

## STAFF PROFILE

- 1) Name : Dr. C. Beulah Vijayarani
- 2) Department : Commerce
- 3) Designation : Assistant Professor in Commerce , Deputy Controller of Examinations .
- 4) Address

**For correspondence:**

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**Permanent:**

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- 6) E-mail : beulah\_suresh@yahoo.co.in
- 7) Academic Qualifications:

Qualification	Programme	University	Year
Ph.D.	Ph.D (Finance)	Bharathiar University	2008
M. Phil.	M.Phil (Finance)	Alagappa University, Karaikudi	1990
PG	M.Com	Madurai Kamaraj University	1987
UG	B.Com	Madurai Kamaraj University	1984

8) Additional Qualifications:

<b>Diploma/Vocational/Certification/Swayam/MOOCs</b>	<b>Area of Specialization</b>	<b>Institution/University/Agency Name</b>	<b>Year</b>
B.Ed.	Commerce	Madurai Kamaraj University	1991
PGDCA	Computer Application	Bharathiar University	2001
MBA	Marketing	Alagappa University, Karaikudi	2008
D.Litt(Honorary )	Teaching	University of South America	2016

9) Career profile:

**Current:**

<b>Organization</b>	<b>Designation</b>	<b>Duration</b>
Providence College For Women(Autonomous), Coonoor	Deputy Controller of Examinations	June 2021 onwards
Providence College For Women(Autonomous), Coonoor	Head of the Department, Commerce	2015 onwards
Providence College For Women, Coonoor	Assistant Professor in Commerce	12/12/2007 onwards

**Previous:**

<b>Organization</b>	<b>Designation</b>	<b>Duration</b>
Sri Ramakrishna College of Arts and Science for Women, Coimbatore	Assistant Professor in Commerce	14 years
Maharaja College for Women, Perundurai	Lecturer in Commerce	3 years

10) Participation in Orientation Programme / Refresher Course / Short term course

<b>S.No.</b>	<b>Participation</b>	<b>Organization</b>	<b>Date</b>	<b>Days</b>
1.	3-Day State Level Entrepreneurs meet	Alagappa University, Karaikudi	8 <sup>th</sup> – 10 <sup>th</sup> December 1989	3
2	Entrepreneurial Opportunities in Khadi and Village Industries	Alagappa University, Karaikudi	19 <sup>th</sup> April 1990	1
3	Surviving success through	SNR Sons College	13 <sup>th</sup> and 14 <sup>th</sup> March 1999	2

	liberalization			
4	Training Programme on computer Applications	KovaiKalaimagal College of Arts and Science	29 <sup>th</sup> July to 4 <sup>th</sup> August 2002	6
5	Internal Quality Auditor Training Program	GuruBrahma Services	2 <sup>nd</sup> April 2005	1
6	Workshop (National) On “AAA AUDIT TRAINING PROGRAM	Xavier board Christ University – Bangalore	March 23 <sup>rd</sup> and 24 <sup>th</sup> 2019	2
7	UGC Sponsored Refresher Course	Bharathiar University - Coimbatore	07-10-2022 to 20-10-2022	14
8	Organizational Resurgence Workshop – Blossom 2022	SimArahita – Providence College For Women( Autonomous), Coonoor	16 <sup>th</sup> November 2022 – 18 <sup>th</sup> November 2022	3
9	Walk the Talk - Orientation Program by IQAC	Providence College For Women( Autonomous), Coonoor	5 <sup>th</sup> & 6 <sup>th</sup> January 2023	2
10	Cyber Security and Crypto Crime	Department of Computer Science- Providence College For Women ( Autonomous), Coonoor	25th January 2023	1

**11) FDP and curriculum enrichment programme**

S.No.	Participation	Organization	Date	Days
1.	Emerging Trends in Accounting Education and Research	Institute of Chartered Accountants of India	26 <sup>th</sup> July 1996	1

**12) Grant received for Projects**

**Completed:**

ProjectTitle	Agency	Amount	Duration
Role of Housing finance Institutions in Tribal Housing – Special Reference to the Nilgiris	UGC	55000	18 months

**Ongoing:**

ProjectTitle	Agency	Amount	Duration
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proposal to UGC STRIDE (PHASE II) – <b>“INNOVATIVE IMPLEMENTATION OF RAIN WATER HARVESTING IN THE WESTERN GHATS”</b>	UGC	Short listed one among hundred in national level for funding purpose.	Waiting for the meeting
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### 13) Research Guidance

