

Sri Vasavi College, Erode.

Faculty Profile Page Layout

- **Name:** Ms. P. KEERTHANA
- **Designation:** Assistant Professor
- **Department:** Commerce
- **Contact Details:**
 - Contact Number: +91 93613 36752
 - Email: keerthanajuly21999@gmail.com



Tabs/Sections (Expandable or Scrollable)

- **About**

Brief Bio:

I am Working as Assistant Professor in Department of Commerce and also Co-Ordinator of Anti-Drug Awareness Cell and Puthumai Penn Kalvi Scheme.

Education:

Qualification	Board / University	Year of Completion
HSC	Vellalar Matric Higher Sec School, Erode.	2016
UG	Vivekanandha Arts and Science College, Sankari, Salem.	2019
PG	Vivekanandha Arts and Science College, Sankari, Salem.	2021
Ph.D	Sri Vasavi College, Erode.	Pursuing

- **Research**

- Research Areas/Interests:
 - Public Policy
 - Platform Economics
 - Finance Interface

❖ Publications:

- ❖ P. Keerthana Research Scholar, PG and Research Department of Commerce Sri Vasavi College, Erode. 2023. Attitude of Consumers Towards Online Shopping. UGC CARE – I Journal, JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI, ISSN: 0972-0766 and vol.: XCVI, No: 07, 2023 / February 2023.
- ❖ P. Keerthana Ph.D Research Scholar, PG and Research Department of Commerce Sri Vasavi College, Erode. 2024. Customer Satisfaction Towards Select Online Payment Apps with Special Reference to Erode. UGC CARE GROUP – I, SARDAR PATEL INSTITUTE OF ECONOMICS AND SOCIAL RESEARCH, ISSN: 0378-4568 and vol.: 54, No. 02(III): July – December 2024.
- ❖ Ms. P. Keerthana, 2025. Digital Payment Systems: [A Study On Digital Payment System: Future And Feasibilities With Special Reference To Erode District](#). International Journal of Science, Engineering and Technology. ISSN: 2348-4098, P-ISSN: 2395-4752. <https://www.ijset.in/a-study-on-digital-payment-system-future-and-feasibilities-with-special-reference-to-erode-district/>

❖ Books Published:

- Role of Digital Transformation in Commerce: Leveraging Technology for Sustainable Growth, 2025, EroGanic Publications, 978-81-19824-28-1 (Chapter 12)
<https://drive.google.com/file/d/1Of0uPvepg-iEndhoCbg6D5r-NWFg28y6/view?usp=drivesdk>

Certifications			
Title of Certification	Offering Institution	Duration	Year of Completion
Post Graduation Diploma in Computer Application (PGDCA)	Bharathiar University	1 year	2022

<https://drive.google.com/file/d/1Of0uPvepg-iEndhoCbg6D5r-NWFg28y6/view?usp=drivesdk>

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- **Experience**

Total work experience as on (31.12.2025)			
Institution Name	Designation	Period from	Period to
Sri Vasavi College (Self - Finance Wing), Erode.	Assistant Professor	01.09.2021	Till Date

- **Achievements**

- Keynote Speaker or Conferences& Seminars Attended / Organised:

- One Day International Symposium on “Strategic Financial Planning” Organized by PG & Research Department of Commerce & Commerce (CA), Bharathidasan College of Arts & Science, Erode.
- Five Day FDP on “Empowering Educators Teaching Pedagogy, Research & Innovation Skills” Organized by Selvam Arts & Science College, Namakal.
- National Seminar on “The Impact of Digitalization on Consumer Behaviour” Organized by Department of M.Com (CA) & Department of B.Com, Sri Vasavi College (Self - Finance Wing), Erode.
- International Conference on “AI Driven Digital Transformation in Business – Strategies for Success” Organized by PG Department of Commerce & Commerce (CA), Vellalar College for Women (Autonomous), Erode.
- International Symposium on “Embracing Technological Innovation in the Banking Industry: Navigating Challenges and Exploring Growth Prospects” Organized by Department of Commerce (Banking & Insurance), Vellalar College for Women (Autonomous), Erode.
- Seminar on “The Goal of Developed India Role of Insurance Sector” organized by the Department of commerce in association with Insurance Institute of India, Mumbai at Vivekananda Arts and Science college for women, Sankagiri.

- Five Days Online FDP on “Integrating Artificial Intelligence in Business & Research Education”, Organized by KSR College of Arts & Science for Women, Tiruchengode.
- Five Days Online FDP on “Industrial Revolution 4.0 Start-ups for Future”, Organized by Department of Computer Science & Applications, Vivekananda Arts and Science college for women, Sankagiri.
- One Day Seminar on “Research Publication Ethics” Organized by the IQAC of NIFT-TEA College of Knitwear Fashion, Tiruppur.
- Two Days International Conference on “Harnessing Trillion Economy Through AI & Digital Transformation in Building a Smarter & Greener Future for a Global Commerce & Developments”, Organized by Vivekananda Arts and Science college for women, Tiruchengode.

- **Professional Engagement**

- Editorial Work:

- Role of Digital Transformation in Commerce: Leveraging Technology for Sustainable Growth (ISBN)
<https://drive.google.com/file/d/1Of0uPvepg-iEndhoCbg6D5r-NWFg28y6/view?usp=drivesdk>
 - Role of Digital Transformation in Commerce: Leveraging Technology for Sustainable Growth (ISSN)
<https://www.ijset.in/international-conference-role-digital-transformation-commerce-leveraging-technology-sustainable-growth/>

