

Name : Ms.R.Nandhini
Staff ID : RCAS05185
Designation :Assistant Professor
Department :Commerce
Experience : 1 Year
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ACADEMICS

Degree	Branch	Institution / University	Year of Completion
M.Com	Commerce	VLB Janakiammal College of Arts and Science	2024
B.Com	Commerce	VLB Janakiammal College of Arts and Science	2022

Journal Publications

R. Nandhini. (2025). A study on the effectiveness of online marketing on integrated marketing communication. *International Journal of Commerce and Management Research*, 11(4), 33–42. ISBN 2455-1627.

Book Chapters

Nandhini, R, Empowerment through education: Study on liberating the girl child from societal constraints. Avantika Research Foundation, ISBN 978-81-975279-7-2.

Nandhini, R, Empowering women through education: Study on bridging the classroom and community for leadership development among the women in rural areas. In Surya Multidisciplinary Publication (Vol. 2, p. 114). ISBN 978-81-972279-7-4.

Nandhini, R, Exploring the future education: Study on integrating artificial intelligence into learning systems among the college students. In Surya Multidisciplinary Publication (Vol. 2, p. 63). ISBN 978-81-972279-7-4.

Nandhini, R, A study on digital marketing challenges and strategies for insurance company (p. 300). ISBN 978-93-6163-112-2.

Nandhini, R. A study on human factors in authentication: Psychology of biometric trust (p. 104). The Wordsswizzle Publication. ISBN 978-93-49882-13-3.

Proceedings

Nandhini, R, Artificial intelligence in business: Investigating key growth strategies for gaining competitive advantage in business (pp. 35–43). ISBN 978-93-341-1826-1.

Nandhini, R, Artificial intelligence in education: Study on transforming traditional teaching and learning methods among the college students. ISBN 978-93-93518-33-0.

Nandhini, R, Integrating Indian spiritual principles into corporate ethics: Pathways to sustainable and value-based business practices (pp. 269–271). Stanzaleaf Publication. ISBN 978-81-987746-4-4.

PRESENTATIONS

	State Level	National	International
Conference	-	2	1
Seminar	-	2	-

PARTICIPATION

	State Level	National	International
Conference	-	1	-
Seminar	-	1	-
FDP/PDP	-	2	2

Members in BoS/ Editorials/ Professional Bodies

BoS Member in VLB Janakiammal College of Arts and Science

AWARDS, HONORS AND RECOGNITION

Awards / Honors /Recognition	Agency / Institution	Year of Award
Mentor for NPTEL online Certification Course	NPTEL	2024
Golden Guru	GRT Jewelers	2025