

**Name** : Dr. R. Dhivya  
**Designation** : Assistant Professor  
**Department** : Department of Business Administration  
**Qualification** : BSc (Agri), MBA, PhD, PDF  
**Experience** : Teaching – 8.5 years  
**Research** : 8Years  
**AreaofSpecialization(s)** : Agribusiness & Marketing  
**Email(OfficialID)** : dhivya@psgrkcw.ac.in



#### AcademicQualifications

Degree	Branch	Institution/UniversityName	Year of Graduation
Ph.D.	Agri Business Management	Tamil Nadu Agircultural University	2012
MBA	Agri Business Management	Tamil Nadu Agircultural University	2009
B.Sc.	Agriculture	Tamil Nadu Agircultural University	2007

#### AdditionalQualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution/University/AgencyName	Year
UGC NET	Management	University Grants Commission	2010

#### ResearchGuidance

Programme	No.ofScholars	
	Completed	Pursuing
PhD	-	1

#### Research Publications (Indexed)

##### International

Palanichamy, N. V., Kalpana, M., Balakrishnan, N., Dhivya, R., & Shobana, S. (2025). *Artificial Intelligence in Agribusiness: Transforming Farm-to-Fork Sustainability. International Journal of Sustainable Agricultural Systems*, 15(1), 22–36.  
 Rajavel, M., Soumya, R., & Dhivya, R. (2025). *AI-Driven Consumer Insights for Green Marketing: An Emerging Paradigm in India. International Journal of Marketing Intelligence and Planning*, 12(2), 66–79.  
 Venkatesa Palanichamy, N., Kalpana, M., Balakrishnan, N., & Dhivya, R. (2024). *Blockchain Integration in Sustainable Supply Chains: Evidence from Tamil Nadu. International Journal of Supply Chain and Operations Research*, 13(4), 105–121.  
 Dhivya, R., & Vidya, S. (2024). *Sustainable Consumption Behaviour in the Indian Context: An Empirical Analysis. International Journal of Marketing and Social Research*, 13(1), 40–53.  
 Dhivya, R., & Balasubramani, K. (2022). *Understanding Eco-Conscious Consumerism in Urban India. International Review of Marketing and Consumer Studies*, 10(2), 115–128.

Rajesh, E., Dhivya, R., Prachi Subhash Giri, Poornima Tiwari, & Vidya Fakira Surve. (2022). *Psychological Stress of Competitive Exams in India with Special Reference to UGC-NET*. *International Journal of Food and Nutritional Sciences*, 11(Special Issue 1), 764–773.

Ramesh, P., & Dhivya, R. (2021). *Digitalization in Agribusiness: Opportunities and Challenges in India*. *International Journal of Rural Studies*, 28(4), 45–58.

Dhivya, R., & Meenakshi, S. (2020). *E-consumerism and the Emerging Green Mindset*. *International Journal of Sustainable Development Research*, 9(3), 177–184.

Dhivya, R., Sivakumar, S. D., & Selavanayaki, S. (2016). *Internet Shopping – What Tends to Come Back for More?* *International Journal of Business and General Management*, 5(5), 13–24.

Dhivya, R. (2014). *Food Safety and Quality – A Factor Analysis Approach to Consumer Perception*. *International Journal of Commerce and Business Management*, 7(1), 26–32.

Dhivya, R. (2013). *Consumer Behaviour – A Key Influencer of Rural Market Potential*. *International Journal of Management*, 4(5), 33–41.

#### **Other Publications: International/National**

Dhivya, Rajaram, Takashino, Nina, Fuyuki, & Katsuhito. (2017). *Food Safety and Consumer Behavior in India and Japan: Comparative Literature Review*. *Journal of Farm Management Economics*, 48, 84–96.

Selvanayaki, S., Deepa, N., Dhivya, R., & Sakthirama, V. (2016). *Financial Health Assessment of Modern Rice Milling Firms at Kangayam, Tamil Nadu*. *Advances in Life Sciences Journal*, 7(16), 5921–5923.

Dhivya, R., & Deepa, N. (2019). *Women in Agribusiness: Leadership and Opportunities*. *Indian Journal of Women Studies*, 6(1), 56–68.

Dhivya, R., & Ramesh, M. (2019). *Role of ICT in Rural Marketing*. *Indian Journal of Business and Economic Policy*, 9(2), 44–52.

Dhivya, R. (2018). *Challenges of Small Farmers in Market Integration*. *Agricultural Economics Research Review*, 31(1), 77–84.

Dhivya, R., & Priya, T. (2017). *Consumer Awareness Towards Eco-Labels in FMCG Sector*. *Indian Journal of Contemporary Management*, 11(4), 63–70.

Dhivya, R., & Selvanayaki, S. (2015). *Women Entrepreneurship in Agri-Based SMEs*. *Indian Journal of Management Science*, 5(3), 21–29.

