

Dr.S. Bhuvaneshwari M.Com., M.Phil., Ph.D., PGDCA.

Assistant Professor in Commerce

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Years of Experience: 10

Number of M.Phil Guided: 3

Number of M.Phil In progress: 1

Number of Ph.D Inprogress:3

UGC sponsored Minor project Sanctioned: A study on the performance of consumer protection council with special reference to Erode District of TamilNadu
Rs. 70000 Feb 2013

Publication – National Journals

1. A study of selected Consumer Products in rural marketing, Indian Journal of Marketing, Mat 2003 Vol XXXIII No. 5.

2. A study on thrift and credit utilization pattern of SHG in Lakshi Villas Bank Suriyampalayam branch, Erode, Indian Journal of Marketing, Jan 2004 Vol No.XXXIV No. 1

3. An Emprical evaluation of Employees Satisfaction under NREG Scheme in Kanakampalayan Panchayat Udumalpet Taluk, Commerce Today, Vol 8 ISSN 0975-7775 2013 Pg No.114

Patients satisfaction in utilizing the medical services of primary health centre, Desh vikas journal, Vol 3 Iss; 2 july – sep 2016pp 113-126ISSN 2397-1782

College students opinion on online marketing with special reference to women's college, Nehru school of management journal, ISSN 2349 4883, Double Blind reviewed, Vol 2 No.1 Sep 2016 PP.28-31

Publication – International Journals

1. A study on factor influencing the Brand loyalty of bath soap users in Erode, Namex International journal of Management Research, Jul – Dec 2012 Volume No.02 Issue No.02, ISSN 2250-2076 Pag. No. 64

A study on export performance of leather and leather products in India, Feb2015, International Management Research Review, Vol IV ISSN 2231-2501

Seminar Paper Publications

1. Empowerment of Women in India, Empowerment of Women in India New century publication New Delhi, ISBN 13 978-81-7708-155-8, &10 81-7708-155-1 2008 Pg.No.293
2. An Evaluation of Consumer Protection Council and Forums,Business Horizon First Ed DEc2010 Virudhunagar, ISBN 978-81-910426-3-4 Pg No.249
3. A study on consumer preference and problems of PDS of Pallipalayam Block of Namakka; District,Food Inflation Divine Publisher Trichy,2013 ISBN 978-81 920478-3-6 Pg No. 125
4. An Emprical evaluation of financial crisis in Banking sectors,International conference on Impact of Global crisis in Indian Business scenario,Mithila publication Erode,2014,ISBN 978-93-80506-09-8 Pg No.52
5. An analysis of the Foreign Direct Investment on the Indian Economy, International Conference on Emerging Paradigms in Management Research, Shanlak publication Madurai,2014ISBN 978-93-80686- 96-2 Pg No 316. Dr.S.Bhuvanewari Department of Commerce

National Level Paper Presentations

1. Consumerism and Consumer Protection Act-1986 - Consumer Protection (NCCP-2010) on 22nd Feb. 2012 at Kaamadhenu Arts and Science College, Sathyamanagalam.
2. An overview of consumerism - Consumer awareness protection and promotion of consumer rights at Khadir Mohideen College on 21&22 Feb 2009.
3. Women entrepreneurship in the changing scenario at women Christian college Nagar coil on 17 &18 Sep 2009. 4. National Conference on An overview of Wind Energy organized by JKK Nattraja Colege of Arts and Science Komarapalayam Aug 31st 2012

Refresher and orientation course attended

1. Attended an Orientation Course At Bharathiyar University May 15 to June 11 2009.
2. Attended a Refresher Course in Economics at Bharathiyar University May 8 to 28, 2012
3. Attended a Refresher Course in Commerce organized by UGC –Academic Staff College Bharathiyar University from 20.08.2014 to 09.09.2014.