



**E.G.S.PILLAY ARTS & SCIENCE COLLEGE (AUTONOMOUS)
NAGAPATTINAM – 611 002. TAMIL NADU**

(Accredited by NAAC With "A" Grade) (MBA

– Approved by AICTE, New Delhi)

(Affiliated to Bharathidasan



RESEARCH AND PUBLICATIONS

JOURNALS ATTENDED:

- R. Bhuvaneswari, “**A STUDY ON JOB SATISFACTION IN SMALL SCALE INDUSTRIES IN NAGAPATTINAM**”, *International Journal for Science and Advance Research in Technology*, Vol. 4, issue: 4 April 2018. [ISSN: 2395 - 1052]
- R. Bhuvaneswari, “**A STUDY ON PURCHASING BEHAVIOUR OF WOMEN FOR DURABLE GOODS WITH SPECIAL REFERENCE TO NAGAPATTINAM, TAMIL NADU**”, *Marketing Innovations in the Globalisation Era*, [ISBN: 978-81-924922-7-8]
- R. Bhuvaneswari, “**INFLUENCE OF WORK -LIFE BALANCE ON ORGANIZATIONAL CITIZENSHIP BEHAVIOUR**”, *International Journal of Advanced Scientific Multidisciplinary Research*, Vol. 1, No. 8, issue: October 30, 2024. [(2024) 1(8): 260-264]
- R. Bhuvaneswari, “**FOREIGN DIRECT INVESTMENT – A GROWING WAY**”, *Jamal Academic Research Journal: An Interdisciplinary*, Vol. 9, No. 1 (1), September 2016. [ISSN: 0973 - 0303]

FDP'S ATTENDED:

- Participated under the topic “**EFFECTIVE TEACHING METHODOLOGY**” in E.G.S Pillay Arts & Science College, Nagapattinam.
- Participated under the topic “**NAAC AWARENESS**” in E.G.S Pillay Arts & Science College, Nagapattinam
- Participated under the topic “**CHALLENGES IN HR PRACTICES AND EMPLOYEE RELATIONS**” in E.G.S Pillay Engineering College, Nagapattinam.

WORKSHOP ATTENDED:

- Participated in the two-day national workshop on “**OPPORTUNITIES AND PROSPECTS OF ENTREPRENEURSHIP**” at Sengamala Thayaar Educational Trust Women's College.
- Participated in the one-day national workshop on “**RECENT TRENDS IN RESEARCH METHODS IN COMMERCE & MANAGEMENT**” at Swami Dayananda College of Arts & Science, Manjakkudi.
- Participated in the one-day national workshop on “**METHODS OF PREPARING RESEARCH PROPOSALS AND WRITING RESEARCH ARTICLES**” at M.R. Government Arts College.
- Participated in the two-day national workshop on “**ENTREPRENEURSHIP LEADERSHIP: BUILDING AND LEADING A SUCCESSFUL BUSINESS INCENTIVE**” at Sengamala Thayaar Educational Trust Women's College.

SEMINAR ATTENDED:

- Participated in the international seminar on “**DIGITAL TRANSFORMATION IN BUSINESS AND FINANCE – EMERGING TRENDS AND POTENTIALS**” at A.D.M College for women.

- Participated in the national seminar on **“EMERGING TRENDS AND CHALLENGES FOR NEW ENTREPRENEURS”** at Thiru. Vi. Ka Government Arts College.
- Participated in the national seminar on **“RECENT TRENDS IN FINANCIAL SERVICES”** at E.G.S Pillay Arts & Science College.

