

CURRICULUM-VITAE



Centre/School/Special Centre – School of
Studies of Commerce & Management
Department - Commerce
Phone - 9425294412
Email - bhuvana110@yahoo.co.in

Name - **Dr. Bhuvana Venkatraman**
Associate Professor

Qualifications - Ph.D, M.Phil., M.com, B.com., PGDBM, ICWA-Inter

Area of Interest/Specialization - Finance, Marketing

Experience - 14 years

Awards and Honors - 1. “Senior Educator & Scholar Award” for contribution in the field of Commerce on National Teachers’ Day 2021.
2. “Sashakt Naari Sammaan Award” for social work on International Women’s Day.
3. “Best Paper Award” in 2021 at university level.
4. “Best Paper Award” in 2020 at university level.

Research Project - Successfully completed “Minor Research Project” sponsored by UGC in the year 2014 as Principal Investigator , titled “Coaching Classes as Business Model in the field of Higher Education (with special reference to Bhilai and Durg Cities of Chhattisgarh State)

List of Publications:

Journals

- ❖ Paper titled “ Conceptual study of impact of covid-19 pandemic on various sector of Indian economy and its revival” Published in “international

journal of research in engineering, IT and social sciences”; AUGUST 2021, Vol. No 11, Issue 8, pp 14-18; ISSN 2250-0588; impact factor 6.452;

- ❖ Paper titled, Consumer perception of online shopping towards selected consumer durable goods with special reference to Chhattisgarh state”, Published in Sambodhi Indological research journal of IDII, **UGC CARE LIST**(Vol. 44 Issue 01n(IX) April-June 2021 pp 170-176) ISSN : 2249-6661
- ❖ Paper titled, “Consumer Perception of online shopping towards selected consumer durable goods with special reference to Raipur, durg and bhilai city”, published in Kalasarovar’ **UGC CARE LIST** Vol 24, No. 03, July – September 2021, pp 50-54 ISSN NO: 0975-4520
- ❖ Paper titled, “A Study on the impact of personal finance on families during and post covid”, published in International Journal of Research in Economics and Social Sciences (euroasia), (Vol. 11, Issue No. 8, August, 2021, pp 9-17), ISSN NO: 2249-7382
- ❖ Paper titled “ A study on the possible impact of life style changes on small business during the pandemic covid-19” Published in juni khyat journal; july 2020, Vol No 10, Issue 7, pp 319-325; ISSN 2278-4632; impact factor 6.625 indexed , peer reviewed and listed in UGC Care 1st group;
- ❖ Paper titled “ A study on the changing face of education in India “ Published in Kaav international journal of economics, commerce & business management; year 2020, Vol No 7, Issue 03, pp 50-54; ISSN 2248-4969; impact factor 8.9901;
- ❖ Paper titled “An evaluative study of effectiveness of NREGA(National rural employment guaranteed rural employment)“ Published in SHODH SAMAGAM; October to December 2019, pp 391-397; ISSN 2581-6918; impact factor 4.592;
- ❖ Paper titled, “ Performance of Innovative Products of Indian Banking Industry: An Analytical Study”, Published in International Journal of Research in Engineering, IT and Social Sciences, – Vol. 8(2018) , Issue No. 12 December , 2018 pg 60-66; ISSN 2250-0588 with impact factor : 6.452.
- ❖ Paper titled, “ A study on the post GST scenario of real estate sector in Chhattisgarh State”, Published in Research Journey UGC Approved Journal . Multidisciplinary International e-research journal – Spl issue no.122 A February , 2019 pg 1-4; ISSN 2348-7143 with impact factor 6.261.
- ❖ Paper titled, “ Effect of direct display of product and advertisement on buying behavior of consumers in shopping mall in bhilai city of chhattisgarh”, Published in Research Journey UGC Approved Journal . Multidisciplinary International e-research journal – Spl issue no.96 A January, 2019 pg 547; ISSN 2348-7143 with impact factor 6.261.
- ❖ Paper titled, “ An empirical study on innovations in Indian retail banking industry (A case study of ICICI bank in Lucknow District, India)”, Published in International Journal of Research in Commerce, IT & Management – Vol. 8(2018) , Issue No. 12 December , 2018 pg 1-4; ISSN 2231-5756 (open access international e-journal).

