

**Name** : Ms. Varsha V  
**Staff ID** : RCAS02978  
**Designation** : Assistant Professor  
**Department** : Commerce  
**Experience** : 2 Years 9 Months  
**Qualification** : M. Com (CA), (Ph. D)  
**Specialization**: Finance  
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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, Amazon Vol.1, ISBN:989-91-72155-34-8DirectPublication. Digital-Varsha-V-eBook/ dp/ B0DNV 3G7QQ.

Dr. V.T. Dhanaraj, Dr. N. Shanmugavadi (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 wordsswiggle, <https://www.Amazon.in/dp/B0FCSC1ZL7>.

### **Proceedings**

V.T. Dhanaraj<sup>1</sup>, V. Vettrivel<sup>2</sup>, V. Varsha<sup>3</sup> (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**

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

## **AWARDS, HONORS AND RECOGNITION**

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