

**CAUVERYCOLLEGE FOR
WOMEN(AUTONOMOUS)
STAFF PROFILE**

PERSONALINFORMATION

1. Name :Dr.B.LAVANYA
2. DateofBirth :01.01.1985
3. Address :

Residential	Office
No90,C1CauveryF lats,Oldkarur road West ChinthamaniTrichy-2	Cauvery College for Women,Annamalai Nagar,Trichirappalli-620018

ACADEMICINFORMATION

4. Designation &Department:AssociateProfessorin Department of Commerce
5. EducationalQualification:

Degree	Year	College/University
B.Com	2002	Cauverycollegeforwomen Bharathidasan University
M.Com	2005	Cauverycollegeforwomen Bharathidasan University
M.Phil	2007	StJosephCollege BharathidasanUniversity
B .ED	2010	TamilNadu Education University
Ph.D	2023	Cauverycollegeforwomen BharathidasanUniversity

6. ResearcherID:

Google Scholar	https://scholar.google.com/citations?view_op=new_articles&hl=en&imq=Lavanya+Commerce#
ORCID	https://orcid.org/0000-0002-4077-1550
SCOPUSID	https://www.scopus.com/sources?zone=TopNavBar&origin=userDashboard
Mendeley	https://www.mendeley.com/reference-manager/library/all-references
Web ofScience/ Publons	https://publons.com/researcher/4330694/lavanya-bangaru/

VIDWAN	https://vidwan.inflibnet.ac.in/profile/205648/MjA1NjQ4
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7. Experience :10 Years

Dateof Joining	Institution	YearofExperience
18.06.2014totilldate	Cauverycollegeforwomen autonomous	10years
18.8.2011tojan2014	Selvamartsandscience Namakkal	3years

8. AreasofSpecialization : Marketing

9. Languagesknown :English& Tamil

10. SubjectsTaught :

UG	Business Management, , Advertisement Management, Insurance Management, Environment Studies, BusinessLaw , Office Management, Banking Theory Law And Practices, Computer Applications in Business, Entrepreneurial Development, BusinessEconomics,CRM and its Tools, Partnership Accounting, Auditing, Financial Accounting –I, Universal Human Values, , Financial Accounting –II, Organizational Behavior, Modern Banking, Accounting Package- Practical, Entrepreneurship & Small Business Management, Business Correspondence and Reporting, Management Principles &its Application,CompanyLawandsecretarialPractices., Financial Services, Business economics –IIFundamentalsofmarketing Income tax theory and law and practice
PG	Financial Management.

11. ResearchSupervision:

	ThesisCompleted	Pursuing
M.Phil	-	-
P.hD	-	-

12. Details of Publications:

Journal Name & Volume	Year of Publication	ISBN Number	Name of the Paper	Impact Factor
The European Chemical Bulletin,	Volume No: 12, Special Issue 13, Page No: 2829 – 2847,	ISSN: 2063 - 5346, 2023	“Financial status of Improvised Communities in India during COVID – 19 Pandemic”	Factor: Open Access E – Journal.
International journal of Management	Volume 11 Nov 2020 0976502		Consumer Attitude towards organic	
Indian journal of economics and business Volume 20:2	July – december 2021-2022	0972-5784	Consumer Awareness towards Organic food in Trichy	
ICISMRSS	MARCH 2021		Consumer awareness of organic food in Tiruchirappalli corporation	
Published a Book Chapter in the Recent Trends in Commerce and Management, SCIENG Publications, Chapter			“The Strategic Role of Human Resource Management in 21 st Century”	Page No: 19 - 23.
International Journal of Research and Analytical Reviews (IJRAR)	February 2019	2348-1269	Organic food products: A study on perception of Indian consumers	5.75
Social Entrepreneurship-”	27.02.2015		“Challenges for social entrepreneurship	1.53
The dynamics of commerce in the 21 st century: innovation, trends & practices”	7.9.2016		A study on consumer behavior towards online shopping at Tiruchirappalli	3.58

