

## PERSONAL INFORMATION AND ACADEMIC PROFILE



1. **Name:** Dr. R. Jayasri
2. **Designation:** Assistant Professor
3. **Department:** Commerce (Shift 1)
5. **Total Teaching Experience:** 22 years. UG -22 years, PG – 6 years
6. **Residential Address:** A6, Sai Swagath apartments, No. 1/320,  
M.T.H Road, Ambattur, Chennai, 600053.
7. **Contact no:** 9940044044
8. **Mail id:** jayasri@drbccchinducollege.edu.in

### **Research Degree (s) (copies of certificates to be enclosed):**

<b>Degrees</b>	<b>Title</b>	<b>Date and year of award</b>	<b>University</b>
M.Phil.	A Study on Consumer Dispute Redressal Mechanism – A Special Reference to Housing Sector	August 2003	University of Madras
Ph.D.	Farmers' Awareness and Perception on Commodity Futures Market – A Study with Special Reference to Cardamom Planters in Tamil Nadu	28.09.2015	University of Madras
Post Doctoral	-	-	-

### **Particulars of NET / JRF / SLET / SET / GATE etc.**

Name of the Test	Conducting Body	Month & Year	Roll Number	Subject	Score, if Applicable
National Eligibility Test	University Grants Commission	June 2006	M360589	Commerce	NA

**Designation held & Colleges worked after joining Government Collegiate Service:**

Designation	Department	College	Date		Grade pay
			From	To	
Assistant Professor	Commerce	Dharmamurthi Rao Bahadur Calavala Cunnan Chetty's Hindu College	03.08. 2020	Till Date	Level 10

**Fields of Specification under the Subject / Discipline:**

- Financial Accounting
- Banking Theory Law and Practice
- Practical Auditing
- Financial Service
- Human Resource Management
- Company Law

**Orientation / Refresher / Other Courses attended\* :**

Name of the Course	Academic Staff College, University	Duration	Date
UGC Sponsored 8 <sup>th</sup> Faculty Induction Programme	UGC HRDC - Pondicherry University	26	18.8.2022 to 16.09.22
Online Two-Week Refresher Course in Commerce, Accountancy & Management	UGC HRDC - University of Mumbai	14	28.11.23 To 11.12.2023

UGC - Sponsored Online Refresher Course in Commerce & Management and obtained "A+" grade.	UGC - Malaviya Mission Teacher Training Centre, Bharathiar University	14	16.07.2025 to 29.07.2025
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### Academic Distinctions (Award/Scholarship/Rank, etc.)

- Qualified for the National Eligibility Test for Lectureship conducted by the University Grants Commission in June 2006.
- Dr. Vedagiri Shanmuga Sundram Prize awarded to the successful Ph.D Scholars of the Research Department Economics, Ethiraj College for Women.
- Won the Second Place in the State Level Seminar on Recent Developments in Banking and Financial Sectors – Its Impact on the Other Sector in January 2011 for the paper titled “A study on Derivatives with special reference to Commodity market and Its Impact on Indian Financial System”, organized by Ramakrishna Mission Vivekananda College, Chennai.
- Received Best Teacher Award in the year 2024 from Lion Club of Avadi

### Competence in Computer Application

- Obtained Diploma in Computer Application

### Programs Organised

- Organized a Seminar on “**CAREER PATH PLANNING – SURVIVE & THRIVE**” for final year students on 12.02.2021 having Tmt.S.Gomathy, Placement Officer, Ethiraj College of Women as the resource person.
- Organized an online session for first year students during **Deeksharambh 2021** on the topic “Professional Course for Commerce Students”.
- Organized a programme on Personal Hygiene and Self Care for girl students of our department having Dr. D. Geetha Priya, Obstetrics and Gynecologist on 18.10.2021.
- Organizer and Invigilator for IIT Bombay Spoken Tutorial courses for our department students during the academic years 2021 -2022, 2022-2023, 2023-2024.
- Convener for the program: PANEL DISCUSSION - India’s G20 Priorities – Inclusiveness and Resilient Growth held on August 10, 2023, organized by IIC of our college.
- Organised an Incubation visit to our students to Crescent Institution Innovation Council on 01.02.2024.
- Convener for One day symposium on Futuristic Trends in Entrepreneurship held on 21st August, 2024 organized by IIC of our college.

