



**Name: Dr. RENU RATHI**

Designation: PROFESSOR

Specialization: Accounts and Taxation

Email : [r.renu@jainuniversity.ac.in](mailto:r.renu@jainuniversity.ac.in)

LinkedIn: <https://www.linkedin.com/in/renu-rathi-611b5516a/>

**Qualification**

M.com, Ph.D.,  
NET

**Career  
Summary**

Work experience in academia – 20 years

**Research  
Interest**

Accounts and taxation

**Work Experience**

20 years

**Research  
Publicati  
ons**

**UGC-37**

**Scopus-15**

**WOS - 2**

**Peer reviewed-29**

**ABDC – 3**

**Conference Proceedings 4**

**Patent 7**

**Copyright -1**

1. Prevention & detection of plagiarism in research
2. “ Convergence of Information & Communication Management with agriculture extension in India
3. Brick and mortar bank branches on Indian financial system: on the cusp of digital transformation
4. Published paper on “ Green accounting: A measure of social responsibility towards environment” in Paristi: An International Multidisciplinary Research Journal volume 2 issue 3 Sep 2016 Page 28-35 ISSN 2454-2822
5. Published paper on “Vegetable oil economy: Problem and prospects of Soya oil economy of MP” in Indian Streams Research Journal in Sep 2016 ISSN: 2230-7850, Impact factor: 4.16
6. Paper on “ GST A transition for textile sector in India” published in Journal of composition theory ISSN : 0731-6755 **UGC care approved group A** Impact factor 5.7VOLUME XII ISSUE IX SEPTEMBER 2019 Page No: 1297-1305
7. “Cloud accounting - A recent trend in accounting” also published in

**Courses  
Facilitated**

**B.com, BBA,  
MBA, M.com**

**Member on  
Committees /  
Editorial Boards**

## Professional Memberships

- Lifetime Member of **All India Commerce Association** (Membership number is MH 1027)
- Lifetime Member of **Institute of scholars InSc 20198395**
- Lifetime Member of **Indian Academics Researcher Association 472/2020**
- Lifetime Member of **Institute of Researchers – InRes LM09 2202**

International journal of multifaceted & multilingual studies **UGC approved Research Journal** (Sr. 47674) & proceedings of International conference on Contemporary Issues in Commerce ISSN 2394-207X ( PRINT) Vol II (3) page no. 205-212, Impact Factor:4.205

8. Published paper on “Emergence of federated structures of self help groups: A case study of Chaitanya” in Sahulat A journal of Interest free Microfinance vol7 No.1, pp 49-62 ISSN (P) 2319-2941 on 30/11/19
9. Paper on “Green products and its usage: Analytical study with respect to consumers of Bangalore Urban” in published in Our Heritage **Journal UGC CARE List Group -1** Vol.68 Issue 1 January 2020 ISSN:0474-9030 impact factor 4.912
10. Paper on “Empirical Investigation of Internet banking usage-A factor analytical approach” in International published in Our Heritage Journal **UGC CARE List Group -1** Vol.68 Issue 1 January 2020 ISSN:0474-9030 impact factor 4.912
11. Published paper on “Skill development in India – A case study of SANKALP” in Our Heritage Journal UGC CARE List Group -1 Vol.68 Issue 30 February 2020 ISSN:0474-9030 impact factor 4.912
12. Published paper on “A study on perception of Paddy farmers in Tamil Nadu” in Studies in Indian Place Names Journal UGC CARE Listed JOURNAL Vol.40 Issue 50 March 2020 ISSN:2394-3114 impact factor 6.30.
13. Published paper on “Blockchain Technology Revolutionizing Accounting” in Juni Khyat. A Multidisciplinary Journal Vol. –X Issue-VII NO. I July 2020 ISSN 2278-4632 IMPACT FACTOR 6.625C **UGC CARE GROUP I Journal**
14. Paper on “Analytical study on Creative Accounting Practices in Indian Corporate Sector” in Wesleyan Journal of Research, Vol.13 No4(VIII), October – December 2020, **UGC Care Approved, Peer Reviewed and Referred Journal, Impact factor 6.7**
15. Paper on “A study on Microfinance by Mudra Bank” in is published in Sambodhi ISSN: 2249-6661 (UGC Care Journal) Vol-44 No.-01(VIII) : 2021
16. paper on “Yes Bank Crisis: Corporate Governance Issues and Financial Performance” , paper is published in Sambodhi ISSN: 2249-6661 (**UGC Care Journal**) Vol-44 No.-01(VIII) : 2021
17. Paper on “ Leadership Excellence of Selected Banks and Financial Analysis Through Camel Model” paper is published in Sambodhi ISSN: 2249-6661 (**UGC Care Journal**) Vol-44 No.-01(VIII) : 2021
18. Paper on “A Study on Risk and Return Analysis of Selected Shares of Banking sector” in is published in Journal of Education: Rabindra Bharati University ISSN: 0972-7175 Vol. : XXIII, No. :6(III), 2020 – 2021 **UGC CARE Approved,**

