



**Name: Dr.R.Vennila**

Designation: Associate Professor

Specialization: Finance

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**Qualification**

M.Com., M.Phil., MBA., PGDCA., Ph.D

**Work Experience**  
16 years

**Courses Facilitated**

Financial Accounting, Corporate Accounting, Financial Management, Auditing and Assurance, Portfolio Management, Banking and Insurance Operations.

**Member on Committees / Editorial Boards**

Editorial Board Member in Journal of Emerging Technologies and Innovative Research (JETIR)

**Career Summary**

I am an energetic Professor. The passion for my profession is undoubtedly my greatest strengths. I believe it reflects in each lesson; in each talk I have with the students. They can feel that I really want the best for them, and try my best in each lesson, which of course motivates them to also try hard, or at least to stay disciplined. I do not find it hard to gain trust of the students, because I understand how they feel in different situations and can choose the right words in my lessons. I'd say that my greatest strength is an ability to build respect in the eyes of the students.

**Research Interest**

Research stimulates up my interest significantly. Writing articles gave me great pleasure in publicizing my academic efforts, therefore I used to write them anytime I felt like it.

**Research Publications**

1. Published an article in an UGC Care Listed Journal, International Journal for Research in Applied Science & Engineering Technology (IJRASET) with the title of "A Critical Examination and Scrutiny between Tata Steels and JSW Steels Limited in India", Volume 12 Issue V, ISSN: 2321-9653; IC Value: 45.98, pp. 3067-3073, May 2024.
2. Published an article in Scopus Indexed Journal Tianjin Daxue Xuebao (Ziran Kexue yu Gongcheng Jishu Ban)/ Journal of Tianjin University Science and Technology with the title of "Evaluation of Investment Returns on Selected Manufacturing Companies In India - An Analytical Study", Vol: 57 Issue: 05, ISSN (Online):0493-2137, pp.55-63, May 2024
3. Published an article in an UGC Care Listed Journal, International Journal for Research in Engineering Application & Management (IJREAM), "A Comparative study on the financial performance of SBI and ICICI Bank", Volume 9, Issue 12, ISSN-2454-9150, pp.201-208, March 2024.
4. Published an article in an UGC Care Listed Journal of Emerging Technologies and Innovative Research (JETIR) with the title of "An Analytical Study on User Experience on Digital Payment Modes in Bangalore", Volume 11, Issue 3, ISSN-2349-5162, pp. g698-g707, March 2024
5. Published an article in an UGC Journal International Journal for Research in Applied Science and Engineering Technology (iJRASET) with the title of "A Conceptual Study on Implications of Green Finance in India", Volume 12, Issue III, ISSN: 2321-9653, pp.1977-1983, March 2024.
6. Published an article in UGC and Scopus Indexed Journal of Xidian University with the title of "Examining the Efficacy of Stress Reduction Techniques in Enhancing Workplace Well-being: A Case Study in the Banking Industry", VOLUME 18, ISSUE 3, ISSN NO: 1001-2400, pp.569 – 583, March 2024

