

**Name** : Dr.V.M Tharaka Rani  
**Designation** : Assistant Professor  
**Department** : Commerce with computer application  
**Qualification** : M.Com., Ph.D  
**Experience** : 1 Year  
**Area of Specialization(s)** : Human Resource  
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### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D	Commerce	Hindusthan College of Arts & Science, Coimbatore	2023
M.Com	Commerce	PSGR Krishnammal College for Women, Peelamedu.	2019
B.Com	Commerce	PSGR Krishnammal College for Women, Peelamedu.	2017

### Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Certificate	Banking Services	PSGR Krishnammal College for Women, Peelamedu	201
Certificate	Finance and Accounting	PSGR Krishnammal College for Women, Peelamedu	2017

### Research Publications (Indexed)

#### International

- V.M.Tharaka Rani and Dr.P.Arumugaswamy, A Study on Work Life Balance of Women Employees, name of the journal, Vol.IX , Issue.III, pp.3222-3228, March 2020, ISSN No. 2347-6648.
- Dr. V.M.Tharaka Rani, An Investigation into Student Preferences for Pursuing Higher Education in Foreign Universities in Selected Colleges at Coimbatore City, International Journal of Creative Research Thoughts, Vol.2 Issue 3 March 2024, ISSN No: 2320-2882.

- Dr. V.M.Tharaka Rani, A study on Customer perception towards Digital Locker with special reference to Coimbatore City, International Journal of Research and Analytical Reviews, Vol.11 Issue 2, April 2024, ISSN No: 2348-1269.
- Dr. V.M.Tharaka Rani, A Study on Impact of Hyperlocal Strategy on Retailers with special reference to Coimbatore City, International Journal of Scientific Development and Research, Vol.9 Issue 4 April 2024, ISSN No: 2455-2631.
- Dr. V.M.Tharaka Rani, A Study on Problems faced by Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) Participants in Coimbatore District, International Journal of Humanities Social Science and Management, Vol.4 Issue 2, April 2024, pp. 1024-1029.
- Dr. V.M.Tharaka Rani, A Study on Awareness on Pradhan Mantri Mudra Yojana among Public in Coimbatore City, International Journal of Creative Research Thoughts, Vol. 12 Issue 4, ISSN No-2320-2882.
- Dr. V.M.Tharaka Rani, A Study on Awareness and Beneficiary satisfaction towards Chief Minister Comprehensive Health Insurance Scheme in Coimbatore, International Journal of Creative Research Thoughts, Vol. 12 Issue 4, ISSN No-2320-2882.

#### **National**

- V.M.Tharaka Rani and Dr.P.Arumugaswamy, A Study On Problems Faced By The Farmers In Accessing Agricultural Credit In Erode District, Journal Of Education: Rabindra Bharati University, Vol XXIII, Issue: 12(V), pp: 55-59 2021, ISSN No: 0972-7175,

#### **Presentations in Conference**

- Demonetisation in India-Advantages & Disadvantages' in the International conference on Finance & Banking at Sengunthar Arts & Science College, Namakkal.
- 'Economic Trends: Pre & Post Demonetisation' in the National Level Seminar on "Cash Vs Cashless Trade: Challenges & Opportunities" at Nandha of Arts & Science college, Erode.

#### **Participation in Conference**

- One Day International Conference on "Challenges in Dynamics of Commerce, Management and Entrepreneurship in T20" at Hindusthan College of Arts & Science, Coimbatore.
- National Conference on "Opportunities and Challenges of Business in the Digitalized Era" at Dr. N.G.P Arts and Science College, Coimbatore.
- National Level Webinar on "Export and Import Documentation Procedures" at Hindusthan College of Arts & Science, Coimbatore.

- Conclave on “Transforming Businesses in Digital India” at Kumaraguru College of Liberal Arts and Science, Coimbatore.

#### **Participation in Faculty Exchange programme**

- Outcome Based Education, Dr. N.G.P Arts and Science College, Coimbatore, June 2023.
- Empowering Education for Innovation- A NEP Perspective, Dr. N.G.P Arts and Science College, Coimbatore, June 2023.