

CAUVERY COLLEGE FOR WOMEN
(AUTONOMOUS)
STAFF PROFILE

PERSONAL INFORMATION

1. Name : Mrs. B.PUSHYA
2. Date of Birth : 10/10/1993
3. Address :

Office	Residential
Assistant Professor, PG & Research Department of Commerce, Cauvery College for Women (Autonomous) Trichy- 620018 Email: pushya.comm@cauverycollege.ac.in Mobile: 9677288765	No. 1/131, Kudi Street Koothur Trichy- 621216 Email: pushya.bhaskaran@gmail.com Mobile: 9677288765

ACADEMIC INFORMATION

4. Designation & Department: Assistant Professor, PG & Research Department of Commerce

5. Educational Qualification: M.Com, M.Phil., SET(Commerce), (Ph.D)

Degree	Year	College/University
Ph.D (Thesis Submitted – June 2026)	Registered – Aug 2023	Bharathidasan University, Trichy
SET	2016	Mother Teresa University, Kodaikanal
M.PHIL COMMERCE	2017	Loyola College, Chennai
M.COM ACCOUNTING & FINANCE	2016	Shri Shankarlal Sundarbai Shasun Jain college for Women, Chennai.
B.COM COMMERCE	2014	Institute Of Distance Education – The University Of Madras
12 th	2011	Shri B.S Mootha Girls Sr. Sec. School, Chennai
10 th	2009	Shri B.S Mootha Girls Sr. Sec. School, Chennai

Other Academic Details- M.Com (Accounting & Finance)- Secured University Rank 3, University of Madras

6. Researcher ID : pushya.comm@cauverycollege.ac.in

Google Scholar	ORCID ID	Mendeley ID
https://scholar.google.com/citations?hl=en&user=W_KvGhUAAAAJ	https://orcid.org/0000-0003-3085-8369	https://www.webofscience.com/wos/author/record/QSO-5601-2026

7. Experience : 2 Years 8 months

Place of Work	From	To
St. Thomas College of Arts and Science- Koyambedu, Chennai	02.07.2018	30.03.2019
Prompt Consultant – Palakkarai, Tiruchirappalli (Non-Teaching)	01.05.2019	30.04.2021
Srimad Andavan Arts and Science College (Autonomous), Tiruvanaikoil, Tiruchirappalli	14.06.2021	19.05.2023
Cauvery College for Women	10.06.2026	Till Date

8. Areas of Specialization : Accounts, Marketing, Indirect Taxation, Financial Management**9. Languages known : Tamil, English****10. Subjects Taught :**

UG	Accountancy, Marketing, Human Resource management, Working capital management, Financial Management, Indirect taxes, Economics, Cost Accounting, Auditing
PG	-
M.Phil	-

11. Research Supervision:

	Thesis Completed	Pursuing
M.Phil	-	-
P.hD	-	-

12. Details of Publications:

Journal Name & Volume	Year of Publication	ISBN / ISSN Number	Name of the Paper	Impact Factor
6th International Conference on Advanced Management Focusing on “Innovation and Contemporary Issues”, Jamal Mohamed College, Tiruchirappalli	2026	ISBN: 978-93-5679-539-6	<i>A Study of Health Insurance Literacy: Concept and Analysis Based on Awareness and Claims among Private Sector Employees</i>	—
International Journal of Management (IJM), Vol. 16, Issue 3, pp. 32–47	2025	ISSN: 0976-6510	<i>Exploring the Structure of Health Insurance in India and</i>	—

			<i>the Preference of Government and Private Health Insurance Schemes by Policyholders</i>	
AIMS Journal of Management, Vol. 11, Special Number (UGC CARE Group I)	2025	ISSN: 2395-6852	<i>Evolution of Health Insurance in India: A Conceptual Study</i>	—
Changing Dimensions of Business Practices in the Globalised World, Srimad Andavan Arts and Science College, Tiruchirappalli	2023	ISBN: 978-93-5620-072-2	<i>A Study on Spending Behaviour of Young Adults and Interpret on the Marketing Strategies for Their Preferred Expenses</i>	—
Knowledge Economy, Peer Reviewed Half-Yearly Journal, Vol. 6, Issue 12	2016	ISSN: 2231-2834	<i>A Study on the Awareness of Retirement Planning among the Growing Population of Chennai</i>	—

