



Name: Dr. K. Aruna

Designation: Assistant Professor

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Academic Background

Degree	University	Year
Ph.D	Thiruvallur University , Vellore	2017
SET	Mother Teresa University ,	2017
M.Com	Alagappa University , Karaikudi	2011
M.Phil	Alagappa University , Karaikudi	2000
M.B.M	Alagappa University , Karaikudi	1999
B.B.M	University of Madras	1997

Courses Taught

- Banking Theory Law and Practice
- Indian Financial System
- Principles of Management
- Commercial Law
- Management Information System

Research Interest

- Banking and Finance
- Marketing

Memberships in Professional Bodies

- Indian Commerce Association

Text Book Publication:

- Dr. K. Aruna (2020), "Financial System and Digital Banking in India , Multi Spectrum Publications, ISBN : 9788194538233

Recent Publications :

- Dr. K. Aruna (2020), “The Effectiveness of Financial Inclusion Scheme by Pradhan Mantri with special reference to PMJDY,SSAS and PAHAL(LPG) , TEST , Scopus-ISSN -0193-4120., pp. 13114-13123 .
- Dr. K. Aruna (2020), “ Awareness and Impact of Goods and Services Tax 3(GST) on retailers in India” , International Journal of Disaster Recovery and Business Continuity , WoB ; 2559-2569, Vol.11, No.1.
- Dr. K. Aruna (2019), “ A Cramming on Online Reservation Plea Proffer hackney cab fever and its smack on fledgling brain, their attitudes ,perception and Behaviors , IJRTE , WoB 559-569, Vol.II..

Dr.K.Aruna (2019) , “Service quality Dimensions of E- Banking at Vellore district” ,International Advance Research Journal in Science, Engineering and technology , ISSN -2393-8021.