

CURRICULUM VITAE

NAME	R.R. Vishnupriya	
QUALIFICATION	M.COM. M.PHIL., PH.D., PGDCA.,NET	
DESIGNATION	ASSISTANT PROFESSOR	
DEPARTMENT	COMMERCE	
DATE OF BIRTH	15-12-1977,45YEARS	
MOBILE NUMBER	9159791811	
E-MAIL	Vishnupriya1936@gmail.com	

Educational Qualification : M.com., M. Phil., Ph.D. PGDCA.,NET

Degree	Subject	College / University & Place	Year Completed	Percentage
B.com.,	Commerce	Fatima College, Madurai, Tamilnadu , INDIA	APRIL, 1999	82% First Class with Distinction
M.com.,	Commerce	Madurai Kamaraj University, Madurai. Tamilnadu , INDIA	APRIL, 2001	59.2% Second Class
M.Phil.,	Commerce	Madurai Kamaraj University, Madurai. Tamilnadu , INDIA	APRIL, 2003	-----
PGDCA.,	Computer Application	Sourashtra College, Madurai. Tamil nadu, INDIA	APRIL, 2006	65% First Class
NET	Commerce	University Grant Commission , New Delhi ,INDIA	JUNE, 2011	---

Ph..D	Commerce	Madurai Kamaraj University, Madurai. TamilNadu , INDIA	AUGUST 2015	----
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ACADEMIC EXPERIENCE IN OTHER INSTITUTIONS:

Designation	Institution	Duration
Assistant Professor (Self Finance)	Sourashtra college for Women, Pasumalai, Madurai. <i>TamilNadu ,INDIA</i>	Aug 2003 – May 2015
Assistant Professor (Self Finance)	Sourashtra college(Management Staff) Madurai. TamilNadu , INDIA	June 2015 – 19.01.2016
Assistant professor	Sourashtra college (Aided) – Government Scale ,Madurai TamilNadu , INDIA	20.01.2016-Till date

ACADEMIC ACTIVITIES -

I. List of Research Publications (with ISSN)

S.No	Name of the Journal (Nat'l/ Int'l)	Paper Title	ISSN	Month & Year
1	Indian Academic Researchers Association	The worth of disclosure in value added statement and pattern of value added distribution.	Volume 1,spl issue 1,ISSN 2250-1940	Feb-2014
2	Shanlax International Journal of Commerce.	Online marketing- challenges in future.	Volume 5,spl issue 1,ISSN 2320-4168,Impact Factor 2.5	Feb-2017
3	Research journal of SRNMC	A study of Internet Marketing in India- Challenges and Opportunities	Volume 1,spl issue ,ISSN 2385- 7085	Feb 2018
4	Roots International journal of multidisciplinary researchers(UGC Approved Journal No-48991) Pg No-100-103	Bitcoin Cryptocurrency	Volume 4,spl issue 10,ISSN 2250-1940,Impact Factor 3.487 2349-8684	March 2018

5	Roots International journal of multidisciplinary researchers(UGC Approved Journal No-48991) Pg No-104-107	Segment Reporting	Volume 4,spl issue 10,ISSN 2250-1940,Impact Factor 3.487 2349-8684	March 2018
6	Shanlax International Journal of Management (UGC approved Journal No-44278) Pg No-62-65	Green Marketing	Volume 5,spl issue 2,ISSN 2321-4643,Impact Factor 2.082	March 2018
7.	International journal of humanities, Law and Social Science Pg No-140-142	Role of Intellectual property rights in E-Commerce –An Overview	Kanpur Publishers, ISSN 2348 -8301 VOI-IX,Issue1, No-11:2022.UGC CARE Approved,GroupI, Peer Reviewed And Referred Journal by New Archaeological & Genealogical Society Kanpur ,India	March-2022
8.	Journal of the Oriental Institute Pg No-72-78	Financial Performance of khadi and Village Industries Commission in India	Journal of the Oriental Institute, ISSN:0030-5324,Vol 72, Issue.01,No:3,January-March:2023 UGC Care Approved, GroupI, Peer Reviewed and Referred Journal	January-March:2023
9.	Rabindra Bharathi ,Journal of Philosophy Pg No-54-57	Role of Women entrepreneurs in MSME in the Current Scenario	Department of Philophsy,Rabindra Bharati University, ISSN:0973-0087,Vol XXIV, ,No:06, January-March:2023 UGC Care Approved, GroupI, Peer Reviewed and Referred Journal IF:6.986	Jan-March 2023
10.	Dogo Rangsang Research Journal Pg-121-126	A Study on Threats faced bu MSME Women Entrepreneurs in Madurai District	Dogo Rangsang Research Journal , ISSN:2347-7180,Vol .13, , Issue.05,No:07, May:2023, UGC Care Approved, GroupI, Peer	May:2023

