

CAUVERY COLLEGE FOR WOMEN
(AUTONOMOUS)
STAFF PROFILE

PERSONAL INFORMATION

- 1. Name** : PRAVEENA S
2. Date of Birth : 23.03.1995
3. Address :

Residential	Office
6/136 M.M. Shariff Street, Kalyana Sundra Puram, Madurai Road, Trichy – 620 008 Pravishalli3010@gmail.com	Cauvery College for Women (Autonomous) Annamalai Nagar, Trichirappalli – 620 018

ACADEMIC INFORMATION

- 4. Designation & Department:** Assistant Professor in PG & Research Department of
Commerce

5. Educational Qualification:

Degree	Year	College/University
B.Com	2015	Cauvery College for Women/ Bharathidasan University
M.Com	2017	Cauvery College for Women/ Bharathidasan University

6. Researcher ID :

Google Scholar	https://scholar.google.com/citations?view_op=new_articles&hl=en&imgq=Praveena+Commerce#
Scopus	https://www.scopus.com/dashboard.uri?origin=NO%20ORIGIN%20DEFINED&zone=TopNavBar
Publons	https://publons.com/researcher/4335735/pravi-dev/
Orcid	https://orcid.org/0000-0001-5209-1272
Vidwan	https://vidwan.inflibnet.ac.in/profile/205787/MjA1Nzg3
Mendeley	https://www.mendeley.com/reference-manager/library/all-references

- 7. Experience** : 5 Years
8. Areas of Specialization : Marketing
9. Languages known : Tamil, English & Malayalam

10. Subjects Taught :

UG	Organisational Behaviour Business Law Marketing Company Law and Secretarial Practices Business Economics Computer Application in Business (Practical) Banking Theory Law & Practice Introduction to Office Management Office Management and its Tools Environmental Studies Insurance Management NME – Stock Exchange Practices NME – International Business Business Tools for Decision Making Principles of Accounting Financial Accounting
PG	
M.Phil	

11. Research Supervision:

	Thesis Completed	Pursuing
M.Phil	-	-
P.hD	-	-

12. Details of Publications:

Journal Name & Volume	Year of Publication	ISBN Number	Name of the Paper	Impact Factor
JCSE International Journal Of Computer Science And Engineering Vol – 6, Spl Issue – 2,	24 & 25 January 2018 200 – 203	2347 – 2693	Consumers’ Attitude Towards Online Shopping - A Study With Reference To Tiruchirappalli City, Tamilnadu – India	3.022
International Journal of Management and Social Sciences (IJMSS) Vol – 8 (1.2), Special Issues	September 2018 228 – 231	2249 – 0191	A Study on Tourist Preference towards Hotel Industry in	5.09

on Advanced in Business in the Digital Era			Trichirappalli City	
International Journal of Management and Social Sciences (IJMSS) Vol– 8 (1.2), Special Issues on Advanced in Business in the Digital Era	September 2018 343 – 345	2249 – 0191	Consumer Awareness and Attitude towards Green Marketing – A Study with Special Reference to Tiruchirappalli City Corporation in Tamil Nadu	5.09
Journal of Service Science and Management, Vol.12, Issue.5	August 2019	1940 – 9907	Facebook – A Boon or Bane towards Social Media Marketing	1.13, h5 Index:13
International Journal of Management (IJM) Volume 11, issue 11 Scopus accepted Journal	November 2020	0976 – 6502 0976 - 6510	An Analysis of Social Media Marketing Usage on Consumer Buying Behaviour in Tiruchirappalli District	-
International Journal of Management (IJM) Volume 11, issue 12 Scopus accepted Journal	December 2020	0976 – 6502 0976 - 6510	The Impact of Social Media Marketing on Consumer Brand Preference in Tiruchirappalli District	-
Anvesak: Sardar Patel Institute of Economics and Social Research Volume 51, No: 2 (VII), UGC Care Group – I Peer Reviewed, Bi – Annual Journal	December 2021	0378 - 4568	An Analysis of Problem on Lorry Owners in Tiruchirappalli District	-
Shodha Prabha, Volume No: 47, Issue 01 No. 15: 2022 Page No: 67 - 74 , UGC – Care Approved, Group I, Peer Reviewed and Referred Journal.	January – June 2022,	0974 - 8946,	“Impact of Green HRM Activities on Corporate Commitment: Global Scenario”	-