- ❖ Paper titled “ Women Investors and Financial Literacy” Published in International Research Journal of Social Sciences – Vol. 7(9) , September 2018, pg 1-4; ISSN 2319-3565 (online).
- ❖ Paper titled “ Impact of Social Media Marketing on Business Exposure and Customer Response a Study on Educational institutes of Chhattisgarh” Published in Asian Journal of Management – Vol. 08 , issue 3, July – September 2017, pp 815 – 818; ISSN 0976-495X(Print)2321-5763 (Online).
- ❖ Paper titled “ Digital Payments in Rural India ; Challanges and Opportunities” Published in Research Dimension ; October 2017, pp 80-86; ISSN 2249-3867; impact factor 5.1899 (UIF).
- ❖ Paper titled “ An empirical Study on Emerging Trend on Complimentary Education “ Published in Zenith International Journal of Multi Disciplinary Research ; December 2016, Vol No 6, Issue 12, pp 76-92; ISSN 2231-5780; impact factor 3.567.
- ❖ Paper titled : “Role of Power Sector in the Development of Chhattisgarh Economy” – Published in Pezzottaite Journals – Vol 4, Number 4, Oct-Dec 2015, pp 1982-1986; ISSN(P) 2279-0918; ISSN(O):2279-0926.
- ❖ Paper titled “ Coaching Classes : A Necessity in the field of Higher Education” published in Shodh- Prakalp, Vol LXX Yr22, Jan-Mar 2016, ISSN 2278-3911, pp 20-22.
- ❖ Paper titled “ Green Ads and their Impact on Consumer Awareness towards Environment Protection” Published in International Seminar Proceedings on Contemporary issues in Marketing organised by Faculty of Management Studies, Pacific University , Udaipur, pp 64-70, 2014.
- ❖ Paper titled “ Energy, Electricity and Economics of the State of Chhattisgarh” published in International Research Journal of Management and Humanities, Vol 1, Issue 2, Dec 2013, pp 20-26, ISSN 2347-3274.
- ❖ Paper titled “ Integrated Reporting : A way to attain Sustainability “ published in Conference Proceedings of Changing Landscape of Indian Financial Sector” at Government College for Girls, Panchkula, pp 365-368, 2013.
- ❖ Paper Titled “ A Comparative Perspective of the Role of Electricity of Chhattisgarh State with Other States of India” in Research Arena , Thematic Publications 2013, Vol 1, Issue 9, Dec 2013, pp 69-71, ISSN 2320-6263.
- ❖ Paper titled “ Is Corporate Social Responsibility a Law, A Right or A Duty?, published in International Research Journal , Lab to Land, Proceedings of UGC Sponsored National Seminar, Vol 4, No 13 A, January 2012, pp 69-74, ISSN 0975-282X.
- ❖ Paper titled : “ Contribution of Indian Women in Environmental Friendly (Green) Business” published in Professional Social Work Perspectives , A Journal of Social Work , Vol 8, No 1, June 2012, pp 35-40, ISSN 0974-1993.
- ❖ Paper titled : “ A study on the open ended debt/ equity/ hybrid/ money market schemes and fund plans of customer behaviour with specific reference to Canara Bank, Published in International Journal of Consumerism, Vol 2, Issue 1, July 2012, pp1-4, ISSN 2250-1010.

