies at S.C.C. Nagercoil	Dec 13, 2008
13.	Sixth All India conference at S.S.C Nagercoil	Mar 28, 2009
14.	Inter College seminar on employment opportunities at S.S.C . Nagercoil	Apr 18, 2009
15.	State level workshop on application of statistical tool in social science at S.S.C. Nagercoil	Dec 11 & 12, 2009
16.	Dissemination of innovative technology at Kamarajar Govt Arts College Surandai	Nov 18, 2021

13. Details of Research Projects :

Title	Sponsoring Agency	Amount	Responsibility

14. Ph.D Guidance/Supervisorship

Sl.No	Name of scholar	Course	Area of research	Status
1.	Nelson Jeba Durai	Ph.D	Service Quality of co-operative Banks in Tenkasi District	Course work going on
2.	Kanaga Pushpa	Ph.D	Service quality in private & public hospital in Tenkasi District	Course work going on

15. Seminar/ Conference/ Workshop Organised:

S. No.	Topic	Institution	Date
1.	Academic innovation entrepreneurship development programme	Kamarajar Govt arts College Surandai	21 st Aug 2019

16. Resource Person:

Sl.No.	Topic	Delivered at	Period

17. Members in Organization's :**18. Other Achievements :**

Dr. Durai J. Durai
08/04/2023

(Signature)