**Professional Memberships**

7. Published an article in NIFM - Journal of Public Financial Management with the title of “A Systematic Review of Sustainability Assessment Instruments: Examining the Sustainability Accounting Standards Board (SASB) and the Global Reporting Initiative (GRI)” ISSN: 2347 -1549, pp.33-41, February 2024.
8. Published an article in Scopus Journal Community Practitioner with the title of “Investment Valuation and Portfolio analysis of selected Banking Companies in India”, Volume 21; Number 1; Ref No: Comm\_5478231031, ISSN: 1462-2815, pp.260-267, January 2024
9. Published an article in WOS & Scopus Indexed Journal Data-Driven Decision Making for Long-Term Business Success with the title of “Overview of Industry 5.0 on Emerging Technologies and Human and Robot Collaboration”, ISBN13: 9798369321935, December 2023.
10. Published an article in UGC Care listed Journal Rabindra Bharati University Journal of Economics with the title of “An Empirical Study on Cause and Effect of Flood and Its Impact on IT Companies, Bangalore”, Volume: XVII - No.10, November 2023, pp. 71-78
11. Published an article in UGC Care listed Journal Rabindra Bharati University Journal of Economics with the title of “A Study on The Volatility of Share Prices of Selected Top Automobile Companies in India”, Volume: XVII - No.10, November 2023, pp. 47-56
12. Published an article in International Current Journal of Engineering and Science (ICJES) with the title of “Significance and Relevance of Integrated Reporting in Recent Times - A Perspective”, Volume 2, Issue 4, August 2023, pp.1-4.
13. Published an article in an International Journal Of Advance Research And Innovative Ideas In Education (IJARIIE) with the title of “A Study on Perspective of Forensic Audit and Valuation”, Volume 9 Issue 4, August 2023, pp.1872 – 1878.
14. Published an article in an UGC Approved Journal, International Journal of Current Science (IJCS PUB) with the title of “A Conceptual Study on Cyber Crime and Cyber Security - An Indian Perspective”, Volume 13 Issue 2, June 2023, pp.104-116
15. Published an article in an **ABDC Journal**, KOREA REVIEW OF INTERNATIONAL STUDIES, with the title of “An Overview of SPAC and Its Relevance in Indian Context” Volume 16 Issue 46, May 2023.
16. Published an article in an Open Access Journal, Journal of Emerging Technologies and Innovative Research with the title of “A Study on Financial Position and Performance Analysis of Tata Consultancy Services Limited”, Volume 10, Issue 4, April 2023, pp.k149-k157
17. Published an article in an UGC Approved Journal Kanpur Philosophers, International Journal of Law and Social Sciences, with the title of “A Study on Block Chain and the Linkage between Financial Institutions and Financial Markets” Volume X, Issue I (C), March 2023, pp. 151 - 157
18. Published an article in a **Scopus Indexed Journal** on Journal of Jilin University with the title of “A Study on Role and Performance of Edible Oil Manufacturing Companies in India”, Volume: 42 Issue: 03-2023, pp.181-192, March 2023.
19. Published an article in 20th AIMS conference on Management - IIM Kozhikode, with the title of “A Study on Role and Performance of Edible Oil Manufacturing Companies in India” Conference Proceedings, ISBN: 978-1-943295-20-3, pp.325-330, December 2022
20. Published an article in an International Journal of Research in Academic World (IJRAW) with the title of “A Study on Challenges and Factors Influencing Online Banking Services in India” Volume 1, Issue 14, pp. 73-75, October 2022.
21. Published an article in a **Scopus Indexed Journal** on The Seybold Report Journal with the title of “A Study on Risk and Return Relationship of Non-Convertible Debentures of Selected Companies in India”, Volume 17, Issue 9, pp.112-122, September 2022.

