



PROFILE

Name : **BHUVANA D**
Designation/Present position : Assistant Professor
Official Address for Communication : St. Joseph's College of Arts & Science for Women,
Mookandapalli, Sipcot, Hosur – 635 126
Email I.D. : bhubalu2009@gmail.com
Mobile No. : **9629022573**
Broad field of Research : Marketing and Finance

Qualification:

DEGREE	SUBJECT	INSTITUTION	YEAR
Ph.D	Commerce	Periyar University, Salem-11	May 2013
M.phil	Commerce	Vivekanadha College of Arts and Science for Women, Tiruchengode	Aug'2006
M.Com	Commerce	Vivekanadha College of Arts and Science for Women, Tiruchengode	April 2004
B.Com	Commerces	Vivekanadha College of Arts and Science for Women, Tiruchengode	Aril 2001

Discipline/Area of specialization : Marketing and HR

Teaching Experience / Employment history :

DESIGNATION	FROM	TO	UNIVERSITY / INSTITUTIONS
Assistant professor	12.08.2013	30.04.2015	Padmavani Arts and Science College for Women, Salem
Assistant professor	01.07.2016	31.03.2017	M.G.R Arts and Science College, Hosur

Assistant professor	12.06.2017	Till date	St. Joseph's College of Arts & Science for Women, Hosur
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NATIONAL CONFERENCES / SEMINARS ATTENDED

1. The national level seminar on "**The role of Technology Improvement of Consumersm**" on 29&30 July 2019, PeriyarUnviersity, Salem "
2. The national Online Webinar on "How nanoscience and Technology Inspired from Narture and Transforming the World" Cauvery College for Women, Trichy-18
3. The National Online webinar on "Lifestyle and Health" on 29th May 2020, Association of Self-Financing Arts, Science & Management College Tamilnadu.
4. participated in the Online National Webinar on "IMPACT OF COVID-19 ON INDIAN STOCK MARKET"organised by PG and Research Department of Commerce, L.R.G Government Arts College for Women, Tirupur, Tamil Nadu, on 04.06.2020
5. participated in the webinar on "Indian Stock Market in the Corona Pandemic" presented by Mr. K.Annamalai, Managing Director, Annamalai Capital Services P Ltd., Organised by Department of Commerce with Finance, Dr.SNSRajalakshmi College of Arts and Science on 08/06/2020.
6. The National Online Webinar on " Indian Stock Market in the Corona Pandemic" on 8th June 2020.
7. National level Webinar on "past, present, future on Nagaland economy" organized by St.Joseph's University Nagaland on 13.10 2021.
8. National Level Webinar on "Creative Opportunities for Aspiring Entrepreneurs" GONZAGA COLLEGE OF ARTS AND SCIENCE FOR WOMEN, Elathagiri, on13 October 2022.

INTERNATIONAL CONFERENCES / SEMINARS ATTENDED

1. The International Webinar on "change in the world order COVID-19" organized by SIB INSTITUTE OF TECHNOLOGY,Bengalu, oN 07th may 2020

2. The Online International Webinar on “Introduction to E-learning and its Challenges” on 28th June 2020, Partician College of Arts and Science, Chennai-20
3. The “International Symposium on MSME COVID-19: IMPACT CHALLENGES & OPPORTUNITIES” organized by the HINDUSTHAN COLLEGE OF ARTS AND SCIENCE, on 28 SEP 2021.

WORKSHO ATTENDED/FACULTY DEVELOPMENT PROGRAMME

1. Faculty Development programme on “**Research Data Analysis using SPSS**” ON 15th Dec.2018, Er. PerumalManimekalai College of Engineering, Hosur.
2. Online Faculty Development programme on “Advanced statistical analysis for social science (SPSS, AMOS & R) On 13,14,15th May 2020, Vivekanadha College of Arts and Science for Women Tiruchengode.
3. Online Faculty Development programme on “Skil Development, on 31stMay and 1st June 2020, Vels Institute of Technology Chennai.
4. The National Level Faculty Development Programme on “Paradigm Shift in Teaching and Learning “Organized by the St. Joseph's college of Arts and science for women Hosur, held from 1st July to 3rd July 2020.
5. Online one day Faculty Development Program on “TOOLS FOR DIGITAL ERA” organized by the St. Joseph’s College of Arts & Science for Women, Hosur, on 18-09-2021.
6. Participated in “Hands-on assessment - "Nutrition and Healthy Eating Orientation and Practice", conducted as part of the National Nutrition Week Celebration 2021, by GCU Internal Quality Assurance Cell.
7. On day part of the National Nutrition Week Celebration 2021, by GCU Internal Quality Assurance Cell, Gradan University.
8. One day Faculty Development Program for "TheArtofwriting&publishing research papers" conducted by st. Joseph’s College of Arts and Science for Women Hosur, on 16.09.2022.
9. One day National level workshops on "Statistical Package for Social Sciences (SPSS) conducted by St.Joseph’s College of Arts and Science for Women Hosur on 29.10.2022.

**RECENT PAPER PUBLICATION:(AUTHORS NAME, JOURNAL NAME, VOL,
YEAR,
PAGES)**

1. Dr. K. PrabhakarRajkumar, D. Bhuvana, published on International Journal of Recent Technology and Engineering(IJRTE), **“Marketing of Women shgs Products (with special reference to Chennai Citys)”** ISSN 2277-3878, Vol. 8, Issue No. 3S3, Nov.2019 Page no. 600-606.
2. Dr. K. PrabhakarRajkumar, D. Bhuvana, published on International Journal of Recent Technology and Engineering(IJRTE), **“Marketing of Women SELF HELP GROUPS Products (with special reference to Chennai Citys)”** ISSN 2277-3878, Vol. 8, Issue No. 3S3, Nov.2019 Page no. 607-613

TRAINING

1. Five days program “LEED AUDITOR COURSE” conducted by Natural science foundation Coimbatore Tamilnadu on 26th September to 30th September 2022