

**Govindammal Aditanar College for Women, Tiruchendur**  
**Faculty Profile**



1. Name : **Dr. R. BHAVANI**

2. Department : Commerce Batch -I

3. Qualification : M.Com., M.Phil., Ph.D., M.B.A., Ph.D. SE

4. Present Designation : Associate Professor

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6. Email id : [abi.bhavani34@gmail.com](mailto:abi.bhavani34@gmail.com)

Vidwan id : 593918

Vidwan Link : <https://vidwan.inflibnet.ac.in/profile/593918>

7. Date of joining : 23.07.2003

8. Field of specialization

in research : Women Entrepreneurship

9. Title of the Thesis : A study on women Entrepreneurial Development  
in Thoothukudi District

10. Orientation/FDP programmes/other short-term courses attended:

Sl.No.	Name of the course	University/Institute	Duration in days	From-To
1	Five days Online FDP on Challenges and Responses, "Current Scenario of Indian	VOC College, Thoothukudi.	5 days	11.05.2022 to 15.05.2022

	Economy"			
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11.Participation /Presentation in seminar/workshop/symposia/conference:

Sl.No	Level (State/national/ international)	Participation /presentation	Title of the paper presented	Title of the seminar/workshop/ symposia/ conference	Date and Venue
1	State	Participation		Awariness of Research funds for self financing college teachers	Internal Quality Assurance Cell (IQAC) Govindammal Aditanar College for Women, Tiruchendur & 05.10.2009
2	State	Participation		Skill based subject- Personality Development and Effective Communication	Manonmaniam Sundaranar University, Tirunelveli &15.12.2009
3	National	Presentation	An Economic Analysis of Special Economic Zones in India	Special Economic Zones in India : Prospects and Implications	The Gandhigram Rural Institute - Deemed University, Gandhigram 28,29.01.2010
4.	State	Participation		Non - Computer Teaching Staff on MS office & Internet	Govindammal Aditanar College for

				concepts	Women, Tiruchendur & 01.03.2010 to 08.03.2010
5.	International	Presentation	A study on development of National highways through PPP Model	Issues and Challenges in Current Global Economy : Its' impact on Commerce, Engineering and Technology	Prof. Ramkrishna More College of Arts, Commerce and Sciences, Akurdi, Pune & 11.08.2013
6.	International	Presentation	CRR and SLR	Finance and Banking	Hotel Singaar International, Kanyakumari & 28.02.2014 & 01.03.2014
7.	State	Presentation	A Study on Customers Perception about challenges of corporate social responsibility activity of nationality banks with preferences to TOTCR area	Corporate Social Responsibility in India	Aditanar College for Women, Tiruchendur & 15.02.2019
8.	International	Presentation	Recent Trends in Higher Education in India - An Assessment	Digital Initiatives for Higher Education : Quality and Pertinence (DIHEQP-2019)"	Manonmaniam Sundaranar University, Tirunelveli & 29.07.2019
9.	International	Presentation	A study on welfare schemes in Thoothukudi Thermal Power Station	Emerging Horizons of HR in Commerce and Business Management	Govindammal Aditanar College for Women, Tiruchendur & 26.09.2019

10.	National	Participation		Rebuilding Skills for Learning and Research in the information age	Annammal College of Education for Women, Thoothukudi & 12.10.2019
11.	State	Participation		Monetary Policy in India : Reforms and its Evaluation	Kamaraj College, Thoothukudi & 13.03.2020
12.	International	Presentation	Recent Trends in Higher Education in India - An Assessment	International Conference on Digital Initiatives for Higher Education: Quality and Pertinence	Manonmaniam Sundaranar University, Tirunelveli, 29.07.2019
13.	International	Presentation	Online Shopper's Experience, Satisfaction and Loyalty towards online Shopping	International Seminar on Progress of Emerging sectors in India	Rani Anna Government College for Women, Tirunelveli, 26.08.2019
14.	National	Participation		National Level Webinar on "Impact on Climate Change on Indian Agriculture"	VISTAS, Chennai - 117, 26.04.2022

## 12. Research publications:

Sl.No	Name of the Journal, Vol.& Issue no., year, pp.no. &	Title of the paper	UGC CARE listed journal (Yes / No)	Author Order
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	ISSN no.			
1	Southern Economist, Vol.50, No-15, December 2011, PP 11-14, ISSN 0038 -4046	Corporate Social Responsibility in India	No	First
2	Seep Journal of Social Science, Vol - II, No.8, October - December 2011, PP 41-42, ISSN 0975-9999	Acuity of customers towards foreign retailer's products	No	First
3	Journal of Management and Science, Vol. 1, No.10, December 2012, PP 106- 110, ISSN 2250-1819	Invertor's Attitude towards primary market in Thoothukudi	No	First
4	Enrich, Vol. IV (II), No. January - June 2013, PP>82-88, ISSN 2319-6394	Agriculture Products in India - Issues and challenges	No	First
5	International Journal of Advances in Management, Technology and Engineering Science, Vol - II, No. 11 (Ii), August 2013 PP. 21-25, ISSN 2249-7455	A study on Development of National Highways Through PPP Model	No	First
6	International Journal of Psychology and Education, Vol-1, No.2, October 2013, PP132-137, ISSN 2320- 8606	Educational Loan Boon to Rural Students	No	First
7	Enrich, Vol. V(II), Jan-June 2014, PP.116-122, ISSN 2319-6394	Invertor's Attitude Towards Stock Market and Bullion Market in Thoothukudi Area	No	First
8.	Indian Journal of Applied Research, Vol.4, No.4, April 2014, PP 61-62, ISSN 2249-555x	Knowledge Management	No	First
9.	Global Journal for Research analysis, Vol.4, No.2, February 2015, PP.42-44,	A study on Awareness and Attitude of customers	No	First

