

<b>Name</b>	Dr.R.Beena
<b>Educational Qualification</b>	M.Com.,M.Phil.,Ph.D.,
<b>Designation&amp; Institution</b>	Assistant Professor Department of Commerce (Business Analytics) Sri G.V.G. Visalakshi College for Women, S.V.Mills Post, Udumalpet 642128, India
<b>Professional Qualification</b>	<ul style="list-style-type: none"> <li>➤ Ph.D (Full time Scholar 2016-2022) in Commerce at Sri GVG Visalakshi College for Women.</li> <li>➤ M.Phil at Sri GVG Visalakshi College for Women from the period 2014-2015.</li> <li>➤ Master of Arts in Commerce (M.Com) from Sri GVG Visalakshi College for Women affiliated with Bharathiar University from the period 2012-2014 with 77%.</li> <li>➤ Bachelor of Arts in Commerce (B.Com) from Sri GVG Visalakshi College for Women affiliated with Bharathiar University from the period 2009-2012 with 78.9%.</li> <li>➤ HSE from SrinivasaVidhyalaya Matriculation Higher Secondary School with 91% from 2008-2009.</li> <li>➤ SSLC from Srinivasa Vidhyalaya Matriculation Higher Secondary School with 72% from 2006-2007.</li> </ul>
<b>Teaching Experience</b>	<ul style="list-style-type: none"> <li>➤ As an Assistant Professor in Department of Commerce (Business Analytics) from June 2023 to the present.</li> <li>➤ As a research scholar from the period (2014-2022) handled undergraduate (UG), post graduate (PG) classes on marketing Management, Human Resource Management, Principle of Management, Statistics classes for the students.</li> <li>➤ Mentor for M.Phil students in the research projects.</li> <li>➤ Five years of teaching experience in Office Automation.</li> </ul>

## Publications

- Published an **article** “Navigating Healthcare Economics Addressing Challenges and Implementing Reforms”, *Shanlax International Journal of Economics*, E-ISSN: 2582-0192, Vol.12, Issue No.3, June 2024, pp.31-37.
- Published a **book** titled “An Analysis on Rural Married Women Satisfaction of Primary Healthcare Centers in Udumalpet Block”, *JEC publications*, 2024, ISBN:979-93-5850-261-9.
- Published an article in **UGC care listed Journal** titled “Impact on Maternity Benefit Schemes among Women in Udumalpet Block”, *Journal of Asiatic Society of Mumbai*, Vol.97, Issue no:01(1), 2024.
- Published a **book chapter** titled “Women Entrepreneurship: Issues and Challenges” in ICSSR sponsored *One-day National Seminar on Rural Women Entrepreneurship through Skill Development*, Shanlax Publications, ISBN: 978-93-5980-468-2, 2023.
- Published an article in **UGC care listed Journal** titled “Awareness, Attitude and Practice Towards Pandemic Covid-19 Among College Students in Udumalpet” *Shodh Sanchar Bulletin*, Vol.10, Issue: 39, September 2020, pp.109-114.
- Published an article titled “Patients Satisfaction on Hospital Environment- An Inpatient Survey with reference to Government Hospital in Udumalpet” *EPRA International journal of Economic and Business Review*, Vol.6, Issue: 2, February 2018, pp.B35-38.
- Published an article titled “A Study on Rural Married Women Satisfaction Towards Healthcare Services and Schemes of Primary Healthcare Centers in Udumalpet Block” *Asia Pacific Journal of Research*, Vol.I, Issue: LVIV, January 2018, pp.147-152.
- Submitted project report on “Service Quality Perspectives in Health Care Sector - A Study with reference to Patients in Udumalpet Taluk”.

## Faculty

### Development

### Programme

### Attended

- Online FDP on “Intellectual Property Rights - A Special Focus on Patenting” organized by Sri GVG Visalakshi College for Women and KC college of Arts and Science on 25<sup>th</sup> March 2024.
- 7 days National Level FDP online Hands on Training Cum Workshop by ACT Academy on “SQL for Data Analytics and Data Science” between 20.05.2024-26.05.2024.
- 5 days International Online FDP on “Embracing Sustainability as

Opportunity” organized by Department of Pedagogical Sciences, TamilNadu Teachers Education University and Academic Staff College and Faculty of Education, Dr.M.G.R Educational and Research Institute, Chennai.

