

CURRICULUM VITAE

PERSONAL PROFILE

Name : Dr. A. BHUVANESHWARI
Department : Post Graduate Department & Research
Centre in Commerce
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Mobile Number : 8903311609
Area of Specialization : Commerce & Accountancy



EDUCATIONAL PROFILE

ACADEMIC QUALIFICATIONS

S.No.	Degree	Institution	University	Month & Year of Passing	Percentage of marks
1.	B.Com.	Madurai Kamaraj University (DDE)	Madurai Kamaraj University (DDE)	April 2003	44.9
2.	M.Com.	Annamalai University (DDE)	Annamalai University (DDE)	May 2007	56
3.	M.Phil.	Rajapalayam Rajus' College, Rajapalayam	Madurai Kamaraj University	April 2013	78.4
4.	Ph.D.	Madurai Kamaraj University	Madurai Kamaraj University	September 2023	---
5.	SET	Mother Teresa Women's University	Mother Teresa Women's University	August 2017	---
6.	B.Ed.,	Angel College of Education, Rajapalayam.	Tamilnadu Teachers Education University	May 2011	79.1
7.	M.Sc., (Yoga for Human Excellence)	Arivu Thirukovil, Aliyar	Tamilnadu Physical Education and Sports University	Pursuing	---

TEACHING PROFILE

S.No.	Name of the Institution	Designation & Department	From	To	Total Years
1.	Rajapalayam Rajus' College, Rajaplayam	Assistant Professor, Department of Commerce (Self Finance)	26/06/2013	10/01/2018	4 Years and 7 Months
2.	Rajapalayam Rajus' College, Rajaplayam	Assistant Professor, Post Graduate & Research Department of Commerce	11/01/2018	Till Date	6 Year and 8 Months
Total Teaching Experience:					11 Years and 3 Months

ORIENTATION PROGRAMME:

<u>S. No.</u>	<u>Programme</u>	<u>University</u>	<u>Duration</u>
1.	Orientation Programme	UGC-HRDC, University of Madras	15 th Nov. 2019 to 5 th Dec. 2019
2.	Online Refresher Course	UGC-HRDC Pt.Ravi Shankar Shukla University, Raipur	11th Nov,2021 to 25th Nov,2021

PARTICIPATION IN EXAMINERSHIP / QUESTIONPAPER SETTING / VALUATION

1. Appointed as Additional Examiner in Madurai Kamaraj University (II Year Board)
2. Appointed as External Examiner for Practical Examination deputed at SRV College of Arts and Science, on 04/04/2025 – 05/04/2025

AWARDS / RECOGNITIONS RECEIVED

#	Name of the award	Awarding Agency	Year
1.	Best Presentation Award	V.H.N.S.N. College, Virudhunagar	2017

RESEARCH PROFILE

CONFERENCES PARTICIPATED & PAPERS PUBLISHED IN PROCEEDINGS

S. No.	Inter-national / National / State / Regional Level	Title of the Conference	Organized by / Sponsoring agency	Title of the paper presented	Date	ISBN (if any)
Journal Publication			Kaveripakkam College Journal of Management Research	<i>“An Analysis of Non-Performing Assets with reference to Urban Co-operative Banks in Virudhunagar District for the period 2005-2012”</i>	Vol.4, Issue no.12, July-Sept 2014	ISSN No. 2249-6459
1	State Level Seminar	Emerging Issues in Health Tourism in India	A.K.D.Dharma Raja Women’s college, Rajapalayam.	Emerging issues in Health Tourism in India	17 th April 2013	---
2	Two Day National Level Workshop	Research Methodology, statistical Data Analysis and Interpretation by using SPSS & AMOS	Primax foundation, Bengaluru	---	21 st & 22 nd October 2016	---
3	One Day International Conference	Emerging Trends in Business Models and Techniques	St.JOHN’S COLLEGE, Tirunelveli.	Online Shopping – Pros & Cons and Online Shopping Business Model	3 rd March 2017	---
4	ICSSR Sponsored Two Day National Conference	Less Cash Economy as a Strategy for Financial Inclusion in Rural India	V.H.N.S.N. COLLEGE, Virudhunagar.	A Study on various Online Payments for Online Shopping	14 th & 15 th March 2017	ISBN No. 97893817236 61
5	Research Colloquium	Participate and Presented a research paper	Vivekananda College, Madurai	A Study on Consumers’ Buying Behaviour towards Online Shopping – with Special Reference to Virudhunagar District	8 th July 2017	----
6	UGC Sponsored Two Day national	Working Women : Problems and Prospects	V.H.N.S.N. COLLEGE, Virudhunagar.	An Attitude of Women towards Online Shopping	19 th & 20 th July 2017	ISBN No. 97893817237 22