	ISSN 2277-8160	towards E-Ticketing in Thoothukudi		
10.	International Journal of Science Technology and Management, Vol.06, No.07, July 2017, PP.199-207 ISSN 2394-1529	A study on the leadership style and It's impact on Job satisfaction and job performance of the employees in sterlite copper private limited, Thoothukudi	No	First
11.	Shanbax International Journal of Economics, Vol. 6, No.1, March 2018, PP.69-73, ISSN 2319-961 X	A study on customer satisfaction towards electronic Towards electronic payment system in Tiruchendur Area	No	First
12.	Shanlasc International Journal of Economics, Vol.6, No.1, March 2018, PP51-55 ISSN 2319-961x	A study on currency replacement with digital cash in Thoothukudi	No	First
13	Indo global Journal of commerce and Economics, Vol.5, No.3, September 2019, PP 20-22, ISSN 2393-9796	A study on welfare schemes in Thoothukudi Thermal Power Station	No	First

### 13.Book / Chapter Publications:

Sl. No.	Title of the book	Name of the publisher and the year of publication	ISBN No.
1	Financial Inclusion - Issues, Opportunities and Challenges of Indian Commercial Banks	Virutcham Publications & 2011	978-93-80314-12-9
2.	Global Marketing Scenario	B Club & 2013	978-81925-27-50-5
3.	Finance and Banking	B Club & 2014	978-81925-27-35-12

4.	Trends in Commerce and Management	MJB Publications	978-81809-41-36-8
5.	Corporate Social Responsibility	Scientific International Publishing House	978-93-5626

#### 14. Research achievements:

- i. Editorship of journals: Guest Editor of Indo Global Journal of Commerce and Economics
- ii. No. of papers cited: 14 h- Index 2

#### 15. Seminars/Workshops/Enrichment programmes organized

Sl.No.	Date	Name of the programme	Level (National/State /University/college	Role
1	07.02.2020	An Awareness Programme on CA/CMA	College	Organising Committee Member
2	20.02.2020	Personality Development	College	Organising Committee Member
3	01.10.2021	Share Markets	College	Organizing Secretary
4	12.11.2021	Training on Aptitude Skills for Competitive Exams	College	Organizing Secretary
5	21.03.2022	Business Ethics	College	Organizing Secretary
6	19.10.2022	Career Opportunities in Financial Sector	College	Organizing Secretary
7	25.02.2023	Believe in Yourself	College	Organising Committee Member
8	19.07.2023	Boosting Leadership Skills	College	Organising Committee Member

9	08.09.2023	Empowering Women Through ICT- A step ahead to learn and earn	College	Organising Committee Member
10	16.10.2023	Logistics Job Awareness Programme	College	Organising Committee Member
11	23.01.2024	ChatGPT for Academics	College	Organising Committee Member
12	05.02.2024	Cyber Security: How safe are you?	College	Organising Committee Member
13	19.07.2024	From Dreams to reality : crafting your career path	College	Organising Committee Member
14	12.09.2024	A career with endless opportunities: An awareness programme on company secretary	College	Organising Committee Member
15	01.10.2024	Role of AI in service sectors	College	Organising Committee Member
16	01.10.2024	Competitions : Commerce Expo Business Plan	College	Organising Committee Member
17	03.10.2020	Live Webinor on Covid - 19 Shuts the door – Technology opens the window	College	Organising Committee Member
18	25.09.2023 and 26.09.2023	Two day workshop on scope of work under GST and IT	College	Organising Committee Member
19	26.09.2019	Emerging Horizons of HR in Commerce and Business Management	International	Organising Committee Member
20	21.06.2020 to 26.06.2020	E-Quiz on Banking and Finance	College	Organising Committee Member
21	15.07.2020 to 19.07.2020	International Level E-Quiz on Research and Statistics	International	Organising Committee Member
22	27.07.2020	National Level E-Quiz on	National	Organising



	to 31.07.2020	Modern Marketing		Committee Member
23	06.02.2021 to 10.02.201	National Level E-Quiz on Commerce	National	Organising Committee Member
24	21.04.2022 to 25.04.2022	E-Quiz on Commerce -2022	college	Organising Committee Member
25	22.02.2024 to 03.03.2024	Online Quiz for + 2 Commerce Students	college	Organising Committee Member