## **STAFF PROFILE**

1) Name : Ms. Vaishnavi. S

2) Designation : Assistant Professor

3) Department : Department of Commerce with E-Commerce

4) Qualification : M.Com, M.Phil., (Ph.D)

5) Experience : Teaching: 3 years Research: 3 years

6) Area of Specialization (s): Accounting & Finance, Marketing , Banking & Insurance and HR

7) E-mail : <u>vaishnavi.sampath92@gmail.com</u>

8) Academic Qualifications: M.Com. M.Phil., (Ph.D)

## 9) Research Publications

S.No.	Year	Name of the	Title of the	Name of the	Volume,	ISSN NO.	Index
		Author/Authors	Paper	journal	Issue,		
					PgNo.		
1	2015	Ms. Vaishnavi. S	Impact Of Innovations In Capital Market	Bonfring	Pg:103 - 108	ISBN: 978-93- 80686-41- 7	-
2	2015	Ms. Vaishnavi. S	A Study On Awareness About Investment Avenues Among Arts And Science College Students (With Special Reference To Coimbatore City)	Contemporary Issues & Challenges of Business in Global Scenario	Pg:331	ISBN: 978-93- 84743-40- 6	-
3	2015	Ms.Vaishnavi.S	An Analytical Study On Financial Performance Of Bharat Petroleum Corporation Limited	A Journal of Inter Continental Management Research Consortium	-	ISSN: 2321 – 0354/ E – Print: 2347-1654	-

4	2016	Ms. Vaishnavi. S	Women Entrepreneurship	A International Level Quarterly Journal on Journal of Management & Science	Issue:1, Pg: 28 – 36	ISSN: 2249 – 1260/ E – Print: 2250 - 1819	-
5	2016	Ms. Vaishnavi. S	An Overview of Financial System and RBI in Indian Financial Sysyem:ITS Functions and Role	Bonfring	Pg: 65 - 71	ISSN: 978-93- 85477-94- 2	-
6	2016	Ms. Vaishnavi. S	Working Capital Management And Its Impact On Profitability Position Of Bharat Petroleum Corporation Limited	-	-	ISBN	-
7	2016	Ms. Vaishnavi. S	An Overview of Microfinance And Evolution Of Corporate Social Responsibility In India And CSR: Towards A Sustainable Future	International Journal of Multidisciplinary Researches	Vol: 2, Special Issue: 6, Pg: 125 - 131	ISSN: 2349 - 8684	Approve d by NSL, NISCAI R, CSIR. Book.
8	2016	Ms. Vaishnavi. S	Transformation Strategy of Foreign Trade Growth Mode in China: Based on Low Carbon Economy	Jamal Academic Research Journal: An Interdisciplinary	Vol:9, Issue: 1(1), Pg: 656 - 661	ISSN: 0973-0303	-
9	2018	Ms. Vaishnavi. S	Emerging Dimensions And Issues In Accounting	International Journal of Management And Social Sciences	Vol: 8(1.4)	ISSN: 2249 – 0191/ E – Print:2349 - 9761	UGC Approve d Journal Id: 63251. Index Copernic us Journal Id: 6513. Book &

							E - Print
10	2019	Ms. Vaishnavi. S	Behavioral Finance	International Journal Of Research In Humanities, Arts & Literature (IMPACT: IJRHAL)	Vol: 7, Spl. Issue: 1, Pg: 12 - 15	ISSN: 2347 – 4564/ E – Print: 2321 - 8878	UGC Approve d Journal. Book & E - Print, 3.7985, ICV Factor: 42.56, NAAS Rating: 3.10
11	2019	Ms. Vaishnavi. S	Lean Global Startup	A International Level Quarterly Journal on Journal of Management & Science	Vol:1, Spl. Issue: 1, Pg: 100 - 103	ISSN: 2249 – 1260/E – Print: 2250 - 1819	UGC Approve d Journal. Book & E - Print
12	2019	Ms. Vaishnavi. S	Digital Wallet v/s Traditional Banking: An Analysis on Customer Preference	International Journal of Innovative Technology and Exploring Engineering	Vol:8, Issue 12S, Pg: 453 - 456	ISSN: 2278 – 3075	UGC Approve d Journal. Scopus & E - Print
13	2020	Ms.Vaishnavi.S	Digital Wallet a Driving Machine to Cashless Economy: with Special Reference to Paytm Wallet in Coimbatore City	TEST Engineering & Management	Vol: 83, Issue: March – April 2020 & Pg: 5298 - 25303	ISSN: 4120 - 0193	UGC Approve d Journal. Scopus & E - Print
14	2021	Ms. Vaishnavi. S	Impact of Covid 19 on Stock Price Volatility of NSE with Special Reference to PSU and Financial Services – A Descriptive Study	GIS Science Journal	Vol:8, Issue:5, Pg: 552 - 559	<b>ISSN:</b> 1869 - 9391	UGC Journal

## 10) WORKSHOP/FDP/HANDS ON TRAINING ATTENDED:

- Workshop on Research Methodology & SPSS Package held at Nirmala College for Women.
- Hands on Training on TALLY ERP 9 held at Sri Krishna Arts & Science College on 08.12.2018
- FDP on Recent Trends in Education held at Sri Krishna Arts & Science College on 25.01.2019
- FDP on NAAC, Emerging Challenges in Quality Sustenance and Harnessing Best Practices in Higher Education held at Sri Krishna Arts & Science College on 08.03.2019 & 09.03.2019
- FDP on Role of IQAC in NAAC & NIRF held at Sri Krishna Arts & Science College on 20.07.2019
- Workshop on Startup Fund Raising held at IIM Bangalore on 11.08.2019
- Workshop on DIGITAL MARKETING held at Infosys, Mysore on 06.11.2019 to -8.11.2019

## 11) ORIENTATION PROGRAMMES/SEMINARS/OTHER PARTICIPATIONS:

- Participated in *Orientation Programme* on "*First Aid & Disaster Management*" conducted by IRC held at Nirmala College for Women on 5<sup>th</sup> March 2013.
- Participated in the *National Seminar* on "*Emerging Markets New Challenges of the Contemporary Society*" held at Nirmala College for Women on 3<sup>rd</sup> September 2014.
- Participated in "HUNGER FREE COIMBATORE" on 10<sup>th</sup> October 2010 organized by Rotaract Club of CUG, Rotaract Club of GENEXT & SAYIE, Coimbatore.
- Participated in "RENAISSANCE 2011" in Rotaract 3<sup>rd</sup> District Conference at Mithra Club & Resorts on 19<sup>th</sup> & 20<sup>th</sup> Feb 2011.
- Participated in "NASA SPACE FESTIVAL" Explore the Frontiers of Space held at Bharathiar University (9<sup>th</sup> - 14<sup>th</sup> July 2012).