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Bairavi. N



Career Objectives

- ❖ To utilize and enhance my interpersonal skills.
- ❖ To work in a competitive environment thereby bestow my fullest potential for growth of the concern.

Skill Summary's

- ❖ Knowledge and experience of SPSS.
- ❖ Knowledge and experience of eviews8
- ❖ Writing and Publishing Research Papers.
- ❖ Writing and Presenting Research Papers.

Academic Qualification

- SSLC in Sourashtra Girls Higher Secondary School, Madurai with **84%** during 2005-2006.
- HSC in Sourashtra Girls Higher Secondary School, Madurai with **87.75%** during 2007-2008.
- Diploma in Computer in Application in Fatima College (Affiliated to Madurai Kamaraj University) with **79%** during 2009-2011.
- Bachelor of COMMERCE in Fatima College (Affiliated to Madurai Kamaraj University) with **85%** during 2009-2011.
- Master of COMMERCE in Nadar Mahajana Sangam S.Vellaichamy Nadar college with **82%** during 2012-2014.
- Qualified **TNSET 2018** conducted by Mother Terasa University, Kodaikanal.
- Doctorate of Philosophy** in Commerce, titled "Empowerment Of Dalit Women Through Entrepreneurship- An Empirical Study In Tamilnadu" in Nadar Mahajana Sangam S.Vellaichamy Nadar college under Madurai kamaraj University on 26th August 2021

Certification

- Certified Professional Tally.ERP9

Faculty Development Programme

- The one day "Workshop on Article Writing" held in N.M.S.S. Vellaichamy Nadar College under the auspices of the UGC on 25th October 2013.
- Two days "Workshop on AMOS" held in The American College on 12th & 13th October 2018.
- One day "Workshop on GST" held in The American College in association with the O/o Commissioner of GST & Central Excise on 05th July 2019.
- One day "Workshop on Website Development" held in The American College on 03th August 2019.
- "Front Accounting-2.4.7" training organized at Madurai Sivakasi Nadar Pioneer Meenakshi Women's College in 11th TO 15th May 2020, with course material provided by the Spoken Tutorial Project, IIT Bombay, funded by the National Mission on Education through ICT, MHRD, Govt. of India.
- Participated in the National Level Online Faculty Development Programme on " Digital Tools for Smart Classrooms in Higher Education" held between 6th & 7th May 2020.
- Participated in a Two-day Online Faculty Development Programme(FDP) on "New Normal - Pedagogical Tools for Online Teaching" organized by the Quality Assurance Cell(IQAC), Fatima College (Autonomous), Madurai on 11th & 12th May 2020.
- Participated in the one day workshop on " Art and Science of Methodological Scientific Writing and Publishing in a High Impact Journal" on march 6,2023 conducted by IQAC snd office of the Dean Research, The American College, Madurai.

Articles Published in edited books

- "Socio-economic and Cultural Implications of Social Networking Sites on Youth(SNS): An awareness and utilization of Social Networking Sites among NMSSVN college students",2014 published by St.Xavier's College, Tamil Nadu. **ISBN 978-81-92288-27-7.**

- "Socio-economic and Cultural Implications of Social Networking Sites on Youth(SNS): An awareness and utilization of Online Marketing among NMSSVN College students",2014 published by St.Xavier's College, Tamil Nadu. **ISBN 978-81-92288-27-7.**

- "Prospects And Impact Of Tourism Industry On Indian Economy" In Prospects Of Micro, Small & Medium Enterprises (MSMEs) In Indian Scenario 2018, published by The American College, Tamil Nadu.