Peer Reviewed and Referred Journal

19. Paper on “ A study on Investors’ preference towards mutual funds” published in Journal of Education: Rabindra Bharati University ISSN : 0972-7175 Vol. : XXIII, No. :6(III), 2020 – 2021 **UGC CARE Approved**, Peer Reviewed and Referred Journal
20. Published paper on “GENDER DIVERSITY AND WOMEN PERSONNEL AT LEADERSHIP POSITION” in ANVESAK ISSN : 0378 – 4568 **UGC Care Group 1** Journal Vol. 51, No.1(VI) January – June 2021
21. Published paper on “A Study on Gross Domestic Product and Well-being with reference to India” Perspectives in Social Work ISSN: 0974-5114 Volume: XXXVII, No.1 April, 2022 **UGC Care Listed Journal**
22. Published paper on “A STUDY ON IMPACT OF COIVD ON RETAIL SECTOR” in Shodhasamhita : Journal of Fundamental & Comparative Research Vol. VIII, No. 1(XVII) : 2022, ISSN: 2277-7067 **UGC Care Listed Journal**
23. Published paper on “AN ANALYTICAL STUDY ON CASUAL RELATIONSHIP BETWEEN GOLD PRICES AND INDIAN STOCK MARKET” Journal of Kavikulaguru Kalidas Sanskrit University, Ramtek ISSN - 2277-7067 Shodhsamhitha Peer Reviewed/Refereed & **UGC Care Listed Journal** Vol. IX – Issue I, January 2022
24. Published paper on “A STUDY ON SPENDING BEHAVIOUR AND SAVING HABITS OF YOUTH IN BANGALORE” Kanpur Philosophers : International Journal of humanities, Law and Social Sciences, ISSN 2348-8301, Vol. IX, Issue 1, No.07 : 2022, **UGC CARE Approved, Group I, Peer Reviewed and Referred Journal**
25. Published paper on RETIREMENT INVESTMENT BEHAVIOR AMONG MILLENNIALS Kanpur Philosophers : International Journal of humanities, Law and Social Sciences, ISSN 2348-8301, Vol. IX, Issue 1, No.07 : 2022, **UGC CARE Approved, Group I, Peer Reviewed and Referred Journal**
26. Published paper on “EMPIRICAL STUDY ON USE OF SOCIAL MEDIA FOR BUYING DECISIONS” in Vol. 96, No.10 (II) October 2022 JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI with ISSN : 0972-0766 **UGC-CARE List Group I** impact factor 3.947
27. Published paper on “STUDY ON CHANGES IN THE SPENDING PATTERN OF THE INDIVIDUALS DUE TO DIGITAL MODE OF PAYMENTS” in Vol. 96, No.10 (II) October 2022 JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI with ISSN : 0972-0766 **UGC-CARE List Group I** impact factor 3.947
28. Published paper on “A STUDY ON PREFERENCE FOR 4 DAY WORKING WEEK” in Vol. 96, No.10 (II) October 2022 JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI with ISSN : 0972-0766 **UGC-CARE List Group I** impact factor 3.947
29. Published paper on “India - A Five Trillion Dollar Economy In 2030” in Vol. 96, No.10 (II) October 2022 JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI with ISSN : 0972-0766 **UGC-CARE List Group I** impact factor 3.947
30. Published paper on STUDY ON CHANGES IN SAVING PATTERN OF THE INDIVIDUAL DUE TO DIGITAL MODE OF PAYMENTS Published in Phalanx-A Quarterly Review for Continuing Debate Vol-18, No.2 (April - June) 2023 ISSN: 2320-7698 Peer Reviewed Refereed **UGC**

