

**Name** : Dr. S.Dharchana  
**Designation** : Associate Professor  
**Department** : Commerce  
**Qualification** : M.Com., M.Phil., Ph.D.  
**Experience** : Teaching - 11 Years  
**Area of Specialization** : Marketing  
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### Academic Qualifications

Degree	Branch	Institution / University Name	Year
Ph.D.	Commerce	Government Arts College, Coimbatore	2021
M.Phil.	Commerce	SNR SONS College, Coimbatore	2012
M.Com.	Commerce	PSGR Krishnammal College for Women, Coimbatore	2008
B.Com.	Commerce	PSGR Krishnammal College for Women, Coimbatore	2006

### Research Publications (Indexed)

#### International

- S.Dharchana, **Consumer Awareness and Satisfaction towards Organic Food Products in Coimbatore City**, EPRA International Journal of Multidisciplinary Research (IJMR), September 2023, Vol.09, Issue 09, 100-105, ISSN(Online) : 2455-3662 (UGC).
- S.Dharchana, **The Beauty Industry's Influence on Women In Society**, International Journal of Creative Research Thoughts, Vol.11, Issue 8, 180-186, ISSN : 2320 – 2882 (UGC).
- S.Dharchana, **Comparative Financial Analysis Between Dabur India & Godrej LTD**, International Journal of Creative Research Thoughts, Vol.11, Issue 8, 291-296, ISSN : 2320 – 2882 (UGC).

- S.Dharchana, **Gen Alphas Buying Behaviour towards Junk Foods with Special Reference to Coimbatore City**, International Journal of Creative Research Thoughts, August 2023, Vol.11,Issue 8, b 64-b 70, ISSN : 2320 – 2882 (UGC).
- S.Dharchana, **A Study on Awareness of Nutritional Labeling of Parents Alpha Generation Kids with Special Reference to Coimbatore City**, International Journal of Research and Analytical Reviews (IJRAR), Vol 10,Issue 3, 919-929, ISSN : 2349 – 5138 (UGC)
- S.Dharchana, **Google Assistant, Alexa and Different Digital Voice Assistants: A Study of Consumer Satisfaction with Artificial Intelligence Functions with special reference to Coimbatore City**, International Journal of Research and Analytical Reviews (IJRAR), Vol 10,Issue 2, 919-929, ISSN : 1 – 10 (UGC).
- S.Dharchana, **Customer satisfaction towards Online Banking**, Wesleyan Journal of Research, Vol.14,No1(XX), 36-40, ISSN : 0975 – 1386 (UGC).
- S.Dharchana, **A study on Investment Pattern of Private Employees**, Wesleyan Journal of Research, Vol.14,No1(XX), 20-23, ISSN : 0975 – 1386 (UGC).
- S.Dharchana, **A Study on Consumer Awareness towards Nutritional Labeling on Branded Food Products with Special Reference to Coimbatore City**,International Journal for Research in Engineering Application and Management, Volume 05, Issue 05, Page No.:240-243, August 2019, ISSN 2454 - 9150, Impact Factor: 5.834, Published by IJREAM Publishing House, Thane West, URI: <http://ijream.org/papers/IJREAMV05I0553072.pdf>.
- S.Dharchana, **A Study on Various Risk Exposure of City Union Bank**, International Journal of Research and Analytical Reviews (IJRAR), June 2019 E-ISSN: 2348-1269,P-ISSN: 2349-5138, URI: <http://ijrar.org/papers/IJRAR1AQP038.pdf>.
- S.Dharchana ,**A Study on Analyses of the Financial Performance of City Union Bank.**, International Journal of Research and Analytical Reviews (IJRAR), June 2019., E-ISSN: 2348-1269,P-ISSN:2349-5138,URI: <http://ijrar.org/papers/IJRAR1AQP033.pdf>

