



Name : B. Aishwarya

Designation : Faculty Associate

Department : English

Qualification : M.A., Ph.D. (Thesis Submitted)

Experience : Teaching - 2 months

Research : 4 Years

Area of Specialization(s) : Children's Literature, Fairy Tale Studies,
Literary Theory and Criticism

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AcademicQualifications

Degree	Branch	Institution/UniversityName	Year of Graduation
Ph.D.	English	Avinashilingam University, Coimbatore	2026
M.A.	English	Avinashilingam University, Coimbatore	2020
B.A.	English	Lady Doak College, Madurai	2018

Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution/University/AgencyName	Year
Certification	Literary Theory and Criticism (SWAYAM)	Indira Gandhi National Open University (IGNOU), New Delhi	2025
Certification	Enhancing Soft Skills and Personality (NPTEL)	IIT Kanpur	2020

Research Publications (Indexed)

UGC CARE Publications:

1. Balasubramanian, Aishwarya, and Raichel M Sylus. "Once Upon a Screen: The Evolution of Fairy Tales in Modern Media." *Journal of Media and Communication*, vol. 9, no. 1, 2025, pp. 86-98.
2. Aishwarya, B., and Raichel M Sylus. "Universal Values in Fairy Tales: Oral Traditions and Cross-Cultural Ethics." *Studies in Humanities and Social Sciences*, vol. 31, no. 2, 2024, pp. 361-369.
3. Aishwarya, B., and Raichel M Sylus. "Cultural Melodies: The Power of Folk and Fairy Tale Music in Therapy and Education." *Swar Sindhu*, vol. 12, no. 3, 2024, pp. 340-345.
4. Aishwarya, B., and Raichel M Sylus. "Cultural Tales and Tunes: Oral Storytelling and Music in India and the West." *Anhad Lok*, vol. 20, no. 2, 2024, pp. 450-453.
5. Aishwarya, B., and Raichel M Sylus. "Transcending Cultural Boundaries: Transcreation in Maria Tatar's *Cinderella* Narratives." *Translation Today*, vol. 18, no. 2, 2024, pp. 27-45. <https://doi.org/10.46623/tt/2024.18.2.ar>

Paper Presentations in Conference

International

1. Translation as Transformation: The Evolving Little Red Riding Hood – International Conference on *Lost & Found in Translation: Transcreation, Adaptation, and Interpretation*, CHRIST (Deemed to be University), Bangalore, 05 March 2025.
2. Unveiling Maria Tatar's Cinderella: Bridging Timeless Classic and Contemporary Significance – Online International Conference on *Children's Literature: Classics to Contemporary*, Aligarh Muslim University, Uttar Pradesh, 04 November 2023.
3. Fairytale Then and Now: The Journey of Little Red Riding Hood – International Conference on *Reconceptualization of English Language and Literature Since 1980*, Arul Anandar College, Madurai, 03 March 2023.
4. Exploring Vladimir Propp's Narrative Functions in "Cinderella" and "Beauty and the Beast" – Online International Conference on *Re-Emerging Trends in Literature, Language, and Culture*, Hajee Karutha Rowther Howdia College, Theni, 23 February 2023.

Presentations in Seminar

The Tale of Beauty and the Beast: An Evolutionary Journey with the Fusion of Narratives, Myths and Cultural Diversity – National Seminar on *Confluence of Tales, Myths, and Culture in Literature*, PSG College of Arts and Science, Coimbatore, 04 August 2023.

Participation in Faculty Development Programme

1. Fantasy Literature: An Adventure to the Fantasy World conducted by Gokul Global University, Siddhpur, Gujarat, 19 August 2024 - 25 August 2024.

2. Publishing in High Impact Scopus, SCI, and SCIE Indexed Journals conducted by Gokul Global University, Siddhpur, Gujarat, 24 June 2024 - 29 June 2024.
3. Research Methodology in Humanities conducted by AIU-Academic and Administrative Development Centre (AIU-AADC), Berhampur University, Odisha, 04 December 2023 - 09 December 2023.
4. Children's Literature: Reading, Writing, and Publishing conducted by National Institute of Technology (NIT), Tiruchirappalli, 17 July 2023 - 22 July 2023.

Membership in Professional Bodies

Indexing and Citations (Google Scholar)

Citations: 3

h-index: 1

Contribution

- Acting as Class Teacher for I M.A., Department of English (SF)