

## Mr. RATHISHESHA M

Assistance Professor

School of Commerce

KPR College of Arts, Science and Research

Arasur, Coimbatore – 641 407.



**Qualification** : M.Com., M.F.M., UGC NET., (Ph.D)

**Experience** : **Teaching:** 4 Years **Industry:** 2 Years

**Interested Areas** : **Financial Management, Taxation, Financial Market & Derivatives, International Business.**

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🌐 [http:// www.kprcas.ac.in/academics/](http://www.kprcas.ac.in/academics/)



### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Passing
M.Com	Commerce	University of Madras, Chennai	2018
Master of Financial Management(M.F.M)	Financial Management	University of Mysore, Mysore	2015
BBM	Finance	University of Mysore, Mysore	2012



### Online Certifications

- Completed Innovation Ambassador (IA) Training “Foundation Level” Certified by MoE’s innovation Cell & AICTE, Ministry of Education Government of India.
- Completed Innovation Ambassador (IA) Training “Advance Level” Certified by MoE’s innovation Cell & AICTE, Ministry of Education Government of India.
- Completed Innovation Ambassador (IA) Training “ Re-skilling” Certified by MoE’s innovation Cell & AICTE, Ministry of Education Government of India.



### Academic Positions @ KPRCAS

- Assistance Professor– School of Commerce
- Associate Head (IPR) Intellectual Property Right Cell - KPRCAS



## Conferences, Seminars & Talks

### Participation in International / National Seminars

1. Awareness and Impact of Government Insurance Policies on Mental Health among the Society with reference to Coimbatore District, International Conference on Global Business Innovation and Technology in the Corporate and Insurance Sectors, Rathinam College of Arts and Science
2. Cryptocurrency Usage and its Impact, International Conference on Data Driven Sustainable Business Practices During Turbulent Times, Mount Carmel College
3. Public Perception on Overall Service Quality of Fintech Products, Two Day National Seminar on Intelligence Reform: Enhancing National Security Through Effective Intelligence Practices, Sri Krishna College of Arts and Science
4. Risk and Difficulties faced by the Women Entrepreneur's, National Seminar on Work Life Balance of Women Micro Entrepreneurs in Indian Society after Covid-19 Pandemic, Bishop Ambrose College

### Participation in Faculty Development Programs

1. 7 days' Faculty development Programme on "Skills Re-Engineering in Commerce and Management" from 04.07.2022 to 12.07.2022, organized by School of Commerce and Management – KPR College of Arts Science and Research –Coimbatore.
2. 5 days Faculty development Programme on "AI Applications and its Impact on Business Practices" from 18.04.2023 to 22.04.2023, organized by Sri Ramakrishna college of Arts and Science – Coimbatore.
3. Global Business Foundation Skills, Infosys BPM Ltd, Mysore. 23.06.2023 to 01.07.2023  
Naan Mudhalvan FDP on Banking, Lending and NBFC Products and Services, Bharathiar University, Coimbatore-17.07.2023 to 21.07.2023.
4. 6 days International Virtual Faculty development programme on "Recent Trends on Research Methodologies, Tools and Techniques" from 10.07.2023 to 15.07.2023, organized by Department of Information Technology – KG College of Arts and Science-Coimbatore.
5. Naan Mudhalvan FDP on Insurance Services and Operations, Bharathiar University, Coimbatore-22.01.2024 to 30.01.2024.
6. Upscaling Research, SRM Institute of Science and Technology, 05.04.2024 to 15.04.2024.
7. Essential Skills for Professional Development in higher Education , Star International Foundation for Research and Education , 01.7.2024 to 07.07.2024

## **Research Publications Journals / Conference - International and National**

1. A Study on Effect of Financial Literacy in Stock Market Participation: ANVESAK; UGC Care Group 1 Journal; ISSN: 0378 – 4568
2. Impact of State Bank of India Merger With Its Associates on Its Employees and Customers: UGC CARE Approved, Peer Reviewed and Referred Journal: ISSN : 0972-7175
3. Impact Of Cyber Bullying On Women Emotional Health, Journal of Advanced Zoology, Volume 45 Issue 3 Year 2024 Page 686-693

## **Books Chapters**

1. An Empirical study on Awareness on Child Abuse among the School Children with special reference to Coimbatore city, Sustainability Paradigm: Commerce, Society and Management, Himalaya Publication House, January 2024.
2. A case study on Crowd Funding, New Frontiers in Business Management, Virudhunagar Hindu Nadar's Senthikumara Nadar College.
3. Artificial Intelligence Trends and its Implication in Financial Market- AI, Society, and Economy: A Transforming Landscape of Interactions- The Bhopal School of Social Sciences.

## **Patent Filled / Publish**

1. Farmer- Argo Based Industries – Collaboration Model- App. No: - TEMP/E-1/70023/2022-KOL, 24.10.2022.
2. Investments Portability Model – App. No: - TEMP/E-1/1577/2023-KOL, 08.01.2023
3. Conceptual Framework for Assessing the Consumer Behavior against influencing advertisement forces with AIDA factors. App. No: - 202441062878, Published on 30.08.2024.
4. Mapping Cross Cultural portfolio investment behavior model for stabilizing capital costing. App. No: -202441062887, Published on 30.08.2024.
5. Exploring Vacuum Finance mechanism dynamic towards high frequency trading. App. No- 202441062813, Published on 30.08.2024.



## **Invited as Speaker / Session Chair- Conference / Seminar / Workshop**

1. Mentoring Session on “Lean Start-Up & Minimum Viable Product / Business” – organized by School of Commerce – KPRCAS in Association with IIC –Institution’s Innovation Council on 21.06.2023.
2. Awareness Session on Intellectual Property Rights (IPR) Conducted by School of Computing Science, Department of Artificial Intelligence and Data Science -KPRCAS on 12.08.2024.
3. Workshop on IPR: Process, Protection and Application organized by School of Commerce,

Department of B. Com Business Analytics- KPRCAS on 07.08.2024

4. Acted as a Resource person for a Guest Lecture on Career Development Opportunities in Financial Service Sector at Angappa College of Arts and Science, Coimbatore.

### **Teaching: Subjects Taught**

**Financial Management, Taxation (Direct and Indirect Tax), Financial Market & Derivatives, International Business, Security Operation and Risk Management.**



### **Academic Networks**

1. VIDHWAN ID: <https://vidwan.inflibnet.ac.in/profile/465138>
2. ORCID ID: 0009-0005-1052-5235
3. Scopus ID: JTT-8875-2023
4. GoogleScholar: [https://scholar.google.com/citations?hl=en&user=PaD6UuAAAAAJ&view\\_op=list\\_works&sortby=title](https://scholar.google.com/citations?hl=en&user=PaD6UuAAAAAJ&view_op=list_works&sortby=title)