Programme	No. ofScholars	
	Completed	Pursuing
<b>Ph.D.</b>	4	4
<b>M.Phil.</b>	13	-

### 14) Research Publications:

S.N	Name of the Journal	Title of the article	Authors	Date of issue and volumes	Year
<b>1</b>	<b>International</b>	<b>A study on</b>	<b>Dr.C.Beulah</b>	ISSN -0976-2183Vol : 7(2016)	<b>2016</b>
	<b>Journal of Research in Commerce and Management</b>	<b>Entrepreneurial development – Among Thoda tribe in Niligiris District” – UGC Listed.</b>	<b>Vijayarani and L.Mythili`</b>	Issue No:10 (October)	
<b>2</b>	International Journal of Social Science and Economics Research	“Buyer’s Preference and Satisfaction Towards used cars in Coimbatore City”,-UGC Listed	<b>Dr.C.Beulah Vijayarani and Sudha Devi</b>	<b>ISSN:2455-8834) date 30-4-2019</b>	<b>April 2019</b>
<b>3</b>	<b>International Journal of Multidisciplinary</b>	<b>“Rural Nilgiris- A Potential Market for</b>	<b>Dr .C.Beulah Vijaya Rani and S.Baby</b>	<b>(ISSN 2249-2496) volume 9, issue 8 titled</b>	<b>August 2019</b>

	<b>Research Academy</b>	<b>Health Insurance Companies”- Peer Reviewed</b>			
<b>4</b>	<b>Journal of Emerging Technologies and Innovative Research</b>	“Customers Perception towards used cars of registered car sellers in 4oimbatore City” <b>UGC Listed</b>	<b>Dr. C. Beulah Vijayarani and Sudha Devi</b>	<b>ISSN: 2349-5162</b>	<b>Feb 2020</b>
<b>5</b>	<b>Chronicle of</b>	<b>“Perception of</b>	<b>Dr. C. Beulah</b>	<b>ISSN: 2454-5503 Impact Factor: 3.012</b>	<b>August</b>
	<b>Humanities and Cultural Studies – A Bi monthly Refereed International Journal</b>	<b>Tribal Housing Finance”- UGC Listed</b>	<b>Vijayarani</b>		<b>2017</b>
<b>6</b>	<b>Journal of Emerging Technologies and Innovative Research</b>	“Awareness and Perception of the New Health Insurance Scheme of the Tamil Nadu Government among the Government School Teachers of the Nilgiris District”- <b>UGC Listed</b>	<b>Dr. Beulah Vijayarani and S. Baby</b>	<b>ISSN: 2349-5162</b>	<b>May 2020</b>

7	<b>Journal of Interdisciplinary Cycle Research</b>	<b>“To Identify the Factors influencing of shopping habit and behavioral pattern towards the convenience foods”-UGC Listed</b>	<b>Dr. Beulah Vijayarani and Devapriya</b>	<b>ISSN: 0022-1945</b>	<b>May 2020</b>
8	<b>MuktsShabd Journal</b>	<b>“A Study on Consumer Awareness towards Convenience foods in Coimbatore”. – UGC Listed</b>	<b>Dr. Beulah Vijayarani and Devapriya</b>	<b>ISSN 2347-3150</b>	<b>May 2020</b>
9	<b>AutAut Research Journal</b>	<b>“A Study on Relationship between purchase reasons of ready to eat food products and respondents’ personal variables”- UGC Listed</b>	<b>Dr. Beulah Vijayarani and Devapriya</b>	<b>ISSN: 0005-0601</b>	<b>Aug.2020</b>

**15) Conference / Seminar / Symposium / workshop organized**

<b>Year</b>	<b>Name of the Conference / Seminar / Symposium /workshop</b>	<b>Date From – To</b>
<b>2018</b>	National Level Conference on Cross –Culture & Consumer Behavior – held at Providence College for Women – in collaboration	21-09-2018
	with Hill Grove Research Pvt. Ltd., on 21 September 2018	
<b>2021</b>	OBE – Exploring New Frontiers in Education	8.10.2021
<b>2023</b>	Workshop on GST	14.02.2023
<b>2023</b>	Seminar on Agile Innovation for Budding Entrepreneurs	18.02.2023