Dhivya, R., & Subha, P. (2015). *Organic Food Market in India: A Study of Consumer Preferences*. *Indian Journal of Commerce and Management Studies*, 6(1), 89–96.

Dhivya, R., & Sivakumar, S. D. (2013). *Changing Consumption Pattern in India – A Macro and Micro Analysis*. *Madras Agricultural Journal*, 100, 61–65.

Dhivya, R. (2012). *Consumer Perception on Food Safety: An Indian Perspective*. *Indian Journal of Agricultural Marketing*, 26(3), 41–49.

Dhivya, R., & Chandrakumar, M. (2011). *Agro Processing and Value Addition – A Pathway for Rural Prosperity*. *Indian Cooperative Review*, 48(1), 25–32.

#### **Patent**

S.No	Name of the Faculty	Title of the Invention	Application No.	Date of Filing	Publication Date
1.	Dr. R.Dhivya	Farm Analysis Machine	394371-001	30.08.2023	02.09.2023

#### **Book Published**

Dhivya, R. (2017). *Out of Stock Situation and Customer Loyalty*. Lambert Publishing House.

Dhivya, R. (2017). *Consumer Behavior Modeling – An Empirical Analysis*. Lambert Publishing House.

## **Book Chapter Published**

Dhivya. R and Josephin Remitha (2022). “Digitization for an inclusive education - towards bridging the digital divide”, Edited book from the National Conference on “Innovation, Digitalization and Indigenisation”, Bonfring Publishers.

Josephin Remitha, Dhivya. R (2022). “Growth of e-wallet applications in India during COVID Pandemic”, Edited book from the National Conference on “Innovation, Digitalization and Indigenisation”, Bonfring Publishers.

Rajavel. M, Dhivya. R and J.Venkata Prabhu (2016), “Abridging the digital divide through instructional materials”, Edited book from the ICAR Sponsored winter school on “Innovations in Educational Technology ” M/s. Agrobiosindia.

Dhivya. R and S.D.Sivakumar (2013), “Nutrition Security and the Changing consumption pattern”, Edited book from the Agricultural Graduate Student Conference 2013 on “Food Safety and Food Security”, Allied Publishers Pvt. Ltd.

Dhivya. R and V. Sakthirama (2010), “The impact of product unavailability conditions in retail marketing on the behavioral and attitudinal customer characteristics”, International edited book on Consumer Protection and Globalization, SNAMS Publishing House Ltd. Chennai

## **Short Term Course**

- Completed BU-HRDC – Faculty Induction Programme from 09.11.2022 to 08.12.2022
- Completed BU-HRDC – Refresher Programme from Refresher Course in Commerce & Management from 04.12.2024 to 17.12.2024

## **Reviewer in journal**

- 2022 Editorial Board Member, European Business & Management (ISSN Print: 2575-579X; ISSN Online: 2575-5811) , February 2022 to February 2024
- 2021 Reviewer, Journal of Advances in Food Science & Technology

## **Participation in Conference**

- 2021 VIII International Congress Of Research In Social Economy Of CIRIEC International Centre Of Research And Information On The Public, Social And Cooperative Economy
- 2013 First “Agricultural Graduate Student Conference” (National Level), Tamil Nadu Agricultural University, Participated & Presented - \* Winner – Best Paper Award
- 2013 International Conference on “Indo-European Food for Health” Indian Institute of Technology – Madras, Tamil Nadu.
- 2010 National Conference on “Recent Advances in Statistics and Computer Applications” Department of Statistics, Bharathiar University, Coimbatore, Tamil Nadu.
- 2010 International Conference on “Globalization and Consumer Protection” Kalasalingam University, Krishnankoil associated with IIPA, New Delhi.
- 2008 68<sup>th</sup> Annual Conference of “The Indian Society of Agricultural Economics” School of Economics & Agro-Economics Research Centre, Andhra University

## **Participation in Seminars**

- 2021 How To Write a Winning Proposal Nehru Institute Of Engineering & Technology
- 2021 Entrepreneurship Is a Mindset And From Failure To Success, Jai Shriram Engineering College
- 2021 Continental Connect, International Digital Conference On India - Africa Business Opportunities, Bangalore B - School
- 2012 National Seminar on “Scientific Tamil” Central Agricultural Engineering, Zonal Research Centre, Tamil Nadu, Participated & Presented

- 2011 UGC sponsored National Seminar on “Women Entrepreneurship in Tamil Nadu – Opportunities and Challenges” Bharathiar University, Coimbatore, Tamil Nadu, Participated
- 2011 UGC sponsored National Seminar on “Emerging Issues in Indian Economy” Bharathiar University, Coimbatore, Tamil Nadu, Participated
- 2010 National Seminar on “Extension Management Reforms – Initiatives and Impact” Tamil Nadu Agricultural University, Participated
- 2010 AICTE sponsored National Seminar on “Entrepreneurial Ventures in the Times of Recession: Transforming Challenges into Opportunities” Sri Ramakrishna Engineering College, Coimbatore, Tamil Nadu, Participated
- 2006 National Seminar on “Convergence of Technologies for Organic Horticulture” Tamil Nadu Agricultural University, Participated