- ❖ Paper titled “ Work and Family – A Friend or Foe? – An overview of work life balance program” published in National Research Journal, Vision Research, Volume 2, Number 2, July 2012, pp 10-15, ISSN 2250-2025.
- ❖ Paper titled “ Emerging Trends, issues & challenges of marketing in Rural India – Targeting the non urban consumer” published in an International Bi Annual Refereed Journal of Management – Management Today, Vol 12, Issue 1&2, Jan-Dec 2012 Issue, pp 1-6, ISSN 0973-5550.
- ❖ Paper titled “ An analysis of medium size branch of a nationalised bank in offering modern services to customers and its business growth” published in Shivshakti International Journal in Multidisciplinary and Academic Research (SSIJMAR) , Vol 1, No 3, Sept-Oct 2012, ISSN 2278-5973.
- ❖ Paper titled “ New trend of leadership communication in the present day business” in the international research Journal, Lab to Land, Vol 4, Number 15, July-Sept 2012, pp 436-438. ISSN 0975-282X.
- ❖ Paper titled “ Role of Strategic Management in Leadership Transformation” in the Conference Proceedings Published by Pankaj Publication International; 2012, ISBN Number 8190402544; pp 147-152.
- ❖ Paper entitled “Usage and Perception of Mobile Banking Among Women Employees in Bilaspur Districts, Chhattisgarh” published in International Journal of Business Management and Allied Sciences (IJBMAS), Vol. No. 9, Issue 2, year 2022, pp 7-19.
- ❖ Paper entitled “Impact of COVID-19 on the Footwear Industry of India: With special reference to Bata India Ltd” published in International Journal of Financial Management and Economics, Peer Reviewed Journal, Referred Journal, Vol. 5, Issue-2, pp 77-87, year 2022.
- ❖ Paper entitled “A LITERATURE REVIEW STUDY ON THE FACETS OF FINANCIAL LITERACY WITH SPECIAL REFERENCE TO WOMEN, YOUTH, INVESTORS ANF FARMERS” published in International Journal of Business Management and Allied Sciences (IJBMAS), Vol. 9, issue 3, July to September 2022, pp 15-24.
- ❖ Paper entitled “CONSUMER’S PERCEPTION TOWARDS ONLINE SHOPPING’ published in International Journal of Advanced Research in Commerce Management and Social Science (IJARCMSS), Vol. 05, issue no. 01(II), pp 118-124, Juanuary-March, 2022.
- ❖ Paper entitled “A STUDY ON THE EVOLUTION HISTORY, GROWTH AND FUTURE OF E-COMMERCE INDUSTRIES IN INDIA” published in International Journal of Social Science and Economic Research, Vol. 07, Issue 04, pp 864-877.
- ❖ Paper entitled “Conceptual study of impact of COVID-19 pandemic on various sectors of Indian economy and its revival” published in International Journal of Research in Engineering, Vol. 11, Issue 08 August 2021, pp 14-18. ISSN 2250-0588.
- ❖ Paper entitled “Psychological wellbeing, an analysis on employees of manufacturing and service sectors” published in International Journal Of Management, IT & Engineering, Vol. 11, Issue 12 December 2021, pp 1-5. ISSN 2249-0558.

Recent Books/Book Chapters/Monographs etc.

Book Chapters:

- ❖ Chapter in Edited Book titled, " Insurance Sector in Economic Growth-Emerging Dimensions by Bhuvana Venkatraman, Ashok Kumar Mishra and J Kannan with chapter title," Effect of COVID 19 in Indian insurance industry (pp-128-137)" published by Anshika Publication, University Road, Prayagraj. (Year 2021)
- ❖ Chapter in Edited Book titled, " Insurance Sector in Economic Growth-Emerging Dimensions by Bhuvana Venkatraman, Ashok Kumar Mishra and J Kannan with chapter title," A Comparative Study of Corona Kavach and Corona Rakshak Health Insurance Policy in India (pp-181-196)" published by Anshika Publication, University Road, Prayagraj.(year 2021)
- ❖ Chapter in Edited Book titled, " covid 19: Challenges and learning in Indian education," chapter title "A conceptual review on liquid learning: Boon or Bane" published by Khama publishers, New Delhi. (year 2021).
- ❖ Chapter in Edited Book titled " Indian Banking System" by Rais Ahmad ; Chapter Title "Women Entrepreneurship – Present Scenario and Management Perspective" Published by Mittal Publications, New Delhi , (year 2013);
- ❖ Chapter in Edited Book titled, "Economic challenges and business opportunities - COVID 19 era" ; Chapter Title "Performance evaluation of mutual funds" Published by Faculty of arts & science, Bharat Institute of Science and Technology, Tamil Nadu , (year 2022);
- ❖ Chapter in Edited Book titled, "Economic challenges and business opportunities - COVID 19 era" ; Chapter Title "Development of horticulture and floriculture industries in Chhattisgarh – A Perspective" Published by Faculty of arts & science, Bharat Institute of Science and Technology, Tamil Nadu , (year 2022);
- ❖ Chapter in Edited Book titled, "Economic challenges and business opportunities - COVID 19 era" ; Chapter Title "An evaluation on financial performance of EXIM Bank of India" Published by Faculty of arts & science, Bharat Institute of Science and Technology, Tamil Nadu , (year 2022);
- ❖ Chapter in Edited Book titled, "COVID-19 challenges and learning in Indian education" ; Chapter Title "A conceptual review on liquid learning: boon or bare" Published by Khama publishers, New Delhi , (year 2020-21).

