



1. Name : Dr.RAJSHREE RAJESH
2. Qualification : M.Com., M.Phil., Ph.D
3. Designation : Assistant Professor
4. Department : Commerce
5. College Presently Working in : DRBCCC HINDU COLLEGE
6. Date of Birth : 23/11/1981
7. Gender : Female
8. Date of appointment: : 03.08.2020
9. Experience (Total) : 20 years  
Current Institution : 06 years
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Name of the Course	Academic Staff College, University	Duration	Date
Orientation Programme	University of Madras	30 days	August- September, 2010.
Online Faculty Induction Programme	Ramanujam College, New Delhi	30 days	4.6.20 to 1.7.20
Online Faculty Induction Programme, Batch XII	UGC,HRDC, University of Madras	30 days	09.11.2022 to 8.12.2022
Online Refresher Course in Commerce and Business Management	UGC- MMTC, University of Allahabad	14 days	14.12.2023 to 27.12.2023

## **Paper Presentations and Publications:**

*Published Research article on Impact of Factors Influencing the College Students Intention to Become a Digital Entrepreneur in Rabindra Bharati University Journal of Economics, Vol;XXVIII, No.40,2024,Pg 117-124*

*Presented Paper on the topic “User Engagement and Value Towards Cashless Payments Security in the Digital Era” in International Conference conducted by Commerce Associated Departments, DRBCCC Hindu College and published in International Journal of Cultural Studies and Social Studies Vol.20, Issue 02, No.26, July- Dec 2024 UGC Care Listed.*

*Presented a Paper in National Conference the topic ‘Impact of Digitalisation in Financial Service and Banks Payments Systems – Next Generation Payment System’ held on 20.09.2023 conducted by Department of Economics, DRBCCC Hindu College*

*Presented a Paper and UGC Care Publication on the topic ‘ Impact on Social Media Ads on Consumer Purchase Intention’ organized by Sri Kanyaka Parameswari Arts and Science College for Women on 30.8.2023.*

*Presented a Paper Titled “Consumer Behaviour on Cashless Payments in India” in the National Conference held on 30.3.2023 Conducted by Department of Economics, DRBCCC Hindu College.*

*Published a Research Article on the topic “A Study on Talent Management in Indian Software Industry in International Journal of Business Intelligence and Innovations (ISSN- 23484705).*

*Presented and Published a Research Paper on Talent Management in Indian Software Industry, Conference Proceedings ISBN – 978-93-81430-92-7.*

*Presented a Paper on Occupational Health Problems faced by IT Professionals in the Conference Conducted by Department of Interior Design and Décor, Sri Kanyaka Parameswari Arts and Science College for Women , Conference Proceedings ISBN – 978-93-81992-98-2*

*Presented a Paper on Energy Conservation in Domestic Sector in the Conference conducted by Queen Mary’s College, Conference Proceedings ISBN- 978-81-909575-3-3.*

*Paper Presented on the topics below*

*Prospects and Problems of BPO.*

*Advertising and the Changing Lifestyle of Women*

*Challenges in BPO in the Conference organized by Kumararani Meena Muthaih College.*

*Consumer Behaviour in Rural Areas in the International Conference conducted by University of Madras.*

*Body Language and Culture in the Seminar Conducted by Sri Kanayaka Parameswari Arts and Science College for Women.*

*Talent Management- An Emerging Trend in HR in the Seminar conducted by Department of Commerce, Sri Kanayaka Parameswari Arts and Science College for Women.*

### **Chapter Publication;**

*Chapter publication on the Topic INFLUENCER MARKETING in IIP edited book series "Futuristic Trends in Management Volume 3 Book 25" under Volume 3, 2023*

*Published a Chapter on the Topic Future of Fintech and Digital Banking in the Book entitled Cutting Edge Research in Commerce and Management: A Technology Perspective ISBN:978-93-95659-65-9*

*Editor for ISBN 978-81-980396-7-5 Book named Emerging Trends in Commerce and Management, today publishers, Chennai in 2025.*

### **Seminars / Workshop/ FDP Attended:**

*Attended five Days FDP from 12<sup>th</sup> to 16<sup>th</sup> June, 2023 conducted by DRBCCC HINDU COLLEGE and Christ University*

*Attended a National Seminar on Insurance in the Next Decade on 27.9.22 at SSS Jain College, Chennai.*

*Participated in Five Day FDP in DRBCCC Hindu College from 12<sup>th</sup> to 16<sup>th</sup> June, 2023.*

*Participated in the Train the Trainer program on Digital Productivity and AI fluency under the FDP from 28<sup>th</sup> August to 1<sup>st</sup> September,2023 under Naan Mudhalvan Program.*

*Attended FDP on Digital Productivity an AI Fluency under Naan Mudhalvan Program from 1<sup>st</sup> July to 6<sup>th</sup> July, 2024.*

*Attended FDP on Naan Mudhalvan - Employability Skills from 15.12.26 to 20.12.26*

### **Seminar / Workshop Organised:**

*Organized Workshop on Bakery products in collaboration with Khadi and Village Industries Commission from 5<sup>th</sup> to 16<sup>th</sup> February,2024.*

*Organised a Seminar on 'Fall in the season of Change- Position yourself for the Future' on 9<sup>th</sup> February, 2021.*

*Organised a Seminar on the topic ' Empowering Futures - Career Guidance on Certificate Courses on 01.08.2024.*

***As a Resource Person/ Judge***

*Served as a Resource Person for the REFRESHER COURSE of III B.Com students of Sri Kanyaka Parameswari Arts & Science College for Women on the topic " Your Success starts with You" on 23.06.2023.*

*Served as a Resource Person for the Seminar on the topic ' Sri Krishna's Lesson on Leadership:Applying Ancient Wisdom to Modern Management" organized as an IKS programme by Department of Commerce and IQAC,Sri Kanyaka Parameswari Arts and Science College for Women, Chennai on 27.12.25.*

*Invited as a Event Judge for the Product Launch and Paper Presentation Competition held on 21.10.2020 conducted by IQAC and Department of B.COM (Accounting and Finance Department), Sri Kanyaka Parameswari Arts & Science College for Women.*

***Awards/Recognition:***

*Recipient of Dhronacharya Award for the Best Faculty Co- Ordinator in Rotaract Club for the years 2012 and 2013.*

*Friend of Rotary Award from Rotary club of Madras Midtown in 2014.*

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