**16) Presentation in Conference / Seminar / Symposium****International Level**

- Paper Presented on “E Commerce Training with Small Scale Entrepreneurs in Developing countries with special reference to women, Annamalai University -19<sup>th</sup> & 20<sup>th</sup> Dec 2005

**National Level**

- Paper presented on “ Financial Sector: The heart of Global market – issues, challenges and Opportunities”, Bharathiar University -29<sup>th</sup> and 30<sup>th</sup> March 2005
- Paper presented on “Banking companies in housing finance track”, Nallamuthu Gowder Mahalingam College-13<sup>th</sup> & 14<sup>th</sup> December 2002

### **State Level**

- Paper presented on “Mergers and Acquisitions- A Boon for Economic Growth”, PSGR Krishnammal College for Women, 13<sup>th</sup> September 2002

### **17) Participation in Conference / Seminar / Symposium**

#### **National Level**

- Participated in seminar on “ Progressive initiatives by NAAC for quality in Hgher Education Institutions, IQAC of PKR Arts College for Women –Gobichettipalayam – March 2019
- Participated in the workshop on “ Autonomy to colleges; Benefits and way forward, University Grants Commission at Maulana Azad National Urdu University(MANUU)Hyderabad.- 4<sup>TH</sup>Feb 2019.

#### **State Level**

- State workshop on “ Basis of Accreditation”, Bishop Hebbler College, Tiruchirappalli- 30-11-2019
- Two day workshop on Institutional Preparation for NAAC Accreditation, CDC, BharathiarUniveristy- 9<sup>th</sup>& 10<sup>th</sup> November 2002.
- Seminar on Customer Service in commercial Banks,Alagappa University-25<sup>th</sup>& 26<sup>th</sup> Ooctober1989.

### **18) Resource person / Invited Speaker/Session Chair– Conference/Seminar/Workshop**

- Resource Person for the NSS Camp organized by Providence College for Women and the topic being “Digital India on the 20<sup>th</sup>of December 2017
- Resource person in national level seminar on the topic “Media and its impact on Commerce - its opportunities and Challenges” organized by Nilgiris College of Arts and Science, Thaloor – Nilgiris on 25.1.2017.

### **19) Member of Board of studies**

<b>S.No</b>	<b>Name of the Professionals / Learned bodies / Societies</b>	<b>Life / Annual / Ordinary member</b>
1	Board of studies – UG Board – Bhararthiar University – Coimbatore	Member



2	Board of studies – UG Board – Vellalar College for Women – Erode	Member
3	Board of Studies – Community college Kothagiri	Member
4	Board of Studies -PG & Research Department of Commerce – Providence College for Women (Autonomous )-Coonoor	Chairman

**20) Profession related activities**

- Bharathiar University Examination evaluator for offline and online examinations.

**21) Editorial / Review Board Member**

- PROVI COMMERCIA-Online research journal for PG students-PG and Research Department of Commerce – Providence College for Women- VOL 1 - Issue 2-Advertisement and Mass media
- PROVI COMMERCIA-Online research journal for PG students-PG and Research Department of Commerce – Providence College for Women- Vol 11 – Issue 1 –Impact of Corona Virus on various sectors of the society
- PROVI COMMERCIA-Online research journal for PG students-PG and Research Department of Commerce – Providence College for Women- VOL II-Issue 2-Corporate Social Responsibility
- PROVI COMMERCIA-Online research journal for PG students-PG and Research Department of Commerce – Providence College for Women- VOL 3 - Issue 1-“ Customer-Driven E-supply chain”

**22) Institutional responsibilities**

**Involvement in the /college Students related activities/ research activities**

Academic Year	Activities
	<p><b><u>1. Administrative responsibilities</u></b></p> <p>a) Head of the Department of Commerce</p> <p>b) Admission committee</p>

