

1. Name	Dr. LAVANYA B
2. Designation	Assistant Professor of Commerce
3. Qualification	M.Com., M.Phil., NET-JRF., Ph.D., MBA., PGDCA
4. Mobile number	8754477510
5. E-mail id	lavanyacom@auxiliumcollege.edu.in
6. Teaching Experience:	6+ Years
7. Area of specialization:	Marketing
8. Positions Held in Auxilium:	
	<ul style="list-style-type: none"> • Assistant Professor • Discipline Committee Member
9. Research Experience and Guidance:	6+ years
11. No. of Papers Published:	9
12. No. of Papers Presented in the National/ International/ Seminars/ Workshops/ Conferences:	9
13. No. of Seminars/Workshops/Conferences organized:	2
14. Membership in professional bodies:	
15. Other bodies (Descriptive):	
16. Honors & awards received (Descriptive):	
	<ul style="list-style-type: none"> • Best Paper Award in the National Summit.
17. No. of Online Courses completed (Minimum of 4 Weeks) – 02	
	<ul style="list-style-type: none"> • NPTEL Course on “IP Management & Technology Transfer” by SWAYAM- Indian Institute of Technology, Kharagpur, for 8 weeks in April 2025. • NPTEL Course on “Introduction to GST” by SWAYAM- Indian Institute of Technology, Kharagpur, for 8 weeks in November 2025.

18. Any Other (Descriptive):

- Worked as a Senior Tax Specialist at H&R Block (United States of America) for three years.
- She is very active in research publications and interested in novel fields and subjects.

PUBLICATIONS

Publications in Journals

- Lavanya, B., & Rajkumar, A. D. (2024), 'Adoption of Digital Innovations in Rural Banking of Vellore District: Based on UTAUT Model', *International Research Journal of Multidisciplinary Scope* 5(1), 263-271. (Scopus- Indexed)
- Lavanya, B., & Rajkumar, A. D. (2024), 'Bibliometric insights on mapping the landscape of cybersecurity: Uncovering the research potential in the banking industry', *Multidisciplinary Reviews*, 7(6), 1-11. (Scopus -Indexed)
- Lavanya B and Dunstan Rajkumar A (2024), 'Paradigm shift in the digital transformation of the banking sector: A bibliometric analysis', *International Journal of Advanced and Applied Sciences*, 11(3), 115-126. (Scopus- Indexed)
- Lavanya, B., and Rajkumar, A. D. (2024), 'Impact of Digital Banking Products During Covid-19 In Rural Areas of Vellore District', *Revista De Gestao Social E Ambiental*, 18(1), 1-10. (Scopus- Indexed)
- Lavanya, B., & Rajkumar, A. D. (2023). Measuring the impact of attitudes of rural customers towards digital banking products after COVID-19: Based on the UTAUT model. Emerging Trends and Innovations in Industries of the Developing World: A Multidisciplinary Approach pp.127-133 (Scopus Indexed -Book Chapter)
- Lavanya, B., & Selvakumar, Dr. D. S. (2020). Digital Infrastructure of Commercial Banks with Special Reference to Vellore District. In *International Journal of Recent Technology and Engineering (IJRTE)* (Vol. 8, Issue 6, pp. 855–858).
- B. Lavanya, Dr. D.S. Selvakumar. (2020). Recent Innovation and Utility in Digitalisation of Banking Services in Vellore District. *International Journal of Advanced Science and Technology*, 29(05), 8049-8056.
- B. Lavanya, Dr. D.S. Selvakumar. (2020). A study on Digital infrastructure of State Bank of India in Vellore District. *Contemporary Multi-Disciplinary Research dimension*, 85-90.

- Lavanya, B., & Anbalagan, M. (2012). Corporate Environmental Responsibility with Special Reference to Toyota Motor Corporation. *Journal of Business and Management*, 4(4), 08-15.