**Care Listed Journal Impact Factor: 5.6**

31. Published paper on IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR Published in Phalanx-A Quarterly Review for Continuing Debate Vol-18, No.2 (April - June) 2023 ISSN: 2320-7698 Peer Reviewed Refereed **UGC Care Listed Journal Impact Factor: 5.6**
32. Published paper on IMPACT OF GST IN TATA MOTORS (AUTOMOBILE INDUSTRY) in Madhya Bharti-Humanities and Social Sciences Vol-83, January-June 2023 ISSN: 0974-0066 Peer Reviewed Refereed **UGC Care Listed Journal Impact Factor: 6.4**
33. Published paper on A STUDY OF ORGANIC FOOD AND ITS BENEFITS in Madhya Bharti-Humanities and Social Sciences Vol-83, January-June 2023 ISSN: 0974-0066 Peer Reviewed Refereed **UGC Care Listed Journal Impact Factor: 6.4**
34. Published paper on PUBLIC AWARENESS TOWARDS HEALTHY LIFESTYLE in Madhya Bharti-Humanities and Social Sciences Vol-83, January-June 2023 ISSN: 0974-0066 Peer Reviewed Refereed **UGC Care Listed Journal Impact Factor: 6.4**
35. Published paper on AN ANALYTICAL STUDY OF LIFE INSURANCE PRODUCTS OF LIFE INSURANCE CORPORATION in Madhya Bharti-Humanities and Social Sciences Vol-83, January-June 2023 ISSN: 0974-0066 Peer Reviewed Refereed **UGC Care Listed Journal Impact Factor: 6.4**
36. Published paper on ANALYTICAL STUDY ON THE OCCURRENCE OF SURGICAL FAILURES AND WAYS TO TREAT IT in Madhya Bharti-Humanities and Social Sciences Vol-83, January-June 2023 ISSN: 0974-0066 Peer Reviewed Refereed **UGC Care Listed Journal Impact Factor: 6.4**
37. Published paper on A STUDY ON STUDENTS' FINANCIAL LITERACY AND MONEY MANAGEMENT SKILLS in Madhya Bharti-Humanities and Social Sciences Vol-83, January-June 2023 ISSN: 0974-0066 Peer Reviewed Refereed **UGC Care Listed Journal Impact Factor: 6.4**

38.

**International:**

39. Published paper on "A study on dividend decision in the light of EPS with reference to Wipro Ltd." in International Journal of Applied Research, Peer reviewed, volume 2 issue 9 year 2016 page 845 - 848. ISSN: 2394-5869, Impact factor: 5.2
40. Published paper on "An Empirical Study on Relationship between Leverage and Profitability in selected Oil and Gas Companies in India" International journal of multifaceted & multilingual studies **UGC approved Research Journal** (Sr. 47674), ISSN 2394-207X ( PRINT) Vol 4, No 8 (2017),

Impact Factor:4.205

41. Published paper on “Value Added Statement: A New Dimension to Accounting Communication” in International Journal Of Applied Research, Peer reviewed year 2017.ISSN: 2394-5869, Impact factor: 5.2
42. “Smart Cities Landscape and India’s Stand Among Global Economies” in International conference on Global economies and image of India conducted by VPIMSR, Sangli, 3rd Oct 2017 published in International Journal of Business and Social studies ISSN-2231-6353
43. Published paper on “SOCIAL COMMERCE: A SHIFT FROM E-COMMERCE TO M-COMMERCE” in International Journal Of Creative Research Thoughts Volume 5, Issue 3 January 2018 | ISSN: 2320-2882, UGC Approved & Impact Factor: 5.97
44. Published paper on “Artificial Intelligence & future of HR practices” in International Journal of Applied Research, Peer reviewed year 2018, 4(6): 113-116. ISSN: 2394-5869, Impact factor: 5.2 (20/5/18)
45. Published paper on “Digital Transformation Of Travel & Tourism In India” in, Sangli.3rd Oct. 2018 published in International Journal of Trend In Scientific Research And Development, ISSN: 2456-6470, Impact factor: 4.101
46. Published paper on GROWING ORGANIC VEGGIES WITH ZERO WASTE MANAGEMENT” in 16th Feb 2019 published in Aayushi International Interdisciplinary Research Journal Peer reviewed ISSN:2349-638X , Impact factor: 5.707.
47. Published paper on “Subscription E-commerce A box for everything and everyone” in International journal of advanced and Innovative Research ISSN 2394-7780 VOLUME 6 Issue 29(XX) April-June 2019 **UGC Journal no.63571** Impact factor 7.36.
48. Published paper on “Artificial Intelligence and changing role of accountants” in International journal of advanced and Innovative Research ISSN 2394-7780 VOLUME 6 Issue 29(XXIV) April-June 2019 **UGC Journal no.63571** Impact factor 7.36.
49. Published paper on “Emotional Intelligence and its impact on Psychological contract of IT and ITES employees” in International journal of Engineering and Advanced Technology ISSN 2249-8958 Published by BEIESP, Impact factor 5.97, **Scopus Journal** in Volume 8 Issue 6S on 2<sup>nd</sup> September 2019
50. The paper Digital Payment Revolution: Respondent’s Perception Towards Next Generation Payment System is published in International journal of advanced and Innovative Research ISSN 2394-7780 VOLUME 6 Issue 3(III) July-September 2019 UGC Impact factor 7.36