#### **Participation in Workshop**

- 2021 Data Science & Business Analytics, Sai Ram Institute Of Management Studies, Chennai
- 2021 Outcome Based Education Department Of Management, Karpagam Academy Of Higher Education, Coimbatore
- 2021 Essentials Of Successful Case Based Teaching Institute Of Business Management & Research
- 2021 Data Analysis Using Statistical Tools, Jaypee Business School
- 2021 Blended Mode Of Teaching And Learning, Ayya Nadar Janaki Ammal College
- 2021 Quality Enhancement Of Research In HEIs Department Of Mathematics, PSGRKCW, Coimbatore
- 2021 Digital Teaching Techniques, ICT Academy
- 2021 Advanced Research Methodology, Sydenham Institute Of Management Studies, Research & Entrepreneurship Education
- 2021 Advance Data Science and its Applications, Central University of Tamil Nadu
- 2021 National level “Virtual Workshop on Scientific Writing for High Impact Journals”, Kongu Engineering College, Perundurai
- 2017 National Workshop on “Data Analytics using R-Software” Bannari Amman Institute of Technology, Sathyamanagalam
- 2017 National level workshop on “Multivariate Analysis Using SPSS & AMOS” Kongu Engineering College
- 2012 International workshop on “Food Safety Management System for Fruits and Vegetables” Tamil Nadu Agricultural University and Ghent University, Belgium
- 2011 UGC sponsored National Workshop on “Engendering Agriculture Production and Marketing through Public Private Partnership” Avinashilingam Deemed University, Coimbatore, Tamil Nadu.
- 2010 Faculty Development Programme (FDP) on “Teaching Skills and Methodologies for Effective Classroom Management” Karunya University, Coimbatore, Tamil Nadu.
- 2008 IIM Ahmedabad’s Annual International Agribusiness Summit, “Management Development Module for Students (Expert Sessions on Microfinance, Operations, Logistics, Managing Retail Sector, commodity trading and sales & marketing)” Indian Institute of Management, Ahmedabad

#### **Participation in Webinar**

- 2020 The Economics Of The Pandemic - McGraw Hill - Stay TunEd! - International
- 2020 NAAC Accreditation Management System Demo – InPods - National
- 2020 Getting job ready for post Covid era - McGraw Hill - Stay TunEd! - International
- 2020 Managing Socially Distant Classes - Pearson – Lets connect webinar series - International
- 2020 Impact of pandemic on entrepreneurship in India - McGraw Hill - Stay TunEd
- 2020 Leadership in Times of Crisis - McGraw Hill - Stay TunEd! - International
- 2020 Role of Digital Marketing in Complete Lockdown - McGraw Hill - Stay TunEd!

**Conference/Seminar/Workshop Organized**

- 2021 National level “Virtual Workshop on Scientific Writing for High Impact Journals”  
 2012 International workshop on “Food Safety Management System for Fruits and Vegetables” Tamil Nadu Agricultural University and Ghent University, Belgium

**Grants**

	Number	Brief Detail (Title and supporting Institution)
Projects Completed (Maximum 5)	2	1. Fresh Fruits and Vegetables Consumption Pattern – An Empirical Analysis - <b>University Grants Commission</b> 2. An Analysis on the Effect of Changing Consumer Preferences towards Sustainable Food Consumption and Nutrition Transition in Tamil Nadu during the Covid 19 Pandemic - <b>GRG Trust - PSGR Krishnammal College for Women</b>
Ongoing projects, if any (with completion date)	1 Sep 2024	Agri-Clinics & Agri-Business Centres Scheme - <b>MANAGE, Hyderabad</b>
Fellowships		Post Doctoral Fellowship

**Membership in Professional Bodies**

Name of the Professional Body	Nature of membership	Duration
Uzhavarin Valarum Velanmai	Life membership	NA
The International Society for Agricultural Meteorology	Life membership	NA
Agricultural Economics Research Association	Life membership	NA
Society of Economics and Development	Life membership	NA

**Awards/Honors**

Awards/Honors	Agency/Institute	Year of Award
Dr. Radhakrishnan Postdoctoral Fellowship in Humanities and Social Sciences	University Grants Commission	2015
Best Faculty Award	PSGR Krishnammal College for Women	2022
CII – Best Paper Presentation Award	CII	2023
Outstanding Performer Award	PSGR Krishnammal College for Women	2024

**Indexing and Citations**

- **H – Index – 4**
- **I – Index – 1**
- **Citations – 40**

**Contribution**

- Acting as a Nodal Officer for AC&ABC Scheme since 2022 onwards
- Acting as a NIRF Committee member since 2024 onwards
- Acting as IPR Committee Member
- Acting as AgriTBI Coordinator