13. Details of Papers Presented:

Date & Venue	Name of the Seminar / Conference	Paper Name
2026	6th International Conference on Advanced Management Focusing on <i>Innovation and Contemporary Issues</i>, organized by Jamal Mohamed College (Autonomous), Tiruchirappalli	A Study of Health Insurance Literacy – Concept and Analysis Based on Awareness and Claims among Private Sector Employees
2025	International Conference on “<i>Equitable AI: Transforming Education, Advancing Sustainability, and Empowering</i>”	An Analysis of the Awareness and Utilisation Level of Health Insurance Schemes Among Private

	<i>Entrepreneurship</i> ", Shri Shankarlal Sundarbai Shasun Jain College for Women, Chennai	Sector Employees in the Era of Artificial Intelligence
2024	National Conference on <i>"Innovate and Transform: Revolutionizing Business with Breakthrough Creativity"</i>, jointly organized by the Department of Management Science, Sri Krishna Arts and Science College and School of Management, Sri Krishna College of Technology, Coimbatore, Tamil Nadu	Financial Resilience and Health Insurance in India Post COVID-19
2016	National Seminar on <i>"Emerging Trends in Business for Sustainable Competitive Advantage: Challenges, Innovations & Strategies"</i>, Shri Shankarlal Sundarbai Shasun Jain College for Women, Chennai	A Study on the Awareness of Retirement Planning among the Growing Population of Chennai

14. Details of Seminars / Conferences / Workshops Attended:

Year / Month	Organiser	National / International / State Level	Topic / Programme
February 2024	PG & Research Department of Commerce, Seethalakshmi Ramaswami College (Autonomous), Tiruchirappalli	International Webinar	Webinar on "Digital Innovations in Business Economy"
February 2024	R.S. Educational Foundation, UP Chapter in association with IAMD & D.B. College, Jayanagar, Bihar	National Seminar	NSRDI-2024: Recent Advances in Socio-Economic Development of India – Issues & Challenges
February 2024	IQAC and Department of Commerce, V.K.	Coursework Programme	Advance Research Methodology (30 Hours)

	Krishna Menon College of Commerce & Economics and Sharad Shankar Dighe College of Science & P.A. Menon College of Management, Mumbai		
February 2024	Department of Commerce, Bishop Heber College (Autonomous), Tiruchirappalli	National Level Workshop	Three-Day Workshop on “Research Methodology in Social Sciences” (ICSSR-SRC Sponsored)
January 2024	Holy Cross College (Autonomous), Tiruchirappalli	Faculty Development Programme	Five-Day FDP on “AI Tools for Smart Teaching and Blended Learning”
January 2024	Department of Corporate Secretaryship, Patrician College of Arts & Science, Chennai	Capacity Building Programme	“Unleash the Potential of AI for Research”
December 2023	Primax Edu Academy, Bengaluru	National Level Virtual Workshop	Four-Day Workshop on “SEM and CFA and Its Interpretation Using Amos – For Beginners”
December 2023	Srimad Andavan Arts and Science College (Autonomous), Tiruchirappalli	National Level Seminar	Two-Day Seminar on “Skill Development Practices to Enhance the Skill Set of College Students” (ICSSR Sponsored)
November 2023	Department of Computer Science, Sri S. Ramasamy Naidu Memorial College, Virudhunagar	International Level FDP	Seven-Day Virtual Faculty Development Programme on “Exploring Technological Advancements: A Voyage into Emerging Horizons”
October 2023	Research Department of Management Studies,	National Level Seminar	Seminar on “Welfare Schemes to Empower

