

Auxilium College (Autonomous), Vellore, Vellore District
(Accredited by NAAC with A⁺ Grade with a CGPA of 3.55 in the 3rd Cycle)

FACULTY PROFILE



Dr. L. Bhuvaneshwari currently serves as Assistant Professor at the Department of Business Administration, Auxilium College (Autonomous), Vellore. She has 9 years of teaching experience. She completed her BBA at University of Madras and acquired MBA from Thiruvalluvar University. She obtained her Ph.D in the year 2022 from Thiruvalluvar University. Her research interests include financial awareness among small vendors and effect on fintech service. She has published papers in international journals and conferences.

1. Name : DR.L. BHUVANESWARI
2. Designation : Assistant Professor
3. Qualification : M.B.A., M.PHIL., P.HD
4. Mobile number : 9994627473
5. E-mail id : bhuvaneshwari@auxiliumcollege.edu.in
6. Teaching Experience : 9 Years 4 Months
7. Area of specialization : Finance and HR Management
8. No. of Papers Published : 6
9. No. of Papers Presented in the National/ International/ Conferences: 2
10. No. of Seminars/Workshops/Conferences organized: 9
11. No. of Books Published/Edited/Co-edited: 1
12. Responsibilities held : a. Served as a Dean of Arts during 2017-2021
b. Member in board of studies
c. Finance Federation Club- Staff in charge
d. Curriculum Development Cell, 2017-2020.
e. Committee member for Student welfare and Co-Curricular Activities.
f. Anti-Ragging Committee.
g. Committee for Internal Complaints and
h. Prevention of Sexual Harassment.
i. AICTE Member
j. Member of the College Council, Auxilium College, 2018-21
13. Current Responsibilities: a. Coordinator- Online course, ERP, Value Added Course
b. Mentor, Member in Board of studies
14. Membership in professional bodies:

- Life time Member in Natural Science Foundation –NSF
- Member in AICTE

15. No. of Online Courses completed (Minimum of 4 Weeks) – 5

PUBLICATIONS

Publications in Journals

- Published paper titled “Investors attitude among the investment avenues at Vellore District” in The emperor International Journal of Finance and Management research, ISSN 2250 – 1096. Page No 235 – 237, January 2018.
- Published paper titled “Perception of working women investor on various investment alternatives at Vellore District”, in SurajPunj Journal for Multidisciplinary Research Volume 9, Issue 6, June 2019. UGC Listed Journal No. SPJMR/1111. Impact Factor 6.1.
- Published paper titled, “ A study on inclination of women investors towards investment avenue with respect to Vellore district”, in Volume-44-(XI), January – March (2021) of Sambodhi with ISSN : 2249 – 6661 UGC Care approved, Peer Reviewed and Referred Journal with Impact factor of 5.80.
- Published paper titled “ The Effect of Fintech on Customer Satisfaction Level”, Journal of Survey in Fisheries Sciences ,10(3S) 6628-6634 year 2023 .

FDP's/ Seminars/ Workshops/Webinars

- Presented Paper on “A study on factors influencing investor’s perception towards stocks”, on Finance and Banking (FIBA 2018) on 1st February 2018, at Sengunthar Arts and Science College, Thiruchengode.
- International Workshop on “Life skills” organized by the Department of Business Administration, Muthurangam Government Arts College (Autonomous), Vellore – 02, on 26th February, 2018.

- Participated in Two – Day State Level Workshop on “Intellectual Property Rights” conducted on 2nd& 3rd August, 2019, jointly organized by the Tamil Nadu State Council for Science and Technology, Chennai and the Research Cell and IPR Cell of Auxilium College (Autonomous), Vellore.
- Participated in the Workshop entitled, “Theory Building and Publishing Research Articles in Peer Reviewed Journals” organized by VIT Business School on 12th – 13th December, 2019 at VIT Business School, Vellore Institute of Technology, Vellore – 632 014, Tamil Nadu, India.
- Attended one day workshop on “Empowering Women for a Better Future” at Auxilium College, (Autonomous), Vellore, Tamil Nadu, India, December 18, 2019.