IRS Association for Research Excellence Foundation (Book Chapter)	12.01.2023	978 – 81 – 927706 – 5 – 4	Global Trends on Social and Technological Research	-
South India Journal of Social Sciences, Vol XXI, No: 14 UGC Care Approved, Group 1, Bi Annual Journal	January – June 2023	0972 – 8945	Customer Satisfaction towards Digital Banking Services in Tiruchirappalli City	-

13. Details of Papers Presented:

Date & Venue	Name of the Seminar	Paper Name
12th September 2018 Bishop Heber College	International Conference on Sustaining A Competitive Advantage in the Changing Business Scenario	Corporate Social Responsibility in Newsprint and Papers Limited (TNPL), Karur District
12th & 13th January 2019 Bharathidasan University	Financial Markets: Issues and Challenges	A Study on Investors Attitude towards Primary Market

14. Details of Seminars / Conferences / Workshops Attended:

Date & Venue	Title	National / International	Topic
20th December 2018 Microsoft (OneNote, Innovation Educator)	OneNote, Innovation Educator	-	OneNote, Innovation Educator
3 rd and 4 th June 2019 IQAC Cauvery College for Women (Autonomous), Trichy, Tamilnadu	Theory Building and Article Writing	FDP National	Theory Building and Article Writing
27th September 2019 St. Joseph's College (Autonomous),	The Challenges of Higher Education in the 21st Century	International Colloquium	The Challenges of Higher Education in the 21st Century

Trichy, Tamil Nadu			
21st May 2021 & You Tube Stream	Explaining: Quality Mandate for Higher Education Institutions in India	National	Valluvar College of Science and Management
25.09.2021	How to Write an Effective Funding Proposal	State	Marudhar Kesari Jain College for Women
29.09.2021	Workshop on How to Write Research Proposal for M.Phil & Ph.D Admission	State	St. Joseph's College of Arts & Commerce, Satpala
20.09.2021 – 24.09.2021	Innovative Approaches in Management Teaching	FDP	Holy Cross College (Autonomous)

15. Details of Seminars / Conferences / Workshops Organized:

Year	Date	Title	National / International	Topic	Resource Person
-	-	-	-	-	-

16. Details of Orientation / Refresher Course Attended:

S. No	Nature of Activity	Title of Activity	Date & Time	Resource Person	Name of Host Institute
1	Online Courses	Online Course on Stress Management MBA Professors, AVS College Arts & Science, Salem.	13.4.2020 & 17.4.2020	-	AVS College Arts&Science, Salem
2	Online Courses	Online Course on SocialMedia Marketing	6.5.2020	Dr. G. Muralimanohari, AssociateProfessor & HOD, Mr. G. Dharma Vignesh, Assistant Professor, Department of B.Com A&F& BBA CA, Sri Krishna Adithya College of Arts & Science, Coimbatore	Sri Krishna Adithya College of Arts & Science, Coimbatore
3	Online Courses	Online Course on Basics of Marginal Costing	6.5.2020	Ms. K. Lalitha Parameswari, Assistant Professor, Department of B.Com PA, Sri Krishna Adithya College of Arts & Science, Coimbatore	Sri Krishna Adithya College of Arts & Science, Coimbatore

4	Online Courses	Introduction to Research Methodology	7.5.2020	Dr. A. Ramasethu, Dr. K. Parimalakanthi, Associate Professor, Department of B.Com BPS, Sri Krishna Adithya College of Arts & Science, Coimbatore	Sri Krishna Adithya College of Arts & Science, Coimbatore
5	Online Courses	Online Course on GST Registration	7.5.2020	Ms. K. Princy, Assistant Professor, Department of B.Com PA, Dr. M. Meenakshi Saratha, Associate Professor, Department of B.Com CS, Sri Krishna Adithya College of Arts & Science, Coimbatore	Sri Krishna Adithya College of Arts & Science, Coimbatore
6	Swayam Online Course	ARPIT Refresher Course in Commerce	-	-	Swayam

17. Details of Study Materials / Books written and published: Nil

18. Details of Chairing as Resource Person: Nil

19. Administration Positions held in the College:

20. Details of In-Charge / Membership in Committees for Autonomous:

21. Details of In-Charge / Participation in Extracurricular Activities:
(NSS, NCC, Sports, Games, Voluntary Association and Cultural Activities):

