

CURRICULUM VITAE



Dr. R. R. Vishnupriya

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

Assistant Professor of Commerce

Sourashtra College (Autonomous)

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Career Objective

To contribute effectively to the field of higher education through teaching, research and academic service while nurturing students with strong ethical values, critical thinking skills and practical knowledge in commerce, finance and emerging digital business environments.

Educational Qualifications

Degree	Institution	Year	Result
B.Com	Fatima College, Madurai	1999	82% - First Class with Distinction
M.Com	Madurai Kamaraj University	2001	59.2% - Second Class
M.Phil (Commerce)	Madurai Kamaraj University	2003	
PGDCA	Sourashtra College, Madurai	2006	65% - First Class
NET (Commerce)	UGC, New Delhi	2011	
Ph.D (Commerce)	Madurai Kamaraj University	2015	

Academic Experience

Designation	Institution	Duration
Assistant Professor (Self Finance)	Sourashtra College for Women, Madurai	Aug 2003 – May 2015
Assistant Professor (Management Staff)	Sourashtra College, Madurai	Jun 2015 – Jan 2016
Assistant Professor (Aided – Government Scale)	Sourashtra College, Madurai	Jan 2016 – Present

Research Publications

Published more than 15 research papers in national and international peer-reviewed journals including UGC CARE listed journals. Major research areas include E-commerce, digital marketing, MSME women entrepreneurship, financial performance analysis, cybersecurity in online business, cryptocurrency, and artificial intelligence in advertising.

- Financial Performance of Khadi and Village Industries Commission in India.
- Role of Women Entrepreneurs in MSME in the Current Scenario.
- Cyber Security – A Predominant Key for E-Commerce Business.
- GIG Economy in India – An Overview.
- Leveraging Deep Learning for Anomaly Detection in Financial Transactions.
- The Role of AI in Advertising in India's Retail Sector.

Conference / Seminar Participation

Presented research papers and actively participated in numerous national and international conferences and seminars organized by reputed institutions such as Madurai Kamaraj University, The Madura College, Lady Doak College, Mannar Thirumalai Naicker College and international conferences in Malaysia.

Faculty Development Programs & Training

- Advanced Concepts for Developing MOOCs – Ramanujan College, University of Delhi
- Academic Excellence in Digital Teaching – Madurai Kamaraj University
- Industry 4.0 – Building Digital Enterprises
- Comprehensive Research Techniques – Rabindranath Tagore University
- Managing Online Classes and Co-Creating MOOCs

Academic & Administrative Responsibilities

- Programme Officer – Red Ribbon Club (2017 – 2023)
- Programme Officer – NSS Unit No.32 (2023 – Present)
- Deputy IQAC Co-ordinator – Sourashtra College (2025 – Present)
- Convener – Band Committee
- Co-Convener – Women Empowerment Cell

Award And Appreciations

- Received Best Teacher Award from Agam Foundation Chennai.
- Received “WOW- Woman of Worth Award from JCI Pandian, Madurai.

Resource Person / Academic Contributions

Served as Chairperson, Chief Guest, Judge and Resource Person in various academic events, faculty development programs and conferences organized by colleges and universities including Virudhunagar Hindu Nadars Senthikumara Nadar College, Sourashtra College for Women and other institutions.