51. Employee banding and talent acquisition- An imperative need” in published in International Journal of Innovative Technology and Exploring Engineering ISSN-2278-3075 **Scopus Journal** vol. 8 issue 12S2 Impact factor 5.54 in 2019
52. Published paper on “Leveraging Marketing Funnel for increasing profits” in International journal of Advanced Science and Technology ISSN 2207-6360, **Scopus Journal** Vol. 28, No. 12, (2019), pp. 319-325 published on 29/10/2019
53. Published paper on “Skill gap –challenges for HR 2020” in Test engineering and management Magazine **scopus indexed** in article volume 81 page number 4461-4465 publication issue November-December 2019 ISSN 0193-4120
54. Published paper on “A Study on Human Errors with reference to HFACS Model” in International journal of control and automation indexed by **Scopus** vol.12 No.6 2019 SJR0.13, **ISSN: 2005-4297 impact Factor 3.14**
55. Published paper on “Impact of Reward and recognition on retention of academic professionals in Deemed to be universities of Bangalore” in International Journal of Psychosocial Rehabilitation Impact factor 1.12 **Scopus** Volume 24 issue 6 May 2020 SJR0.19**ISSN:1475-7192**
56. Published paper on “Empirical Investigation of Internet banking usage-A factor analytical approach” in Jour of Adv Research in Dynamical & Control Systems, **Scopus** Vol. 12, 04-Special Issue, 2020 DOI: 10.5373/JARDCS/V12SP4/20201543 ISSN 1943-023X, SJR 0.11
57. Published paper on “Relationship Between Welfare Measures Job Satisfaction” in International Journal of Advanced Science and Technology Vol. 29, No. 12s, (2020), pp 979-987 International Journal of Advanced Science and Technology Vol. 29, No. 12s, (2020), pp 979-987 ISSN: 2005- 4238 **Scopus Journal** SJR 0.11
58. Published paper on “A study on children’s impact on family purchase decision on specific products” in International journal of Philosophical Readings || E-ISSN: 2036-4989 || **Scopus Q-4**
59. Published paper on “A study on awareness and challenges of retailers in the digitalization era” in International Journal of Advanced Research, Ideas and Innovations in Technology Volume-8, Issue-1, [v8i1-1282-mit](#), **Impact Factor** of 6.078, peer-reviewed journal
60. Published paper on “Building a new skilling system to match the new job requirements” in Volume 14 No 3 (2022): International Journal of Early Childhood Special Education **Web of science indexed journal**

61. Published paper on “Stress management by women entrepreneurs” in International Journal of Health Sciences, 6(S2), 14617–14623, the journal is indexed in **scopus**
62. Published paper on” Liquidity Management of Selected Sugar Companies in India” in Empirical Economics Letters, 21 (Special Issue 4): (July 2022) ISSN 1681 8997, impact factor 0.91 **ABDC journal of C category**
63. Published paper on “An Empirical Study on Inclination Towards Entrepreneurship among Undergraduates” in Volume 14 No 5 (2022): International Journal of Early Childhood Special Education **DOI: [10.9756/INTJECSE/V14I5.350](https://doi.org/10.9756/INTJECSE/V14I5.350) <https://www.int-jecse.net/abstract.php?id=3656> Web of Science indexed journal**
64. Published paper on “ Online Education And Price Volatility Of Selected Nse & Bse Stocks Of Education Sector” in Neuro Quantology | September 2022 | Volume 20 | Issue 9 | Page 4727-4732 | **Scopus DOI: [10.14704/nq.2022.20.9.NQ44548](https://doi.org/10.14704/nq.2022.20.9.NQ44548)**
65. Published paper on “A Study on Customers’ Preference towards health insurance products” in KOREA REVIEW OF INTERNATIONAL STUDIES Volume 15 Issue 38 September 2022, ISSN : 1226-4741 **ABDC journal of C category**
66. Published paper on A STUDY OF ORGANIC FOOD AND ITS BENEFITS Published In IJCRT ( [www.ijcrt.org](http://www.ijcrt.org) ) & 7.97 Impact Factor by Google Scholar Volume 10 Issue 12 December 2022 , Date of Publication: 16-December-2022 UGC Approved Journal No: 49023 (18) Scholarly open access journals, **Peer-reviewed, and Refereed Journals**, Impact factor 7.97 ISSN: 2320-2882 [https://ijcrt.org/track.php?r\\_id=228939](https://ijcrt.org/track.php?r_id=228939)
67. Published paper on Recent Trends in The Insurance Sector Published In IJCRT ( [www.ijcrt.org](http://www.ijcrt.org) ) & 7.97 Impact Factor by Google Scholar Volume 10 Issue 12 December 2022 , Date of Publication: 16-December-2022 UGC Approved Journal No: 49023 (18) Scholarly open access journals, **Peer-reviewed, and Refereed Journals**, Impact factor 7.97 ISSN: 2320-2882 [https://ijcrt.org/track.php?r\\_id=228936](https://ijcrt.org/track.php?r_id=228936)
68. Published paper on Public Private Partnership (PPP) In India: Sources of Finance Published In IJCRT ( [www.ijcrt.org](http://www.ijcrt.org) ) & 7.97 Impact Factor by Google Scholar Volume 10 Issue 12 December 2022 , Date of Publication: 16-December-2022 UGC Approved Journal No: 49023 (18) Scholarly open access journals, **Peer-reviewed, and Refereed Journals**, Impact factor 7.97 ISSN: 2320-2882 Published URL : [http://www.ijcrt.org/viewfull.php?&p\\_id=IJCRT2212327](http://www.ijcrt.org/viewfull.php?&p_id=IJCRT2212327)
69. Published paper on A Study On Retail Consumer Behaviour And Digitalisation: Concept And Its Importance Published In IJRAR (