22. Details of Participation in Consultancy, Training, Development etc..:

23. Details of Membership in Academic Bodies/ Board of Studies and Reviewer Details:

24. Details of Membership of Professional Bodies:

25. Country visited:

26. Any other information if any:

S. No	Nature of Activity	Title of Activity	Date & Time	Name of Host Institute
1	Webinar	Accounting Taxation & Finance: The Digital Disruption	9.4.2020	Sri Ramakrishna College of Arts & Science
2	Webinar	Webinar on Leadership Counts	10.4.2020	Sri Ramakrishna College of Arts & Science
3	Webinar	E - Content Development	10.4.2020	Research Centre for English Language & Literature
4	Webinar	Online Courses for Teachers Digital Class Room	13.4.2020 & 14.4.2020	Computational Intelligence Research Foundation (CIRF), Chennai
5	Webinar	Create Online Teaching Platform using free Software Tools	19.4.2020 & 8.30 AM	Jamal Mohamed College (Autonomous), Trichy
6	FDP	FDP on Mooc's "Managing Online Classes and Co - Creating Moocs"	20.4.2020 & 6.5.2020	Teaching Learning Centre Ramanujan College University of Delhi
7	Webinar	Civil Service as a Career	25.4.2020	NPTEL
8	Webinar	Role and Importance of Pre-incubators, Incubators and Accelerators in HEL's Harnessing Innovation and Entrepreneurial Potential of Students and Faculties at Early Stage	29.4.2020	Institutions' Innovation Council MHRD's Innovation Cell
9	Webinar	Innovative & Affordable Hand Washing Stations in Schools	1.5.2020	ASCI in Partnership with CIPS
10	Webinar	International Conference - "Bhavishya of India after Covid 19"	2.5.2020	Thakur College of Science & Commerce (Autonomous)
11	Webinar	Youth of India - Covid19 Aftermath	2.5.2020	Department of Social Work, Cauvery College for Women (Autonomous)
12	Webinar	Hangout with Successful Startup Founder & Learn Design thinking Approach for Hardware Innovation	4.5.2020	Institutions' Innovation Council & MHRD's Innovation Cell
13	Webinar	Entrepreneurship, Business Idea and Business Model Canvas	5.5.2020	Institutions' Innovation Council & MHRD's Innovation Cell
14	Webinar	Faculty Development Programme - Webinar On Education 4.0	5.5.2020	IQAC & Department of Bio Technology Cauvery College for Women (Autonomous)
15	Webinar	How to Identify Right Problem and Solution using the Double Diamond Approach in Design	6.5.2020	Institutions' Innovation Council & MHRD's Innovation Cell

16	Webinar	Intellectual Property Management at Early Stage of Innovation and Start – Ups	7.5.2020	Institutions' Innovation Council & MHRD's Innovation Cell
17	Webinar	How to Prepare Competitive Exams	8.5.2020	Brain Pundits Explore the Power
18	FDP - Webinar	FDP – Webinar on Faculty To Administrator	8.5.2020	Department of Business Administration Cauvery College for Women (Autonomous)
19	FDP - Webinar	FDP – Webinar on The Art of Story Telling in Academic Writing	9.5.2020	Department of Business Administration Cauvery College for Women (Autonomous)
20	FDP	Faculty Development Programme on Virtual Teaching Tool – Moodle	11.5.2020 & 15.5.2020	IQAC Cauvery College for Women (Autonomous)
21	Webinar	Digital Tools for Engaging Students	13.5.2020	Internal Quality Assurance Cell Cauvery College for Women (Autonomous)
22	Webinar	Finding Equity Investment Opportunities During Crisis	23.5.2020	Thakur College of Science & Commerce
23	FDP - Webinar	Faculty Development Webinar Psyman 1.0 Psychosocial Management for All	31.5.2020	IQAC & Aurora Club PG & Department of English Cauvery College for Women (Autonomous)
24	Webinar	Empowering the Millennial Mentors “Enhance your Personality to identify the best version of Yourself”	1.6.2020	Yuvakshetra Institute of Management Studies, Ezhakkad,
25	Webinar	Empowering the Millennial Mentors “Total Quality Leader”	2.6.2020	Yuvakshetra Institute of Management Studies, Ezhakkad,
26	Webinar	Empowering the Millennial Mentors “Unmask the Teacher within”	3.6.2020	Yuvakshetra Institute of Management Studies, Ezhakkad,
27	Webinar	Empowering the Millennial Mentors “Artificial Intelligence”	5.6.2020	Yuvakshetra Institute of Management Studies, Ezhakkad,
28	Webinar	National Level Webinar on “Management of Intangibles during Covid 19”	5.6.2020	Chevalier T. Thomas Elizabeth College for Women
29	International FDP	International 5 Day Virtual Faculty Development Program	26.08.2021 to 30.08.2021	Loyola Academy Degree & PG College (Autonomous) Old Alwal, Secunderabad 500010
30	National Webinar	Academic Leadership	24.08.2021	UGC Sponsored Webinar
31	National Webinar	MOOC's Development & Delivery	26.08.2021	UGC Sponsored Webinar
32	National Webinar	Research and Publication Ethics	28.08.2021	UGC Sponsored Webinar
33	Five Days National FDP	Five Days National Level Faculty Development Programme on	20.09.2021 to 24.09.2021	Holy Cross College (Autonomous)

