

Dr.Siva Thivya R

Assistant Professor

Department of B.Com (Professional Accounting)

School of Commerce

KPR College of Arts Science and Research

Qualification :M.Com.,MBA.,SET,PGDCA.,M.Phil.,Ph.D(Full Time)

Experience :Research: 4 Years, Teaching: 1 year

Research Areas :Finance,Energy and trade,Financial Inclusion, Fintech.

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Academic Networks

Google Scholar	https://scholar.google.com/citations?user=7XB5d84AAAAJ&hl=en
ResearchGate	https://www.researchgate.net/profile/Siva-Rathinasamy
Orcid ID:	https://orcid.org/0000-0002-0528-3789
Vidwan ID:	https://vidwan.inflibnet.ac.in/profile/513450
Web of Science ID:	Web of Science ResearcherID:KHW-3323-2024

ACADEMIC PROFILE

Course	Name of the Institution	Board/ University	Year of Passing	Percentage of Marks
Ph D (FT)	Bharathiar University	Bharathiar University	Nov 2022	Highly Commended
M.Phil (FT)	Bharathiar University	Bharathiar University	Jan 2018	Highly Commended
SET	TNSET		Feb 2016	
M.Com	St.Joseph's College for women	Bharathiar University	Apr 2016	85.6
PG Diploma in Computer Applications	Distance education	Bharathiar University	May 2016	64
M.B.A (HRM)	Distance education	Bharathiar University	May 2015	63
B.Com	St.Joseph's College for women	Bharathiar University	Apr 2013	80.1



ACADEMIC PROJECTS

S.No.	TITLE	DURATION
1.	Crude oil price shocks and Economic outcome among SAARC nations	2018-2022
2.	Effect of Macroeconomic factors on share price of select Banks listed in BSE and NSE	2017
3.	A Study on Financial Performance of Vikrant Exports, Tirupur	2016



AWARDS & ACHIEVEMENTS

- ❖ Received **Best Paper award** for the paper “**E-Mail marketing - Opportunities and challenges**, held at Kongunadu Arts and Science College, Coimbatore held on 22nd August 2013
- ❖ Gained **citation and h-index** for the research paper.
- ❖ Cleared **TNSET (COMMERCE) -2016** organized by Mother Teresa women’s University, Kodaikanal.
- ❖ **University Fifth Rank** in M.com
- ❖ **Best outgoing student award** for the academic year 2015-2016 at St.Joseph’s college for Women, Tirupur (Dt).

PUBLICATION DETAILS



Papers Presented in Seminars and Conferences

1. **E-Mail marketing - Opportunities and challenges**, held at Kongunadu Arts and Science College, Coimbatore held on 22nd August 2013 and received “**Best paper award**”.
2. **Non- performing Assets in commercial banks** at PKR Arts College for women, Gobichettipalayam held on 22nd August 2014.
3. **Opportunities and challenges in online marketing** at G.R.Damodaran Academy of Management, Coimbatore held on 25th February 2015.
4. **Impact on Social factors on Business**, held at Nandha Arts and Science College, Erode on 28th February 2016.

5. **Role of Government and NGO'S in Unorganized Sector** at Park's College, Tirupur on 4th March 2016.
6. **Modes of FDI: Green Field Investment Vs Mergers and Acquisitions** held at Sankara College of Science and Commerce on 30th January 2017.
7. **Changing Consumer Behavior- A Challenge for Sustainable Business Growth**, at School of Commerce, Bharathiar University on 20th & 21st February, 2017.
8. **Impact of Demonetization on Indian Economy**, held at PSGR Krishnammal College for Women on 22nd February 2017.
9. **Development of venture capital in India with special emphasis on select sectors**, Held during 28th and 29th January 2019 at Periyar Institute of Management studies (PRIMS).
10. **The Role of venture capital in the development of SME sector**, Held at Rathinam college of arts and science on 1st March 2019, organised by the school of commerce.
11. **Trends in financial inclusion and economic growth with special reference to India**, at School of Commerce, Bharathiar University on 6th to 8th January, 2020.
12. **Crude oil price and its impact on Indian Economy-An outlook in pre and post Covid 2019**, in the South Asian regional Virtual Conference for the Empowerment of South Asia through economic Consolidation, Held on 17th and 18th February 2021 at Sree Saraswathi Thyagaraja college.
13. **Covid -19 Pandemic -Changes in Crude oil price and its Forecast**, Held on 23rd and 24th April 2021, at Indian Institute of Management, Bodhgaya



Workshops and Symposium

1. Attended One-Day **Workshop on E-Filing of IT Returns** Organized by Department of Commerce, St.Joseph's College for Women, Tirupur on 03.08.2012.
2. Attended a state level **symposium on Opportunities and Challenges in Global Business Environment** Organized by St.Joseph's College for Women, Tirupur on 05.10.2012.
3. Participated in the One-Day **Workshop on Prospects for careers in Accounting** Organized by Department of Commerce, Tirupur Kumaran College for women held on 02.03.2015.
4. Participated in the One-Day **Workshop on E-Filing of Income Tax Returns** Organized by Department of Commerce, St.Joseph's College for Women, Tirupur in association with Intercontinental Management Research Consortium, Bangalore on 10.09.2015