Books Publication:

- ❖ Book titled, "Selling and Advertising" published by New Royal Book Company, Lalbagh, Lucknow, UP, ISBN No.978-93-89930-09-2(Year:2021)
- ❖ Book titled , " **Financial Market Operations**" published by Sahitya Bhawan Publications, Agra, 2017 **ISBN NO: 978-93-5173-841-1**(Year : 2018)
- ❖ Book titled "**Power Sector (Chhattisgarh)** " Published by Vaibhav Prakashan, Chhattisgarh, 2016 . **ISBN:81-924499-8-7** ; (year 2015)
- ❖ Reference Book titled "**BUSINESS STUDIES**" published by Prabodh and Company , Geeta Nagar, GE Road, Raipur, Chhattisgarh , first author, **ISBN: 978-93-85681-78-3**(year : 2019)
- ❖ Book published titled " **FINANCIAL MARKETS, INSTITUTIONS AND FINANCIAL SERVICES**" by Sahitya Bhawan Publications: Agra, **ISBN NO:978-81-943927-2-9** (year: 2020)

- ❖ Edited book published with title, “**Insurance Sector in Economic Growth- Emerging Dimensions**” published by Anshika Publication, University Road, Prayagraj, ISBN NO: 978-81-953316-0-4 (Year: 2021)

Research Supervision – Submitted - 01

Pursuing - 04

Administrative Responsibilities:

- ❖ Internal Audit Officer I/c, Guru Ghasidas Vishwavidyalaya, Bilaspur.
- ❖ Administrative Warden, Girls Hostel, Guru Ghasidas Vishwavidyalaya, Bilaspur.
- ❖ Centre Superintendent of End Semester Examination, 2021-22, Guru Ghasidas Vishwavidyalaya, Bilaspur.
- ❖ Chief Presiding Officer, Students Union Council Elections, 2019-20, Guru Ghasidas Vishwavidyalaya, Bilaspur.
- ❖ Preparation, Documentation and online Procedure of NIRF (National Institutional Ranking Framework) MHRD, Government of India 2016-17.
- ❖ Preparation and Documentation for NAAC – 3rd Cycle, peer team visit, 2017;
- ❖ Preparation, Accumulation & Collation of Data and Editing of College Prospectus -2017, 2018;
- ❖ Coordinator for Community Services of the P.G. Department, St. Thomas College, Bhilai for four years.

Additional Information:

- ❖ Organising Secretary in One day International webinar on “Digital Transformation in Entrepreneurship” organized by Department of Commerce Guru Ghasidas Vishwavidyalaya, 8th September, 2021.
- ❖ Organising secretary in one day webinar on “Elimination of gender based violence Awareness Campaign” on 17 March 2021 organised by School of Management and Commerce, Guru Ghasidas Vishwavidyalaya.
- ❖ Invited as resource person in the National level webinar on “E-Marketing Trends Pre and Post Covid-19”, organised by the Department of Commerce and Economics, faculty of Arts & Science, BIST, BIHER Thiruvanchery, Chennai, Tamilnadu India held on, 9 December 2020.
- ❖ Invited as resource person at the national conference on “New Dimensions & Dynamics in Indian Administration”, faculty of Arts & Science, BIST, BIHER-Chennai, on 14th February 2020.
- ❖ Invited as Chairperson on National Multi Disciplinary Conference on “Digital Payment System and Rural India”, organised by The Shendurni Secondary Education Co-op. Society’s Appasaheb R.B. Garud Arts, Commerce and Science College, Shendurni, Tal. Jamner, Dist Jalgaon, Maharashtra India. On 7th October, 2017.
- ❖ Invited as resource person in the refresher courses on “Banking Interaction and Financial Stability (inter disciplinary)” organised by UGC Human Resources Development Centre of Guru Ghasidas Vishwavidyalaya from 11th January, 2021 to 23rd January 2021.
- ❖ Invited as resource person in two days National level Workshop on “Research Methodology & Use of SPSS” organised by A.R.B. Garud Arts, Commerce & Science collage Shendurni, Tal. Jamner, Dist Jalgaon, Maharashtra India on

21st & 22nd January 2016.