		“Innovative Approaches in Management Teaching”		
34	One Day FDP	One Day Faculty Development Programme on “Governance & Leadership in Higher Education Institution”	22.09.2021	The Standard Fireworks Rajaratnam College for Women, Sivakasi
35	Three Day FDP	Three Day Faculty Development Programme on Inculcating the Significance of Employability Skills in the Minds of the Teachers	23.09.2021 to 25.09.2021	Ayya Nadar Janaki Ammal College
36	14 Days FDP	14 Days FDP – Recent Trends in Commerce	22.09.2021 to 05.10.2021	The Institute of Cost Accountants of India & Srimad Andavan Arts & Science College
37		Workshop on How to Write Research Proposal for M.Phil & Ph.D Admission	29.09.2021	St. Joseph’s College of Arts & Commerce, Satpala
38	Three day National Level Virtual Faculty Development	Three day National Level Virtual Faculty Development “Research Methodology”	22.12.2021 to 24.12.2021	Ayya Nadar Janaki Ammal College
39	Seven Day National Level Faculty Development	Seven Day National Level Faculty Development Programme on Inventory Education	17.01.2022 to 23.01.2022	Rathinam College of Arts & Science Coimbatore
40	One Day National Webinar	One Day National Webinar on “Personal Finance Support and Wealth Creation for Start Ups - A Road Map”	31.01.2021	Department of Commerce Annamalai University
41	National Webinar	National Webinar on “Strategy for Personal Finance Management”	07.02.2022	SVP Engineering College
42	National Webinar	National Webinar on “Financial Empowerment Through Wealth Creation”	15.02.2022	ICAR Indian Agricultural Research Institute
43	National Webinar	“Financial Empowerment throughout Wealth Creation”	11.02.2022	KPR College of Arts Science & Research
44	National Webinar	Online National Webinar on “Financial Empowerment through Wealth Creation”	16.02.2022	Maharaja Agrasen Institute of Technology
45	Two Day International Webinar	Two Day International Webinar on “Emerging Global Order”	23.02.2022 to 24.02.2022	JMJ College for Women (Autonomous), Tenali
46	Webinar	Webinar on “ Role of Micro Finance Institution in Empowering Women Entrepreneurs”	26.02.2022	Dr. M.G. R Janaki College of Arts & Science for Women
47	One Week National Level FDP	One Week National Level FDP on Investor Awareness and Education	18.03.2022 to 26.03.2022	Straddha Academy for Financial Education in Partnership with Jamal Mohamed College

48	National Webinar	National Webinar on Managing Personal Finance and Wealth Creation	03.03.2022	Vasantha College for Women, Rajghat, KFI, Varanasi, UP
49	National Webinar	National Webinar on “Financial Empowerment through Wealth Creation”	05.03.2022	Mathabhanga College, Cooch Behar, West Bengal
50		Effective Management of Personal Finance and Wealth Creation	13.04.2022	SRI S Ramasamy Naidu Memorial College (Autonomous)
51	National Webinar	National Webinar On “Empowerment and Career Options in Securities Market”	28.04.2022	University of Mysore Dr. B. R. Ambedkar Post Graduate Centre
52	National Webinar	One Day National Webinar on “Financial Empowerment through Wealth Creation”	05.05.2022	VET First Grade College
53	FDP	FDP on Fin Tech the Future of Finance	28.05.2022	Bishop Heber College, Trichy
54	National Webinar	National Level Webinar “Personal Financial Planning and Wealth Management including Mutual Funds”	01.06.2022	RISE Krishna Sai Prakasam Group of Institutions
55	National Webinar	Personal Financial Empowerment and Career Opportunities in Securities Market	07.06.2022	Bhilai Mahila Mahavidyalaya
56	National Webinar	Research Conclave 2022	29.06.2022 to 01.07.2022	PSG College of Arts & Science
57	National Webinar	One day National Webinar on “Wealth Creation through Mutual Funds”	02.07.2022	Centre for Management Development
58	National Webinar	Saturday Talk _ Entrepreneurship Series – 3 (International)	11.07.2022	Presidency University
59	International Seminar	18 th Annual International Seminar (Webinar on Dynamics of Emerging Business Innovations and Trends – Academia Industry Role (DEBIT AIR – 2023)	07.01.2023	Bharathidasan University
60	FDP	Online One Week FDP on “Teaching and Learning Methods”	08.02.2023 to 14.02.2023	Teaching Learning Centre Ramanujan College, University of Delhi

