

CURRICULUM VITÆ

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PERSONAL DETAILS

Name : Dr.B.Arthi
Father's Name : Mr.R.Baskaran
Gender : Female
DOB : 29.05.1978
Nationality : Indian

EDUCATIONAL QUALIFICATION

Designation : Assistant Professor of Commerce
Institution : Urumu Dhanalakshmi College, Trichy.
Academic Qualification : M.Com., MCS., MBA., M.Phil., Ph.D

Degree	Institution / University	Specialisation	Year	Class
Ph.D	Bharathidasan University, Trichy.	Finance	2015	Commended
M.Phil	Alagappa University, Karaikudi	Finance	2007	I (64%)
MBA	RVS IMSR, Coimbatore .	Finance	2012	I (72%)
M.Com	ManonmaniamSundaranar University, Tirunelveli.	Commerce	2008	I (73%)
MCS	Seethalakshmi Ramasamy College, Trichy	Corporate Secretaryship	2001	Distinction (75%)
B.Com	Seethalakshmi Ramasamy College, Trichy	Commerce	1998	I (71 %)

XII/HSC	Sri Saradha Vidyalaya Higher Secondary School, Salem.	Commerce	1995	I (80 %)
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TECHNICAL QUALIFICATION: DCA (Diploma in Computer Application) & TALLY.

WORK EXPERIENCE

Place of Work	Job Responsibility	From	To	Experience
Ururu Dhanalakshmi College (Aided), Trichy	Assistant Professor of Commerce	Feb 2016	Till Date	4 years 4 months
Srimad Andavan College of Arts & Science, Trichy.	Assistant Professor of Commerce	July 2015	Feb 2016	7 months
Hindusthan College of Arts & Science, Coimbatore.	Assistant Professor of Commerce	July 2012	March 2015	3 Years
Kongu college of Arts & Science, Karur.	Assistant Professor of Commerce - CA	June 2010	Oct 2011	1 Year 5 months
Valluvar College of Science & Management, Karur.	Lecturer in Commerce	June 2008	April 2010	2 Years
Sri JayendraSarawathy Mahavidyalaya College of Arts & Science, Coimbatore	Lecturer in Corporate Secretaryship	Aug 2006	March 2007	8 months
Bishop Ambrose College, Coimbatore	Lecturer in Corporate Secretaryship	June 2003	May 2005	2 Years
Muthu Arts & Science College, Harur.	Lecturer in Commerce	July 2002	March 2003	9 months

ACADEMIC EXPERIENCE

Teaching : UG - 15 years PG - 11 years TOTAL : 15 years.

Area of specialization : Finance

Subject Expertise : Research Methodology , Corporate Accounting, E-Commerce, Management Information System, Information Technology,

Income Tax, Management Accounting, Enterprise Resource Planning, Computer Application in Business, Human Resources Management, Strategic Management, Financial Management.

RESEARCH EXPERIENCE

No. of Years : 7 years
No. of M.Phil Guided : 4
No. of M.Phil Pursuing : 1
No. of Ph.D Guided : Nil
No. of Ph.D Pursuing : 3

ACADEMIC ACTIVITIES:

Member of Board of studies : Board of Studies for B.Com CA in Mahendra Arts & Science College, Kalippatti (P.O)
Doctoral Committee Member : Bharathidasan University, Trichy
Chairman of Board : Member of board of Examiner – UG Commerce board, Bharathidasan University, Trichy
Question paper setter for various Autonomous Colleges in Tamil Nadu
UG Semester Exam valuation panel member, Bharathidasan University, Trichy.

SEMINAR/CONFERENCE/WORKSHOP

Organised/ Convener : Organised Online Webinar on “Investment Strategies - Post COVID 2019”
Presented : National - 20 International – 10

SEMINAR/CONFERENCE/WORKSHOP

➤ Organizing Committee, One day INTERNATIONAL CONFERENCE ON BUSINESS, FINANCE AND MANAGEMENT: CHALLENGES IN THE GLOBAL ERA, ICBFM –

2017, held 20th January,2017, Organised by PG and Research Department of Commerce, Urumu Dhanalakshmi College, Trichy-19.

- Participated in the Two days Seminar on “**Entrepreneurial Opportunities for Women and Youth**” conducted by the “ Bharathidasan University, Department of Women Studies, Khajamalai Campus, Tiruchirapalli and WEAT(Women Entrepreneurs association of Tamilnadu) on 27th and 28th June,2018.
- Participated in the “**DAY LONG INTERNATIONAL WORKSHOP ON INNOVATIVE RESEARCH PUBLICATION IN FINANCE**” JOINTLY ORGANISED BY “**SMART Journal of Business Management Studies**” and Srimati Indira Gandhi College, Trichy held on 5th July,2019.
- Participated in the Workshop on “**INTELLECTUAL PROPERTY RIGHTS**” conducted by PG & Research Department of Commerce, Urumu Dhanalakshmi College, Trichy-19 held on 3rd October,2019
- **Two days National level workshop on SPSS** on 6th and 7th February,2020, conducted by PG & Research Department of Commerce, Urumu Dhanalakshmi College, Trichy-19.

ORIENTATION PROGRAMME

UGC sponsored “**Orientation course**” conducted by **UGC - ACADEMIC Staff College, Bharathidasan University, Tiruchirappalli, during 23rd August, 2017 to 19th September, 2017.**

PUBLICATION DETAILS

JOURNAL PUBLISHED

S.No	Name of the Journal	Title	Vol & Issue No.,Year	ISSN No.
1	SELP Journal of Social Science (National Journal).	Retained Earnings of Infosys Technologies Ltd	Vol.IV Issue.14 Jan-Mar2013	0975 – 9999 Pg.no.1-5
2	Journal of Management and Science (International Journal).	A Study on Technical Analysis of S&P CNX NIFTY INDEX	Vol.III Issue.1 Mar 2013	2249 – 1260 2250-1819 Pg.no.26-30.