			Reviewed ,Bilingual and Referred Journal IF:5.127	
11.	Shodhak- A Journal of Historical Research Pg-89-92	Cyber Security-A Predominant Key for E- Commerce business	Shodhak- A Journal of Historical Research, ISSN:0302- 9832(P),Vol .53, , Issue.02,No:06, UGC Care Group1,Sr.No:38 1 (Arts and Humanities)Peer Reviewed ,Bilingual and Referred Journal IF:7.75	May-August-2023
12.	South Indian Journal of social science Pg-132-136	Evolving challenges in Online grocery shopping-A Brief Study	South Indian Journal of social science, ISSN:0972- 8945,Vol.XXI .No.18, UGC Care Group1,Bi- Annual Journal	June-2023

II PAPERS PUBLISHED IN EDITED VOLUMES (with ISBN)

Sl.No	Topic /Publishers (State / Nat'l / Int'l)	Paper Title	ISBN	Month & Year
1	Emerging Trends in Management	Marketing of gold in Indian market.	978-81- 904189-5-9	Mar 2014
2	Innovative practices in global business	A study of value added statement and pattern of value added distribution	978-93- 80530-36-9	Mar 2014
3	Online marketing of services in the Globalization Era	Online services and marketing –An Overview.	819-29- 4584-7	Mar-2016
4	Impact of Demonetization on small and medium scale Industries	Effect on Demonetization in India.	978-223- 0078	Jan 2017
5	Impact of Demonetization on small and medium scale Industries	Demonetization – Impact on the India Economy.	978-223- 0078	Jan 2017

6	Emerging trends and challenges	Self help group and Women Empowerment-A study of selected SHGs in self help group	978-81-909344-8-0	Aug 2019
7	Emerging Innovations and Practices in Management, Commerce and Economics	A study on Consumer Attitude towards digital payment in Madurai City	93-86782-95-2	Oct 2019
8	Impact of Covid-19 on Indian economy	Psychological impact of Covid-19 pandemic among general public in Tamilnadu	939008429-6	Nov 2020

III.LIST OF FDP ATTENDED

S.No	Organised by Colleges/Universities	Topic	Online/offline	Month & Year
1	OAA_MAVMM school of Management, Madurai, Tamilnadu, INDIA	Topic on Academic Research-writing and publishing Research papers.	offline	Jan-14
2	Sourashtra College, Madurai, Tamilnadu, INDIA	Redefined Role of Teachers.	offline	Mar-16
3	Sourashtra College, Madurai, Tamilnadu, INDIA	Innovation in Teaching.	offline	Mar-18
4	MTC Global, Bangalore, Dhaka International University, Bangladesh.	Managing stress, teaching and learning during COVID period of social distancing	online	9.5.2020
5	Kamadhenu Arts and Science College, Erode, Tamilnadu.	Industry 4.0-Building the digital enterprises	online	10.5.2020
6	GAP, The Rabindranath Tagore University, Bhopal	Comprehensive research Techniques	online	11.5.2020 to 17.5.2020
7	Shree Chandrababhu Jain College, Munjur	The Impact of COVID-19 in manufacturing sector in India	online	16.5.2020
8	Dr.MGR Educational & Research Institute, Chennai, Tamilnadu	Mastering the art of handling Post COVID challenges for	online	19.5.2020 to 23.5.2020

		sustainable Development		
9	Srimathi Devkunvar Nanalal Bhatt vaishnav college for women, Chennai	Swayam, MOOC's & Educational Application in Teaching	online	28.5.2020 & 29.5.2020
10	Sree Ayyappa College for women, Chunkankadai, Nagerkovil, Tamilnadu	ICT Teaching and Learning	online	2.6.2020 & 3.6.2020
11	Department of Management studies, Madurai Kamaraj University, Madurai, Tamilnadu	Academic Excellence in Digital Teaching	online	1.7.2020 to 7.7.2020
12	Teaching Learning Centre, Ramanujan College, University of Delhi.	Advanced Concepts For developing MOOC's	online	2.7.2020.to17.7.2020
13	Department of Physical Education, under RUSA II(BEICH) Bharathiar University, Coimbatore	Revival of health, Fitness and Entrepreneurial opportunities through Physical education		8.7.2020 to 14.7.2020
14	National Institute of Educational planning and Administration	Design, Develop and Deliver online/Blended learning courses	online	1.5.23 to 5.6.23

