



Name : Dr. R. SELEENA
Gender : Female
Designation : Assistant Professor
Department : Commerce and Research Centre
Area of Specialization : Human Resource Management
Date of Birth : 02-03-1969
Date of Joining : 22-07-1996
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Qualification : M.com, M.Phil, B.Ed, Ph.D
Approved Guide : Yes

List of Publications:

International Journal:

- **“Sensory Experience in Restaurant Dinning”**(2022), International Journal of Humanities, Law and Social Sciences biannually by New Archaeological & Genological Society, ISSN: 2348-8301, Vol.X/Issue I No:9 /84-89.
- **“Influences of Sensory Retailing on Consumers”** Buying Behaviour”, IJFANS International Journal of Food and Nutritional Sciences, ISSN: 2319-1775, Vol13/2/16762-16770.
- **“Comparative Study of ICICI and HDFC with evaluation of E-Banking and customer satisfaction”** (2022), International Journal of Early Childhood Special Education, ISSN: 1308-5581, 14/08/1272-1278.

National Journal:

- **“Impluse Buying in Hotels and Restaurants”**(2020), Journal of Scott Research Forum, ISSN: 0973-2705, 10/ 258-269.
- **“Growth and Structure of Rural Non-Farm Employment in Kanyakumari District”** (2020), Journal of Scott Research Forum, ISSN: 0973-2705, 10/ 245-251.

- **“Job Stress and Staying intentions of private school teachers”**(2020), Studies in Indian Place Names, ISSN: 2394-3114, 40/18/2060-2070.
- **“Retailing through sensory cues in restaurants”** (2020), South African Journal of Economic and Management Sciences, ISSN: 2222-3436, 23/9/1-6.
- **“Efficiency Evaluation of effective E-Banking in ICICI and HDFC”** (2021), Journal of Scott Research Forum, ISSN: 0973-2705.
- **“Factors Influencing Sensory experiences in Restaurants”** (2022), Neuroquantology, ISSN: 1303-5150, 20/19/5384-5390.
- **“Customer Satisfaction towards E-Banking Services by ICICI and HDFC Banks”**(2022), Journal of Management and Entrepreneurship, ISSN: 2229-5348, 16/2(X)/103-110.
- **“Customer Satisfaction towards Fast Casual Restaurants”**(2024), Journal of Scott Research Forum, ISSN: 0973-2705.

Seminar/Conference Proceedings:

- **“New Vistas : Challenges and Prospects”**(2011), National, Scott Christian College, Nagercoil, ISBN: 978-81-906512-7-1.
- **“Women Entrepreneurship In The Changing Scenario”**(2011), National, Women’s Christian College, ISBN: 978-81-8356-870-8.
- **“Impact of Globalisation in The Performance of MSEs in India”**(2014), National, Scott Christian College, Nagercoil, ISBN: 978-8371-671-0.
- **“Contemporary Business Conundrum”**(2014), Regional, Muslim Arts College, Thiruvithamcode, ISBN: 978-93-84734-04-6.
- **“Emerging Trends In Finance and Accounting”**(2016), National, Scott Christian College, Nagercoil, ISBN: 978-93-84734-21-3.
- **“Make in India – Initiatives, Ideas and Challenges”**(2016), International, VHN SenthikumaraNadar College, Viruthunagar, ISBN: 978-93-81723-54-8.

Research Supervision:

- ❖ **Number of M.Phil Scholars : 15**
- ❖ **Number of Ph.D Scholars**
 - a) **Completed :1**
 - b) **Ongoing : 3**