	Shrimati Indira Gandhi College, Tiruchirappalli		Women to Lead India's Development Journey"
September 2023	Patrician College of Arts and Science, Chennai	National Level Workshop	One Day Workshop on "Intellectual Property Rights in Academic Institutions"
September 2022	Christ College	Webinar	Webinar on "How to Improve Acceptance Rate and Publish in High Quality Journals"
March 2022	Srimad Andavan Arts and Science College	College Level Competition	Tamil Elocution on "Senbakarama Pillai" in "Indiya Viduthalai Poril Marakkappatta Veerargalum Thiyagigalum"
August 2021 (28 August)	School of Business and Economics, Adamas University	National Conference	Presented a paper titled "A Study on Spending Behaviour of Young Adults and Interpret on Marketing Strategies for their Preferred Expenses" in the Conference on "Contemporary Business Practices in New Normal Landscape"
July 2021 (30 July)	Soundarya Institute of Management and Science	International Level	Webinar on "Organisational Transformation – A Knowledge Management Approach"
July– August 2021 (26 July–1 August)	Career College, Bhopal	National Level	Workshop on "NAAC Revised Guidelines: A Paradigm Shift in Quality Initiatives"

July 2021 (24 July)	Marudhur Kesari Jain College for Women, Vaniyampadi	National Level	Webinar on “Turn Challenges into Opportunities”
July 2021 (23 July)	Rajapalayam Rajus's College, Rajapalayam	National Level	Webinar on “The Future Accounting (Cloud-Based Accounting)”
July 2021 (16 July)	Mahathma Gandhi Memorial College, Udupi	International Level	Webinar on “Economics of Intellectual Property Rights”
July 2021	Guru Nanak College, Chennai	National Level Seminar	Seminar on “Angel Investment / Venture Capital”
July 2021	Mahathma Gandhi Memorial College, Udupi	International Level Seminar	Seminar on “Economics of Intellectual Property Rights”
July 2021	Sri Sarada College for Women (A), Tirunelveli	State Level Seminar	Seminar on “Gamification of Finance”
December 2016 (9–13 December)	Loyola Institute of Social Science Training and Research, Loyola College, Chennai	Workshop	Workshop on Research Methodology
November 2016	Guru Shree Shantivijai Jain College for Women, Chennai	Southern Regional Level Conference	Conference on “Empowering Women through Skill Development – Challenges and Opportunities”
September 2016	Guru Nanak College, Chennai	National Level Conference	Conference on “e-India: Synergizing Financial Inclusion, IT and Business”
September 2016	Loyola College, Olaipadi, Vettavalam	National Level Seminar	Seminar on “Current Trends in Internet Marketing”. Presented a paper titled “Emerging Internet Marketing: Issues and Challenges”
February 2016	Shri Shankarlal Sundarbai Shasun Jain	National Level Seminar	Seminar on “Emerging Trends in Business for

	College for Women, Chennai		Sustainable Competitive Advantage: Challenges, Innovations & Strategies”. Presented a paper titled “A Study on the Awareness of Retirement Planning among the Growing Population of India”
Year Not Specified	Srimad Andavan Arts and Science College	National Seminar	Seminar on “Empowering Rural Areas Towards Cashless Economy – Challenges and Opportunities”

15. Details of Seminars / Conferences / Workshops Organized:

Year	Date	Title	National / International	Topic	Resource Person
-	-	-	-	-	-

16. Details of Orientation / Refresher Course Attended: Attended a Coursework on Advance Research Methodology of 30 hours from 20.2.2024 to 1.3.2024 organised by IQAC and department of Commerce, V.K.Krishna Menon College of Commerce and Economics, Mumbai

17. Details of Study Materials / Books written and published:-

18. Details of Chairing as Resource Person:

- Resource person for the Guest lecture on the topic "Digital Banking" as part of Alumna Guest Lecture via Google meet on Tuesday, August 22 , Organised by Shri Shankarlal Sundarbai Shasun Jain College For Women, Chennai

19. Administration Positions held in the College: -

20. Details of In-Charge / Membership in Committees for Autonomous: -

21. Details of In-Charge / Participation in Extracurricular Activities : -

(NSS, NCC, Sports, Games, Voluntary Association and Cultural Activities):

22. Details of Participation in Consultancy, Training, Development etc.: -

23. Details of Membership in Academic Bodies/ Board of Studies and Reviewer Details:

-

24. Details of Membership of Professional Bodies: Journal of Management and Entrepreneurship

25. Country visited: -

26. Any other information if any: -