www.ijrar.org ) UGC Approved - Journal No : 43602 & 7.17 **Peer-reviewed, and Refereed Journals**, Impact Factor 7.17 Volume 9 Issue 4 December 2022, Date of Publication: 19-December-2022 (E-ISSN 2348-1269, P- ISSN 2349-5138 <http://www.ijrar.org/IJRAR22D2637.pdf> **Published Paper URL:** : - [http://ijrar.org/viewfull.php?&p\\_id=IJRAR22D2637](http://ijrar.org/viewfull.php?&p_id=IJRAR22D2637)

70. Published paper on Video Gaming Industry published in INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH IN TECHNOLOGY Volume 9 | Issue 7 Publication Date : 19-12-2022 Published URL : <http://ijirt.org/Article?manuscript=157606>

71. Published paper on SURGICAL FAILURE AND VARIOUS WAYS TO TREAT IT IJRAR - International Journal of Research and Analytical Reviews (IJRAR), **Peer-reviewed, and Refereed Journals** E-ISSN 2348-1269, P- ISSN 2349-5138, Volume.9, Issue 4, Page No pp.101-106, December 2022, Impact Factor 7.17 Available at : <http://www.ijrar.org/IJRAR22D2827.pdf>

72. Published paper on A CONCEPTUAL STUDY ON E-MARKETING PRACTICES International Journal of Creative Research Thoughts (IJCRT), ISSN:2320-2882, Volume.10, Issue 12, pp.e279-e285, December 2022, **Peer-reviewed, and Refereed Journals**, Impact factor 7.97 Available at : <http://www.ijcrt.org/papers/IJCRT2212476.pdf>

73. Published paper on PUBLIC AWARENESS TOWARDS HEALTHY LIFESTYLE Published In IJRAR ( www.ijrar.org ) UGC Approved - Journal No : 43602 & 7.17 Impact Factor Volume 9 Issue 4 December 2022, Date of Publication: 28-December-2022 **Peer-reviewed, and Refereed Journals**, [http://ijrar.org/viewfull.php?&p\\_id=IJRAR22D2889](http://ijrar.org/viewfull.php?&p_id=IJRAR22D2889)

74. Published paper on JOB SATISFACTION AND WORK MOTIVATION IN ENCHANCING GEN Z'S ORGANIZATIONAL COMMITMENT IJRAR - International Journal of Research and Analytical Reviews (IJRAR), E-ISSN 2348-1269, 7.17 Impact Factor **Peer-reviewed, and Refereed Journals** P- ISSN 2349-5138, Volume.9, Issue 4, Page No pp.77-86, December 2022, Available at : <http://www.ijrar.org/IJRAR22D2711.pdf>

75. Published paper on CHALLENGES FACED BY HEALTHCARE PROFESSIONALS AND ADMINISTRATORS IN INDIA", IJRAR - International Journal of Research and Analytical Reviews (IJRAR), E-ISSN 2348-1269, P- ISSN 2349-5138, Volume.9, Issue 4, Page No pp.925-930, December 2022, 7.17 Impact Factor **Peer-reviewed, and Refereed Journals** Available at : <http://www.ijrar.org/IJRAR22D2807.pdf>

