

Ms. Archana T A

Assistant Professor

Department of Commerce

School of Commerce

KPR College of Arts Science and Research

Qualification : M Com, NET

Experience : Research: 1 Year, Teaching: 3 years, 9 Months

Research Areas : Finance

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ACADEMIC PROFILE

Course	Name of the Institution	Board/ University	Year of Passing	Percentage of Marks
Ph.D.	Bharathiar University	BharathiarUniversity	2023	Pursuing
M.Com	University of Madras	University of Madras	2018	74%
B Com	B C M College, Kottayam	MG University	2016	83%



PUBLICATION DETAILS

- Published a paper titled "Impact of State Bank of India Merger on its Employees and Customers" in the Journal of Education: Rabindra Bharathi University, with ISSN 0972-7175
- "Enhancing Consumer Awareness on Digital Assets – A Comprehensive Approach" in the ICMAI sponsored One Day International Seminar Proceedings on Envisioning 2047: Role of Digital Currencies in Achieving Viksit Bhrat organised by Sri Ramakrishna College of Arts and Science, Coimbatore
- Published a paper Green Marketing and Consumer Buying Behaviour in the Two Day National Conference on Role of Entrepreneurship in the changing Economic Environment organised Department of Commerce, KPR College of Arts Science and Research on 22.09.2024 and 23.09.2023 with ISBN 97-81-967053-7-4.

- Patent publication under the title Strategy to overcome the challenges of Textile Industrie, Publication Number – 12/2023 under Indian Patent Advanced Research System.



NATIONAL / INTERNATIONAL CONFERENCE

- Presented a paper on “Enhancing Consumer Awareness on Digital Assets – A Comprehensive Approach” in the ICMAI sponsored One Day International Seminar on Envisioning 2047: Role of Digital Currencies in Achieving Viksit Bhrat on 29.08.2024 organised by Sri Ramakrishna College of Arts and Science
- Presented a paper on Green Marketing and Consumer Buying Behaviour in the Two Day National Conference on Role of Entrepreneurship in the changing Economic Environment organised Department of Commerce, KPR College of Arts Science and Research on 22.09.2024 and 23.09.2023.
- Participated in the Two Day National Conference on Emerging Trends and Challenges in Commerce organised by Angappa College of Arts and Science from 2/08/2021 to 28/08/2021.



EVENTS ORGANIZED

- Conducted a guest lecture on “Trading in Stock Market” at KPR College of Arts Science and Research on 09/08/2024.
- Organized Orientation Programme on Effective Communication for B com first year students of KPR College of Arts Science and Research on 27.10.2023
- Conducted Value Added Course – Essentials of Tally Prime at KPR College of Arts Science and Research from 09.10.2023 to 14.10.2023
- Conducted Value Added Course – Advanced Excel for B Com students of KPR College of Arts Science and Research during the month of December 2022.
- Conducted Soft Skill Training Programme at KPR College of Arts Science and Research on 10th of October 2022.



FDP ATTENDED

- Participated in the 7 Days National Level online Faculty Development Programme on “ Future – Ready Educators: Transforming Teaching and Learning in the Present Scenario” held from 07.08.2024 to 14.08.2024 organised by Department of Commerce (CA) and Commerce (IT&BI), Hindusthan College of Arts and Science (Autonomous), Coimbatore.
- Participated in the National Level 7 Days Online Faculty Development Programme on “ How to write and Publish Research Papers” organised by HI Learn Edutech Institute, an ISO Certified Instiute,Bijapur, Karnataka from 11 th July to 17 th July 2024.
- Participated in the National Level 7 Days Online Faculty Development Programme on “ Tools and Techniques in Quality Teaching” organised by HI Learn Edutech Institute, an ISO Certified Instiute,Bijapur, Karnataka from 4 th July to 10 th July 2024.
- Participated in the National Level 7 Days Online Faculty Development Programme on “ Essentials Skills for Professional Development in Higher Education” organised by Star International Foundation for Research and Education, An ISO CertifiedInstitution, Thiruchengode, Tamilnadu from 01.07.2024 to 07.07.2024
- Participated in the Tamil Nadu Govt. Skill Development Corporation, Naan Mudhalvan Faculty Development Program on “Banking, Lending and NBFC Products and Services” organized by the Bharathiar University, Coimbatore from 17.07.2023 to 22.07.2023
- Attended the Faculty Development Program on "Relevance of Outcome-Based Education in Teaching, Learning, and Evaluation for Social Sciences" organized by the Indian Institute of Management and Commerce from 27th to 29th October 2022.
- Participated in a One Day Workshop “Fin Tech: Block Chain & Crypto Currency” organized by theSchool of Management on 22nd July 2022 at KPR College of Arts Science and Research, Coimbatore.