Publication in International Journals

- ❖ Published the article," Oil price volatility and its impact on the selected macro-economic variables of India, in International Academic Research Journal of Economic and Finance", IMP FACT: 6.11, in the journal of ARC. **ISBN 978-09-89515-02-3.**

- ❖ Published the article," An analytical study an impact of FDI and CPI on GDP of India, in SVNC Research Journal", **ISSN 0976-2949.**

- ❖ Published the article, "Impact of Macroeconomic variables on National Stock Exchange, in International Academic Research Journal of Business and Administration", in the journal of ARC. **ISSN 2227-1287.**

- ❖ Published the article," Analyzing the factors affecting consumer awareness on organic products in Madurai, in TQ-Research Journal, "**ISSN 2319-9091.**

- ❖ Published the manuscript," E-Platform in Indian Agricultural market- An Agriculture Reform, in International Journal of Agriculture Innovation and Research", IMP FAC:1.126, ICV: 65.03. **ISSN: 2319-1473.**

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- ❖ Published the manuscript, "Dynamic Correlation between oil prices and macroeconomic channels: The case of US economy in International Journal in Commerce, IT and Social sciences", IMP FAC:3.455, **ISSN-2394-5702.**
- ❖ Published the article."Chennai Floods Disaster and Economic Damages in Primax International Journal of Commerce and Management", IMP FAC: 2.532, **ISSN:2321-3604.**
- ❖ Published the article " Decisive macro-economic variables influencing gold price fluctuations in India and Malaysiain International Academic Research Journal of Economic and Finance", IMP FACT: 6.11, in the journal of ARC. **ISBN 978-09-89515-02-3.**
- ❖ Published the manuscript," Dynamic macro-economic variables and its impact on gold price innovation in India in International Journal of Development Research", Vol 6, Issue 9, Sep 2016, IMP FAC: 4.25. **ISSN 2230-9926.**
- ❖ Published a research paper," Socio- Economic Conditions of Dalit in India in Indian Journal of Applied Research" IMP FAC: 3.919. **ISSN 2249-555X.**
- ❖ Published the article "Socio-Economic Conditions of Dalit in Tamilnadu in International Journal of Information Research and Review", IMP FACT: 4.25, **ISSN: 2349-9141.**
- ❖ Published the research manuscript title "The Socio-Economic Barriers of an aboriginal community and their Empowerment in Australia "International Conference on "Emerging Trends in Multidisciplinary Research"2017.
- ❖ Published a research paper "Awareness And Utilization Of Government Schemes By Dalit Women Entrepreneurs In Tamilnadu." in Journal of Applied Science and Computations", IMP FACT: 6.25, **ISSN No: 1076-5131.**

- ❖ Published research paper "Socio-Economic Conditions of Dalit in Tamilnadu." ." in Journal of Applied Science and Computations", IMP FACT: 6.25, **ISSN No: 1076-5131.**
- ❖ Publish the manuscript titled" Dalit Entrepreneurship- A Socio-Economic Transformation" on 24th January 2020 in Shanlax Publications, ISBN: 978-93-89658-48-4
- ❖ **CARE Journal:** Humanities and Social Science Studies journal- A STUDY ON PASSENGERS' SATISFACTION TOWARDS SERVICES QUALITY OF INDIGO AIRLINES – A SPECIAL REFERENCE TO MADURAI CITY, 2319-829X, June 2024

Academic Paper Presentation

- ❖ International Seminar organized by the department of Business Administration and presented a paper on "Face book-A gateway to Business Promotion" at N.M.S.S.VellaichamyNadar College, Madurai on 12th February 2014.
- ❖ National Level Seminar paper titled "Negative impact of Social Networking sites (SNS) on the Youth" organized by the PG and Research Department of Commerce, St.Xavier' s College, Palayamkottai on 6th and 7th February 2014.
- ❖ "An exploratory study on the awareness and utilization of online marketing among N.M.S.S.V.N.College students", organized by the PG and Research Department of Commerce, St.Xavier' s College, Palayamkottai on 6th & 7th February 2014.
- ❖ National level seminar conducted by the PG and Research Department of Commerce and presented a paper titled" Challenges and prospects of digital age to women entrepreneurs in small scale business.
- ❖ State level seminar organized by department of Management studies in Mary Matha College of arts and science and presented a paper on "Natural Disasters and its economic damages" on 10th February 2016.
- ❖ International Conference organized by the Academic Research Conference and presented a paper "Decisive macro-economic variables influencing gold price fluctuations in India and Malaysia" at Malaysia during August 2016