22. Published an article in an International Journal of Multidisciplinary Research and Growth Evaluation with the title of “A Study on Forensic audit and regulatory perspective” Volume 3, Issue 4, pp.430-433, July – August 2022.
23. Published an article in a Journal of Emerging Technologies and Innovative Research with the title of “Insider Trading During Pandemic Times – An Indian Perspective” Volume 9, Issue 7, pp.636-643, July 2022.
24. Published an article in an International Journal of Research and Analytical Reviews (IJRAR) with the title of “A Study on Impact of FII on Financial Performance of Selected Housing Finance Companies in India”, Volume 9, Issue 3, pp.887-892, July 2022.
25. Published an article in an International Journal for Research in Applied Science and Engineering Technology (IJRASET) with the title of “Food Safety and Security in India” Volume 10, Issue VI, pp.3345-3348, June 2022.
26. Published an article in a UGC Listed Journal of the Asiatic Society of Mumbai with the title of “Investor’s Perception towards Stock Market Investment - From the viewpoint of Faculties of Selected Educational Institutions”, Volume: XCV, No:22, pp.39-44, June 2022,
27. Published an article in an International Journal of Scientific & Engineering Research with the title of “A Study on the Effect of Post - Merger Financial Performance of Canara Bank”, Volume 13, Issue 6, pp. 1-11, June 2022.
28. Published an article in a **Scopus Indexed Journal** of TIANJIN DAXUE XUEBAO (ZIRAN KEXUE YU GONGCHENG JISHU BAN)/JOURNAL OF TIANJIN UNIVERSITY SCIENCE AND TECHNOLOGY with the title of “AI in Circular Economy - The Linkage Between Sustainable Growth And Development – An Indian Perspective”, Volume 55, Issue 5, May 2022
29. Published an article in an International Journal on of Research Publication and Reviews with the title of “Challenges and Opportunities of Education System in India”, Volume 3, No.5, pp. 3383-3388, May 2022.
30. Published an article in an **ABDC** Journal named Manager – The British Journal of Administrative Management with the title of “Promotor’s Holding and Financial Performance of Selected Housing Finance Companies In India”, Volume 58, Issue 150, pp.133 – 144, May 2022
31. Published an article in International Journal of Innovative Research in Technology (IJIRT), Volume 8, Issue 10, March 2022 with ISSN: 2349 6002, Impact Factor: 7.376 with the title of “Economic Independence among Rural Women Entrepreneurship - A study with special reference to Ariyalur District”
32. Published an article in International Journal of Trend in Scientific Research and Development(IJTSRD),Volume 5, Issue 5, July – August 2021 with ISSN : 2456 – 6470, Impact Factor: 6.410 with the title of “Cryptocurrency: Myths and Realities in India”
33. Published an article in UGC CARE Approved International Indexed and Referred Journal -Think India Journal, Volume 22, Issue 14, December 2019 with ISSN: 0971 – 1260, Impact Factor: 6.2, with the title of “Role of Akshaya in Providing E – Governance Services”
34. Published an article in International Journal of Commerce and Management Research (IJCMR), Volume 5, Issue 1, January 2019 with ISSN: 2455-1627, Impact Factor: RJIF 5.22, with the title of “Tourism Sector Contributions towards Indian Economic Growth”
35. Published an article in International Research Journal of Management and Commerce (IRJMC), Volume 5, Issue 6, June 2018 with ISSN: 2348 – 9766, SJIF:5.564 with the title of “An Analytical Study on Gross Domestic Savings in India”
36. Published an article in International Journal of Multidisciplinary Educational Research (IJMER), Volume: 6, Issue: 9, September 2017 with, ISSN: 2277-7881, JISRAF Impact Factor 4.527, Index



- Copernicus Value 5.16 & International Scientific Indexing Value: 2.286 with the title of “SWOT Analysis on General Sales Tax”
37. Published an article in EPRA International Journal of Southern Economic Light, Volume 5, Issue 1, November 2016, **Impact Factor: 4.368**, ISSN No: 2277 – 5692 titled as “Investor Perspective towards Gold Investment in Coimbatore District”
  38. Published an article in EPRA International Journal of Economic Growth and Environmental Issues, Volume 3, June – May, 2015, ISSN No: 2321 – 6247 titled as “A Study on Decadal Analysis of Gold and Silver Prices in India from 1974 – 2014”
  39. Published an article in Contemporary Indian Business Processes, Excel India Publishers, New Delhi, 2015, ISBN No: 978-93-84869-11-3 titled as “Effect of Global Financial Crisis on Commodity Market with special reference to Metal AU”
  40. Published an article in Emerging Trends in Finance, Archers and Elevators Publishing House, New Delhi, 2014, ISBN No: 978-93-83241-24-8 titled as “Volatility of Gold Prices in Indian Commodity Market”
  41. Published an article in International Conference on Managing Human Resources At The Workplace; Shri Dharmasthala Manjunatheshwara Institute For Management Development; Edited Volume; December 2014; ISBN 978-93-83302-01-7 titled as “Employee Engagement For Attrition Management”
  42. Published an article in National Level Seminar on Human Resource Management Practices In Higher Educational Institutions-Perspectives And Challenges; St. Joseph's College Of Commerce; Edited Publication; September 2014; Page Number 238-245; bearing ISBN 978-81-924180-2-5 titled as “Innovation Practice In Performance Evaluation Of HRM”
  43. Published an article in National Conference on Creativity and Innovation In Business; Madras Christian College; Edited Volume; Semmoodhai Pathippagam; on September 2014; Page Number 52-56; bearing ISBN 978-93-81006-82-5 titled as “Innovation In Banking”
  44. Published an article in Conference on Growth of Indian Economy; Edited Publication; Karandhal Acchu Kalaiyagam; on February 2014; Page Number 149-151; bearing ISBN 978-93-80509-44-0 titled as “Past, Present and Future Perspectives of Transport Services in India”
  45. Published an article in Emerging Trends in Finance; Edited Volume; Archers & Elevators Publishing House; on February 2014; Page Number 139-151; bearing ISBN 978-93-8321-24-8 titled as “Volatility of Gold Prices in Indian Commodity Market”
  46. Published an article in International Conference on New Vistas of Indian Business In Global Scenario; International Journal Of Management And Development Studies; on October 2013; Page Number 1-5; bearing ISSN 2321-1423 titled as “Impact Of Celebrity Advertisement On Consumer Behaviour”
  47. Published an article in Proceedings of the National Seminar on Impact of FDI, FOREX and Foreign Trade on the Indian Economy; on March 2013; Page Number 228-231; bearing ISBN 978-93-82570-07-3 titled as “FDI in Farm Sector”
  48. Published an article in Q Books & Publisher, Coimbatore; on February 2013; bearing ISBN 978-93-80800-19-6 titled as “Women’s Role in Business & Profession”
  49. Published an article in Excel Publishers, New Delhi; 2013; bearing ISBN 978- 93-82062-97-4; tiled as “GAAR & Income Tax Regulations”

