



**Name: Tmt. V.Jayanthi**

**Qualification:** M.Com., M.Phil., Ph.D

**Designation:** Associate Professor

**Years of Experience:** UG:25 years PG:8 years

**Area of Specilization:** Foreign Exchange and

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### PROJECTS

S.no.	Title	Duration	Funding agency	Amount sanctioned ( in lakhs)
1.	Organisational Citizenszhip Behaviour as a driver to performance in insztitutions of higher learning	1year	Management	Rs. 10,000/-

### WORKSHOPS

S.no.	Organized by	State/National/International	Topic	Date(s)
1	UGC CELL, Ethiraj College for Women, Chennai.	National	Work Life Balance	22/08/2017
2	Ethiraj College for Women	National	Learning Management System and Open Educational Resources	25/01/2020
3	MBA Department, Ethiraj College for Women, Chennai in association with SALIS.	National	Working with Moodle Platform	07/07/2020 to 08/07/2020

### CONFERENCES ATTENDED / PRESENTED PAPER

S.no	Organized by	State/National/Internatio nal	Participated/Present ed	Title	Date(s)
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1	Department of Bank Management, Ethiraj College for Women, Chennai.	International	Participated & Presented	Impact of High Involvement Work Practices on employee's Attitude & Behaviour of Commercial Banks in Chennai	28/09/2016
2	Department of Bank Management, Ethiraj College for Women, Chennai.	International	Participated & Presented	Challenges and Benefits of Information Technology	24 <sup>th</sup> & 25 <sup>th</sup> January 2018
3	Department of Bank Management, Ethiraj College for Women, Chennai.	International	Participated & Presented	CSR of FMCG's & It's Impact on Consumer's Buying Behaviour – A Gender based Preferential Analysis	30 <sup>th</sup> & 31 <sup>st</sup> January 2019
4	Department of Bank Management, Ethiraj College for Women, Chennai.	International	Participated & Presented	The impact of Customer Knowledge Management & Customer Satisfaction on customer trust & Loyalty in Banking Sector	10 <sup>th</sup> & 11 <sup>th</sup> January 2020

*\*Best paper award kindly do put asterisk  
API format to be followed*

### **JOURNAL PUBLICATIONS**

S.NO	JOURNAL NAME	UGC /SCI/SCIE /WOS	ISBN / ISSN NUMBER	REFERENCE	DATE OF PUBLICATION/DOI
1	International Journal of Advanced Scientific Research & Development	-	p-ISSN:2394-8906   e-ISSN:2395-6089	Impact of High Involvement Work Practices on employee's Attitude & Behaviour of Commercial Banks in Chennai, IJASRD, Volume 3, Special Issue 3, Version 1	September 2016
2	Shanlax International Journals	UGC Journal	ISSN 2321-4643	A Study on the Determinants of Customer Loyalty Towards E- Banking Services, Volume 5, Special Issue 1, Impact Factor: 2.082	January 2018
3	Journal of Emerging Technologies and Innovative Research	UGC Journal	ISSN - 2349 – 5162	CSR of FMCG's and it's impact on Consumer's Buying Behaviour - A Gender Based Preferential Analysis, JETIR, Volume 6, Issue 1, Impact Factor: 5.87	January 2019
4	Our Heritage Journal	UGC CARE Journal,	ISSN 0474 – 9030	The impact of Customer Knowledge Management & Customer Satisfaction on customer trust & Loyalty in Banking Sector , Our Heritage Journal, UGC CARE APPROVED Journal, Vol.68 No.10, Impact Factor: 6.6	January 2020

**FDP/STTP**

S.no.	Organized by	State/National/ International	Topic	Date(s)
1	PG and Research Department of Commerce, Ethiraj College for Women in collaboration with Corpversity.	National	Supercharge your Teaching- The Digital way	27/05/2020, to 29/05/2020
2	Department of Bank Management, Ethiraj College for Women.	National	THE UNLOCK DOWN- Challenges & Opportunities in Business Post Covid	01/06/2020 to 08/06/2020
3	Internal Quality Assurance Cell, Ethiraj College for Women,	National	Recasting from Onsite to Online Pedagogy	20/07/2020 to 24/07/2020
4	Department of Commerce, Ethiraj College for Women	National	Investor Education and Awareness Programme	02/12/2021 to 04/12/2021

**WEBINARS [National/International]**

S.no.	Organized by	State/National/ International	Topic	Date(s)
1				
2	Department of Commerce, Ethiraj College for Women and Prime Academy Pvt ltd	National	Safeguarding Savings	06.05.2020
3	Department of Bank Management, Ethiraj College for Women	National	Challenges and Changes Covid-19 Pandemic	11.05.2020
4	Department of Bank Management, Ethiraj College for Women	National	BE UNSTOPPABLE	21.05.2020 to 26.05.2020
5	Department of Biochemistry, Ethiraj College for Women	International	Adapting to the Covid Era	12.06.2020

6	PG and Research Department of Commerce, Ethiraj College for Women	National	Alumnae Connect: Our Pride, Your Inspiration	17.06.2020 to 21.06.2020
7.	Department of Bank Management, Ethiraj College for Women in association with International skill Development Corporation (ISDC)	International	Leveraging Technology to make Data Driven Decision	01.07.2020
8.	MBA Department, Ethiraj College for Women, Chennai in association with SALIS	National	Open Educational Resources	11.07.2020

#### AWARDS:

- Certificate of Appreciation (Pride – District Rotaract Council) - 2016
- **Dr. Mrs. V. Jayanthi** received the Rotaract Best Faculty Coordinator of Rotaract Club of Ethiraj College from District Rotaract Council 2017-2018.
- Received Dr.Radhakrishnan Teaching Excellence Award from The International Association of Lions Clubs District 324 A1| 2019-2020 on 15th September 2019.

#### OTHERS:

List out Resource Person, BOS Chairperson or Member, Subject Expert, University Nominee

- **Dr.Mrs.V.Jayanthi** was invited as **Board of study member**, Labour studies Department, University of Madras on 6<sup>th</sup> February 2018