76. Published paper on "An Empirical Study on Determinants of Stress Among Women Entrepreneurs of Bangalore Urban" in Res Militaris (resmilitaris.net), vol.12, n°2, Summer-Autumn 2022 **Scopus indexed** journal ISSN : 2265-6294 <https://resmilitaris.net/issue-view/?id=2>

77. Published paper on Blockchain Based Non-Fungible Token Image Generator in INTERNATIONAL JOURNAL OF ADVANCED RESEARCH IN COMPUTER AND COMMUNICATION ENGINEERING A monthly **peer-reviewed** / Refereed journal Impact Factor 8.102 ISSN (Online) 2278-1021 Volume 12, Issue 3, March 2023 DOI: 10.17148/IJARCCCE.2023.12341 <https://ijarcce.com/papers/blockchain-based-non-fungible-token->



78. Published paper on Daily Wage Employment Application in International Journal of Advanced Research in Computer and Communication Engineering, **peer-reviewed** / Refereed journal ISO 3297:2007 Certified | Impact Factor 8.102 | Vol. 12, Issue 4, April 2023 DOI: 10.17148/IJARCCCE.2023.12421 ISSN (O) 2278-1021, ISSN (P) 2319-5940 <https://ijarccce.com/papers/daily-wage-employment-application/>
79. Published paper on Smart Luggage Tracking using IoT and GPS Technology in International Journal of Advanced Research in Computer and Communication Engineering, **peer-reviewed** / Refereed journal ISO 3297:2007 Certified | Impact Factor 8.102 | Vol. 12, Issue 4, April 2023 DOI: 10.17148/IJARCCCE.2023.12403, ISSN (O) 2278-1021, ISSN (P) 2319-5940 <https://ijarccce.com/papers/smart-luggage-tracking-using-iot-and-gps-technology/>
80. Published paper on QR based Hospital Health Card in International Journal of Advanced Research in Computer and Communication Engineering, **peer-reviewed** / Refereed journal ISO 3297:2007 Certified | Impact Factor 8.102 | Vol. 12, Issue 4, April 2023 DOI: 10.17148/IJARCCCE.2023.12425, ISSN (O) 2278-1021, ISSN (P) 2319-5940 <https://ijarccce.com/papers/qr-based-hospital-health-card/>
81. Published paper on DRONE REDZONE in International Journal of Advanced Research in Computer and Communication Engineering **peer-reviewed** / Refereed journal ISO 3297:2007 Certified | Impact Factor 8.102 | Vol. 12, Issue 4, April 2023 DOI: 10.17148/IJARCCCE.2023.12419, ISSN (O) 2278-1021, ISSN (P) 2319-5940 <https://ijarccce.com/papers/drone-redzone/>
82. Published paper on A study on employee job satisfaction in International Journal Of Advance Research And Innovative Ideas In Education **peer-reviewed** / Refereed journal *Volume 9 Issue 2 2023 e-ISSN: 2395-4396 PaperId : 19817 DUI: 16.0415/IJARIIE-19817* <http://ijariie.com/FormDetails.aspx?MenuScriptId=218697>
83. Published paper on “The Impact of Exchange Rate Volatility on International Trade” in Journal of Survey in Fisheries Sciences 10(1S) 6268-6278, 2023 ISSN: 2368-7487, **Scopus indexed** <https://sifisherinessciences.com/journal/index.php/journal/article/view/2131>
84. Published paper on Crowdfunding as an Alternative Financing Model for Startups: Trends, Challenges, and Opportunities in Journal of Harbin Engineering University ISSN: 1006-7043 Vol 44 No. 8 August 2023 **Scopus indexed** <https://harbinengineeringjournal.com/index.php/journal/article/view/1060>
85. Published paper on Study on Impact of Merger and Acquisition on Financial Performance of Public Sector Banks: A Case Study on Bank of Baroda in

<https://www.ijfmr.com/research-paper.php?id=6631>

86. Published paper on Role of Effective Talent Management in Organizational Performance and Retention: An Empirical Study in Journal of Informatics Education and Research, **ABDC Journal C category** ISSN: 1526-4726, Vol 3 Issue 2 (2023), DOI: <https://doi.org/10.52783/jier.v3i2.247>

87. OPTIMIZING USER EXPERIENCE AND PERFORMANCE IN EVENT MANAGEMENT WEBSITES: A COMPREHENSIVE RESEARCH ANALYSIS", International Journal of Emerging Technologies and Innovative Research (www.jetir.org | UGC and issn Approved), ISSN:2349-5162, Vol.11, Issue 1, page no. ppg297-g308, January-2024, Available at : <http://www.jetir.org/papers/JETIR2401634.pdf> Impact factor 7.95

