

Name : Ms. Varsha V
Staff ID : RCAS02978
Designation : Assistant Professor
Department : Commerce
Experience : 2 Years 9 Months
Qualification : M. Com (CA), (Ph. D)
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ACADEMICS

Degree	Branch	Institution / University	Year of Completion
B. Com	Commerce	Calicut University	2016-2019
M.Com (CA)	Commerce	Bharathiar University	2020-2021
Ph. D	Commerce	Bharathiar University	Pursuing

SEED MONEY

Title	Institution	Amount	Year	Status
A Study on Challenges and Opportunities of Entrepreneurs in Micro, Small and Medium Enterprises (MSME) in the Coimbatore District of Tamil Nadu	Rathinam College of Arts and Science	25,000	2023	Completed

Journal Publications

Ms. V. Varsha (2022) An Exploratory Study on Niche Marketing Strategm and Business Firm Success, ISSN, Vol: XXIV, No. II, ISSN :0975-803.

Dr. V.T. Dhanaraj Varsha, Mohanapriya (2022) A Study on Investors Behaviour in Selection of Portfolio Risk Return Analysis of Selected Mutual Fund Schemes (With Special Reference to Coimbatore District in Tamil Nadu), Volume 6, Issue 4, ISSN :0954-093.

Ms. V Varsha, Ramesh (2022) Emerging Trends Influence the Customer Buying Behaviour of Online Shopping, IPE Journal of Management, ISSN 2249-9040 Volume 11, No 13, January-June 2025.ISSN :0981-821

Ms. Varsha, Aiswariya (2023) A Study on Comparison of Traditional Marketing and Digital Marketing with Special Reference to Coimbatore City, International Journal of Cultural Studies and Social Sciences, Vol- 21, Issue:02, No.16, July-December 2023, ISSN :9561-671

Ms. Varsha V, Dr V.T. Dhanaraj (2024) Analysis of the Influence of Accounting Information on Stock Price with the Extent of Corporate Social Responsibility Disclosures as a Moderation. Volume 5, Issue 2, ISSN :9431-562file:/// D:/New% 20folder%20(2)/ Scopus% 20ARTICLE/ AJOCS-5-3.2%20(6).

Book Chapters

Varsha V, Dr. V. T. Dhanaraj (2023) Research Paradigms Models in Instructive Settings, Technology for Education and Employment, Vol.3, ISBN:934-89-56773-34-9.

Varsha (2024), The Financial Performance of Private, Public and Foreign Banks using Camel Model, Full-service academic publishing with local support, Vol.4, ISBN:929-69-88693-44-89.

Books

Varsha V, Dr. V.T. Dhanaraj (2024) Marketing Mastery in the Digital Age, AmazonVol.1, ISBN:989-91-72155-34-8DirectPublication. Digital-Varsha-V-eBook/ dp/ B0DNV 3G7QQ.

Dr. V.T. Dhanaraj, Dr. N. Shanmugavadivu (2024) Entrepreneurship, Amazon Direct Publication, Vol.1, ISBN:989-91-Varsha, Dr. V.T. Dhanaraj (2025) Cost Accounting, Vol 1 ISBN:964-81-4458-65 wordsswizzle, [https:// www. Amazon in/dp/ B0FCSC1ZL7](https://www.Amazon.in/dp/B0FCSC1ZL7).

Proceedings

V.T. Dhanaraj¹, V. Vetrivel², V. Varsha³ (2022) Customer Attitude and Satisfaction Towards Investment in Select Life Insurance Corporation (with Special Reference to Coimbatore City in Tamil Nadu), Volume 5, Issue 1, 2022, ISSN: 2581-7779, DOI (Journal): 10.37591/NJCBL.

PARTICIPATION

	State Level	National	International
Conference	8	8	5
Seminar	14	10	5
Workshop	13	10	3
FDP/PDP	18	7	3

AWARDS, HONORS AND RECOGNITION

Awards / Honors /Recognition	Agency / Institution	Year of Award
Gloden Guru	GRT Jewellery	2025