- Convener for International Seminar Inspire to Innovate: A Creative Business Thinking held on February 28, 2024 organized by Institution's Innovation Council of our college in association with The Research Park - Research and Development Cell.
- Convener for One Day Workshop on Design Thinking and Business Ideation held on 03.02.2025 organized by IIC of our college.
- Convener for **one-day symposium on "IPR Essentials for Young Innovators"** held on 03.09.2025 organised by IIC and IPR cell of our college

### Academic responsibilities.

- ACTIVE ( Department of Commerce Association) Incharge in the year 2021 2022 and 2025 -2026
- Institution Innovation Council President since 2022
- Coordinator – Rotaract Club
- Seethamma Fine Arts Committee - Member
- Naan Mudhalvan -Faculty Coordinator for our department students
- Pudhumai Penn- Faculty coordinator for our department students.
- Thamizh Pudhalvan – Faculty Coordinator for our department students
- Academic Bank of Credit – APPAR coordinator for our department students
- Industry Academia Collaboration – Coordinator
- Magazine Committee – Member
- Placement coordinator for our department students
- Nodal Officer- Yi Yuva
- Question paper setter for Ethiraj College for women, Sathyabama University, RMK Vivekanandha college for men.

### Papers Presented in Seminars and Conferences

- Paper Presented in One Day National Level Conference on “ Vision India 2047: India's economy, Business and Sustainable Development held on 30.03.2023 on the topic **Demonetisation in India and Its Impact since 2016.**
- Paper Presented in One Day International Conference on Retrofitting and Sustainability in Women's Autonomy held on 08.03.2024.on the **topic A study on Women Empowerment in Law and Practice.**
- Paper Presented in One Day National Level Conference on Economic Renaissance: India's Growth Outlook and its Implications held on 29.09.2023. on the topic **Impact of Digitalisation in Financial Service and Bank Payment System – Next Generation Payment System.**

### Research Publications

- *Published a Research Article on **A Study on Consumer Intention to Re-Use Mobile Food Delivery Apps** in Peer –Reviewed, Bi annual UGC CARE LIST Journal on Humanities and Social Science Studies ISSN 2319-829X. Volume12, Issue2, No.13, and July - December: 2023.*

- Published Research article titled “**User Engagement and Value Towards Cashless Payment Security in the Digital Era** in International Journal of Cultural Studies and Social Sciences, Vol-20, Issue-2, No.26, July – December: 2024.
- Published Research article titled “**Impact of Factors influencing the college students’ intention to become a Digital Entrepreneur** in Rabindra Bharati University Journal of Economics (A UGC CARE Peer – Reviewed Journal, Vol –XXVIII, Special Issue. – 2024, ISSN 0975- 802X.

### **Book Chapters**

- Chapter publication on the topic; Influencer Marketing in IIP edited book series “**Futuristic Trends in Management Volume 3 Book 25**” under Volume3,2023.
- Editor for ISBN Book named Emerging Trends in Commerce and Management published by Department of Commerce, DRBCCC Hindu College.
- Authored a Chapter of a Book titled Cutting Edge Research in Commerce and Management: A Technology Perspective, Beyond Line Publishers.

### **Faculty Development Programmes**

- Attended five Days FDP 12th to 16<sup>th</sup> June, 2023 conducted by DRBCCC Hindu College in Association with Christ University Bangalore.
- Attended a Faculty Development Programme organized by Tamil Nadu Government Skill Development Corporation “ Naan Mudhalvan on **Freight Forwarding** hosted by University of Madras from **17.07.2023 to 21.07.2023**
- Attended the Faculty Development Programme for the course **Data Analytics using Excel** in connection with Naan Mudhalvan Scheme, from **24.06.2024 to 29.06.2024** University of Madras.
- Attended Faculty Enrichment Workshop on IKS Innovation Hub: Bridging Tradition with Technology organized by IKS –DRBCCC Hindu College conducted on 4th April, 2025.
- Attended FDP on Enhancing Student Engagement through Active Learning and Teaching conducted by DRBCCC Hindu College in association with Dr.MGR Educational and Research Institute from 26.5.25 to 30.5.25.
- Attended a Faculty Development on Advanced Data Analytics and Visualisation in connection with Naan Mudhalvan Scheme, from **16.06.2025 to 21.06.2025** University of Madras.
- Attended FDP on Prompt Engineering conducted by CIIC - DRBCCC Hindu College on 27.10.25.

- Attended FDP on AI in Education: Enhancing Teaching and Learning from 1.12.25 to 5.12.25 organised by Department of Bank Management, Ethiraj College for Women.

**Domain Specific Speaker**

- **Domain Specific Speaker** for Student Induction Programme held on 26th June 2025 conducted by *Dwaraka Doss Goverdhan Doss Vaishnav College Chennai - 600 106*.
- Resource Person for Seminar on **Arthashastra: Ancient Indian Wisdom for Modern Commerce** conducted by Sri Kanyaka Parameswari Arts and Science College for Women, Chennai on 21.01.2026.