#### Patents- 7

1. Child safety tag, application number 202341003707, publication date 3/2/2023, <https://ipindiaservices.gov.in/publicsearch>, <https://search.ipindia.gov.in/IPOJournal/Journal/ViewJournal> <https://iprsearch.ipindia.gov.in/PublicSearch/PublicationSearch/ApplicationStatus>

2. JOB-HUNTERS APPLICATION, **application number** 202341012550 publication date **24/3/2023**

<https://search.ipindia.gov.in/IPOJournal/Journal/ViewJournal>

3. SMART FIRE SENSOR ALARM APPLICATION

**Application number** 202341071627 publication date **03/11/2023**

<https://search.ipindia.gov.in/IPOJournal/Journal/ViewJournal>

4. BRAILLE SCRIPT IN PRODUCT LABELLING

**application number** 202341071626 A publication date **03/11/2023**

<https://search.ipindia.gov.in/IPOJournal/Journal/ViewJournal>

5. TASTE TRACKER **application number** 202341071630 A publication date

**03/11/2023** <https://search.ipindia.gov.in/IPOJournal/Journal/ViewJournal>

6. STUDENT DBMS: ENHANCED EDUCATION MANAGEMENT **application**

**number** 202341071639 publication date **24/11/2023**

7. PROPERTY AND CONSTRUCTION ALERT SYSTEM **application number**

**202341071635** publication date **24/11/2023**

#### Copyright

1. Employer Branding and Recruitment Model (EBRM): A Comprehensive Composition of Role and Benefits of Employer Branding published in 2023 and received copyright certificate from government of India registration number **L-136703/2023**

Articles /  
Case  
Studies

Consulta  
ncy /  
Projects

### Edited book-6

1. Recent Multidisciplinary research published by ESN publications ISBN : 978-93-90781-18-8 in 2021, This book is selected for India Book of record and Asia Book of records for maximum authors contributing in a book. Served as **Lead editor** of the book.  
[https://drive.google.com/file/d/1uhtWqxMfjwO\\_YlEdXeEHp-2b4LEnYM/view?usp=sharing](https://drive.google.com/file/d/1uhtWqxMfjwO_YlEdXeEHp-2b4LEnYM/view?usp=sharing)
2. A HANDBOOK ON RESEARCH METHODOLOGY FOR SOCIAL SCIENCE published by Ryan Publishers B-3, Lakshmi Pride, 80 feet road, 10th Cross West, Thillainagar, Trichy - 620018, Tamil Nadu, ISBN: 978-93-93253-06-4 as **Associate Editor**  
[https://drive.google.com/file/d/1f8rndah\\_Zcmhpcq3JXJyGvKcxHPZVw/view?usp=sharing](https://drive.google.com/file/d/1f8rndah_Zcmhpcq3JXJyGvKcxHPZVw/view?usp=sharing)
3. EMERGING TRENDS AND PRACTICES IN BUSINESS, COMMERCE & MANAGEMENT published by RED'SHINE PUBLICATION PVT. LTD. Headquarters (India): 88-90 REDMAC, Navamuvada, Lunawada, India-389 230 ISBN: 978-93-94727-74-8 ISBN-10: 93-94727-74-4 DIP: 18.10.9394727744 DOI: 10.25215/9394727744 as **Associate Editor**  
[https://drive.google.com/file/d/1X10uvQTqKPw-nEfzWWdK-8HV\\_jG7nJMy/view?usp=sharing](https://drive.google.com/file/d/1X10uvQTqKPw-nEfzWWdK-8HV_jG7nJMy/view?usp=sharing)
4. Contemporary accounting ISBN: 978-93-5747-097-1 IMPRINT: I I P Iterative International Publishers as **Chief editor**
5. CORPORATE SOCIAL RESPONSIBILITY BASIC Published by Rest Publishers Ltd, India ISBN: 978-81-971629-1-6  
[https://drive.google.com/file/d/1Ilp43FJBhoc9LcBY06fQ0AJ05O4vO6lc/view?usp=drive\\_link](https://drive.google.com/file/d/1Ilp43FJBhoc9LcBY06fQ0AJ05O4vO6lc/view?usp=drive_link)
6. Futuristic Trends in Management Volume 3 Book 12 Published by Iterative International Publishers (IIP), Selfypage Developers Pvt Ltd. e - ISBN : 978-93-5747-724-6 Volume: 3-2024

Link of Published Edited Book : <https://www.iipseries.org/view-public-book.php?bookid=186&bookname=futuristic-trends-in-management-volume-3-book-12>