- S.Dharchana, **A Study on Credit Risk Exposure for Various Credit Proposals of City Union Bank**, International Journal of Research and Analytical Reviews (IJRAR), June 2019, E-ISSN: 2348-1269,P-ISSN: 2349-5138, URI: <http://ijrar.org/papers/IJRAR1AQP031.pdf>
- S.Dharchana, **A Study on Consumer Socio Economic Profile and Attractive Features of Home**, International Journal of Research and Analytical Reviews (IJRAR), June 2019, 2348-1269,P-ISSN: 2349-5138, <http://ijrar.org/papers/IJRAR1AQP030.pdf>
- S.Dharchana, **A Study on Customers Perception towards House Loan**, International Journal of Research and Analytical Reviews (IJRAR), June 2019, E-ISSN: 2348-1269,P-ISSN: 2349-5138, URI: <http://ijrar.org/papers/IJRAR1AQP027.pdf>
- S.Dharchana, **A Study on Growth of City Union Bank**, International Journal of Research and Analytical Reviews (IJRAR), June 2019, E-ISSN: 2348-1269,P-ISSN: 2349-5138, URI: <http://ijrar.org/papers/IJRAR1AQP037.pdf>
- S.Dharchana, **Packaging Influencing Consumer Buying Behaviour of Food Products in Coimbatore City**, International Journal of Management and Social Sciences (IJMSS), Volume 8 (1.4), Page No. 126-130, December 2018, E-ISSN 2349 – 9761, P-ISSN 2249 0191, published by Speak Foundation, Delhi.
- S. Dharchana, **A Study on Paytm's Growth in Coimbatore as a Digital Payment Platform**, International Journal in Management and Social Science / Speak foundation, ISSN: 2249-0191.
- S.Dharchana, **A Study on the Perception on Retail Shops to Financial Softwares**, International Journal in Management and Social Science/Speak foundation ISSN: 2249-0191
- S.Dharchana, **A Study on Equity Analysis of Selected FMCG Companies Listed on NSE**, IJIRMF, January 2017, ISSN: 2455-0620, URI:<https://www.ijirmf.com/wp-content/uploads/2017/01/201701019.pdf>.

## Other Publications: International / National Journals

- S.Dharchana, **Insuretech and Digital Transformation**, Sri Ramakrishna Arts and Science College, National Seminar on Insurance and Innovation, July 05, 2023, ISBN: 978-81-964453-0-0.
- S.Dharchana, **Social Innovation and sustainable development in Human recourse and organizational behavior**, Dr. NGP Arts and Science College National Conference on Social innovation and Business Sustainability, February 9, 2023, ISBN: 978-81-96175-290.
- S.Dharchana , **A Study on Analysis of Short-Term Financial Position of Shree Bhavya Fabrics**, Bonfring/ PSGR Krishnammal College for Women One Day International Conference On Micro, Small and Medium Enterprises in the Global Economy, January 2020, ISBN: 978-93-89515-00-8
- S.Dharchana, **Analysis of MSME Growth Strategy**, PSGR Krishnammal College for Women One Day International Conference On Micro, Small and Medium Enterprises in the Global Economy, January 2020, ISBN: 978-93-89515-00-8
- S.Dharchana, **Workplace Safety Management System**, Roots International Journal of Multidisciplinary Researches/Rani Anna Government College for Women International conference on Corporate social responsibility and sustainable development, February 2016, ISBN: 2349-8684
- S.Dharchana, **Challenges and Opportunities of Rural Entrepreneurs**, One Day National Level Seminar on Social Entrepreneurship- An Innovation for Transforming Indian Society, PSGR Krishnammal College for Women, ICMRR Publications, February, 2015, ISSN : 2320-9704(O), 2347-1662(P)
- S. Dharchana, One Day National Level Seminar on Social Entrepreneurship- An Innovation for Transforming Indian Society, PSGR Krishnammal College for Women, ICMRR Publications, February, 2015, ISSN: 2320-9704(O), 2347-1662(P)

## Book Chapter Publications

- Dr.S.Dharchana, Chapter in Digital transformation in Financial Sector title “**Digital transformation in Financial Sector**”, (Shanlax Publications), pp.47-50, ISBN 978-81-19337-00-2, August 2023.
- Dr.S.Dharchana, Chapter in INSURANCE AND INNOVATION title “**Insurtech and Digital Transformation**”, PG and Research Department of International Business Sri Ramakrishna College of Arts & Science, Coimbatore, pp.517-523,ISBN 978-81-964453-0-0, July 2023.
- Dr.S.Dharchana, Chapter in Cyber Security title “**Mobile Addiction**”, (Shanlax Publications), pp.134-139,ISBN -978-93-91373-16-0, Dec 2021.