	Conference	Scored III prize for Best Presentation Award				
7	UGC Sponsored One Day national Conference	An Analysis of Consumer Buying Behaviour Theories	Sri S.Ramasamy Naidu Memorial College, Sattur.	An Analysis of Consumer Buying Behaviour Theories	16 th Febraury, 2018	ISSN – 2395-7085
8	Two Day National Seminar	Goods and Services Tax – A Paradigm Shift in Indian Taxation	Rajapalayam Rajus' College, Rajapalayam.	<i>Effect of GST on E-Commerce</i>	2 nd & 3 rd March 2018	----
Journal Publication - Multi disciplinary Research Journal			Devanga Arts College	An Overview of FRDI Bill, 2017	March 2018	ISSN – 0976-8130
9	Seven Day Faculty Development Programme	Research Methodology and Statistical Tools	Ramanujan College, Delhi Sponsored by MHRD(PMM MNMTT)	----	23 rd May to 29 th May 2018	----
10	One Day International Conference	Why Safeguarding the Girl Child and Empowering Women is Crucial to India?	Women's Development Cell, Rajapalayam Rajus' College, Rajapalayam.	---	5 th September 2018	----
11	Short – Term Course	Self – Awareness and Higher Goals in Education (SAHGE 2019)	Indian Institute of Technology Madras.	---	20 – 24 th May 2019	----
12	Two days National Level Seminar	“Corporate Environment Responsibility – A Midway and Progress”	Sri Kaliswari College, Sivakasi. Sponsored by ICSSR-IMPRESS	---	25 th and 26 th July 2019	---
13	Two days National Level Workshop	Research Methodology and Data Analysis using SPSS	Pasumpon Muthuramalin ga Thevar College, Melaneelithan allur	---	30 th September and 1 st October 2019	---

14	Two Days International Conference	The Digital Transformation in Business Re-Engineering: Post Pandemic Era of Industry 5.0	Institute of Business Management and Rural Development, Ahmednagar	Key Drivers of Online Shopping Trends: An Overview	26 th & 27 th August 2021	---
Journal Publication			IBMRD Journal	Key Drivers of Online Shopping Trends: An Overview	DOI: 10.17697/ibmrd/2022/v11i1/170322	ISSN – 2348-5922
15	One Day International Conference	International Conference on Youth and Entrepreneurship Development - ICYED 2021	SYNERGY - Entrepreneurship Development Cell-SDNBVC	"Emergence of Women Entrepreneur in online shopping during Pandemic"	16th November 2021	ISBN: 978-93-5593-659-2
16	National Seminar	National Seminar on Emerging Trends in commerce and Management	SRNM College, Sattur	The Impact of Ratings and Reviews on Online Shopping	23 rd & 24 th March 2023	---
Journal Publication			Dogo Rangsang Research Journal	The Impact of Ratings and Reviews on Online Shopping	Vol-13, Issue-5, No.7, April 2023	UGC Care Group-I ISSN: 2347-7180
17	Professional Development Programme		Rajapalayam Rajus' College, Rajapalayam	Book Publication and Ethics	02.09.2024	---
18	National Level Five Day Virtual FDP		IQAC of SMCE & SVCAS	SEPT@360 - Skill Enhancement Program for Teachers	Sept 2, 2024 to Sept 6, 2024	---
19	One day International Conference		Nazereth Margoschis College at Pillayanmani	The Impact of Artificial Intelligence on Commerce and Industry	11 th March 2025	---

ROLE IN CORPORATE LIFE

No.	Designation	Details	Period
1.	Member	Placement Cell	From 2018-19 to 2019 -2020
2.	Member	Calendar Committee	2019 to till date
3.	Co-ordinator	Placement Cell	From August, 2020 to September 2021
4.	Member	Placement Cell	September 2021 to June 2022
5.	Co-ordinator	Internship – IIC	September 2021 to till date
6.	Criteria Incharge	Criteria-5	2022 to till date
7.	Member	Fine Arts Club	2024 to till date
8.	Member	NIRF	2024 to till date