

**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**

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