



**Mrs.A.Bushthana Sherin**  
**Teaching Assistant (Temp)**  
**Department of Tourism Management**  
**Avinashilingam Institute for Home Science and Higher Education for Women**  
**Qualification: MBA,M.Phil**  
**Area of Specialization: Marketing and HR**  
**Research Area: Marketing**

### **Journal Publications**

| <b>S.No</b> | <b>Authors</b>  | <b>Title of the Paper</b>  | <b>Name of the Journal</b>  | <b>ISSN</b>      | <b>Year</b> |
|-------------|---|--|---|------------------|-------------|
| 1           | Mrs. A.Bushthana Sherin,<br>Dr. D.Jayanthi and<br>Dr.R.Geetharamani | “A study on consumer perceptions of food delivery apps in a digital landscape            | Rabindra Bharati University<br>Journal of Economics                 | ISSN : 0975-802X | 2023        |
| 2           | Mrs.<br>A.Bushthana Sherin and<br>Ms.J.Srinidhi                     | A study on consumer preference towards online shopping with reference to coimbatore city | International Journal of<br>Cultural Studies and Social<br>Sciences | ISSN: 2347-4777  | 2024        |

### **Conference Proceedings:**

|   |   |  |   |  |
|---|---|--|---|--|
| 1 | Dr. D.Jayanthi,<br>Mrs. A.Bushthana Sherin<br>and Ms.Miruthulaa | A study on how businesses are integrating green initiatives for sustainability | International conference on Innovation and disruption-The changing landscape of Business Processes , Oct 2023 |  |
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|---|--|---|---|--------------------|
| 2 | Mrs. A.Bushthana Sherin and Dr. D.Jayanthi | UPI Contribution-Indian Economy   | International conference on Cashless Economy- Make in India, Oct 2023 | ISBN:9789334002065 |
| 3 | Mrs.A.Bushthana Sherin and Mrs.M.Vinothini | Data-driven strategies for sustainable business resilience in the retail sector |   |                    |

#### **Seminars/Workshops/Conferences/Webinars Attended:**

- Participated in the Seven Day Faculty Induction Programme (FIP) for newly recruited faculty (GURU DAKSHTA 2024-2025) organized by IQAC, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore.
- Participated in One week online National Level FDP on pedagogical Innovations and Strategies in Higher Education from 27.10.2023 to 03.01.2024 jointly organized by A.C.T Academy, Tamilnadu and SKR & SKR Govt.College for Women(Autonomous)Kadapa, Andhrapradesh.
- Participated in One Week National Level Faculty Development Programme on "Management Development and Academic Leadership" conducted by A.C.T. Academy, Tamil Nadu from 01.12.2023 to 07.12.2023.
- Participated in One Day National Level Lecture Workshop on "Total Quality Management (TQM) and Six Sigma" on 03.02.2024 conducted by FDP Division, A.C.T Academy, Kerala Unit.
- Participated on 5 days National Level online FDP "FDP-Enriching academicians in A.I.Era" dated 12-16 September 2023 by DJ Academy of Research and Innovations.
- Participated in the One Week International Virtual Faculty Development Programme on "Innovative Teaching and Learning Pedagogies" from 04.10.2023 to 11.10.2023 by sathyabama institute of science and technology
- Participated in Two Days National level FIP on "Teaching Methodologies and Collaborative Teaching Tools" on 29<sup>th</sup> & 30<sup>th</sup> September 2023, Conducted by A.C.T. Academy, Tamilnadu.

#### **Seminars/Workshops/Conferences/Webinars Organized:**

- Organizing Committee of World Tourism Day at 2024
- Organizing Committee of Association of Quintessence 2024.

