

Faculty Profile Template For Website

Basic Details:

- Name:** R. Revathi
- Designation:** Assistant Professor (Ordinal Grade)
- Phone Number:** 7395949479
- Email Id:**
- Area Of Specialization:** Finance
- Affiliation:** SRM University

Educational Details:

- Degree –** B. Com (CS)
- Area Or Subject –** Corporate Secretaryship
- University –** Madras University
- Awarded Year –** 2014
- Degree –** M. Com
- Area Or Subject –** Commerce
- University –** Madras University
- Awarded Year –** 2016
- Degree –** MBA
- Area Or Subject –** Financial Management
- University –** Madras University
- Awarded Year –** 2017
- Degree –** M. Phil
- Area Or Subject –** Commerce
- University –** Madras University
- Awarded Year –** 2017
- Degree –** DTX
- Area Or Subject –** Diploma in Taxation

- University** – Madras University
- Awarded Year** – 2021
- Degree** – Ph. D
- Area Or Subject** – Commerce
- University** – SRM University
- Awarded Year** - Pursuing

Other Details:

Courses:

- Business Etiquette by **TCS-ion**.
- Principles of Human Resource Management. (**NPTEL**)
- The Fundamentals of Digital Marketing. (**Google Digital Garage**)
- Principles of Management – **Sky online courses** recognized by MSME, Govt of India.
- Financial Accounting. (**NPTEL**)
- Business finance foundations. (**Great Learning Academy**)
- 4 Ps of Marketing. (**Great Learning Academy**)
- Financial Statement analysis and reporting. (**NPTEL**)
- Introduction to marketing essentials. (**NPTEL**)

Research Interests: FINANCE

Selected Publications:

- A STUDY ON THE USE OF CASH IN DIGITALIZED FORM AMONG THE SALARIED WOMEN IN CHENNAI CITY, Dogo Rangsang Research Journal, UGC Care Group I Journal, Vol-13, Issue-4, No. 8, April 2023, ISSN: 2347-7180
- “A study on transformation of digital payments at the time of demonetization with that of Covid -19 pandemic with reference to Chennai city” – Journal of Asiatic Society of Mumbai Vol: XCIV, NO:03, 2021, UGC CARE GROUP I ISSN: 0972-0766.
- Scopus – European Journal of molecular and clinical medicine “A study on Quality of work milieu in financial service sector” volume 08, issue 02, 2020 ISSN:2515-8260.
- “A study on popularity of online payment in Chennai city” – VOL-68 ISSUE-1-JANUARY-2020 OF OUR HERITAGE JOURNAL WITH ISSN:0474-9030 – UGC CARE - Impact factor – 6.6.

Papers Presented:

- Ms. R. Revathi, “A study on popularity of online payment in Chennai city”,
- Ms. R. Revathi, “A study on transformation of digital payments at the time of demonetization with that of Covid -19 pandemic with reference to Chennai city”.

- Ms. R. Revathi, “A study on the use of cash in digitalized form among the salaried women in Chennai city”.

Working Papers:

- “A STUDY ON TRANSFORMATION OF DIGITAL PAYMENTS AT THE TIME OF DEMONITIZATION WITH THAT OF COVID-19 PANDEMIC WITH REFERENCE TO CHENNAI CITY”

Academic Experience: 5 Years 1 months

Other Professional Experience: 0 Years

Achievements:

- 3rd Rank in M. Phil Degree.
- University 15th rank in Under Graduate.

Workshops /Seminars/Conferences

Workshop

- Five days national level workshop on “innovative techniques in SPSS and Data Analysis”
- Three days international workshop on Research Methodology organised by Rest Society for Research International.

Conference

- Two days international conference on - “MASK” by SRM Institute of Science & Technology.
- International Model United Nations Australian embassy, IMUN online conference 26.0.
- Two days international conference on “Marching towards prosperity: An international conference on Rebuilding business Ecosystem” by Vivekananda college of arts and sciences for women.

Achievements and Awards:

- Awarded as “**Young Faculty Excellence Award**” by Vivekananda college of arts and sciences for women sponsored by Angammal Educational Trust.
- Awarded as “**PILLARS of INDIA 2021**” by ESN Publications.
- Produced **100% result in Indirect taxation paper** (B. Com CS) in the university examination April 2022
- Produced **100% result in Industrial law paper** (B. Com CS) in the university examination April 2022
- Produced **100% result in corporate governance** paper (B. Com CS) in the university examination Nov 2022

Academic / Professional Membership:

- Advisors, researchers, referees, professors in the field of Integration of Management & Technology in INTERNATIONAL MANGEMENT RESEARCH AND TECHNOLOGY CONSORTIUM -USA.
- Annual membership in INDIAN ACCOUNTING ASSOCIATION.
- Life time membership in IFERP.
- Life time membership in IAENG.

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