3	International Journal of Management Focus (International Journal).	A study on the Corporate Retained Earnings of Sugar Industries in India.	Vol.III Issue.2 Apr-Jun2013	2250 – 2971 Pg.no.61-68.
4	Research Explorer (International Journal)	A study on the Corporate Retention Income of the Steel Industries in India	Vol.II Issue.4 Jul-Dec 2013	2250 – 1940 Pg.no.77-80
5	International Journal of Marketing, Financial Services & Management Research.	Determinants of Corporate Retained Earnings in Cement Industry.	Vol.5 Issue.2 Apr-Jun 2016	2277 –6788 Pg.no.8-19
6	International Journal of Multidisciplinary Educational Research(Impact Factor- 3.318)	Perception and Preference of Mutual Funds Investors in Karur	Vol.5 Issue.7 July 2016	2277-7881 Pg.no.8-19
7	International Journal of Scientific Research and Review	A study on Consumer Preference of Selected FMCG Products in Triohy, Tamil Nadu	Vol VII, Issue.10, Aug 2018	2279-543X Pg.no.105-108
8	International Journal of scientific Research and Review	A Study on Online Banking Users in Trichy	Vol VII, Issue.10, Aug 2018	2279-543X Pg.no.170-173
9	International Journal of scientific Research and Review	Customer Satisfaction Towards Internet Shopping in Tiruchirappalli	Vol VII, Issue.10, Aug 2018	2279-543X Pg.no.116-120
10	Shanlax International Journal of Commerce	A study on the impact of Celebrity Endorsement towards Chennai silks, Tiruchirappalli	Vol.6 Special Sep 2018	2320-4168 28-33
11	Primax International Journal of Commerce and Management Research	A Study on Customer Perception towards the Investors of Mutual Funds in Tiruchirappalli District	Special Aug 2019	2321-3604. Pg.no.26-30
12	The International Journal of Analytical and Experimental Modal Analysis	A Study on Customer Experience in Online Shopping with Special reference to Thuvakudi at Trichy	Vol XI, Issue IX, Sep 2019	0886-9367
13	Our Heritage	Organic farming in TamilNadu: Status, constraints and Challenges	Vol XX, Issue X, Jan 2020	0474-9030

BOOKS EDITED/AUTHORED

S.No	Name of the Book	Publisher Name	Author Name	ISBN No.
1	Organisational Behaviour – BBA III Sem, 10431/12631	Algappa University DDE , Karaikudi	Dr.B.Arthi	
2	Indian financial System – Bharathidasan University DDE Study Material, Trichy	CDE, Bharathidasan University, Trichy	Dr.B.Arthi	

ACHIEVEMENTS

RESOURCE PERSON – FDP/WORKSHOP/WEBINAR

S.No	Name of the Programme	Name of the Institution	Title	Month & Year
1	Resource Person - One day Workshop for Students	Valluvar College of Science & Management, Karur	“Swayam”	26 th June, 2019.
2	Resource Person and conducted One day FDP for Faculty Members	Annai Women’s College, Karur	“Teachers Journey Towards Swayam”	17 th August, 2019.
3	Resource Person for Guest Lecture	Vellalar College for Women (Autonomous), Erode	“Cyber Law and Security Governance”	17 th Sep, 2019.
4	Resource Person in Webinar	PSG College of Arts & Science(Autonomous), Coimbatore	“Cyber Security – “a Key to Lock Cyber Crimes”	13 th May, 2020.
5	Resource Person in Webinar	Sri Ramakrishna College of Arts & Science (Autonomous), Coimbatore.	“Cyber Crime and its Implications on the Young Generations”	16 th May, 2019.
6	Resource Person in Webinar	National College (Autonomous), Trichy	“Cyber Law: “An Effective Regulatory Measures to Curtail Cyber Crimes”	18 th May, 2020
7	Resource Person in National Level Webinar - Student Development Programme (SDP)	Srinivasan College of Arts & Science, Perambalur .	“Cyber Crime Strategies”	29 th May, 2020.

8	Resource Person in National Webinar	Thiruvalluvar Government Arts College, Rasipuram	“Modus Operandi of Cyber Crimes and its Relevant case studies”	31 st May, 2020.
9	Resource Person in Webinar	“E-Learning for Students”	“E-Learning for Students”	8 th June, 2020.

RESOURCE PERSON – CDE CLASS

- Acted as a Resource person for Annamalai University DDE students in B.com
- Acted as a Resource person for Bharathiar University DDE students in MBA
- Acted as a Resource person for Bharathidasan University DDE students in M.com

AWARDS

- **Best Teacher Award** - Certificate of Appreciation for the Upliftment in Students Career by Rotary Club, Karur Wings.

OTHER POSITION HELD

- NSS Programme Officer (Unit – IV) of Urumu Dhanalakshmi College, Trichy
- Co-ordinator of Rotaract Club, Urumu Dhanalakshmi College, Trichy
- Co-ordinator of Youth Red Cross & Red Ribbon Club, Urumu Dhanalakshmi College, Trichy
- Member of CTCP, Urumu Dhanalakshmi College, Trichy
- Member of UDWC, Urumu Dhanalakshmi College, Trichy