5. Participated in UGC Sponsored One-Day National Workshop on **Research tools and techniques using SPSS package** Organized by Department of Women Studies, Bharathiar University, Coimbatore on 29.09.2015.
6. Attended a Ten - Day National Workshop on **“Statistics Analysis for Business Research”** held at Department of Management Studies, Pondicherry University from 15.03.2017 to 24.03.2017.
7. Participated in the UGC – SAP Sponsored National Workshop on **“Environmental Accounting for Sustainable Development”** held at the School of Commerce, Bharathiar University, Coimbatore from 06.09.2017 to 08.09.2017.
8. Participated in the 7 days workshop on **“Advanced Data Analysis”** organized by Bharathiar School of Management and Entrepreneur Development (BSMED), Bharathiar University, during 13th to 19th May, 2019.
9. Participated in the Faculty development program on **“Econometrics Model in Management Research”** held during December 13-14, at PSG Institute of Management.
10. Participated in the **“Seven days online Research methodology course for Ph.D. Research Scholars in Social sciences”**, organized by School of Commerce in Collaboration with ICSSR, Held at Bharathiar University From 18.2.2021 to 25.2.2021.
11. Participated in the Seven days virtual faculty development programme on **IBM SPSS and Structural Equation modeling (SEM) using AMOS** organized from 10.3.2024 to 16.03.2024 by the department of Commerce, Faculty of Science and Humanities, SRM Institute of Science and Technology, Kattankulathur, Chennai.
12. Participated in "7 days online faculty development program on essential skills for professional development in Higher Education" organized by Star International Foundation for Research and Education on 01.07.2024 to 07.07.2024.
13. Completed 7 days FDP on the topic **“ Future - Ready Education: Transforming Teaching and Learning in the Present Scenario “** conducted by Hindustan College of Arts & Science



Publications

1. A study on effect of Macroeconomic **variables on Indian BSE (sensex) stock prices, International Journal of Indian Economic Light (JIEL)** Vol 6, July-June 2017- 2018, ISSN 2277-3142. Page No. 93-99.

2. **Impact of Macroeconomic variables on share price of Select Banks listed in BSE and NSE: A factor Analysis Approach, Global Journal for Research Analysis.** Vol 6, Issue 12, December-2017, ISSN 2277-8160. Page No. 583-586.
3. **Trend analysis of stock return on Select Banks listed in BSE and NSE, World Wide Journal of Multidisciplinary Research and Development,** Volume: 3 Year: 2018, Issue: 7, Page No. 103-107.
4. **Seasonal Anomaly effect of stock return on Select Banks listed in BSE and NSE, International Journal of Research in Economics and Social Sciences,** Vol 8, Issue-3 March 2018, ISSN 2249-7382. Page No. 127-146.
5. **The role of Mobile learning and wireless technology in the higher educational environment, Journal of Applied Science and Computations,** UGC CARE listed journal, Vol 6, Issue-1, January-2019
6. **Trends in Financial Inclusion and Economic Growth with special reference to India, Our Heritage,** UGC CARE listed journal, ISSN:0474-9030, Vol 68, Issue-2, January-2020.
7. **Impact of crude oil Price on Select Macroeconomic Indicators of India, Our Heritage,** UGC CARE listed journal, ISSN:0474-9030, Vol 68, Issue-1, January-2020.
8. **Nexus between the volatility of WTI crude oil price and Indian Exports, JXAT journal,** Volume 8, Issue 4, April-2021.
9. **Covid -19 Pandemic -Changes in Crude oil price and its Forecast, AUT AUT research Journal,** Volume 8, Issue 11, November 2021.
10. Contributed A Research paper entitled "Cyber security and privacy of personalised devices in rural areas" to ICSSR sponsored International Seminar on Building a cognitive enterprise through AI - Powered transformation: A Digital Paradigm for Societal and Tribal Success in Rural Areas organized department of B.Com (CS), Sri Ramakrishna college of Arts and Science, held on 26.7.2023

Patents/Funds received : 1

Resource person:

1. Provided a Guest lecture in the webinar **“How to make an effective paper presentation”** organized by Department of Commerce with Computer Applications, St. Joseph’s college for women, Tirupur on 14.08.2021.

2. Acted as a resource person for two days on National level short term training programme on **Mentoring for success in professional career** held at SRM Institute of Science and Technology, Ramapuram, Chennai from 1st May to 15th May 2024.

Course Expertise:

S.No	Name of the Course
1.	Cyber Law
2.	Marketing Management
3.	Financial Management
4.	Managerial Economics
5.	Company Law
6.	Marketing Management
7.	Human Resource Management
8.	Business Communication