IV. LIST OF WORKSHOP ATTENDED

Sl.No	Organised by Colleges/Universities	Topic	Online/offline	Month
1	GTN Arts college, Dindukal Tamilnadu, INDIA	Application of statistical tools for research	offline	Oct 2020
2.	Sourashtra College, Madurai, Tamilnadu ,INDIA	Goods and Services Tax.	offline	Aug 2020
3.	BICOHAS , Bodhi International Journal of Resarch in Humanities , Art & Science, INDIA & Dept . of English , Faculty of Modern Languages And Communication, UNIVERSITY PUTRA MALAYSIA (UPM),MALAYSIA	Workshop on "Innovation in Teaching Methods and Evaluation : Global Perspectives " Penang, MALAYSIA	offline	26.8.2020
4.	Ayya Nadar Janaki Ammal College, Sivakasi, Tamilnadu	Research Methodology and Application of Statistical Packages in Research	Online	2.3.2020 4.3.2020
5.	Rest society for Research International , Krishnagiri, Tamilnadu	Multi Criteria Decision Making Workshop	Online	23.4.2020 25.4.2020
6.	UGC, HRDC, University of Hyderabad, Telungana.	Online Course Design, Development and delivery	Online	28.6.2020 30.6.2020

7.	Sourashtra College, Madurai, Tamilnadu	Online Teaching tools SWOT 2	Online	6.7.20 10.7.20
8.	UGC, HRDC, Dr.Harisingh Gour Vishwavidhyalaya, SAGAR, Madhya Pradesh	Leadership Development Programme	Online	15.9.20 21.9.20

V. LIST OF SEMINAR/CONFERENCE ATTENDED/PAPER PRESENTED

Sl.No	Topic /Publishers (State / Nat'l / Int'l)	Organized by Dept/University/ College	National /State/ Conference/Seminar	Paper Title	Month & Year
1	Entrepreneurship awareness programme	Madurai kamaraj university in collaboration with Sourashtra college for women		Women empowerment	Dec 2009
2	Foreign direct Investment in Retail Trade	Sourashtra College, Madurai. Tamilnadu ,INDIA	Seminar	-	Feb 2013
3	Business Analytics and Block chain	The Madura College, Madurai. Tamilnadu ,INDIA		Segment Reporting	Dec 2017
4	Business Analytics and Block chain	The Madura College, Madurai. Tamilnadu ,INDIA		Bitcoin Cryptocurrency	Dec 2017
5	New Frontiers in Business Management	S.Vellachamy Nadar College, Madurai. Tamilnadu ,INDIA	National Seminar	Green Marketing	Feb 2018
6	Changing Global Scenario-strategies for business	Sri.Ramasamy Naidu Memorial College, Sattur. Tamilnadu ,INDIA		A study of Internet marketing in India-Challenges and opportunities	Feb 2018
7	Contemporary issues and futuristic trends in management	Vijay institute of management, dindigul. Tamilnadu ,INDIA	International Conference	A study on core, challenges and issues of	Feb 2019

				business ethics	
8	Rural women Empowerment – A way of sustainable development	Ayya Nadar Janaki Ammal collage, sivakasi , Tamil Nadu.	National Seminar	Bit coin and the process of mining	Jan 2019
9.	Emerging Trends and Challenges	NPR Arts and Science College, Natham, Dindigul District	International conference	Self help group and Women Empowerment: A Study of selected SHG's in Madurai District	Jan 2019
10.	Innovative business practices in globalization era	Sourashtra college, Madurai. Tamilnadu ,INDIA		e-commerce in globalization era	Feb 2019
11.	BICOHAS , Bodhi International Journal of Resarch in Humanities , Art & Science, INDIA & Dept . of English , Faculty of Modern Languages And Communication, UNIVERSITY PUTRA MALAYSIA (UPM),MALAYSIA	Second Bodhi International Conference on Insights and Innovations in Humanities, Art & Science 2019 , Kuala lumpur , Malaysia.	International conference	A Study on Consumer Attitude Towards Digital Payment in Madurai City	22 -26 AUG 2019
12.	Government of Maharashtra, Government vidarbha institute of science and humanities, Amaravethi, Maharashtra (E-Conference)	Strategies and Challenges in Higher Education during COVID-19 lockdown period in INDIA with reference to the world		----	15.5.2020--17.5.2020
13.	Entrepreneurship and Competitiveness after COVID in the Global Era-A Multidisciplinary Approach	Sourashtra college, Madurai. Tamilnadu ,INDIA	National Seminar	Financial Performance of Khadi and Village Industries in India	21-10-2022
14.	Entrepreneurship in Industry 4.0: A Glimpse	Mannar Thirumalai Naicker College (Autonomous), Madurai, Tamilnadu	National Seminar	Role of Women Entrepreneurs in MSME in the Current	16-12-2022