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- ❖ International Conference organized by The American College and presented a paper "AWARENESS AND UTILIZATION OF GOVERNMENT SCHEMES BY DALIT WOMEN ENTREPRENEURS IN TAMILNADU." held on 1st & 2nd February 2019.
- ❖ International Conference organized by The American College and presented a paper "Socio-Economic Conditions of Dalit in Tamilnadu." held on 1st & 2nd February 2019.
- ❖ International Conference conducted by The American College and presented a paper title "Dalit Entrepreneurship- A Socio-Economic Transformation" held on 24th January 2020 ISBN: 978- 93-89658-48-4
- ❖ International Conference conducted by The American College, Madurai, Tamilnadu in association with St. Joseph's University, Bengaluru, Karnataka and presented a paper title "A study on consumers' perception towards food delivery apps in Madurai city" held on 5th January 2023 & 6th January 2023.
- ❖ International Conference conducted by The American College, Madurai, Tamilnadu and presented a paper title "Green and sustainable marketing" held on 5th January 2024 & 6th January 2024.
- ❖ International Conference conducted by The American College, Madurai, Tamilnadu and presented a paper title "A Study on Passengers' Satisfaction towards Service Quality of Indigo Airlines" held on 5th January 2024 & 6th January 2024.
- ❖ International Conference conducted by The American College, Madurai, Tamilnadu and presented a paper title "A Study on Hindrances of Women Entrepreneurs in Madurai City" held on 5th January 2024 & 6th January 2024.
- ❖ International Conference conducted by The American College, Madurai, Tamilnadu and presented a paper title "The Unified Payment Interface-Boon or Burn technology in the perspective of merchants in Madurai city" held on 6th and 7th January 2025.
- ❖ International Conference conducted by The American College, Madurai, Tamilnadu and presented a paper title "Perception of E-Learners towards E-Learning Platforms" held on 6th and 7th January 2025.

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- ❖ International Conference conducted by The American College, Madurai, Tamilnadu and presented a paper title "Preferences towards Post Office Savings Schemes in Madurai City," held on 6th and 7th January 2025.

Academic Paper Participation

- STATE LEVEL STUDENT'S SEMINAR TITLE: Issues and Policies in INDIAN AGRICULTURE.
- STATE LEVEL STUDENT'S SEMINAR TITLE: Service Industry Changes and Challenges.
- STATE LEVEL SEMINAR TITLE: Debt Waiver a solution for Farmers' Financial Crunch.
- STATE LEVEL STUDENT'S SEMINAR TITLE: Express Your Thought.
- STATE LEVEL STUDENT'S SEMINAR TITLE: Women In Business.
- STATE LEVEL STUDENT'S SEMINAR TITLE: E-Tailing: Landscape In India.
- NATIONAL LEVEL SEMINAR TITLE: Indian Retail sector in global economy: emerging trends, issues and challenges.
- INTER COLLEGIATE SYMPOSIUM: LIC- In The Service Of The Nation
- NATIONAL LEVEL SEMINAR TITLE: Marketing In Dynamic Business Environment.
- NATIONAL LEVEL SEMINAR TITLE: Opportunities and Challenges for Women in Business.
- INTERNATIONAL CONFERENCE TITLE: Environmental Sustainability Challenges and Strategies.
- INTERNATIONAL CONFERENCE TITLE: Challenges Of Change Management.

WEBINARS

- A Webinar on "Teacher to Educational Leader" organized by Colombo Plain Staff College, on 23th April 2020.
- "A Perspicacious View On Electronic Payment" Organized By The Department Of Commerce, The American College, Madurai held On 03 JULY 2020.
- A Webinar on "Online Education a Boon or Bane- The Pros and Cons", Organized by the Department of Business Administration on the 11th of June 2020.

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- A Webinar on "Women at Risk Blossom!" Organised by the Ladies Club of The American College, Madurai on 09-06-2020.

- A Webinar on "Different Approaches in Management Research" organized by the University of Mumbai, Thane Sub Campus in association with Vivekanand Education Society Institute Management Studies and Research and MES's Pillai College of Education and Research, Chember, on 4th June 2020.