13. DetailsofPapersPresented:

Date&Venue	Nameofthe Seminar	PaperName
27.02.2015 UGC SponsoredNational Seminar	“Social Entrepreneurship- ADriveforSustainability”Pe riyar EVR College(Auto nomous	Challengesfors ocialentreprenu rship
14.2.2015 National	“National conference onconsumer protection”KamadhenuArtsa ndscience college	Misleadingadvertisementandi ssues
7.9.2016 National	“Thedynamicsofcommerce inthe21 st centuryinnovation ,trends&practices”Chevalier T.Thomas Elizabethcollegeforwomen	“Astudy on consumerbehaviortowards onlineshoppingattiruchira ppalli
24&25 jan 2018 National	Atwoday national conferenceontransformingt echnology andavancollegeartsandscien cecollege	Consumer awarenesstowardsorganicfood s inTrichydistrict
March19 2021 National	2 nd Internationalmultidiscipli naryconferenceAlphaarts and sciencecollegeChennai	Consumer awareness oforganicfoodinTiruchirappal li corporation
24 and 25 May 2022	St Joseph college (A) Trichy	Impact of the COVID 19 on Consumer BehaviourTowards Organic Food”

14. DetailsofSeminars/Conferences/WorkshopsAttended:

Date&Venue	Title	National/ International	Topic
17.2.2015	HALLMARK BUSINESSS CHOOL	Regional	JOY &OUTCOME OFT EACHING
November,December25 th 26 th 27 th 2017	NIT	National	DataanalysisusingSPSS
Dec2018	CAUVERYCO LLEGEFOR WOMEN	One dayworks hop	Microsoft (OneNote,Innovatio nEducator
26.05.2021 to 28.05.2021	AMET	Three DaysInternat ionalVirtual Workshop	ThreeDaysInternational VirtualWorkshopon A View on ResearchandManagem ent of

			IntellectualPropertyRightsforAcademics"
30.01.2020&31.01.2020	PrimaxFoundation &BishopHeberCollege	Two days National LevelWorkshop on ResearchMethodology & DataAnalysisUsingSPSS and AMOS	NationalLevel
23.01.2020	Jamal MohamedCollege(Autonomous),Trichy	One day InternationalConferenceon Opportunities andChallengesofBusiness in theChangingScenario	InternationalLevel
17.03.2022-19.03.2022	NIT	National	TrainingofTrainerson 21 st CenturySkillsEducation
24.05.2025.05.2022 22-	St.Joseph college(autonomus), trichy	National	"Impact of COVID -19 pandemic on Indian economy,labourand marginalized community"
07.01.2023	Institute of business excellence,university teknologimara , malaysis and SMART journal of business managemnt studies , bharathidhasan university .	international seminar (webinar)	Consumer Behaviour towards Honda Two Wheelers in Truchirappalli city corporation
14.08.2023 to 20.08.2023	Ramanujan College, University of Delhi	One Week FDP	"Research Method and Research Design"
22.01.2024 to 26.01.2024	TheivanaiAmmal College for Women (Autonomous), Villupuram	Five Days National Online FDP	Research Methodology: Ethics & Publications

15. Details of Seminars / Conferences / Workshops Organized:

Date	Title	National / International	Topic
-	-	-	-

16. Details of Orientation / Refresher Course Attended:

Date	Title of the Course	Organizer
-	-	-

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

18. Details of Chairing as Resource Person:

Nature of Position	Institution Name	Topic / Competition / Function	Date

19. Administrative Positions held in the College:

Nature of Position	Year
-	-

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):

Nature of Activity	Period of Incharge
Department of commerce IIC Ambasidor	2023 -2024
Department of commerce Alumina incharge	2023-2024
Department of commerce Sports March past	2022-2023
Department of commerce Cultural skit ,mime	2023-2024
External Examiner	Holy Cross College, Trichy.

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

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

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24. Details of Membership of Professional Bodies:

Commerce and Management Association - Life Time Membership

25. Countries visited academically:**26. Any other information :**

➤ LockdownActivity

S. No	Nature of Activity	Title of Activity	Date & Time	Beneficiary	Resource Person	Name of Host Institute	E-Certificate	
							Yes	No
1	FDP	International 5 Day Virtual Faculty Development Program	26 th to 30 th August 2021	Faculty		Loyola Academy	Yes	
2	FDP	14 Days FDP Recent trends in Commerce	22.09.2021 to 5.10.2021	Faculty		The Institute of Cost Accountants of India & *Srimad Andavan College	Yes	
3	Online Course	Dataset using python	7.5.2020	Faculty	Dr.D. Doreen Robin Director, CIRF	Computational Intelligence Research Foundation (CIRF), Chennai		No
4	Online Course	Online Course on Stress Management	13.4.2020 to 17.4.2020	Faculty	MBA Professors, AVS College Arts & Science, Salem.	AVS College Arts & Science, Salem	Yes	
5	FDP	Faculty Development Programme – Webinar On Education 4.0	5.5.2020	Faculty	Dr.K.Karunakaran, M.Sc., Ph.D, Principal and Secretary Sri Ramakrishna College of Arts & Science (Autonomous) Coimbatore	IQAC & Department of Bio Technology Cauvery College for Women (Autonomous)		No
6	Webinar	Webinar on Research Workflows, Research	12.5.2020	Faculty	Dutta Shubhra (ELS-DEL)'s Tahseen Khanday, Solution	AICTE & Elsevier		No

		Metrics& Excellencein Academic Institutes			salesManager,Re searchIntelligenc e,Elesvier(ELS- DEL) CornalVenkat, AICTE			
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7	FDP	Faculty Development Programme on Virtual Teaching Tool– Moodle	11.5.2020 to 15.5.2020	Faculty	Mr. Parveen Kumar Sharma Assistant Professor at Maharishi Markandeya University, Mullana	IQAC Cauvery College for Women (Autonomous)		No
8	Webinar	Digital Tools for Engaging Students	13.5.2020	Faculty	Mr. G. Laxmi Narayanan BE (EEE), B.Tech PGDM Associate Director Deloitte, Bangalore	Internal Quality Assurance Cell Cauvery College for Women (Autonomous)		No
9	FDP	Faculty Development Webinar on PSYMAN 1.0	31.5.2020	Faculty	Prof. R. Amjad Hasan, International Affiliate, American Psychological Association.	IQAC & Department of English, Cauvery College for Women (Autonomous)		No
10	Online Course	A Two Day online course on - The Essence of Research Methodology	16.5.2020 to 17.5.2020	Faculty	-	PG Department of Commerce, Jamal Mohamed College (Autonomous)	yes	
11	Webinar	E content development	10.4.2020	Faculty	Dr. Vishwanathan Brite Assistant Professor in English	Research center for English language & literature	No	
12	FDP	National Level Faculty Development Programme on Moodle (Learning Management System)	19.5.2020 – 23.5.2020 10 AM – 11.30 AM	Faculty		Department of Computer Applications, MES College, Marampally, In Association with IIT Mumbai Spoken Tutorials		

13	Quiz	Covid 19 Awareness Quiz	6.5.2020	Faculty		Unnat Bharath Abhiyan, Government of India & Cauvery College for Women (Autonomous), Trichy	yes	
14	Covid 2019 Quiz	13.5.2020		Faculty		National Service Scheme, Govt Arts and science College	yes	
15	Parents Teachers Meet	Virtual Parents Teachers Meet	10.5.2020 10.30AM	Students		PG & Research Department of Commerce, Cauvery College for Women (Autonomous),		
16	BOS	Virtual Board of Study Meeting	28.5.2020 10AM	Faculty		PG & Research Department of Commerce, Cauvery College for Women (Autonomous), Trichy		
17	Webinar	Research paper writing writing skills	13-16 april 2020	Faculty		bhawanmahavir university gujarat	yes	
18	Webinar	Research outcomes technical paper writing research proposal patent filing	22 APRIL 2020	Faculty		Data teach.ai chennai	yes	
19	FDP	Spss for U writing research article	25 & 26 april	Faculty		Amet deemed to be university kanathur chennai	yes	
20	Quiz	Research Methodology and Teaching Aptitude	24.5.2020	Faculty		Vivekananda College of Arts & Science for Women (Autonomous), Namakkal	yes	
21	Quiz	Digital learning resource	2 may 2020	Faculty		Matrix quiz on digital learning resources	yes	
22	FDP	“ICT TOOLS FOR TEACHING, LEARNING & EVALUATION”	04.08.2021 to 06.08.2021.	Faculty	Dr.S.Arokkiya Mary Dr.K.S. Kuppusamy Pondicherry University	Saradha Gangadharan College, Puducherry,	yes	