				Scenario	
15.	Enrooting Digital Financial services in E-Commerce	Dr.R.V.Arts and Science College, Coimbatore Main Road,Karaimadai, Coimbatore, Tamilnadu	International seminar	Cyber Security – A Predominant Key for E-Commerce Business	29-3-2023
16	Emerging issues in service sectors	Government Arts and Science College,Sivakasi	National Conference	Evolving issues in service sectors	6-04-2023
17	Emerging Trends in Commerce and Management	Sri S.Ramasamy Naidu Memorial College, Sattur,Tamilnadu ,	National Seminar	A Study on Trends faced by MSME Women Entrepreneurs in Madurai District	23&24-march 2023
18	Global Trends in Accounting and Finance –A Paradigm Shift	Lady Doak College, Madurai,Tamilnadu	International Conference	A Study on Impact of Goods and Service Tax in Current Indian Scenario	20 th & 21 st march 2023

VI .LIST OF WEBINAR(NATIONAL/INTERNATIONAL) ATTENDED

S.No	Organized by colleges/ universities/ Institutions	Name of the programme	Month & year
1.	Saveetha Engineering College, Chennai, Tamilnadu	Awakening Business trends	27.4.2020 to 1.05.2020
2.	Sri Venkateshwara College of Engineering,Bengaluru,Karnataka.	One week web seminar on “Excellence in work practices in Contemporary society”	27.4.2020 to 2.5.2020
3.	Audisankara group of	University Industry Linkage	2.5.2020

	Institutions,Bengaluru,Karnataka.	–Different Mechanism	
4.	Shri Shankarlal sundarbai Shahun jain College for women,chennai	Impact of COVID-19 on Economy and Management of Finances during COVID period	4.5.2020
5.	Computer Society of India,Jaipur	International webinar on Futuristic information and communication technologies	10.5.2020
6.	Nature Science Foundation	Web series Programme on COVID-19 Virus	17.5.2020
7.	Shri Shankarlal sundarbai Shahun jain College for women,Chennai	An overview of GST	19.5.2020
8.	Maruthupandiar College,Tanjavur	International webinar on survival strategies for business after COVID-19 lockdown	20.5.2020
9.	Nallamuthu Goundar Mahalingam college, Coimbatore ,Tamilnadu	International webinar on Time management	21.5.2020
10.	V.O.Chidambaram college,Thoothukudi	An insight into NAAC-RAF	22.5.2020
11.	Sourashtra College, Madurai, Tamilnadu	A view on COVID -19	22.5.2020
12.	Sanskriti School of Business	Investment Avenues Post COVID-19	23.5.2020
13.	Aquinas College,Cochin,Kerala	Why stress happens? &how to manage it?	25.5.2020
14.	AIMS School of Business,Bengaluru	Impact of Attitude ,Behaviour and Emotional Intelligence on Performance	26.5.2020
15.	Sourashtra College, Madurai, Tamilnadu	An Introduction to Human Resource Management	26.5.2020
16.	Sourashtra College, Madurai, Tamilnadu	Education through Digital Learning	26.5.2020
17.	Sourashtra College, Madurai, Tamilnadu	Adolescence :Opportunities and challenges	27.5.2020
18.	Sourashtra College, Madurai, Tamilnadu	How to build and develop positive Attitude	27.5.2020

19.	Kongu Arts and science College, Coimbatore	Concept Development and model building for social science Research	27.5.2020
20.	Sri Ramakrishna Mission vidhyalaya college of arts and science, Periyanaickenpalayam,Coimbatore	International webinar on Disruptions of COVID-19 and response measures:Role of Co-operatives in developing Countries	28.5.2020
21.	Sourashtra College, Madurai, Tamilnadu	MEMEs-An overview	28.5.2020
22.	G.T.N Arts and Science College	Future of Jobs in India after COVID-19	1.6.2020
23.	Mizoram University, Aizawl, India	Sustainable IT in Rural & Remote Environment	2.6.2020
24.	Sourashtra College, Madurai, Tamilnadu	Survival strategies of Mankind-Post Covid	3.6.2020
25.	Sir Theagaraya College, Chennai	COVID-19: Macro economics-India & Global issues	3.6.2020
26.	Kandasamy Kandar's College,Namakkal district,Tamilnadu	Education 4.0-Curriculum Orientation	10.6.2020
27.	Mizoram University, Aizawl, India	Career in banking sector: Opportunities and Challenges	16.6.2020