- ❖ Invited as resource person in 3rd “GURU DAKSHTA” Faculty Inductive programme (FIP) - (online mode – Google Meet) on “Personality Development” organised by UGC HRDC, GGV, Bilaspur (C.G.).
- ❖ Invited as Chairperson in a technical session in International conference on “Business management & social innovation a leap towards Aatmnirbhar Bharat (ICBMSI -2021)”, 26th-27th August 2021.

Academic Achievements:

- ❖ Governor Nominee as subject expert in Management subject in Chhattisgarh State Higher Education Board of Studies.
- ❖ External Member of Board of Studies, Chaudhari Bansi Lal University, Bhiwani, Haryana.
- ❖ External Member of Research Committee of Chaudhari Bansi Lal University, Bhiwani, Haryana.
- ❖ Peer reviewer of South Asian Journal of Social Studies and Economics
- ❖ Peer reviewer of Journal of Education, Society and Behavioural Sciences
- ❖ Peer reviewer of Asian Journal of Education and Social Studies
- ❖ Peer reviewer of Current Journal of Applied Science & Technology
- ❖ Board of Advisors/ Reviewers of Acme Intellects International Journal of Research in Management, social sciences and technology
- ❖ Approved Research Supervisor in the School of studies of Management & Commerce, Guru Ghasidas Vishwavidyalaya (A Central University), Koni, Bilaspur, Chhattisgarh.
- ❖ Approved Research Supervisor in the Department of Commerce, Hemchand Yadav University, Durg.
- ❖ More than 37 Projects of M Com Students as part of their curriculum.

Papers Presented/participated in National/International Seminars, Conferences and Workshops :

- ❖ Paper titled “Emerging Techniques of Accounting Education through online mode” presented National virtual seminar organised by Department of Commerce, Guru Ghasidas Vishwavidyalaya 13th August, 2021.
- ❖ Paper titled “Corporate social responsibility practices of pharmaceutical industries in India” presented in International conference on business management & social innovation a leap towards Aatmnirbhar Bharat (ICBMSI -2021, 26th-27th August 2021.
- ❖ Paper titled “Environmental Accounting practices in India” presented National virtual seminar organised by Department of Commerce, Guru Ghasidas Vishwavidyalaya 13th August, 2021.
- ❖ Paper titled “A study of innovations in banking sector during last 5 years (A case study of Public Sector Banks)” presented in the 71st All India Commerce conference on organised by Department of Commerce, Osmania University, Hyderabad from 20-22nd December, 2018.
- ❖ Paper titled “ Digital Payment in Rural India; Challenges & Opportunities” presented in National Multi disciplinary conference on Digital Payment System

in Rural India organised by Appasaheb RB Garud Arts, Commerce and Science College, Jalgaon, Sponsored by North Maharashtra University, on Oct 7,2017.

