

CAUVERYCOLLEGE FOR WOMEN (AUTONOMOUS)

STAFF PROFILE

PERSONAL INFORMATION

1. Name : Dr. R.ABIRAMI
2. Date of Birth : 17.06.1993
3. Address :

Residential	Office
Dr. AbiramiSaravanakumar 60/18, Arumugam Pillai Street Northgate Srirangam Trichy-620006	Cauvery College for Women (Autonomous), Annamalai Nagar, Trichy. 620018

ACADEMIC INFORMATION

4. Designation & Department : Assistant Professor in Commerce

5. Educational Qualification :

Degree	Year	College/University
B.Com	2013	Cauvery College for Women
PGDCA	2014	Cauvery College for Women
M.Com	2015	Cauvery College for Women
MBA	2015-2017	Alagappa University Karaikudi
Ph.D	2023	Cauvery College for Women (Autonomous)

6. Experience :

Date of Joining	Institution	Year of Experience
04.06.2015	Sri Ramakrishna Matric Hr.Sec.School, Perambalur	8 months
02.02.2016	Cauvery College for Women, Trichy. 620006	1 year 3 months
01.04.2017	Santhanam Vidhyalaya Senior Secondary School, Trichy	7 years
10.06.2024	Cauvery College for Women (Autonomous), Trichy. 620018	6 months

7. Areas of Specialization : Marketing Management

8. Languages known : Tamil, English, Malayalam

9. Subjects Taught :

UG	Business Management, Value Education, Marketing, Advertisement Management, Insurance Management, Environment Studies, Principles of Accounting, Business Accounting, Business Communication, Principles of Financial Accounting, Principles of Corporate Accounting, Cost Accounting, Office Management, Banking Theory Law And Practice, Computer Applications in Business, Entrepreneurial Development, Service Marketing, CRM and its Tools, Partnership Accounting, Auditing, Financial Accounting -I, Universal Human Values, Entrepreneurial Development, Financial Accounting –II, Organizational Behaviour, Modern Banking, Accounting Package- Practical, Entrepreneurship & Small Business Management, Business Correspondence and Reporting, Management Principles &its Application, Human Resource Management, Accounting Package (Practical)
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10. Research Supervision:

	University from where guideship obtained	Thesis		
		Completed (in numbers)	Year of Completion	Pursuing (in numbers)
M.Phil				
Ph. D				

11. Details of Publications:

Journal Name & Volume	Year of Publication	ISBN Number	Name of the Paper	Impact Factor
International Journal of Human Resource (PIJHR) Special Issue, ISSN No. 2348-0483.	2016	ISSN No. 2348-0483.	“A Study on Stress Management among Women Employees in selected Business Process Outsourcing Industry at Chennai”	Impact Factor : 3.532*
International Journal of Business and Administration Research Review – IJBARR Vol.no.1, Issue no.3,	2016	ISSN No. 2348-0653.	Discriminating the factors influencing Job Involvement of Employees: A study with special reference to the Hotel Industry at Tiruchirappalli	Impact Factor : 3.853* page no: (96-98)
International Journal of Management (IJM), Vol. 11 Issue: 11, Page No: 3853-3857 November 2020 (Scopus)	2020	ISSN Print: 0976 6502 ISSN Online: 0976 6510	Students' Perspective towards E-Campus Recruitment	Impact Factor: 4.912(SJIF)
International Journal of Management (IJM), Vol. 11 Issue: 10, Page No: 2481-2488 October 2020 (Scopus)	2020	ISSN Print: 0976 6502 ISSN Online: 0976 6510	Influence of Guerrilla Marketing on Cell Phone buying decisions: A study with special reference to Urban market	-
International Journal of Management (IJM), Vol. 11 Issue: 11, Page No: 4185-4188 November 2020 (Scopus)	2020	ISSN Print: 0976 6502 ISSN Online: 0976 6510	Factors Influencing Customers Buying decisions of Smart phone in Tiruchirappalli district	-
Journal of Management Research and Analysis , Vol. 06 Issue: 01, January 2019	2019	ISSN Print: 2394 2770	The impact of Guerrilla Marketing on Consumer Behavior	Impact Factor: 4.878 (JMRA)

12. Details of Papers Presented:

Date	Organizer	Name of the Seminar	Paper Name
07.09.2016	Chevalier. T. Thomas Elizabeth College For Women, Chennai	“The dynamic of Commerce in the 21 st Century : Innovation, Trends and Practices”	Job Satisfaction among Healthcare Employees: an Empirical Analysis
24.05.2022- 25.05.2022	St. Joseph College (Autonomous), Trichy	Two Day National Seminar on “Impact of COVID – 19 Pandemic on Indian Economy, Labour and Marginalized Community”	Impact of the COVID 19 on Rural and Remote Graduate Students Placement
09.03.2023 – 10.03.2023	St. Joseph College (Autonomous), Trichy	Two days International Conference on Entrepreneurship in the Post – Covid scenario: Perspective and Challenges	The Moderating role of Financial literacy in the relationship between Entrepreneurial skill and competency on sustainable performance
07.09.2016	Chevalier T. Thomas Elizabeth College For Women	National Conference on “The Dynamics of Commerce in the 21 st Century : Innovation, Trends & Practices” (Co-Ordination with IQAC)	“ Discriminating the Factors Influencing Job Involvement of employees: A study with special reference to the Hotel Industry at Tiruchirappalli