**Articles / Case Studies**

- Published an article in Edited Volume Book named Futuristic Trends in Management with the title of “CHATGPT and its Influence on Education Sector” e-ISBN: 978-93-5747-724-6; IIP Series, Volume 3, Book 12, Part 5, Chapter 1, pp.75-81, April 2024

	<ul style="list-style-type: none"> <li>• Published an article in Edited Volume Book named Global Innovations for Sustainable Development, Himalaya Publishing House with the title of “The Future of Cryptocurrency and its role in the Indian Economy”, ISBN 978-93-5840-174-5, pp. 21-23, March 2024.</li> <li>• Published an article in Edited Volume Book Emerging Trends in Business and Technology with the title of “Emergence of the Gig Economy - An Indian Perspective” Aarhat Publication and Aarhat Journals, April 2022, pp. 145-156</li> <li>• Published an article in Edited Volume Book The Socio-Economic Implications of the Coronavirus Pandemic (COVID-19) in India with the title of “A Critical Study on Impact of Covid 19 on the Economy – A Perspective on the Challenges Faced and Opportunities Driven” VANI PUBLICATIONS, April 2022, pp. 125-131</li> </ul>
<b>Consultancy / Projects</b>	<b>Nil</b>
<b>Books / Chapters</b>	<ul style="list-style-type: none"> <li>• Published an article in Edited Volume Book Marketing and Operations Management Research: Block Chain - The Chain for changing the marketing Sphere with the title of “A Study on Block Chain Technology and its role in Digital Economy – An Indian Perspective”, NOVA Science Publishers Inc, New York, December 2023, pp.79-88.</li> <li>• Book Published with the title of Financial system in Economic Development, Scientific International Publishing House, August 2023, ISSN: 978 - 93 - 5757 - 468 - 6</li> <li>• Published an article in Edited Volume Book Emerging Trends in Business and Technology with the title of “Emergence of the Gig Economy - An Indian Perspective” Aarhat Publication and Aarhat Journals, April 2022, pp. 145-156</li> <li>• Published an article in Edited Volume Book, The Socio-Economic Implications of the Coronavirus Pandemic (COVID-19) in India with the title of “A CRITICAL STUDY ON IMPACT OF COVID 19 ON THE ECONOMY – A PERSPECTIVE ON THE CHALLENGES FACED AND OPPORTUNITIES DRIVEN” VANI PUBLICATIONS, April 2022, pp. 125-131</li> </ul>
<b>Activities</b>	<b>Nil</b>
<b>Recognition / Awards</b>	<ul style="list-style-type: none"> <li>• Patent registered and granted with the title of “Empowering Employee Engagement and Feedback systems through AI - Powered Linguistic Innovations”, Patent Office Journal – India, Accepted and Published on 29/03/024.</li> <li>• Acting as an Editorial Review Board Member in Journal of Emerging Technologies and Innovative Research from 2022 onwards, ISSN: 2349-5162</li> </ul>
<b>Seminar Conferences Attended</b>	<ul style="list-style-type: none"> <li>• 35 International Seminars, 50 National and State Level Seminars, 5 International Symposiums and more than 50 Webinars.</li> </ul>