- ❖ Attended National Conference sponsored by Durg University, Durg ; Organised by Shri Shankaracharya Maha Vidyalaya on Aug 29, 2017.
- ❖ Attended 7 days National Level Workshop on Research Methodology, Statistics and SPSS , organised by COPRA Committee of St.Thomas College Bhilai, from Nov 22 -28 , 2016 Paper titled “ A Study of Globalisation – Challenges of Export of Apparels from India” presented in 69th All India Commerce Conference organised by Faculty of Commerce, University of Lucknow, Lucknow , From Nov11-13, 2016.
- ❖ Participated in “Faculty Development Program on Modern Teaching Tools” organised by IBS business schools on Aug 1, 2015.
- ❖ Attended National Level Workshop on “ How to write a Research Paper?” organised by Department of Commerce, Kalyan PG College, Bhilai from Feb 12-13, 2016.
- ❖ Attended National Level workshop in “Role of FDI in Retail Market” organised by Department of Commerce , Government VYT Girls College, Durg , Feb 2-3, 2016.
- ❖ Presented paper titled “Environmental Management Accounting – a Decision Making Tool of Indian Corporate Sector” in 38th All India Accounting Conference and International Seminar on Accounting Education and Research organised by University Business School, Punjab University, Chandigarh , Dec 5-6,2015.
- ❖ Presented paper titled “ E-Commerce- Present Scenario in India” in National Seminar on “ Emerging Market Economy and Managerial Challenges” organised by Institute of Management Sciences, University of Lucknow, Feb 28 to Mar 1, 2015.
- ❖ Participated in UGC Sponsored National Conference on “ Challenges facing management education – An Indian Perspective” organised by St.Thomas College , Bhilai , Feb 25-26, 2014.
- ❖ Presented Paper titled “ Effects of Advertising of FMCG Products in our Day to Day Life” in National Seminar on Emerging Innovations & Practices in Indian Business, organised by Institute of Management , Pt.Ravishankar Shukla University, Raipur , Sept 6-8, 2013.
- ❖ Presented Paper Titled “ Advertising of Agricultural Products (Tapping the Agriculture – the Bazaar lacking Structured Showcasing) in 66th All India Commerce Conference, organised by Bangalore University , Bangalore from Dec 5-7, 2013.
- ❖ Presented Paper titled “ A Comparative Study of Shareholders Value Creation between Core Sector and New Age IT” in 35th All India Conference and International Seminar on Accounting Education and Research, organised by IAAS, Rajkot & Saurashtra University, Rajkot; Jan 5-6, 2013.
- ❖ Presented Paper titled “ Role of Integrated Reporting in India” in 65th All India Commerce Conference of Indian Commerce Association organised by KPB HInduja College of Commerce , Mumbai , Nov 9-11, 2012.
- ❖ Presented Paper titled “Role of Chhatisgarh’ Energy Sector during Five Year Plans” in UGC sponsored National Seminar on Five Year Plans & Economic

Development Prospects & Evaluation, organised by Department of Economics, Govt.Arts& Commerce College ,Dhamdha, 29-30 November 2012.

- ❖ Presented Paper titled “ new Trend of Leadership Communication in the Present day business” in International Seminar on Dynamics of 21st Century Communication organised by SSSS Mahavidyalaya, Bhilai, sponsored by Public Relation Department of Chhattisgarh Government; Dec 19-20, 2012.
- ❖ Paper titled “Green Ads and its impact on Consumer Awareness towards Environment Protection “ in International Conference on Managing Change in Business & Economy organised by Pacific University , Udaipur, 2012.
- ❖ Presented paper titled “FDI in India” in Two Days National Seminar on India’s FDI Policy, sponsored by BCUD , University of Pune, organised by CD Jain College of Commerce, Ahmednagar , March 8-9, 2013.
- ❖ Presented paper titled “ Impact of FDI in Retail on Chhattisgarh Agriculture sector” in National Seminar sponsored by ICSSR, Delhi organised by Department of Applied Economics , University of Lucknow, April 20-21, 2013.
- ❖ Presented Paper titled “ Role of Value chain finance in Agricultural sector: in a UGC sponsored National Seminar on Strategic Dimensions of Value Chain for Sustainable Development organised by Shri Mata Vaishno Devi University Katra, J&K, Sept 1, 2012.
- ❖ Presented paper titled “ Co-operative movement- Its Contribution towards Economic Growth” in the national seminar on “ Centenary of Co-operative Movement: “Review & Prospects.” Sponsored by BCUD , University of Pune, organised by Dr BN Purandare Arts &Smt SG Gupta Commerce and Science College, Lonavla, Feb 21-23, 2012.
- ❖ Presented paper titled “ Effects of Advertising in the Daily Life – An Overview” in the national seminar on Commerce in Life sponsored by UGC, organised by Kalyan PG College Bhilai in Dec 2-3 , 2011.
- ❖ Presented paper titled ,” Is Corporate social responsibility a law a right or a duty ?” in National seminar on “modern marketing and society- marketing ethics and responsibility towards society” sponsored by UGC organised by SSS Mahavidhyalaya, Bhilai , January 27-28, 2012.
- ❖ Presented paper titled,” C.G Practices followed in India – A case study of Tata Steel Limited” in 34th All India Accounting Conference organised by IAA, Jaipur Chapter and University of Rajasthan, December 17-18, 2011.
- ❖ Presented paper titled, “ Entrepreneurship in Innovation, phenomena growth of enterprises and industrial organisations”, National conference on “enhancing entrepreneurship growth through innovation and creativity : issues, opportunities and challenges” organised by Bhilai Institute of Technology, Durg, January 5-6, 2012.
- ❖ Attended 7 days national workshop on research methodology and data analysis organised by Swami Swaroopanand Institute of Education, Bhilai in collaboration with Pt. Ravishankar Shukla University, Raipur from 26th September -1st October, 2011.
- ❖ Participated in workshop organised by St Thomas College, Bhilai on “Research Methodology” January 17-18,2012.
- ❖ Attended National Workshop on “ Research Methodology management and statistical analysis using PASW 18.0 organised by ITM University, Gwalior