## Presentations in Conference

- **Influencing factors of LinkedIn by Job Seekers and Professional in IT Sector**, International Conference on Harnessing Strategies for Exponential and Sustainable economy, Kristu Jayanti College, Bengaluru, 15<sup>th</sup> and 16<sup>th</sup> March 2024.
- **Insuretech and Digital Insurance**, ICSSR Sponsored International Conference on Fintech: Digital transformation of Financial Services, Bharathiar University, 14<sup>th</sup> Sep 2023.
- **A Hunger free nation with food security**, ICSSR Sponsored One day National Seminar on “Structural and Institutional Dimensions of Sustainable Development Goals in India (SDG) in India: A Narrative, 4<sup>th</sup> Aug 2023.
- **Women in Society**, National Conference on Women Empowerment and equality towards an equitable future, PSGR Krishnammal College for women, 14<sup>th</sup> Oct 2022.

- **Issue and challenges in e-Commerce**, International on Multidisciplinary innovative strategies in Commerce and Management, Sankara College of Science and Commerce, 19<sup>th</sup> Feb 2020.
- **Risk management in Banking Sector**, International Seminar on Technology Based-Business Opportunities and Challenges, ACP College of Arts and Science, 17<sup>th</sup> Feb 2020.
- **Cash to Cashless Economy**, One Day National seminar on Remonetising India-problems and prospects, 20<sup>th</sup> Sep 2017.
- **Cyber Security Concerns and Issue**, International Conference on New Digital Economy in India – Challenges and Opportunitires, 18<sup>th</sup> Aug 2017.
- **India's Economic Growth & The Role of Foreign Direct Investment**, National Congerence on Foreign Direct Investment, Sankara College of Arts & Science, 30<sup>th</sup> Jan 2017.
- **Brand awareness towards scooters among women in Coimbatore city**, international conference on business innovation and sustainable development, Nehru College of Arts & Science, 4<sup>th</sup> Oct 2016.
- **Consumer Preference towards Online Shopping Websites in Coimbatore City**, International Conference on Emerging Trends and Innovation in Digital Marketing, Sankara College of Science and Commerce, 28<sup>th</sup> Sep 2016.
- **Effect of green marketing on consumer purchase behavior**, National level conference on green marketing- emerging opportunities and challenges, SNR Sons College, 10<sup>th</sup> Feb 2016.
- **Social Entrepreneurial**, International conference on Entrepreneurial Excellence, Sankara College of Science and Commerce, 25<sup>th</sup> Aug 2015.

- **FDI in Indian Retail Sectors opportunities and challenges**, International Conference on Contemporary issues and challenges of Indian Business in Global Scenario, SNR Sons College, 20<sup>th</sup> Feb. 2015.
- **Women entrepreneurs in India**, National Level Seminar on The power of Entrepreneurship- driving India's growth in 21<sup>st</sup> century, 21<sup>st</sup> Feb 2014.
- **E-marketing strategy**, National level conference on Innovative and challenging strategies management, Kongunadu Arts and Science College, 20<sup>th</sup> Sep 2013.

### **Participation in Workshop**

- Three Days workshop on " "Selection of the Right Journal for a Manuscript"", Nuhianwali Education Society, 29<sup>th</sup> to 31<sup>th</sup> Aug 2023.
- Eight Days National level workshop on "Research in Higher education Institutions", SreeNarayana Guru College, 11<sup>th</sup> to 19<sup>th</sup> Aug 2021.
- Five Days National Level Virtual Workshop on "Compliance of Goods and Services Tax (GST)", Sri Ramakrishna College of Arts and Science, 23<sup>rd</sup> to 27<sup>th</sup> Aug 2021.
- Three Days National Level Workshop on Securities Market, PSGR Krishnammal College for Women, 27<sup>th</sup> to 30<sup>th</sup> Nov 2021.
- Two-day National workshop on technology enablement for outcome-based education, PSGR Krishnammal College for Women, 15<sup>th</sup> and 16<sup>th</sup> Dec 2016.
- Three-day workshop on The Architect- A Teacher Skill Enhancement Programme, Karl Kubel Institute, 20<sup>th</sup> Sep 2016 to 22<sup>nd</sup> Sep 2016.
- Empowering the Youth to Enrich Mankind, NGM College, 29<sup>th</sup> Jan 2016.

### **Participation in Orientation Programme / Short Term Courses**

- MOOC short term course on Guidance and counseling, 20<sup>th</sup> to 27<sup>th</sup> June 2023.
- New Faculty Induction programme, Confederation of India Industry Erode Zone, 27<sup>th</sup> July 2013.