2019-20	<p><b><u>2. Examination and Evaluation duties assigned</u></b></p> <p>a) Internal invigilation b) Did Online valuation for the Bharathiar University UG&amp;PG</p>
	<p><b><u>3. Student related co-curricular extension activities</u></b></p> <p>a) Editor for the online Journal of Commerce Department</p>
	<p><b><u>4. Activities such as</u></b></p> <p>Organized webinars Resource person in the webinars</p>
	<p><b><u>5. Guidance and Supervision (MPhil and PhD Programmes)</u></b></p> <p>No. of Ph.D students actively doing research: 3 No. of M/Phil students actively doing research: No of students completed PhD - 1</p>
	<p><b><u>6. At least one single or joint publication in peer reviewed or UGC list of journals:</u></b></p> <p>a) Number of Publications -</p>
2020-21	<p><b><u>1. Administrative responsibilities</u></b></p> <p>a) Head of the Department of Commerce b) Admission Committee c) Chief Superintendent for the University online Examinations d) Board of studies UG Commerce – Bharathiar University</p>
	<p><b><u>2. Examination and Evaluation duties assigned</u></b></p> <p>a) Chief superintendent for the online semester examination b) Conducted online internals and models and did online valuation c) Did online valuation for the Bharathiar University</p>

	<p><b><u>3. Activities such as</u></b></p> <p>a) Editor online Journal of the Department of Commerce</p>
	<p><b><u>4. Guidance and Supervision (M.Phil and Ph.D Programmes)</u></b></p> <p>No. of Ph.D students actively doing research: 2  No of PhD Registered -1  M.Phil completed -1</p>
2021-22	<p><b><u>1. Administrative responsibilities</u></b></p> <p>a) Deputy Controller of Examinations  b) Head of the Department of Commerce  c) Admission Committee  G) Chairman –Board of Studies -PG &amp; Research Department of Commerce -Providence College for Women (Autonomous )</p>
	<p><b><u>2. Examination and Evaluation duties assigned</u></b></p> <p>a) Evaluated internal and model papers  c) External Practical examiner – Bharathiar University Arts and Science College – Gudalur</p>
	<p><b><u>3. Student related co-curricular extension activities</u></b></p> <p>Chief editor – PROVI COMMERCIA- online journal – volume 3 – issue 1</p>
	<p><b><u>4. Activities such as</u></b></p>

**5. Guidance and Supervision (MPhil and PhD Programmes)**

*No. of Ph.D students actively doing research: 1*

*Number of PhD students registered -3- 2 part time and one full time*

*No. of M.Phil students actively doing research:nil*

*No of students completed PhD -1*

**6. At least one single or joint publication in peer reviewed or UGC list of journals:**

*a) Number of Publications -*

**23) Consultancy**

<b>Nature of Consultancy</b>	<b>Client</b>	<b>Amount</b>	<b>Completion Status</b>
Mock Audit before NAAC visit	Alpha College of Arts & Science -Chennai	5000	Successfully Completed • 11 <sup>th</sup> August 2017

**24) Awards and Achievements**

- **Awarded D.Lit(Honorary)**( doctor of Letters) a honorary award by Dr.S.Radhakrishnan Research, Training &Development Center – Bangalore University of South America

**25) Other Highlights**

- Achievements in Teaching:
- Good academic results with university ranks by students
- Subject expert for the **doctoral committee** for the Ph.D students of Economics Department ,Providence College for Women – Coonoor on 9<sup>th</sup>and 10<sup>th</sup>February2017
- Was a **Doctoral Committee** member for Miss .S.Ruth Smilely at Government Arts College, Udthagamandalam on26.2.2019
- **Leadership** – Head of the department
- IQAC Coordinator – A GRADE
- Autonomy coordinator – Graded fresh autonomy from the year 2021- 31
- Village adoption coordinator
- Chief Superintendent for the conducting of Digital Examinations during the pandemic period.
- Appointed as Deputy controller of examination from 2021 as the college implemented autonomy
- I have been the head of the Department of Commerce for more than 10 years now and I have pioneered in the art of being a figure of authority to my peers. I not only aim to impose my touch in the things that happen in my department, I also aspire to impart my experience and knowledge to the members of the faculty and train them under my leadership.
- A very prominent feather in my cap is the tenure of being the Coordinator of the IQAC, which was directly responsible in the College getting accredited with ‘A’ grade by the expert committee from NAAC. It was an arduous task at hand and myself and my team made sure that each and every requirement was met at the highest of standards. A significant achievement

indeed. The added difficulty of the college located in a rural area only made the achievement sweeter.

- More recently, I had the privilege of being the Autonomy Coordinator in my college, wherein I headed a collective effort which culminated in the granting of autonomy for a period of ten years.
- Leadership is something that is more than just a responsibility to me, because I always cherish heading things and doing it in the best of my abilities. Leadership is a trait that has been imbibed in me ever since my younger days and each day that passes, I feel myself cherishing leadership on various fronts!