FDP's/ Seminars/ Workshops/Webinars

- Attended State Level Seminar on “Career Development” organized by K.M.G College of Arts & Science on 8th October 2009.
- Attended One- day workshop on “Tax Management” organized by the Department of Commerce, SSL, Vellore Institute of Technology, Vellore on 27th February, 2010.
- Attended National Level Conference on “Empowerment of Women and Youth for a Just Social Order” organized by Voorhees College, Vellore from 25th to 27th October 2010.
- Attended National Seminar and *presented paper* on “Opportunities and Challenges for Women in Business” conducted by the Department of Commerce, Fatima College (Autonomous), Madurai on 29th January 2010.
- Attended State Level Seminar on “Effective Evaluation – Practices and Perspectives” organized by IQAC, Auxilium College (Autonomous), Vellore on 17th September 2011.
- Attended National Level Seminar on “MNC’s culture and its Impact on Indian cultural Diversity” organized by Department of Commerce, Auxilium College (Autonomous), Vellore on 4th October 2011.
- Attended State Level Seminar on “Women Entrepreneurs in the Global Economy- The emerging economic force” organized by Department of Economics, Justice Basheer Ahmed Sayeed College for Women, Chennai on 25th January 2011.
- Attended National Level Seminar and *presented paper* on “Corporate Social and Environmental Responsibility in India” conducted by the Department of Commerce, Kongunadu Arts and Science College, Coimbatore on 29th September 2012.
- Attended International Conference and *presented paper* on “Innovations in Green Technology” organized by PG & Research Department of Commerce, A.V.V.M Sri Pusparam College, Thanjavur on 22nd September 2012.
- Attended International Conference and *presented paper* on “Corporate Environmental Responsibility of MNCs and Indian Companies” organized by Department of Management Studies, Annai Mathammal Sheela Engineering College, Namakkal on 14th September 2012.

- Attended National Conference and *presented paper* on “Changing Role of HR- A Perspective Role on Corporate Environmental Responsibility” organized by School of Management Studies, Vel Tech Technical University, Chennai on 12th & 13th September 2012.
- Presented paper at National Summit on “Digital Infrastructure” and awarded as Third best paper award and with a cash prize of ₹ 1,000, organized by the Department of Commerce at M.O.P Vaishnav College for Women (Autonomous), Chennai on 4th February 2020.
- Attended the ICSSR-sponsored National Conference and *presented paper* on “Technological advancements of select banks in Vellore District” conducted by PG & Research Department of Commerce, St.Joseph’s College (Autonomous), Tiruchirappalli on 18th & 19th July 2024.
- Attended International Seminar and *presented paper* on “The Emerging Role of smartphones in enhancing digital learning” organized by PG & Research Department of Economics, Voorhees College, Vellore on 29th & 30th August 2024.
- Participated in the Seven-day International online Faculty Development Programme on “Research Methodology” organized by Bals’s V.V Academy from 7th to 13th August 2024.
- Participated Seminar on “Building Alliances for Empowerment and Transformation for Transgenders” organized by Surabi & Don Bosco, Gandhi Nagar, Vellore, on 17th August 2024.
- Participated in a One-day national-level Workshop on “Writing proposal for Funded Projects” organized by the Global Institute of Statistical Solutions on 1st August 2024.
- Participated in a Three-days International Online Workshop on “SEM, CFA, Time series, Cluster analysis using JASP” conducted by the Institute for Statistics and Analytical Research from 27th to 29th November 2024.
- Participated in the Seven-day International Virtual Faculty Development Programme on “Recent Advances in Teaching and Research on Sustainable Development in Commerce” organized by the School of Commerce, Vel Tech Rangarajan Dr. Sanguthala R&D Institute of Science and Technology from 11th to 17th December 2024.
- Participated in a One-week Online Faculty Development Programme on “Holistic Well-Being” organized by the Department of Psychology, Sacred Heart College (Autonomous), Tirupattur, from 4th to 8th August 2025.
- Participated in Six-day Online International Faculty Development Programme on “Active Learning Methods in Teaching Learning Process” organized by the Department of English, Vel Tech Multi Tech Rangarajan Dr. Sanguthala Engineering College, Chennai, from 7th to 13th August 2025.

- Presented paper on “Assessing the Effectiveness of the UTAUT model in Forecasting Digital Payment Adoption among Rural Customers” at the International Conference on “Innovations in Architecture, Design, Business, Society, Languages, Literature” organized by Vellore Institute of Technology, Vellore, on 30th and 31st October 2025.
- Participated in a One-day Workshop on “Bridging Green Finance and AI-driven Markets held on 30th October 2025, at Vellore Institute of Technology, Vellore.
- Participated in a One-day Workshop on “Innovations in Reporting Standards: International perspective and its adoption in Indian context” held on 31st October 2025, at Vellore Institute of Technology, Vellore.
- Participated in the Seven-day Online Faculty Development Programme on “Empowering Research Integrity and Innovation” held from 27th to 2nd November 2025 conducted by the Committee of Research Ethics, Publication & IPR, Auxilium College (Autonomous), Vellore.