Quiz

S. No	Nature of Activity	Title of Activity	Date & Time	Name of Host Institute
1	Quiz	Online Mock Test for Common Paper – ICBSE NET Exam	2.5.2020 & 3.5.2020	Annai College of Art & Science, Kovilacheri
2	Quiz	Trade & Commerce Quiz	4.5.2020	Jamal Mohamed College (Autonomous), Trichy - 20
3	Quiz	Quiz on Covid 19 Awareness Program	6.5.2020	Cauvery College for Women (Autonomous), Trichy – 18 Unnat Bharath Abhiyan, Government of India
4	Quiz	Covid 19 Awareness Quiz	6.5.2020	Jamal Mohamed College (Autonomous), Trichy - 20
5	Quiz	E – Quiz on Teaching Aptitude	7.5.2020	Jamal Mohamed College (Autonomous), Trichy - 20
6	Quiz	Mock Aptitude Test	9.5.2020	Cauvery College for Women (Autonomous), Trichy – 18
7	Quiz	E – Quiz	9.5.2020	Sree Narayana Guru College, Coimbatore
8	Quiz	English Grammar (Basics) Quiz – 2020	16.5.2020	Vivekananda College of Arts & Science for Women (Autonomous), Namakkal
9	Quiz	Commerce Quiz 2020	17.5.2020	Karpagam Academy of Higher Education, Coimbatore
10	Quiz	UGC NET – Mock Test Commerce Paper – II	17.5.2020	Punjab Association's Anna Adarsh College for Women, Chennai
11	Quiz	National Level Quiz on Research Methodology	18.5.2020	Sakthi Institute of Information & Management Studies
12	Quiz	E – Quiz on Higher Education System	18.5.2020 & 25.5.2020	PSG College of Arts & Science, Coimbatore
13	Quiz	Online Quiz on Principles of Economics	18.5.2020 & 22.5.2020	VHN Senthikumara Nadar College, Virudhunagar
14	Quiz	International Level Online Quiz Programme “Thirst Optimists – A Commerce Quiz”	19.5.2020	Urumu Dhanalakshmi College, Trichy – 19

15	Quiz	E – Quiz on Environmental Studies	20.5.2020	Dhanalakshmi Srinivasan College of Arts & Science for Women (Autonomous), Perambalur
16	Quiz	Online Quiz on Financial Management	20.5.2020	Manonmaniam Sundaranar University, Tirunelveli, TamilNadu.
17	Quiz	National Level Online Research Methodology Quiz Series	20.5.2020 & 23.5.2020	Jamal Mohamed College (Autonomous), Trichy – 20
18	Quiz	E – Quiz On Financial Management	20.5.2020 & 27.05.2020	Sri Parasakthi College for Women, Courtallam
19	Quiz	NTA NET Commerce Quiz 2020	20.5.2020 & 29.5.2020	Sri Rama Krishna College of Arts and Science (Autonomous), Coimbatore
20	Quiz	Double Entry System –Online Quiz	21.5.2020	St. Ann’s College for Women (Autonomous), Hyderabad
21	Quiz	Quiz on “IFRS”	21.5.2020	Nehru Institute of Engineering & Technology, Coimbatore
22	Quiz	National Level Online Quiz on Digital Literacy	22.5.2020	Jamal Mohamed College (Autonomous), Trichy – 20
23	Quiz	Companies Act 2013 –Quiz	26.5.2020	Government Arts & Science College, Kumulur, Lalgudi – 621 712
24	Quiz	Covid – 19 Online Quiz	2.6.2020	Dhanalakshmi Srinivasan College of Arts & Science for Women (Autonomous), Perambalur

