

PROFILE

Name : Mrs. R. Janani
Designation : Assistant Professor
Department : Commerce in Business Process Services
Qualification : M.Com., M. Phil., PGDCA., TNSET., (Ph. D.)
Experience : Teaching: 5 Years 6 Months
Area of Specialization(s) : Finance
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Academic Qualifications

Degree	Branch	Institution / University Name	Year
TNSET	Commerce	-	2016
M.Phil	Commerce	PSG College of Arts and Science, Coimbatore	2017
PGDCA	Computer Applications	Bharathiar University	2022
M.Com.	Commerce	PSG College of Arts and Science, Coimbatore	2015
B.Com.	Corporate Secretary ship	PSG College of Arts and Science, Coimbatore	2013

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Online Course	Patent Course	Turnip	2025
NPTEL	Principles of Management	Indian Institute of Technology - Kanpur	2024

Research Publications (Indexed)

- “A Study on Technical Analysis of Equity Shares of Suzlon Energy Limited” – Mukta Shabd Journal, UGC Care Approved, Group I, Volume XIV, Issue II, February 2025.
- “To Assess The Role Of Tech Advancements In Shaping Consumer Satisfaction and Preference Towards Selected Ott Platforms” – Juni Khyat, ISSN : 2278-4632, Impact Factor : 6.625, Peer reviewed and UGC CARE Journal Vol. 14, Issue 12, No. 06, December 2024.
- “Exploring The Integration Of Artificial Intelligence In The Digital Lending Landscape”- Journal of the Oriental Institute, ISSN: 0030-5324, UGC Care Approved, Group I, Peer Reviewed and Referred Journal.

- “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 No. 2455-3662.
- “Customers Adoption of Digital Banking” EPRA International Journal of Multidisciplinary Research, Volume-8, Issue-4, April 2022, ISSN No 2455-3662.
- “Impact of Foreign Institutional Investment on BSE Sensex” - International Journal of Scientific Research, Volume-6, Issue-9, September-2017, ISSN No 2277 – 8179.
- “Emerging Trends in E-Marketing Era”- International Journal of Business and Administration Research Review, Volume-1, Issue-20, Oct-Dec 2017, ISSN: 2347-856.

Book Chapters

- “Enhancing Financial Inclusion through Digital Banking: Implications for bank stability in India”, in Bhumi Publishing, ISBN: 978-93-95847-20-9, Feb 2023, Page no: 58 -67.
- “ A Study on factors Responsible for the Investors Preference of Mutual Funds as an Investment Option, in Bhumi Publishing, ISBN: 978-93-95847-20-9, Feb 2023, Page no: 68 -80.

Presentations in Conference

- Paper presented the title of “Human AI interaction in Circular Economy Decision-Making Processes” in ICSSR Sponsored Conference- Vision Viksit Bharat @ 2047 organised by Happy Valley Business School held on February 20 and 21, 2025.
- Paper presented the title of “Environmental Inhibitions faced by Trans Entrepreneurs” organized by Sri Krishna Arts and Science College, held on 20.12.2024.
- “Regulatory Challenges in Cyber Insurance “Insurance Institute of India and Sri Ramakrishna College of Arts and Science, July 2024.
- Paper presented the title of “Futuristic View on Digital Payment Systems” in International Conference on Fintech: Digital Transformation of Financial Services organized by Bharathiar University, Coimbatore conducted on 14th September 2023 to 16th September 2023.
- Paper presented the title of “Impact Among the Students and Teachers After the Implementation of New Education Policy” in National Seminar on Impact of New Education Policy Among Future Generation organized by Nallamuthu Gounder Mahalingam College, Pollachi conducted on 10th August 2023.
- Paper presented the title of “The 9 Pillars of Digital India” in National Seminar on Digital India: Progress towards Inclusive Fulfilment for Sustainable Development in the Digital Economy organized by ST.Joesph’s College (Autonomous) conducted on 27th and 28th June 2023.

- Paper presented the title of “Global Employability Trends for Youth” in National Conference on Skills Development for Sustainable Growth and Empowerment organized by Sri Ramakrishna College of Arts and Science, Coimbatore conducted on 28th March 2023.
- Paper presented the title of “Customers Adoption of Digital Banking” in International Conference on Advanced Research Banking, Finance and Business Opportunities and Challenges organized by KPRCAS, Coimbatore conducted on 16th& 17th February 2022.

Participations in Workshop

- Participated workshop on “Basic Statistical Analysis and its interpretation using SPSS” by Institute for Statistics and Analytical Research conducted from 23.03.2024 to 25.03.2024.
- Workshop on "Role of Financial institutions and services for Entrepreneurial Development" by PG and Research Department of Sri Ramakrishna college of Arts and Science, Coimbatore in association with National Insurance Company Limited on 8th August 2023.
- Workshop on “Paradigm shift in Financial Services and Logistic Services Industries in India” by Kongu Arts and Science College, Erode.

Membership in Professional Bodies

Name of the Professional Body	Nature of membership
All India Council for Technical Skill Development	Life Membership

Participations in FDP

- Participated Five days FDP on “Multivariate Analysis using structural Equation Modeling” organized by Happy Valley Business School held on 18.12.2024 to 22.12.2024
- Participated Five days FDP on “Outcome Based Education” organized by Center for Professional Development, Dr. N. G. P. Arts and Science College, Coimbatore held on 17th June to 21th June 2023.
- Participated International FDP on “AI Applications and Its Impact on Business Practices” Organized by the Department of MBA, Sri Ramakrishna College of Arts and Science, Coimbatore -06 held on 18th to 22nd April 2023.
- Participated One week Online FDP on “Emerging and Innovative Approach in Management, It and Communication in Teaching and Research” organized by IIMT College of Management in collaboration with Indian Economic Association, held on 9th June to 15th June 2022.