

Name : Dr N Bhuvaneswari

Designation : Assistant Professor

Department : Commerce

Qualification : M.com, MBA, Phd

Experience : Teaching - 8 Years

Research : 9 Years

Area of Specialization(s) : Commerce

Email (Official ID) : n_bhuvaneswari@psgrkcw.ac.in



Academic Qualifications

Degree	Branch	Institution/University Name	Year of Graduation
Ph.D.	Commerce	Manonmaniam Sundaranar University	2023
MBA	Finance	Alagappa University	2011
M.Com	Commerce	Manonmaniam Sundaranar University	2008
B.Com	Commerce	Manonmaniam Sundaranar University	2006

Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution/University/Agency Name	Year
Certification	NPTEL (Top Performing Mentor)	Swayam	Apr 2024
Certification	NPTEL (Introduction to Marketing Essentials)	Swayam	Oct 2024

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing

Phd	Nil	Nil
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Research Publications (Indexed)

1. Web of Science – CAHIERS MAGELLANES-NS A comparative study on E- Learning Application with traditional learning, ISSN-1624-1940 (NOV 24).
2. GISJOURNALOF SCIENCE – Analytical of supplier selection through Mathematics tools, Vol-7–ISSUE-8/2020.

Other Publications: International/National

1. IJFANS - Effectiveness of Social Media as a Marketing tool An Empirical study, ISSN- 2319- 1775 ONLINE 2320876.
2. IJFANS – Social Media, consumer Buying Behavior and Service Marketing, ISSN-2319-1775 ONLINE 2320876.

Patent

S.No	Name of the Faculty	Title of the Invention	Application No.	Date of Filing	Publication Date
1.	Dr.N.Bhuvaneswari	Influence of Social Media Marketing on consumers Buying Behavior	202241023118	Apr 2022	Dec 2023
2.	Dr.N.Bhuvaneswari	A Method of Detecting in food	202241023243	Apr 2022	Dec 2023

Book Published

1. The Role and Importance of Social Media On Women Entrepreneurship, MIN E KAVI E DEVELOPMENT ANDDIGITAL PUBLISHING, GOPICHETTIPALAYAM, ERODEDIST, TN - 52. ISBN:978-93-91274-88-7
2. Social Media Marketing & Its Impact on Consumer Buying Behavior process, MIN E KAVI E DEVELOPMENT AND DIGITAL PUBLISHING, GOPICHETTIPALAYAMs, ERODEDIST,TN -52., ISBN:978-93-91274s-88-1

Book Chapter Published

1. Fusion of Ideas, Trends: Cutting edge developments in cross disciplinary studies.	Cross-Disciplinary on learning and Instruction	May-2025	VET INSTITUTE OF ARTS & SCIENCE	Book chapter
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Short Term Course

1. An Introduction to Fundamental Rights and Duties, Two weeks online course, INTERNATIONAL, Annamalai University
2. Self-directed learning for higher education, One month COURSE, NATIONAL, Northwest University.
3. Introduction to social Media, One week online MOOC course, INTERNATIONAL, Common wealth of Learning, Canada.
4. Mentoring for Success in Professional Career,15 Days Short Term Training Programme, NATIONAL,SRM Institute of Science and Technology.

Letter of Appreciation

1. Department of B.Com General, SDNB Vaishnav College for Women, speaker for recent webinar titled “**Smart Scents: Fintech Strategies for Financially Savvy Students**” On 04/07/2025.

Acted as a Resource Person

1. ROLE OF SOCIAL MEDIA IN BUSINESS COMMUNICATION-ACTED AS A RESOURCE PERSON IN DEPT OF BUSINESS ADMINISTRATION AT ST.JOHN'S COLLEGE – TIRUNELVELI ON 2022.

Reviewer in journal

Nil

Paper Presentations in Conference

- 1.**International:** Multidisciplinary Research in Science, Technology and society, on the title -A study on the role of AI for Tele communication Innovations on 23.03.25-organised by Radiant group of Institutions,M.P,ISRS&SSMWA
2. National: Empowered women, Prosperous Madhya Pradesh-Need of the Day-Women Empowerment and prosperity on the title on 20.03.25 organized by IITS College,M.P.

Presentations in Seminar

- 1.NATIONAL SEMINAR on AI in Logistics and supply chain Management Ethical Implications in Automation, Transparency and sustainability on 07.03.25 organized by Nallamuthu Gounder Mahalingam College, Pollachi.
- 2.NATIONAL SEMINAR, on Gender Empowerment strategies to glass ceiling to eradicate gender discrimination on 24.01.25, organized by Sri Ramakrishna college, Coimbatore.

