

## Faculty Profile

**Name : Dr.S.Duraieswari**

**Designation :** Assistant Professor, Department of B.Com (PA)

**Qualification :** M.Com(CA)., M.Phil., Ph.D

**Experience :** 5 years (Teaching)

**Area of Specialization:** Human Resource management, Marketing, Management Accounting

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### Academic Background

- Ph.D. in Commerce [PSGR Krishnammal college for Women, Bharathiar University], [2022]
- Master of Philosophy [Bharathiar university], [2017]
- Master of Commerce with Computer Applications [Maharani Arts and Science Women's College, Bharathiar University], [2015]
- Bachelor of Commerce with Computer Applications [Maharani Arts and Science Women's College, Bharathiar University], [2013]

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### Research Interests

- Human Resource Management
- Consumer Behavior
- Taxation Policy
- Artificial Intelligence in Finance
- Sustainable Development

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### Publications

- Published 40 research papers in peer-reviewed UGC, Scopus and International Journals.
- Presented 11 papers in national and 9 international conferences.
- Contributed chapters to 1 edited book.
- Attended 6 Workshop and 3 Faculty Development programs

*(Attach list of top 5 publications with DOI or links if needed.)*

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### **Publication :**

- Article titled , “Consumer Awareness and perception on quality of service in Hospitals“ published in Research Review international journal of Multidisciplinary” ISSN:2455-3085(Online)(UGC Listed Journal)

- Article titled , “ Service Quality and patient’s satisfaction in private hospitals with special reference to Coimbatore city “in international journal of pure and applied mathematics, ISSN:1311-8080(p),ISSN:1314-3395(o),PP:3875-3885
  - Article titled, “Performance and Marketing Mix strategy of Corporate Hospitals Measured by Patients Satisfaction” in Our Heritage, ISSN: 0474-9030.
  - Article titled “A COMPARITIVE STUDY ON TRENT LTD AND ADITYA BIRLA RETAIL & FASHION LTD” - Business Studies (UGC - CARE Listed Journal Group I, ISSN 0970-9657) Volume – XLVI, No. 06, January-June, 2025
  - Article titled “A STUDY ON CASH FLOW ANALYSIS OF TRENT LIMITED” - Humanities and Social Science Studies, Vol. 13, Issue 1, No. 17, January – June: 2024 ISSN 2319-829X
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### **Book Chapter :**

- **“Principles of management”,** IIP (Iterative International Publisher), ISBN: 978-93-5747-406-1, Raja Ram Ram mohun
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### **Workshops / FDPs Attended**

- FDP On “Cognitive Teaching” Organized by GLOBALFITI PVT LTD On 8<sup>th</sup> June 2024
  - One Week FDP on “Dimensions of Economics Today” from 08-01-2024 to 12-01-2024 P.G. and Research Department of Economics, Jamal Mohamed College (Autonomous), Tiruchirappalli.
  - Kristu Jayanthi College “Innovative Pedagogical Strategies Using AI & Digital Platform On 4<sup>th</sup> Novemebr to 11<sup>th</sup> November, 2024
  - One Week Workshop on Emerging Trends in Data Analysis in SPSS on 19<sup>th</sup> September, 2022 to 23<sup>rd</sup> September, 2022 organized by REST Society for Research International (RSRI) Krishnagiri, Tamil Nadu, India.
  - FIVE DAYS ONLINE WORKSHOP ON SPSS IN RESEARCH ” organized by Star International Foundation for Research and Education on 26.12.2023 to 30.12.2023.
  - Two Days National Level Workshop on “New Education Policy 2020:A Higher Education Game Changer “ conducted on 16th and 17th of September 2022.
  - National Workshop on “Blockchain Technologies” organized by Department of Computer Science (PG) in association with Computer Society of India, Coimbatore Chapter on 26.02.2022.
  - National level workshop on “Data Analytics using R” organized by Department of Data Analytics (PG) on 12th October 2021.
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### **Contact Details**

- **Email:** [duraieswari@psgrkcw.ac.in](mailto:duraieswari@psgrkcw.ac.in)
- **Phone:** 9788941152
- **IRINS Profile:** <https://psgrkcw.irins.org/profile/220548>