

**Name** : Dr.G.Rajeshwari  
**Designation** : Assistant Professor  
**Department** : Commerce with Information Technology  
**Qualification** : M. Com., MBA., M.Phil., Ph.D., (SLET)  
**Experience** : Teaching :10.9 Years Research : 10 Years  
**Area of Specialization(s)** : Finance, Human Recourse Management and Marketing  
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#### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Commerce	Hindhusthan college of arts and Science, Coimbatore, Bharathiar University.	2014
M.Phil.	Commerce	Bharathiar University.	2008
M.Com	Commerce	Madras University	2005
B.Com	Commerce	Ramakrishna College of arts and Science for Women, Coimbatore, Bharathiar University	2000

#### Research Publications (Indexed)

##### International

1. Dr. G. Rajeshwari, “The Underlying Utility of Mountain Railways in Nilgiris”, GIS SCIENCE JOURNAL- Scopus indexed, VOLUME 10, ISSUE 4, 2023 , PAGE NO: 1265- 1271, ISSN NO : 1869-9391
2. Dr. G. Rajeshwari, “Tribal Development - Need for Transformation - A Study in Tribal villages in Nilgiri”, NOVYI MIR Research Journal, - Web of Science Group, UGC Approved, VOLUME 8 ISSUE 4 2023 , PAGE NO: 99- 104, ISSN NO: 0130-7673.
3. Dr. G. Rajeshwari, “Farmers’ awareness on “Prime Minister Kisan Sinchai Yojana - One drop more crop” - micro irrigation for water conservation – A Study in Coimbatore District, Journal For Basic Sciences- Scopus indexed journal, Volume 23, Issue 1, 2023, PAGE NO: 1054-1060, ISSN NO : 1006-8341.
4. G. Rajeshwari, “Passengers’ opinion on the services of Indian Railways – A Study in Chennai Central Station.” YMER - scopus indexed journal – Volume 21.Issue , 05, May 2022 ISSN - 0044-0477

5. G. Rajeshwari, **“Passengers’ Satisfaction On Services Offered By The Rail Systems (a study in Salem Division of Southern Railway Zone)”** IRACST – International Journal of Commerce, Business and Management (IJCBM), ISSN: 2319–2828 Vol. 3, No. 2, April 2014 (Google Scholar)
6. G.Rajeshwari, **“Passengers’ Perception of Railways (A Study in Salem Division of Southern Railway Zone)”** International Journal of Scientific Research and Reviews ISSN: 2279–0543.(2014)
7. G.Rajeshwari, **“Factors Influencing The Passengers To Prefer Rail Transport: a study in Coimbatore Region”** , GLOBAL JOURNAL OF COMMERCE & MANAGEMENT PERSPECTIVE (Published By: Global Institute for Research & Education) ISSN: 2319 – 7285 (2014) (Google Scholar)
8. G. Rajeshwari, **“Passengers’ Attitude towards Retention Strategies Adapted by the Indian Railways: A Study in Salem Division of Southern Railways”** Published by International journal of Innovative Research and Studies, Vol 3, 2014.( Google Scholar)
9. G.Rajeshwari, **“Problems Faced by the Passengers of Indian Railways-A Study in Salem Division of Southern Railway Zone”**, Global Journal of Commerce and Management Perspective 3 (4), 196-200 (Google Scholar)

#### **National level - research publication**

1. G. Rajeshwari, **“Passengers’ perception towards strength, weakness, opportunities and threat factors of the Indian railways- a study in Coimbatore junction of southern railway”** ISSN : 2229-5348, UGC Care Group 1 Journal JME – Journal of Management and Entrepreneurship Published in Vol. 16, No.1 (IX), 2022.
2. G.Rajeshwari, **“Effectiveness of online advertising”**, Emerging Dimensions In Management ,Karpagam University ISBN 978-93- 82338-33-8(2015)

#### **Book Publication**

1. Accounting Software –Tally ISBN NO : 978-81-960070-9-6 (December- 2022), Dr. N.G.P. Arts and Science College, Coimbatore.
2. Principles of Web designing , ISBN NO : 978-81-962056-3-8 (December- 2022), Dr. N.G.P. Arts and Science College, Coimbatore.

#### **Organized member – International Conference**

1. Organized member - International Conference on Artificial Intelligence in Modern Business

Era-(ICAIMBE - 23), held on 17.02.2023, Dr. N.G.P. Arts and Science College Coimbatore.

### **Presentations in Conference**

1. **“Employee Retention Strategies in IT Industry”**, National Conference on The effectiveness of startups in Indian Economy (2023) , SNMV College of Arts and Science, Coimbatore.
2. **“Passengers’ opinion towards Indian Railway Services- A Study in Karur Junction of Southern Railway Zone”**, National Conference Integrating Human Values with Ethics in Higher Education, (NCIHEH- DECEMBER 2022) , PSG College of Technology, Coimbatore.
3. Impact of online Advertising

### **Participation in Faculty Development Program**

1. **“AI Application and It's Impact on Business Practices”** – Five days International Faculty Development Program from 18<sup>th</sup> April 2023 to 22<sup>nd</sup> April 2023 organized by Sri Ramakrishna College of Arts & Science
2. **“Workshop on NIRF- National Institutional Ranking Framework”** – Five days National level Faculty Development Program held from 12<sup>th</sup> to 16<sup>th</sup> December 2022 organized by IOT Academy, Coimbatore
3. **“IPR Entrepreneurship Development and Startups”** – Three days National Level Faculty Development Program held from 21<sup>st</sup> to 23<sup>rd</sup> December 2022, organized by IOT Academy Coimbatore.

### **Participation in Workshop**

1. **“Augmented Reality”** organized by the Department of Computer Science(PG), PSGR Krishnammal College for Women on 21.02.2023.

### **Participation in Conference**

#### **International**

1. International Conference on **Innovative Practices in Commerce, Management and Technology, INSPIRE 2022**, CMS College of Science and Commerce (Autonomous), Coimbatore, 2022.

### **Editorial / Review Board Member**

**Innovative Practices in Commerce, Management and Technology**, Published by Indian Academic Researchers Association, Tiruchirapalli, ISBN 978-93-94293-08-3.(2022)