**VII. LIST OF ORIENTATION/ REFRESHER/SHORT TERM COURSE
ATTENDED**

S.No	Organized by colleges/ universities	Name of the programme	Online/offline	Month & year
1.	Bharathidasan university,Coimbatore, TamilNadu ,India	104 th orientation programme	Offline	08-11-2018 to 05-12-2018
2.	Teaching learning Centre,Ramanujan College,University of Delhi(Online)	Induction/Orientation programme	Online	4.6.2020 to 1.7.2020
3.	Swayam ARPIT Refresher Course,Shri Ram College Of commerce,University of Delhi	Refresher Course in Commerce	Online	16.2.2020
4.	UGC,HRDC,Dr.Harisingh Gour Vishwavidhyalaya, SAGAR, Madhya Pradesh	Inter/ Multidisciplinary Refresher course using Statistical Methods	Online	6.8.2020 -19.8.2020
5.	Teaching Learning centre Ramanujan College, University of Delhi under the	Managing online classes & co-creating MOOCS (Level	online	02.6.2021-16.6.2021

	aegis of Ministry of Education, Pandit Madan Mohan Malaviya National Mission on teachers and teaching	2)-online		
6.	Teaching Learning centre Ramanujan College, University of Delhi under the aegis of Ministry of Education, Pandit Madan Mohan Malaviya National Mission on teachers and teaching	Advanced Research Methodology 2.0-online	Online	17.6.2021-1.7.2021
7.	UGC, HRDC, Gujarat University, Ahmedabad-380009	3 rd Online Refresher Course in Commerce and Management	Online	21-6-2022 - 04-7-2022
8.	UGC, HRDC, Jawaharlal Nehru Technological University, Hyderabad	UGC sponsored Short term Course	Online	13.7.2020 to 18.7.2020

VIII LIST OF WEBINAR/SEMINAR ORGANISED IN DEPARTMENT/CLUBS3

1.	One Day State Level Workshop	Tirunangayar-(murpatta kalam mudal tharkalam varai)	1. Dr. K. Manimegalai, HOD, Women's studies, Alagappa University, Karaikudi, Tamilnadu. 2. Dr. S. T. Jackulin, Associate Professor, Tanjore Tamil University, Tanjore, Tamilnadu.		Women Development Cell
2.	Webinar	Future of IT Industry Post Covid-19	Er. Raj Kumaran Malli, Pre Sales Consultant, Acheron Software consultancy Pvt Ltd, Hyderabad.	Convenor	Department of Commerce & Research Centre
3.	International webinar	Women Empowerment Cell in the Global Scenario	Er. Aarthi mai SG Babu, Service Engineer, Process Industries, Industrial Automation Business, Ackland, New Zealand	Convenor	Women Development Cell
3.	International webinar	Covid 19-commoner perception on past/present /Future	Dr. Harish C. Chandramoorthy, Vice chairman, center for stem cell Research, Associate professor, Department of Microbiology and Clinical Parasitology, Educational Resource consultant college of Medicine, King Khalid University, Abha, Saudi Arabia	Convenor	Department of Commerce & Research Centre
4.	Workshop	Face Mask preparation	-	Convenor	Women Development Cell & IQAC
5.	Seminar	Health issues in Adolescent and Young Women	Dr. R. Monica, MD, Assistant Professor, Department of Microbiology, Velammal Medical College	Convenor	Women Development Cell & IQAC
6.	FDP	Transformational Technology in teaching	1. Dr. Beneson Thilagar Christadoss, Head & Associate Professor, PG & Research Dept of English, St. John's College, Thirunelveli 2. De. A. Mayil Murugan, Head & Associate professor, PG & Research Department of Commerce, The Madura College, Madurai.	Convenor	Sourashtra college 15/7/23

Additional Responsibilities taken in The College:
(such as NSS/NCC/Various Clubs/Various Committees/etc.,)

S.No.	Position	NSS/NCC/Committee/Club/etc.,	Date/Period
1	Programme Officer	Red Ribbon Club	JUNE 2017-May 2023
2	Convener	Band committee	JUNE 2017-till date
3.	Menber Co-Convener	Women Empowerment Cell	June 2018- May-2020 June-2020- May 2022
4.	Programme Officer	NSS- Unit No-32	June2023- till date