Participation in Conference

ICETM-2025	Adaption of UPI PAYMENTS in small retail stores with special reference to Nagercoil city	11 & 12th Apr 25	Visvam Eng college, AP	International conference
Strategies for Business success in the modern world	A Study of current HR Analytics Tools and Methodologies and their implications	07.04.25	M.A.M.B SCHOOL	International conference

Participation in Seminars

1. Women in Indian Philosophy on A Study on the role of Indian Women social status-A Historical Perspective on 07.02.25 organized by Sri Ramakrishna college, Coimbatore.

Participation in Workshop

1. National level online workshop on Applications Development with AI and Essential Skills organized by BRAINOVISION SOLUTIONS INDIA PVT LTD.

Participation in Faculty Development Programme

1. INTELLECTUAL PROPERTY RIGHTS, 28.04.2025, organized by PVPS INSTITUTE OF TECHNOLOGY
2. Navigating the Right Journals: The Research based approach, 17.06.2025 to 23.06.205, organized by ARKA JAIN UNIVERSIRY, JHARKHAND.
3. Harnessing AI in Health sector on 24.05.2025 organized by JSS Academy of Higher Education & Research.

Participation in Webinar

1. National webinar on Financial empowerment through wealth creation on 17th Apr 2025 organized by KDJSS, UTTAR PRADESH.

Conference/Seminar/Workshop Organized

1. ORGANISED WORKSHOP ON RESEARCH METHODOLOGY FOR FINAL YEAR UG STUDENTS- 2022-2025 at SRM INSTITUTE OF SCIENCE & TECHNOLOGY, RAMAPURAM CAMPUS .CHENNAI.

Grants

Nil

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
1. IAENG INTERNATIONAL ASSOCIATION OF ENGINEERING AND MANAGEMENT	Editorial board	Lifetime

Awards/Honors

Awards/Honors	Agency/Institute	Year of Award
1.PARAAWARDS- BEST OUTSTANDING RESEARCHER	PUDUCHERRY ACADEMIC RESEARCHERS ACADEMY	2021
2.ATTEMPT (150 HOURS CONTINUATIONPRESENTATION)	ESN PUBLICATION DIGITAL UNIVERSITY-USA	2020

Indexing and Citations

Nil

Contribution

1. Acted as a CONVENOR for DRUG AWARENESS PROGRAMME-“SAY NO TO DRUGS “on 12th sep 2023 at SRM INSTITUTE OF SCIENCE & TECHNOLOGY, RAMAPURAM CAMPUS .CHENNAI.

☐ Acted as a CONVENOR for Women’s Day Competitions-“EMBRACE EQUITY” organized by Dept of commerce at SRM INSTITUTE OF SCIENCE & TECHNOLOGY, RAMAPURAM CAMPUS .CHENNAI.

☐ Acted as a COORDINATOR for Group dance “COMMEX” programme 2023 Organized by Department of commerce at SRM INSTITUTE OF SCIENCE & TECHNOLOGY, RAMAPURAM CAMPUS .CHENNAI.

☐ Acted as a SESSION COOEDINATOR for an International conference “MASK 2023” Organized by Department of commerce at SRM INSTITUTE OF SCIENCE & TECHNOLOGY, RAMAPURAM CAMPUS.CHENNAI.

☐ INSTITUTIONAL COORDINATOR for “ INCUBATION- START UPS PROGRAMME”2023-2025 at SRM INSTITUTE OF SCIENCE & TECHNOLOGY, RAMAPURAM CAMPUS .CHENNAI.

☐ RESULT ANALYSIS COORDINATOR for Department of commerce

☐ NAAC Criteria -2 coordinator

☐ WEBSITE COORDINATOR for the department of Commerce at SRM INSTITUTE OF SCIENCE & TECHNOLOGY, RAMAPURAM CAMPUS .CHENNAI.

☐ OVERALL DEPARTMENT OF COMMERCE CULTURAL COORDINATOR at SRM INSTITUTE OF SCIENCE & TECHNOLOGY, RAMAPURAM CAMPUS .CHENNAI.

☐ Acted as a CONVENOR for -“ENTREPRENEURSHIP IN THE DIGITAL AGE OPPORTUNITIES AND CHALLENGES “ on 02nd Jan 2024 at SRM INSTITUTE OF SCIENCE & TECHNOLOGY, RAMAPURAM CAMPUS .CHENNAI.

☐ Acted as a PROGRAMME COORDINATOR for CORPORATE WALK “MERFESTA 2024” at SRM INSTITUTE OF SCIENCE & TECHNOLOGY, RAMAPURAM CAMPUS .CHENNAI.

☐ PROJECT COORDINATOR FOR UG-2022-2025