

Name : Mrs. R. Janani
Designation : Assistant Professor
Department : Commerce in Business Process Services
Qualification : M.Com., M. Phil., PGDCA, TN-SET, (Ph. D.)
Experience : Teaching: 4 Years
Area of Specialization(s) : Accounting and Financial Management
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Academic Qualifications

Degree	Branch	Institution / University Name	Year
M.Phil.	Commerce	PSG College of Arts and Science, Coimbatore	2017
M.Com.	Commerce	PSG College of Arts and Science, Coimbatore	2015
B.Com.	Corporate Secretaryship	PSG College of Arts and Science, Coimbatore	2013

Additional Qualifications

Dip. / Cert.	Area of Specialization	Institution / University / Agency Name	Year
PGDCA	Computer Applications	Bharathiar University	2022

Research Publications (Indexed)

1. **A Study on Marketing Strategy in JIO and BSNL with Special Reference to Tirupur City-** EPRA International Journal of Multidisciplinary Research, Volume-8, Issue-5, May 2022, ISSN No2455-3662.
2. **Customers Adoption of Digital Banking,** EPRA International Journal of Multidisciplinary Research, Volume-8, Issue-4, April 2022, ISSN No2455-3662.
3. **Impact of Foreign Institutional Investment on BSE Sensex,** International Journal of Scientific Research, Volume-6, Issue-9, September-2017, ISSN No 2277 – 8179.
4. **Emerging Trends in E-Marketing Era,** International Journal of Business and Administration Research Review, Volume-1, Issue-20, Oct-Dec 2017, ISSN: 2347-856.

Presentations in Conference

1. **Futuristic View on Digital Payment Systems,** International Conference on Fintech: Digital Transformation of Financial Services, Bharathiar University, Coimbatore, 14-Sep-23 to 16-Sep-23.

2. **Impact Among the Students and Teachers After the Implementation of New Education Policy**, National Seminar on Impact of New Education Policy Among Future Generation, Nallamuthu Gounder Mahalingam College, Pollachi, 10-Aug-23.
3. **The 9 Pillars of Digital India, National Seminar on Digital India: Progress towards Inclusive Fulfilment for Sustainable Development in the Digital Economy**, St. Joesph's College, 27 & 28-Jun-23.
4. **Global Employability Trends for Youth, National Conference on Skills Development for Sustainable Growth and Empowerment**, Sri Ramakrishna College of Arts and Science, Coimbatore, 28-Mar-23.
5. **Customers Adoption of Digital Banking**, International Conference on Advanced Research Banking, Finance and Business Opportunities and Challenges, KPR College of Arts Science and Research, Coimbatore, 16 & 17-Feb-22.

Participation in Workshop

1. International workshop on Role of Financial institutions and services for Entrepreneurial Development, Sri Ramakrishna college of Arts and Science, Coimbatore in association with National Insurance Company Limited, 8-Aug-23.
2. Workshop on Paradigm shift in Financial Services and Logistic Services Industries in India, Kongu Arts and Science College, Erode.

Participation in FDP

1. **AI Applications and Its Impact on Business Practices**, Sri Ramakrishna College of Arts and Science, Coimbatore, 18 to 22-Apr-23.