- Participated in the Faculty Development Program on "Enhancing the Quality in Teaching Learning Process" organized by KPR College of Arts, Science, and Research from 11th to 16th July 2022.
- Participated in the Faculty Development Program on "Skills Re-Engineering in Commerce and Management" at KPR College of Arts, Science, and Research, held from 4th to 12th July 2022.
- Participated in the Faculty Development Program on "How to Buy and Sell Shares in Stock Exchanges" at Venkataswami Naidu College on 15th March 2022.
- Took part in the "Adoptive Approaches for Modern Teaching and Research" Faculty Development Program hosted by SNMV College of Arts and Science from 15th to 23rd November 2021.
- Participated in the "Research Excellence and Academic Development" Faculty Development Program at Sri Ramakrishna College of Arts and Science from 1st to 8th September 2021.
- Attended the Faculty Development Program on "Research Orientation and Data Analysis" at Mount Zion Institute of Science and Technology, conducted from 9th to 13th August 2021.
- Participated in the Faculty Development Program on "Repurposing of Drugs" at Sathyabama Institute of Science & Technology from 15th to 17th July 2021.
- Participated in the "Adoptive Approaches for Modern Teaching and Research" Faculty Development Program at SNMV College of Arts and Science from 15th to 23rd November 2021.
- Participated in the Faculty Development Program on "Relevance of Outcome-Based Education in Teaching, Learning, and Evaluation for Social Sciences" at the Indian Institute of Management and Commerce from 27th to 29th October 2021.
- Took part in the "Research Methodology" Faculty Development Program organized by Prerna College of Commerce from 1st to 10th July 2021.



WORKSHOP, SEMINAR & SYMPOSIUM

- Participated in the National Seminar on "Industrial Law: New Insights" organized by Hindusthan College of Engineering and Technology on July 31, 2022.
- Participated in the workshop on "Fin Tech: Blockchain & Crypto Currency" organized by KPR College of Arts Science and Research on July 22, 2022.
- Participated in the workshop on "Awareness to Intellectual Property Rights" organized by SONA College of Arts and Science on March 11, 2022.
- Participated in the workshop on "Innovative Techniques in SPSS and Data Analysis" held at Sathyabama Institute of Science & Technology from January 3 to January 7, 2022.
- Participated in the workshop on "Overview of Tax Planning" organized by Gurukula Kangri (Deemed to be University) from December 13 to December 17, 2021.






TEACHING:SUBJECTS TAUGHT

- ◆ Banking Theory Law and Practices
- ◆ Commercial Bank Management
- ◆ Principles of Auditing
- ◆ Commercial Law
- ◆ Company Law and Secretarial Practices
- ◆ Indian Stock Exchanges
- ◆ Futures and Options
- ◆ Executive Business Communication
- ◆ Business Organisation and Office Management
- ◆ Business Finance
- ◆ Principles of Marketing



Academic Networks

	https://scholar.google.com/citations?user=g5ElgLSAAAAJ&hl=en&authuser=1
	https://orcid.org/0009-0003-7728-120X
	RX-5489-2023
	https://vidwan.inflibnet.ac.in/profile/231268