


CURRICULUM VITAE

NAME	R.R. Vishnu priya	
QUALIFICATION	M.COM. M.PHIL., PH.D., PGDCA.,	
DESIGNATION	ASSISTANT PROFESSOR	
DEPARTMENT	COMMERCE	
DATE OF BIRTH	15-12-1977,41YEARS	
DATE OF APPOINTMENT	20-01-2016	
MOBILE NUMBER	9159791811	
E-MAIL	Vishnupriya1936@gmail.com	

Educational Qualification : M.com., M. Phil., Ph.D. PGDCA

Degree	Subject	College / University & Place	Year Completed
B.com.,	Commerce	Fatima College, Madurai.	1999
M.com.,	Commerce	Madurai Kamaraj University, Madurai.	2001
M.Phil.,	Commerce	Madurai Kamaraj University, Madurai.	2003
PGDCA.,	Computer Application	Sourashtra College, Madurai.	2006
NET	Commerce	UGC	June 2011
Ph..D	Commerce	Madurai Kamaraj University, Madurai.	2015

ACADEMIC EXPERIENCE IN OTHER INSTITUTIONS:

Designation	Institution	Duration
Assistant Professor	Sourashtra college for Women, Pasumalai, Madurai.	Aug 2003 – May 2015
Assistant Professor	Sourashtra college(Management Staff) Madurai.	June 2015 – 19.01.2016
Assistant professor	Sourashtra college (Aided) Madurai	20.01.2016-Till date

ACADEMIC ACTIVITIES -**I. List of Research Publications (with ISSN)**

Sl.No	Name of the Journal (Nat'l / Int'l)	Paper Title	ISSN	Month & Year
1	Indian Academic Researchers Association	The worth of disclosure in value added statement and pattern of value added distribution.	Volume 1,spl issue 1,ISSN 2250-1940	Feb-2014
2	Shanlax International Journal of Commerce.	Online marketing- challenges in future.	Volume 5,spl issue 1,ISSN 2320-4168,Impact Factor 2.5	Feb-2017
3	Research journal of SRNMC	A study of Internet Marketing in India- Challenges and Opportunities	Volume 1,spl issue ,ISSN 2385- 7085	Feb 2018
4	Roots International journal of multidisciplinary researchers	Bitcoin Cryptocurrency	Volume 4,spl issue 10,ISSN 2250-1940,Impact Factor 3.487 2349-8684	March 2018

5	Roots International journal of multidisciplinary researchers	Segment Reporting	Volume 4,spl issue 10,ISSN 2250-1940,Impact Factor 3.487 2349-8684	March 2018
6	Shanlax International Journal of Management	Green Marketing	Volume 5,spl issue 2,ISSN 2321-4643,Impact Factor 2.082	March 2018

II. PAPERS PUBLISHED IN EDITED VOLUMES (with ISBN)

Sl.No	Topic /Publishers (State / Nat'l / Int'l)	Paper Title	ISBN	Month & Year
1	Emerging Trends in Management	Marketing of gold in Indian market.	978-81-904189-5-9	Mar 2014
2	Innovative practices in global business	A study of value added statement and pattern of value added distribution	978-93-80530-36-9	Mar 2014
3	Online marketing of services in the Globalisation Era	Online services and marketing –An Overview.	819-29-4584-7	Mar-2016
4	Impact of Demonetization on small and medium scale Industries	Effect on Demonetization in India.	978-223-0078	Jan 2017
5	Impact of Demonetization on small and medium scale Industries	Demonetization – Impact on the India Economy.	978-223-0078	Jan 2017
6	Emerging trends and challenges	A study of selected SHGs in self help group	978-81-909344-8-0	Jan 2019

III.LIST OF FDP ATTENDED

Sl.No	Organisedby Colleges/Universities	Topic	Month & Year
1	OAA_MAVMM school of Management,Madurai.	Topic on Academic Research- writing and publishing Research papers.	Jan 2014
2	Sourashtra College,Madurai.	Redefined Role of Teachers.	Mar 2016
3	Sourashtra College,Madurai.	Innovation in Teaching.	Mar-2018

IV.LIST OF WORKSHOP ATTENDED

Sl.No	Organisedby Colleges/Universities	Topic	Month & Year
1	GTN Arts college	Application of statistical tools for research	Oct 2005
2	Sourashtra College,Madurai.	Goods and Services Tax.	Aug 2018

V. LIST OF SEMINAR/CONFERENCE ATTENDED/PAPER PRESENTED

Sl.No	Topic /Publishers (State / Nat'l / Int'l)	Organized by Dept/University/ College	Paper Title	Month & Year
1	Entrepreneurship awareness programme	Madurai kamaraj university in collaboration with Sourashtra college for women	Women empowerme nt	Dec 2009
2	Foreign direct Investment in Retail Trade	Sourashtra College,Madurai.	Seminar Attended	Feb 2013
3	Business Analytics and Block chain	The Madura College,Madurai.	Segment Reporting	Dec 2017
4	Business Analytics and Block chain	The Madura College,Madurai.	Bitcoin cryptocurrency	Dec 2017
5	New Frontiers in Business Management	S.Vellachamy Nadar College,Madurai.	Green Marketing	Feb 2018
6	Changing Global Scenario-strategies for business	Sri.Ramasamy Naidu Memorial College,Sattur.	A study of Internet marketing in India- Challenges and opportunities	Feb 2018

7	Contemporary issues and futuristic trends in management	Vijay institute of management, dindigul.	A study on core, challenges and issues of business ethics	Feb 2019
8	Rural women Empowerment – A way of sustainable development	Ayya Nadar Janaki Ammal collage, sivakasi , Tamil Nadu.	Bit coin and the process of mining	Jan 2019
9	Innovative business practices in globalization era	Sourashtra college, Madurai.	e-commerce in globalization era	Feb 2019

VI List of orientation attended

s.no	Organized by colleges/ universities	Name of the programme	Month & year
1.	Bharathidasan university	104 th orientation programme	08-11-2018 to 05-12-2018

Additional Responsibilities taken in our College:

(such as NSS/NCC/Various Clubs/Various Committees/etc.,)

(Kindly attach the activity report with evidence)

S.No.	Position	NSS/NCC/Committee/Club/etc.,	Date/Period
1	Programme Officer	Red Ribbon Club	JUNE 2017-till date
2	Member	Band committee	JUNE 2017-till date