- Participated in the Webinar organized by the Ladies Club of The American College, Madurai on 27th May 2020.

- A Webinar on "COVID 19 and Continuing Relevance" organized by Department of Commerce, The American College, Madurai on 23th May 2020.

- A Webinar on "Effective Conduct of Online Classes" organized by Department of Electrical and Electronics Engineering Sri Eshwar College of Engineering, Coimbatore on 8th May 2020.

- A Webinar on " Art of Achieving Teaching Excellence in Digital Era" organized by Sakthi Institute of Information and Management Studies, Pollachi on 04th May 2020.

- A Webinar on "Teacher to Educational Leader" organized by Colombo Plain Staff College, on 23th April 2020.

- Participated in the Webinar on "A perspicacious view on electronic payments" conducted by The American College on 3rd July 2021.

- Participated in the Webinar on "Navigate financial crisis during pandemic" Organized The American College on 17th July 2020.

- Participated in the International Webinar on the "Power to the change the world" by The American College on 8th March 2021.

- Participated in the Workshop titled "Road map to successful Entrepreneurship for commerce professionals" conducted by The American College on 15th March 2021.

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- Participated in the Webinar on “Digital Marketing” Organized The American College on 4th February 2021

Certificate of Appreciation

- Appreciation certificate received for outstanding contribution as Executive Committee Member in the International Conference on Commerce and Management in the Digital Age: Trends, Challenges and Innovations” organized by the School of Commerce, The American College, Madurai
- Appreciation certificate received for outstanding contribution as Executive Committee Member in the International Conference on “ Artificial Intelligence in Commerce and management” organized by the School of Commerce, The American College, Madurai

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Project Work

UG Project Title:

A Study On Impact Of Hike In Petrol, Diesel And Natural Gaseson The Basis Ofioc (U.G. Final Project)

PG Project Title:

A Study On Awareness And Utilization Of Income Tax Deductions Among Professors Of N.M.S.S.Vellaichamy Nadar College, Madurai.(P.G. Final Project)

Ph.D Research Title:

“Empowerment Of Dalit Women Through Entrepreneurship- An Empirical Study In Tamilnadu”

Work Experiences

1) Assistant Professor in The American College June 2018 to Till date

Subjects Handled:

- ❖ Accounting For Managers
- ❖ Management Accounting
- ❖ Financial Accounting-II
- ❖ Financial Markets
- ❖ Marketing Research
- ❖ Principles of Marketing
- ❖ Supply Chain Management
- ❖ Logistics Management
- ❖ Risk Management
- ❖ Business Economics
- ❖ Business Law
- ❖ Banking Law, Theory & Practices
- ❖ Practical Banking
- ❖ Business Communication
- ❖ Income Tax

2) Nadar Mahajana Sangam S. Vellaichamy Nadar College August 2016 - July 2017

Project Title: Empowerment of Dalit Entrepreneurship in Tamilnadu.

As a Project Assistant for Major Research Project

My Role:

- To collect secondary data regarding the project
- To decide sampling design
- To gather & analyse the primary data and produce the result
- To report pilot study result
- To take project class for UG & PG final year students

3) Ram Info Matrix Dec 2011- July 2012

As a Tally Faculty

My Role:

To Teach

- ❖ Tally.ERP9(Release3.3 series A)
- ❖ VAT classification
- ❖ VAT Computation
- ❖ VAT Composite Returns
- ❖ VAT Annexure
- ❖ E – VAT files
- ❖ TALLY Audit
- ❖ TALLY Vault
- ❖ Security Control
- ❖ E-mail, SMS
- ❖ Export / Import

Personal Profile

Name : N. Bairavi
Father's Name : B. Nagarajan
Date of Birth : 02-10-1991
Contact Address : Plot No:34, Udayam Royal City,
ErkudiAchampathu, Madurai-
625019
Languages Known : English [Read, Speak & Write]
Tamil [Read, Speak & Write]
Telugu [Speak]
Marital Status : Married
Nationality : Indian

Declaration

I hereby declare that all the above furnished information is true to the best of my knowledge.

Place: Madurai.

Date: 12.02.2025

(N.BAIRAVI)