## **Participation in Faculty Development Programme**

- FDP on A step by step guide to write a good research paper, Research Foundation of India, 9<sup>th</sup> to 18<sup>th</sup> June 2023.
- FDP on New IPR 2023, InTEC and CSIR, 12<sup>th</sup> to 17<sup>th</sup> June 2023.
- FDP on Introduction to Mutual Fund, Dr NGP Arts and Science College, 27<sup>th</sup> Dec 2021
- Application of Statistical Tools in SPSS, Sri KanyakaParameswari Arts and Science College for women, 6<sup>th</sup> to 12<sup>th</sup> July 2020.
- Fintech Tools And Digital Skills, PSGR Krishnammal College for Women, 17<sup>th</sup> Apr 2020.
- Born to win, PSGR Krishnammal College for Women, Dec 2019.

## **Member in Academic Bodies**

- Board of Studies - University Nominee for B.Com (Corporate Secretary ship) Board of Sri Ramakrishna College of Arts and Science for three years from the academic year 2021.

## **Conference / Seminar / Workshop Organized**

- Convener, Workshop on Data Analysis using SPSS Packages for Researchers, Department of B. Com (Accounting and Finance) and B. Com (Business Analytics), PSGR Krishnammal College for Women, Coimbatore, 25-Sep-2021.
- Convener, Webinar on Analytics- Qualification of the future, Department of B.Com (Accounting and Finance) and B.Com( Business Analytics), PSGR Krishnammal College for Women In association with International Skill Development Corporation (ISDC) And Institute of Analytics (IoA, UK) , 11-Sep-2021.
- Convener, Webinar on Women Empowerment, Department of B.Com (Accounting and Finance) and B.Com( Business Analytics), PSGR Krishnammal College for Women, Coimbatore, 22-Jul-2021.



- Convener, Webinar on Stress Management, Department of B.Com (Accounting and Finance) and B.Com( Business Analytics), PSGR Krishnammal College for Women, Coimbatore, 20-Apr-2021.
- Convener, Webinar on Introduction to the Securities Market and Role of Depository, Department of B.Com (Accounting and Finance) and B.Com( Business Analytics) jointly with CDSL , PSGR Krishnammal College for Women, Coimbatore, 23-Mar-2021.
- Convener, Two Days Workshop on Introduction to SPSS Package, Department of B.Com (Accounting and Finance) and B.Com( Business Analytics), PSGR Krishnammal College for Women, Coimbatore, 16-Feb-2021 and 17-Feb-2021.
- Convener, Webinar on Current Trends in Commerce Education, Department of B.Com (Accounting and Finance), B.Com( Business Analytics) and B.Com CA, PSGR Krishnammal College for Women, Coimbatore, 15-Feb-2021.
- Convener, FDP on Intellectual Property Rights, Department of B.Com (Accounting and Finance) and B.Com( Business Analytics), PSGR Krishnammal College for Women, Coimbatore, 19-Aug-2020.
- Convener, FDP on Art of Effective Teaching, Department of B.Com (Accounting and Finance) and B.Com( Business Analytics), PSGR Krishnammal College for Women, Coimbatore, Jointly with GLOBALFTI PVT LTD, 12-Feb-2020.
- Convener, One Day International Conference on Micro, Small, Medium Enterprise in Global Economy, Department of B.Com (Accounting and Finance) and B.Com( Business Analytics), PSGR Krishnammal College for Women, Coimbatore, 02-Jan-2020.

- Committee Member, Interschool Commerce Fest- My Education Path- Enlight-19, Department of B.Com (Accounting and Finance) and B.Com(Business Analytics), PSGR Krishnammal College for Women, Coimbatore, 3rd,4th-Oct-2019
- Committee Member, Three Days National Level Workshop on Python for Business Analytics jointly with Data Mentors, Department of B.Com (Accounting and Finance) and B.Com(Business Analytics), PSGR Krishnammal College for Women, Coimbatore, 4,5,6-Sep-2019
- Committee Member, One Day International Seminar Convergence of Indian Accounting Standards with IFRS, Department of B.Com (Accounting and Finance) and B.Com( Business Analytics), PSGR Krishnammal College for Women, Coimbatore, 19-Dec-2018.