

**NANJIL CATHOLIC COLLEGE OF ARTS AND SCIENCE
KALIYAKKAVILAI**

FACULTY PROFILE



Name	DR. J. JAYASEELAN				
Date of Birth	02.06.1988				
Department	COMMERCE				
Designation	ASSISTANT PROFESSOR				
Address	IV – 7/35, PALAVILAI, KUZHITHURAI (PO) KANYAKUMARI DIST. TAMILNADU. PIN – 629 163.				
Telephone Number(s)	9486504259				
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Academic Qualifications (with Name of Degree awarding university)	S.No	Course	Board /university	Year	Percentage
	1.	SSLC	Govt. Higher Secondary School, Vilavancode.	2003	74.80%
	2.	HSC	Govt. Higher Secondary School, Vilavancode.	2005	73.08%
	3.	B.Com	MS University, Tirnelveli	2009	58.20%
	4.	M.Com	MS University, Tirnelveli	2011	67.45%
	5.	M.Phil	MS University, Tirnelveli	2017	70.25%
	6.	Ph.D	MS University, Tirnelveli	2024	-

	Level	Years of Service	Institution	
Teaching Experience	UG	7.5 years	Nanjil Catholic College of Arts & Science, Kaliyakkavilai	
	PG			
	UG & PG			
Specialization	Banking & Financial Accounting			
Publications/ Participation in Seminars/ Conferences etc.			International	National
	No. of Research Papers in Journals		6	1
	No. of Publications in Conference Proceedings		3	2
	No. of Conferences Participated in		1	-
	Books		-	-
Projects	No. of projects in UG: 8			
Details of Research Supervision	On going		Completed	
Honours and Awards	<ul style="list-style-type: none"> ➤ Award for Outstanding Results ➤ Award in the District-Level Staff Cricket Match ➤ Award for 100% Attendance 			
Posts held	<ul style="list-style-type: none"> ➤ Assistant Professor 			
Key Responsibilities	<ul style="list-style-type: none"> ➤ ELC Nodal Officer ➤ UMIS Coordinator ➤ RRC Member ➤ Member of the Admission Committee 			
Any Other Information	<ul style="list-style-type: none"> ➤ Tally ERP 9 ➤ MS Office ➤ SPSS ➤ Director Management in JCI, Marthandam, (Area-B Zone-XVIII, Region-E) during the period 2023 – 2024. 			

List of Publications:

1. J. Jayaseelan and Dr. V. Vincy (2026), "Consumer Perceptions of Dove's Digital Marketing Strategies in Kanyakumari District", *Journal of Emerging Technologies and Innovative Research*(JETIR) (ISSN: 2349-5162), Volume 13, Issue 2.
2. J. Jayaseelan, Dr. C. Arul Mary Thangam and Dr. A. Venkateswaran (2022), "Perception towards Plastic Money in Online Transaction; A Special Reference to Kanyakumari District" *International Journal of Food and Nutritional Sciences (IJFANS)* (e-ISSN: 2320 – 7876) Vol.11, Issue.12, pp. 1297-1304.
3. J. Jayaseelan, Dr. C. Arul Mary Thangam and Dr. A. Venkateswaran (2021), "Influence of COVID-19 Pandemic on Digital Payments and Business Environment" *Bulletin of Social Sciences* (ISSN: 2348-7992), Vol. 6, Issue (2-2), pp. 141-147.
4. J. Jayaseelan, Dr. C. Arul Mary Thangam and Dr. A. Venkateswaran (2021), "Customers' Attitude towards Plastic Money in Kanyakumari District, Tamil Nadu, India" *Utkal Historical Research Journal* (ISSN: 0976-2132), Vol. 34 Issue 6, pp. 135-144.
5. J. Jayaseelan, Dr. C. Arul Mary Thangam and Dr. A. Venkateswaran (2021), "Impact of Covid-19 Pandemic Situation on Digital Payments" *Bulletin of Social Sciences* (ISSN: 2348-7992), Vol. 6, Issue 1, pp. 25-30.
6. J. Jayaseelan, Dr. C. Arul Mary Thangam and Dr. A. Venkateswaran (2018), "A Study on Customer Awareness towards Cashless Transaction in Vilavancode Taluk, Kanniyakumari District". *Journal of Emerging Technologies and Innovative Research* (JETIR) (ISSN: 2349-5162), Vol. 5, Issue 12, pp. 231-240.
7. J. Jayaseelan, Dr. C. Arul Mary Thangam and Dr. A. Venkateswaran (2018), "A Study on Registration and Payment Process in Goods and Services Tax in India" *Bulletin of Social Sciences* (ISSN: 2348-7992), Vol. 5, Issue 1, pp. 31-34.