- Training Program on “Statistical Analysis with Excel” organized by Research foundation of India &RFI-CARE from 29.9.2023-03.10.2023.
- One week Faculty Development Programme on “From Research to Publication” from 04.09.2023 to 11.09.2023 organised by PG & Research Department of Commerce, Adhiyaman Arts and Science College for Women, Krishnagiri.
- “Empowering Educators: Navigating Recent Trends” from 25.9.2023-30.9.2023 organised by School of Computing, Department of Computer Science and Engineering, Sathyabama Institute of Science of Technology.
- National Level Virtual Faculty Development Program on the topic “Best Practices Benchmarking in HEI's for Quality Enhancement” organized by Guru Shree Shantivijai Jain College for Women from 26<sup>th</sup> to 31<sup>st</sup> October 2023.
- National Intellectual Property Awareness Mission (NIPAM) at Sri GVG Visalakshi College for Women on 08/01/2024 conducted by Office of Controller General of Patents, Designs and Trade Marks.
- 5 Days FDP on “E-Content Development”, organized by Department of Mathematics, Sri GVG Visalakshi College For Women between 12.02.2024-16.02.2024.
- Seven days International Level Virtual Faculty Development Programme on “The Power of Positivity Approach and Learning System of Cultural Transformation”, on 19<sup>Th</sup>-26<sup>th</sup> September 2023 through online mode at Hidusthan College of Arts and Science.
- 5-Day Virtual International Conference on “Emerging Trends & Impact of Technology in Finance Sector” 5.10.2023-10.10.2023 organised by Department of Accounting and Finance, Guru Shree Shantivijai Jain College for Women.

#### **Webinars Attended**

- “Problem Solving Skills” organized by Rotaract Club of Karpagam College of Engineering on 25<sup>th</sup> April, 2024 between 2.00pm-4.00pm.
- “Fueling Creativity: Intellectual Property’s Impact on startup Ecosystems”

organized by Paarl Innovation of Entrepreneurship and Research Centre on 26<sup>th</sup> April, 2024 between 10.30am-12.30pm by Prof.(Dr.)Mohammed SalimBaitullah Khan, Assistant Professor, Paarl University of Law.

- “Changing Face of Marketing in a Digital World” organized by Assocham’s National Council on Branding and Marketing on 14<sup>th</sup> May 2024 between 3.00pm – 4.00pm by Ms.RunkiGoswami- Global Marketing Head and CMO, Newgen Software.
- “Recruitment Trends in Emerging Technologies” organized by ICT Academy on 15<sup>th</sup> May 2024 between 10.00 am-12.00pm.
- Knowledge sharing session on “GPT 4o-Ushering in a New Era of Education?” organized by Association of Indian Management Schools (AIMS) on 29<sup>th</sup> May 2024at 3.00pm by Dr.T.Siddaiah, Professor of Management( Formerly Registrar of SV University, Tirupati).
- Webinar on Unleashing the power of Mobile Marketing in E-Commerce on 30<sup>th</sup> September 2023 between 10.00-11.00 am by Dr.N.Nancy Fernandez, Associate Professor, Department of Commerce, PKR Arts College for Women, Gobichettipalayam.
- Webinar on Unleashing the power of Mobile Marketing in E-Commerce on 7<sup>th</sup> October 2023 between 4.00-5.00 pm by Dr.N.Nancy Fernandez, Associate Professor, Department of Commerce, PKR Arts College for Women, Gobichettipalayam.
- Webinar on One Day National Conference on “Envisioning the Future Commerce: Smart Technology Integration for Adapting to the Changing Business Landscape in the Digital Age”, Parul Institute of Commerce.
- FDP Webinar on “Financial Literacy towards Investment Avenues” on 15.02.2024 at Sri GVG Visalakshi College for Women.
- Webinar on Understanding various types of Journals, Classification, Reputation, Referencing Styles” by IPR cell of Sri GVG Visalakshi College for Women on 11.03.2024.
- Participated in International symposium on “IFRS-Implications on Accounting Studies”.
- Acquired Certificate on “Employability Skill Development Training in Banking Financial Services and Insurance” from TamilNadu Skill Development Corporation conducted by ICTACT.

**Workshops  
Attended**

- Participated in BFSI course.
  - Participated in National Level Entrepreneurship Awareness Camp at Coimbatore
  - Participated in State level essay writing Competition.
  - Participated in State level Workshop on Research Methodology at Erode.
  - Webinar on “Introduction to Docker and Containers” -24.11.2023.
  - Guest Lecture on “Investment Awareness Programme on Investment Avenues in Stock Market”- 29.12.2023.
  - Guest Lecture on Investors Awareness Programme- Financial Planning”- 11.01.2024.
  - Webinar on “Investment Awareness Program-BSE”-08.02.2024.
- Seminars/Guest Lecture/Workshops Organised**
- Diploma in Internet and Web Technology(DIWT)
  - Diploma in Office Automation (DOA)
  - Digital Photography, PageMaker
  - System typewriting
- Computer Skills**
- Proficiency in Commerce for the year 2009-2010
  - Underwent six months Internship training at Udumalpet MRF- franchise with regard to its management, budget and data reporting.
  - Completed 15 modules in ICICI e-banking exams.
  - Underwent two months Internship training at TS Maniam and Associates on finance process and report writing.
  - Underwent six month Internship training at D.R Cotton Mill communication management and its techniques.
- Skills**
- Marketing
  - Human Resource
- Area of Interest**