

Name : Dr M.Yasodha
Designation : Assistant Professor
Department : Department of B.Com (PA)
Qualification : MCom.,M.Com(CA),PGDCA., PhD.,
Experience : Teaching -10Years
Area of Specialization(s): Finance, Marketing, Human Resource Management
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Academic Qualifications

Degree	Branch	Institution/University Name	Year of Graduation
Ph.D	Commerce	Chikkenna Government Arts College Bharathiyar University	Awarded 2018
M.Com(CA)	Commerce	Bharathiar university	2017
M.Com	Commerce	Avinashilingam University	2008
B.Com Tax Procedure and Practice	Commerce	Avinashilingam University	2006

Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution/University/Agency Name	Year
Certification	Marketing Management	NPTEL	219

Resource Person

1. Session Chair for the **International Conference** on Resilience and Progress: Pioneering Transformative Pathways to Sustainability organized by Department of B.Com (Professional and Finance. Kristu Jayanti College, Bengaluru.

Research Publications

1. "Savings And Investment Pattern Of College Teachers Working In The District Of Coimbatore". International Journal Of Science And Research. Vol:6, I Ssue: 6, June 2017.
2. "Ratio Analysis Of Tata Steel Limited," *Ciencia And Engenharia/ Science And Engineering Journal*, June2021.

3. Working Capital Mangement Of Wipro Limited, Nnals Of R.S.C.B., Issn:1583-6258, Vol. 25, Issue 6, 2021, Pages. 3174 - 3181 2021
4. A Study On Financial Analysis Of D-Mart, Journal Of The Oriental Institute,Ms University Of Baroda, Vol. 71, Issue. 01, No.07, January-March: 2022
5. A Study On Merger & Acquisition Of Sbi, Journal Of The Oriental Institute,Ms University Of Baroda, Vol. 71, Issue. 01, No.07, January-March: 2022
6. Financial Comparison Between Axis Bank And Icici Bank Of India, Business Studies (Ugc - Care Listed Journal Group I, Issn 0970-9657), 0970-9657) Volume – Xlvi, No. 06, January-June, 2025
7. Comparative Analysis Of Ifb Limited, Business Studies (Ugc - Care Listed Journal Group I, Issn: 0970-9657), 0970-9657)
8. Valuation And Strategic Positioning Of Itc Limited: An Investment Analysis Perspective, Rabindra Bharati University Journal Of Economics, Vol.: Xxix, No: 03, 2025 12

Book Published

1. **International Environment: ISBN 978-81-19313-40-2 AASAN Publication.**

Book Chapter Published

1. Generative AI for Tax Transformation: Opportunities, Challenges, And Future Prospects L Ordine Nuovo Publication,978-93-90084-73-9, Feb 2025

Short Term Course

1. Short Term Course on "Introduction to Public Relation Marketing" at Sri Krishna Adithya College of Arts and Science.
2. Short Term Course on "Introduction to Cyber Law" at Sri Krishna Adithya College of Arts and Science.
3. Short Term Course on "Personality Development" Vivekanandha College of Arts and Science

Paper Presented in Conference/seminar

S.No	Title of the paper presented	Conference/Seminar title	Organiser
1	Customer Adoption in Internet Banking	Role of Commerce in Inclusive Growth and Sustainable Development of India	Department of Commerce Studies, SNMV College of Arts and Science
2	Impact of co-operative banks in Financial Inclusion	The Role of Social Enterprises in the Globalizes Economy	Department of Co-operation, Tirupur Kumaran College For Women.
3	Dividend Payout rends of select Indian Information Technology Firms	UGC sponsored National level seminar on corporate Governance and Dividend Policy in India	Post Graduate & Research Department of Commerce, Gobi Arts & science College

4	Kisan Credit Cards allowing credit easy access to farmers.	National conference on Role of Banking in Rural Economic Development.	Post graduate & Research Department of Commerce with Computer Applications, Dr.N.G.P College of Arts &Science.
5	Rural Banking in India: Realizing the potential.	National conference on Role of Banking in Rural Economic Development.	Post graduate & Research Department of Commerce with Computer Applications, Dr.N.G.P College of Arts &Science.
6	Attitude of the policyholder towards health insurance.	National conference on Emerging Trends in Service Sectors.	Department of Commerce, Amman college of Arts & science.
7	Globlisation and its impact on Indian economy.	National Seminar on Emerging Issues in Indian Economy.	Department of Economics, Bharathiar University
8	Dynamics of service sector in India special reference to travel and tourism.	National Symposium on Service Sector in Era of Globlisation.	Department of Economics, Avinashilingam Deemed University for women

Participation in Workshop

1. National-level workshop on "The Joy of Research" at **Nirmala Memorial**

Foundation College of Commerce & Science

Participation in Faculty Development Programme

1. PDP on Emerging Research Skills: Research Writing & Ethics by Patrician College of Arts and Science.
2. One week Faculty Development Programme on ICT Tools for Effective Teaching and Learning.
3. FDP on empowering Educators :Leveraging Advanced Methodologies and Analytical Tools for Academic Research organized by Consortium of Higher Educational Institutions for Research & Development.
4. International FDP on Recent Advances in Teaching and Research on Sustainable Development in Commerce organised by VETech Rangarajain R&D institute and Technology .Chennai.
5. National level FDP on SEPT @360-Skill Enhancement Program for Teachers conducted by Stella Matutina College of Education .
6. FDP on Indian Knowledge System Organized by Internal Quality Assurance Cell,Nand Arts and

Science college .

7. FDP on fin tech Innovation Technology organized by Hindustan College of Science and Commerce from 03.03.2025 to 07.03.2025
8. PDP on Emerging Research Skills: AI Tools, Plagiarism Reduction & Ethical Publishing Organized by SRM Institute of Science and Technology.

ATAL FDP:

1. FDP on Empowering Educators with AI in teaching & Research at Sanjay Ghodawari Institute from 02/09/2025 to 06/09/2025 .

Refresher Course

1. Malaviya Mission Teacher Training Programme (MMTTP) Refresher Course in Commerce, Economics and Management at SANJAY GHODAWAT INSTITUTE from 18/07/2025 to 31/07/2025.

Indexing and Citation

	All	Since 2020
<u>Citations</u>	9	9
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Contact Details

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- IRINS Profile: <https://psgrkcw.irins.org/profile/111910>

