

Name : **B. Bushra**
Staff ID : **RCAS03277**
Designation : **Assistant Professor**
Department : **Commerce**
Experience : **6 years & 7 months**
Qualification : **M. Com, MBA, SET, (PhD)**
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ACADEMICS

Degree	Branch	Institution / University	Year of Completion
PhD (Finance)	Finance	Bharathiar University	-
MBA(Finance)	Commerce With Finance	Bharathiar University	2023
M.Com(Finance)	Commerce With Finance	Mercy College Palakkad	2018
B.Com(CA)	Commerce with Computer Applications	IHRD College Vadakencherry	2015

RESEARCH AND PUBLICATIONS

GRANTS

Title	Agency	Amount	Year	Status
An Analysis of Role of Women Entrepreneurs in MSME Sector in India	TNSCST	7500	2025	Processing

Journal Publications

Bushara. B. (2022). A study on impact of COVID on Indian economy. *Central European Management Journal*, 30(4). ISSN: 2336-2693, E-ISSN: 2336-4890

Bushara. B. (2023). A study on influence of Digital India on digital education. *Indian Journal of Psychology*. October 2023. ISSN: 0019-5553

Bushara. B. A study on digital money transaction & consumer perception with special reference to Coimbatore. *South India Journal of Social Sciences*. ISSN: 0972-8945

Bushara. B. (2023). A study on investor's attitude and preferences towards Blue chip fund of select blue chip mutual fund companies. *YUGATO*, 75(2). ISSN: 0387-5695

Bushara. B. A study on consumer awareness towards green marketing. *Humanities and Social Science Studies*. ISSN: 2319-829X

Bushara. B. (2025). A comparative study on financial statement analysis of ICICI bank and Bank of Baroda. *Journal of Commerce and Business Studies*, 8(4), January–June.

Bushara. B. (2025). A comparative study on financial statement analysis of HDFC Bank and State Bank of India. *Ipe Journal of Management*, 15(14), January–June. ISSN: 2249-9040

Book Chapters

Bushara. B. A study on digital payment system with special reference to youth. In *Electronic money and financial management* (ISBN: 978-93-49882-27-0). Wordsswiggle Publication.

Bushara. B. Innovation analysis in organization. In *New paradigms in management and social science*. Vivekanandha College of Arts and Sciences for Women [Autonomous], Tiruchengode. ISBN: 978-93-5813-508-4

Books

Bushara. B. (2025). *Credit analysis*. Wordsswiggle Publication. ISBN: 978-93-48903-65-5

Proceedings

Bushara. B. A study on role of artificial intelligence in e-commerce. In *Artificial intelligence in science, technology, commerce, management, healthcare and education*. CIIT Publishers. ISBN: 9789361261909

Bushara. B, & Hemalatha, T. M. A study on awareness towards ESG investing for sustainable future. ISBN: 978-81-19567-34-8.

PRESENTATIONS

	State Level	National	International
Conference	-	4	-
Seminar	-	5	-

PARTICIPATION

	State Level	National	International
Conference	-	1	-
Seminar	-	5	-
Workshop	-	6	-
FDP/PDP	-	9	-