from 18-21 August, 2010.

- ❖ Presented paper titled, "role of strategic management in leadership transformation" in a national conference on "strategic transformation in globalised era" organised by The Technological Institute of Textiles and Sciences, Bhiwani, February 26, 2011.
- ❖ Presented paper titled, "work life balance program – A strategic weapon to retain and manage high quality work force (the talent) in the 63rd All India Commerce Conference organised by Goa University, Goa from 1-3 October, 2010.
- ❖ Presented paper titled, "role of innovations in effective marketing" in the national conference on Innovations: A new paradigm in management opportunities and challenges organised by International institute for special education, Lucknow, January 22, 2011.
- ❖ Participated in national seminar organised by St Thomas College, Bhilai on "paradigm shift in higher education : steps towards quality enhancement", 30, October, 2009.
- ❖ Participated in national seminar on "Creative & Innovative Practises in banking, marketing and management organised by Dr. B.N. Purandare & S.G. Gupta Commerce College, Lonavla, 27-28th February, 2009.

Nomination in committees:

- ❖ Member, CSR Monitoring Committee, Guru Ghasidas Vishwavidyalaya, Bilaspur.
- ❖ Member, Proctorial Board, Guru Ghasidas Vishwavidyalaya, Bilaspur.
- ❖ Member, Flying Squad for End semester University exams 2019-20, Guru Ghasidas Vishwavidyalaya, Bilaspur.
- ❖ Member, seating committee, 8th Convocation of Guru Ghasidas Vishwavidyalaya, Bilaspur.
- ❖ Criteria co-coordinator for criterion -07 for NAAC SSR.
- ❖ Convenor, Draft Ordinance Committee, Dept of Commerce, Guru Ghasidas Vishwavidyalaya, Bilaspur
- ❖ Member, Board of Studies, Dept of Commerce, Guru Ghasidas Vishwavidyalaya, Bilaspur
- ❖ Member, Research Committee, Dept of Commerce, Guru Ghasidas Vishwavidyalaya, Bilaspur.
- ❖ Member, Departmental Research Committee, Dept of Law, Guru Ghasidas Vishwavidyalaya, Bilaspur.

Associated with Assignments of Other Universities:

- ❖ University of Lucknow, UP
- ❖ North Maharashtra University; Jalgaon
- ❖ Dehi Ahilya Vishwavidyalaya, Indore

Membership of Professional Bodies:

- ❖ Life member of Indian Commerce Association
- ❖ Life member of Indian Accounting Association

National Advisory Board:

- ❖ Acme ISSN journal advisor board and paper reviewer, Karnataka.
- ❖ National Advisory Committee, Appasaheb R.B. GarudArts , Commerce and Science College, Shendurni, Jalgaon,(affiliated to North Maharashtra University) Maharashtra.
- ❖ National Advisory Committee, Chaudhary Bansi Lal University, Bhiwani

Personal Details:

Date of Birth- 1st October 1973

(Dr. Bhuvana Venkatraman)