13. Details of Seminars / Conferences / Workshops Attended:

Year & Date	Organizer	Title	National / International	Topic
26.02.2016-27.02.2016	SASTRA University	Centre for Development Studies (Techno Management Perspective)	International Conference	“Bridging Urban Rural Divide – Techno Management Perspective”
29.07.2016 & 30.07.2016	PRIMAX FOUNDATION	“Innovation, Entrepreneurship & Sustainable value chain in a challenging Environment”	International Level Conference	“Innovation, Entrepreneurship & Sustainable value chain in a challenging Environment”
07.09.2016	Chevalier. T. Thomas Elizabeth College For Women,	“The dynamic of Commerce in the 21 st Century : Innovation, Trends and Practices”	National Level Conference	“The dynamic of Commerce in the 21 st Century : Innovation, Trends and Practices”
25.07.2017 - 27.07.2017	National Institute of Technology	Three days workshop on data analysis using SPSS	National Level	Three days workshop on data analysis using SPSS
26.09.2019-27.09.2019	Patent Information Centre Tamilnadu State Council For Science and Technology (Government of Tamilnadu)	Two Days State level Technical Workshop on “Intellectual Property Rights”	State level	Intellectual Property Rights
30.10.2017 to 3.11.2017	Bharathidasan University	A 5 day National-Level Training Programme on Thesis Writing: From Copper Strip to Gold Bar	National Level Training Program	A 5 day National-Level Training Programme on Thesis Writing: From Copper Strip to Gold Bar

21.12.2019	AIMAN College of Arts & Science for Women	Challenges to Indian Businesses	National Conference	A Study on role of Organized Retail in Rural India
17.03.2022 – 19.03.2022	National Institute of Technology, Trichy	Training of Trainers on 21 st Century Skills Education	National Level	Training of Trainers on 21 st Century Skills Education
16.02.2023	Cauvery College for Women, Trichy	Impact of National Educational Policy 2020 on Higher Education	ICSSR Sponsored National Seminar	Challenges of National Education Policy 2020
24.05.2023- 25.05.2023	St. Joseph College (Autonomous), Trichy	Two Day National Seminar on “Impact of COVID – 19 Pandemic on Indian Economy, Labour and Marginalized Community”	National Level	Two Day National Seminar on “Impact of COVID – 19 Pandemic on Indian Economy, Labour and Marginalized Community”
28.05.2022	Bishop Heber College	FDP on Fin Tech the Future of Finance	International Level	FDP on Fin Tech the Future of Finance
09.03.2023 – 10.03.2023	St. Joseph College (Autonomous), Trichy	Two days International Conference on Entrepreneurship in the Post – Covid scenario: Perspective and Challenges	International Level	Two days International Conference on Entrepreneurship in the Post – Covid scenario: Perspective and Challenges
22.08.2023 to 21.10.2023	Ramanujan College, University of Delhi	Two Months Certificate Course on “ Fundamentals of GST ”	-	Two Months Certificate Course on “ Fundamentals of GST ”
17.09.2023	National College (Autonomous)	One day Seminar on Entrepreneurship	-	“Entrepreneurship - The Pathway to progress”

14. Details of Seminars / Conferences / Workshops Organized:

Date	Title	National / International	Topic
28.02.2021	Budget Preparation 2021 – An Analysis	-	Budget – An overview

15. Details of Orientation / Refresher Course Attended:

Date	Title of the Course	Organizer

16. Details of Study Materials / Books written and published:

International Journal of Business and Administration Research Review – IJBARR Vol.no.1, Issue no.3,	2016	ISSN No. 2348- 0653.	Discriminating the factors influencing Job Involvement of Employees: A study with special reference to the Hotel Industry at Tiruchirappalli	Impact Factor : 3.853* page no: (96-98)
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17. Details of Chairing as Resource Person:

Date	Title of the Seminar/Conference	Session Chaired

18. Administrative Positions held in the College:

Nature of Position	Year

19. Details of Incharge / Participation in Extracurricular Activities :

(NSS, NCC, Sports, Games, Voluntary Association and Cultural Activities):

Nature of Activity	Period of Incharge
Cultural Incharge	2024

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

21. Details of Membership in Academic Bodies/ Board of Studies:

22. Details of Membership of Professional Bodies:

23. Countries visited academically:

24. Any other information if any:

S.No	Nature of Activity	Title of Activity	Date & Time	Name of Host Institute
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