CONFERENCE ATTENDED:

- Participated in the international conference on **“CONTEMPORARY ISSUES IN BUSINESS – A GLOBAL PERSPECTIVE”** at Swami Dayananda College of Arts & Science, Manjakkudi.
- Participated in the two-day international conference on **“BLOCKCHAIN APPLICATIONS IN SUPPLY CHAIN MANAGEMENT”** at Sengamala Thayaar Educational Trust Women’s College.
- Participated in the two-day international conference on **“CONFERENCE ON CORPORATE GOVERNANCE AND ITS THREE PILLARS”** at Sengamala Thayaar Educational Trust Women’s College.
- Participated in the two-day international conference on **“CURRENT RESEARCH IN APPLIED BUSINESS AND SOCIAL SCIENCES”** at E.G.S Pillay Arts & Science College.
- Participated in the national conference on **“MARKETING IN THE AGE OF DIGITAL TRANSFORMATION: STRATEGIES FOR SUSTAINABLE SUCCESS”** at Rabiammal Ahamed Maideen College for Women.
- Participated in the two-day international conference on **“NATIONAL LEVEL INTER COLLEGIATE MEET COMMERCIO 2K20”** at Annai College of Arts & Science.

WEBINAR ATTENDED:

- Attended webinar on **“A JOURNEY OF AN ENTREPRENEUR”** at E.G.S Pillay Arts & Science College.
- Attended a national webinar on **“BE A REFLECTIVE TEACHER”** at St. John’s College of Education.
- Attended a national webinar on **“PRACTICAL ASPECTS OF GST REGISTRATION”** at E.G.S Pillay Arts & Science College.
- Attended webinar on **“ANATOMY OF A RESEARCH PAPER”** at Devanga Arts College.
- Attended webinar series – II on **“CHALLENGES AND OPPORTUNITIES IN HIGHER EDUCATION BEYOND COVID-19”** at Dr. Ambedkar Institute of Technology.
- Attended a national webinar on **“COVID-19 ECONOMIC IMPACT ON SERVICE SECTORS”** at Chikkaiah Naicker College.

WEBINAR ATTENDED:

- Attended webinar on **“A JOURNEY OF AN ENTREPRENEUR”** at E.G.S Pillay Arts & Science College.
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- Attended a national webinar on **“COVID-19 ECONOMIC IMPACT ON SERVICE SECTORS”** at Chikkaiah Naicker College.
- Attended a national webinar on **“TRANSITION TO A NEW NORMAL AND DYNAMICS OF WORK”** at

C.B.M College.

- Attended international webinar on **“CHALLENGES FACED BY WOMEN LEADERS: LESSONS LEARNED AND FUTURE STRATEGIES”** at Manonmaniam Sundaranar University.
- Attended a national webinar on **“LIFESTYLE MODIFICATION FOR BETTER HEALTH DURING COVID-19”** at A.D.M College for women.
- Attended a national webinar on **“ISSUES AND IMPLICATIONS OF COVID – 19 ON THE BANKING AND FINANCIAL SECTOR”** at Sacred Heart College.
- Attended a national webinar on **“ROAD MAP TO PROFESSIONAL CAREER IN COMMERCE: COST AND MANAGEMENT ACCOUNTING (CMA)”** at Government City College, Hyderabad.
- Attended a national webinar on **“CHALLENGES AND OPPORTUNITIES IN FAMILY BUSINESS”** at Dayananda Sagar College of Arts, Science and Commerce.
- Attended a national webinar on **“INTELLECTUAL PROPERTY RIGHTS”** at E.G.S Pillay Arts & Science College.
- Attended a national webinar on **“THE EFFECTS OF COVID – 19 ON FISCAL FEDERALISM IN INDIA ISSUES AND CHALLENGES”** at A.D.M College for women.
- Attended a national webinar series on **“ENHANCING FINANCIAL, EMOTIONAL AND SOCIAL WELLBEING”** at Srimad Andavan Arts & Science College.

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- **S.ANUSUYA- TNSCST SPONSORED A TWO DAY NATIONAL SEMINAR ON “AN ENTREPRENEURIAL LEADER SHIP BUILDING AND LEADING A SUCCESSFUL BUSINESS INCENTIVES”.**

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