### Edited book chapter-8

1. Published paper on "B-schools in India and Sustainable National Development" Handbook of Research on "Management Education in India: Issues and Challenges" ISBN-978-93-5291-355-8 published by M/S Jain Siddhant publication, Sangli, Maharashtra.
2. Published paper on "Blockchain Technology in book titled Contemporary issues of business in Emerging Market Economies publisher Primax Publications ISBN-978-81-941390-0-3 in 2019
3. Edited book and Published paper on "Covid 19 and impact on work life balance of women entrepreneurs" in Recent Multidisciplinary research published by ESN publications ISBN :

978-93-90781-18-8 in 2021, This book is selected for India Book of record and Asia Book of records for maximum authors contributing in a book. Served as **Lead editor** of the book.

4. Published paper on Gamification in education- An effective tool for student engagement in Latest Innovation For Future Education Life In 2021 – Thickest Book In The World published by ESN publications ISBN : 978-81-947019-0-3 in 2021. This book is selected for World Book of records titled Thickest Book in the world.
5. Published paper on “Game-based learning in Education an effective tool to engage students” in E-ISBN publication titled “Education trends in a post-pandemic future in the fields of Engineering, Science, Arts, Humanities, Commerce, Economics, Social Sciences, Law and Management - Challenges and Opportunities”. ISBN 978 -93-91772-24-6 , March 2022, <https://play.google.com/store/books/details?id=Dv5kEAAAQBAJ>
6. Published paper on GREEN ACCOUNTING: A MEASURE OF SOCIAL RESPONSIBILITY TOWARDS ENVIRONMENT in EMERGING TRENDS AND PRACTICES IN BUSINESS, COMMERCE & MANAGEMENT published by RED’SHINE PUBLICATION PVT. LTD. Headquarters (India): 88-90 REDMAC, Navamuvada, Lunawada, India-389 230 ISBN: 978-93-94727-74-8 ISBN-10: 93-94727-74-4 DIP: 18.10.9394727744 DOI: 10.25215/9394727744 as **Associate Editor**  
[https://drive.google.com/file/d/1X10uvQTqKPw-nEfzWWdK-8HV\\_jG7nJMy/view?usp=sharing](https://drive.google.com/file/d/1X10uvQTqKPw-nEfzWWdK-8HV_jG7nJMy/view?usp=sharing)
7. Published paper on GENDER SENSITIZATION AND ROLE OF EDUCATION in Gender Equality ISBN- 978-93-95054-49-2
8. Published paper on EMPOWERING RURAL WOMEN: EXPLORING THE NEXUS OF FINANCIAL LITERACY AND SUSTAINABLE DEVELOPMENT in Women in Contemporary India: Issues and Challenges Published by: Department of Human Resource Management Dr. MGR Educational and Research Institute, Adayalampattu Phase II Campus, Maduravoyal, Chennai – 95 ISBN: 978-93-95054-79-9  
<https://drive.google.com/file/d/1JkfcDjIDTm0P0AkCUzKXLX0agz6GLqZv/view?usp=sharing>

**Activities**

1. Details of guest lectures / invited talks delivered (Resource activities, last five years)
  - Served as key note speaker International conference on Business Process Reengineering at Guru Nanak College, Chennai on 21<sup>st</sup> and 22<sup>nd</sup> February, 2020
  - Served as key note speaker at ICMRI, 2020 Chennai
  - Served as a session chair at International Conference on Emerging approaches in Business management – Agile Interdisciplinary Practices on 26<sup>th</sup> November 2021 organised by SRM Institute of

	<p>Science and Technology department of Management Studies.</p> <ul style="list-style-type: none"> <li>Served as a resource person for Data collection and data analysis organized by National University UAE</li> </ul>
<b>Recognition / Awards</b>	<ul style="list-style-type: none"> <li>2024 Research Excellence award</li> <li>2023 Best paper award SRDC</li> <li>2022 CV Raman Award</li> <li>2021 Pillars of India award</li> <li>2021 Editor of Asia Book of records</li> <li>2020 Best researcher award by ICMRI</li> <li>2019 Best Paper Award by ESN Publication</li> <li>2019 Best teacher award by V.P. Institute of Management studies and research, Sangli</li> <li>2013 State-level Best teacher award by VVM, Ujjain (MP)</li> <li>2001 Distinction 8th position in DAVV University Merit list</li> <li>1999 Distinction Gold Medalist in DAVV University</li> </ul>
<b>Seminar Conferences Attended</b>	<p><b>National 14</b>  <b>International 24</b>  <b>FDP- 85</b>  <b>PDP-1</b>  <b>Refresher Program -3</b></p>