


FACULTY PROFILE

Name	: Dr.AARTHI DHAKSHANA J D	
Designation	: Assistant Professor	
Department	: Management Studies	
Educational Qualification	: B.Sc IT., MBA., PG Dip Agri Marketing, Ph.D	
Subject of Interest	: Financial Accounting, Financial Management, Agricultural Marketing, ERP, E-Commerce.	
Publications	: International (SCOPUS/Web of Science)	
	<ol style="list-style-type: none"> 1. J.D.Aarthi Dhakshana, V.Krishnapriya, K.V.R.Rajandran (2020), "The Game Changer: Perception of Traders towards Online Trading and Traditional Trading", <i>International Journal of Disaster Recovery and Business Continuity</i> Vol. 11 (1), pp. 896-901. 2. J.D.Aarthi Dhakshana and K.V.R.Rajandran (2018), "Farmers Integrated Management Challenges of Plantains product at Cauvery Delta, Thanjavur District", <i>International Journal of Recent Technology and Engineering(IJRTE)</i>, Volume-8 Issue-2S4, pp 691-695. (ISSN: 2277-3878). (Unpaid - Scopus Indexed Journal) 3. J.D.Aarthi Dhakshana and K.V.R.Rajandran (2018), "Challenges and Problems on Farmers' Access to Agricultural Credit Facilities in Cauvery Delta, Thanjavur District ", <i>St.Theresa Journal of Humanities and Social Sciences</i>, Vol 4(1), pp 50-62. (ISSN: 2539-5947). (Web of Science Indexed Journal) 	

4. **J.D.Aarthi Dhakshana and K.V.R.Rajandran (2018)**, "Effectiveness of ICTs in Dissemination of Agricultural Information among Farmers in Cauvery Delta, Thanjavur", *International Journal of Supply Chain Management*, Vol 7(5), pp 933-938. (ISSN: 2050-7399). (*Scopus Indexed Journal*)

Indian (UGC Care list Journal)

1. **J.D.Aarthi Dhakshana and K.V.R.Rajandran (2017)**, "A Study on Challenges faced by the farmers in Direct Marketing, The Rural Business Series", *Indian Journal of Science and Research*, Vol 13(1), pp 91-97. (ISSN: 0976 2876). (*Google Scholar Citation Indexed Journal*)
2. **J.D.Aarthi Dhakshana and K.V.R.Rajandran (2018)**, "A Comparative Study on Consumer Preference towards Agricultural Based Perishable Products from the Farmers' Market and Retail Markets", *Shanlax International Journal of Management*, Vol 5, Special Issue (2), pp 169-174. (ISSN: 2321-4643).
3. **J.D.Aarthi Dhakshana and K.V.R.Rajandran (2016)**, "Conceptual Framework of Indian Rural Marketing", *International Journal of Management Review*, Vol 3(1), pp 100-105. (ISSN 2348 – 4373).
4. **J.D.Aarthi Dhakshana and K.V.R.Rajandran (2016)**, "An Overview of Indian Agricultural Marketing", *Samayoga an Academic Journal*, ISSN 2231 - 3362, special issue, pp 86-98 (ISSN 2231 – 3362).
5. **J.D.Aarthi Dhakshana and K.V.R.Rajandran (2016)**, "Marketing practice of agricultural farmers in small village at cauvery delta zone", *International Journal of Multidisciplinary Research Academy*, Vol 6(7), pp 56-63. (ISSN 2249-1058).

Proceedings	:	J.D.Aarthi Dhakshana and K.V.R.Rajandran (2016) , “An Analysis of factors affecting the women marketer of Agricultural produces”, <i>Joseph School of Business Studies, SHUATS, Special Conference Proceeding Book, Vol 4 (1)</i> , pp 112-118. (ISBN – 978-93-86618-43-6).
Books Authored	:	J.D.Aarthi Dhakshana and K.V.R.Rajandran (2016) , “Agricultural Products Management” Lambert Academic Publication, ISBN – 978-620-0-49790-1
Book Chapter Publication	:	J.D.Aarthi Dhakshana and K.V.R.Rajandran (2019) , “Financial Inclusion and Women Entrepreneurs in India” <i>Alagappa Institute of Management</i> .
Awards and Achievements	:	<ul style="list-style-type: none"> • Awarded Distinction at UG - Under Bharathidasan University • Awarded as Best Research paper at National Conference on Sustainable Development through technology and management at Periyar Maniammai Institute of Science and Technology, Thanjavur.
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