



Name: **Dr. V. Krishna Kumari**

Qualification: M.Com., B.Ed., M.Phil., Ph.D., NET, SET

Designation: Assistant Professor

Years of Experience: UG: 6 months PG: 6 months

Previous Experience: UG: 12 years PG: 6 years

Area of Specialization: Human Resource Management

Email-ID: krishnakumari\_v@ethirajcollege.edu.in

#### **MEMBERSHIP**

<b>Sl.No.</b>	<b>Details</b>	<b>State/ National/ International</b>
1	The Madras Chamber of Commerce & Industry	State

#### **RESEARCH GUIDANCE**

M.Phil. Awarded	2
-----------------	---

### SEMINARS/WEBINARS

S.No.	Organised by	Seminar/Webinar	Title	Level	Date(s)
1	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	Demystifying Crypto : The Influx and Intentness	State	11.01.2022
2	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	Research Insights	National	20.12.2021 to 22.12.2021
3	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	Fostering Robust Skills on Ethics and Corporate Social Responsibility	State	11.12.2021
4	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	Enhancing the Intellect -A Case Study Discussion	State	27.11.2021
5	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	From Data to Decisions -The power of Data Analytics	State	29.10.2021
6	IQAC & Institutional Innovation Cell “Sri Kanyaka Parameswari Arts & Science College for Women.	Webinar	Capacity Building & Skill Development – A Cognitive Synergy for Present Scenrio	State	04.06.2021

7	IQAC & Institutional Innovation Cell “Sri Kanyaka Parameswari Arts & Science College for Women.	Webinar	Leadership in Startups	State	09.06.2021
8	IQAC & Institutional Innovation Cell “Sri Kanyaka Parameswari Arts & Science College for Women.	Webinar	Fear Management during the 2 <sup>nd</sup> Wave of COVID	State	01.06.2021
9	Department of Tamil (Shift II) Sri Kanyaka Parameswari Arts & Science College for Women.	Webinar	Arokiya Vazhviriku Maurindilla Maruthuvam	National	12.06.2020
10	Department of Language of Sri Kanyaka Parameswari Arts & Science College for Women.	Webinar	Online Teaching Tools	National	05.06.2020
11	Department of Corporate Secretaryship – Mar Gregorios College of Arts & Science, Chennai	Webinar	Stock Market Success Formula	National	03.06.2020
12	Department of B.Com (CS), Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women and Finmark Trainers India Pvt LTd.	Webinar	Protecting Your Savings and Investments During Global Recession	National	02.06.2020
13	Department of Psychology in collaboration with IQAC, C.T.T.E College for Women, Chennai	Webinar	Personality Disorders	National	01.06.2020

14	National Institute for Micro, Small & Medium Enterprises (NIMSME), Hyderabad, Telangana in Collaboration with Auxilium Business Incubation Centre (ABIC) & The IORC, Auxilium College, Vellore.	Seminar	Own Your Future Through the Journey of Entrepreneurship	National	27.05.2020 to 29.05.2020
15	IQAC of Agurchand Manmjll Jain College, Chennai	Webinar	Emerging Avenues in HEIs: A Holistic Approach	International	27.05.2020
16	Department of Biochemistry “Mahalakshmi Women’s College of Arts & Science” Chennai.	Webinar	Host-pathogen Interactions: Concepts of virulence and prevention strategies	National	20.05.2020

#### **CERTIFICATE COURSES /VALUE ADDED COURSES**

<b>S.No.</b>	<b>Offered by</b>	<b>Topic</b>	<b>Duration</b>
1	Ethiraj College for Women, Chennai	Basics of LMS and Moodle	2 Weeks – December 2021
2	Tata Consultancy Services (TCS)	Campus to Corporate Train the Trainer Program	13.08.2018 to 17.08.2018

#### **ORIENTATION PROGRAMME**

<b>S.No</b>	<b>Organised by</b>	<b>Title</b>	<b>Level</b>	<b>Date(s)</b>
1	University of Madras	Orientation Programme, Batch – 135, University of Madras.	National	08.11.2018 to 05.12.2018

### **FACULTY DEVELOPMENT PROGRAMME**

<b>S.No.</b>	<b>Organised by</b>	<b>Title</b>	<b>Level</b>	<b>Date(s)</b>
1	Teaching-Learning Centre, Ramanujan College University of Delhi In Collaboration with PG Department of Banking & Insurance Management, Ethiraj College for Women	Blended Learning and Pedagogical Techniques	National	22.01.2022 to 29.02.2022
2	PG and Research Department of Commerce, Ethiraj College for Women	Investor Awareness and Education	National	02.12.2021 to 04.12.2021
3	Department of Commerce, The Amercian College, Madurai.	Teaching for Transformation & Excellence in Post Covid Era	National	06.06.2020
4	Matha College of Arts & Science, Theni District, Tamil Nadu.	Challenges for College Teachers in the new Educational Scenario	National	06.06.2020

5	Department of Bank Management(SS) & Betamonks Technology Factory Pvt Lte. – Ethiraj College for Women.	The Unlock Down - Challenges and Opportunities in Business Post Covid	National	01.06.2020 to 08.06.2020
6	Department of Commerce (General), School of Management Studies, VELs Institute of Technology & Advance Studies, Chennai.	Skill Development	National	31/05/2020 to 01.06.2020
7	Jointly organized by the ICSI – SIRC and the IQAC of the New College (Autonomous), Chennai	Recent Amendments in Companies Act 2013	National	27.05.2020
8	Department of Commerce “Shree Chandraprabhu Jain Collegce-Minjur” Chennai	The Impact of COVID - 19 in Manufacturing Sector in India	National	16.05.2020

9	Department of Commerce, Computer Science and Library and Information Centre, Government First Grade College, Malur, Kolar District, Karnataka.	Post Covid-19 - Challenges and Opportunities for Indian Business	National	13.05.2020 to 19.05.2020
10	Faculty of Humanities and Science Adayalampattu Phase – II Campus & Abudul Kalam Centre Innovation & Entrepreneurship Development – Dr.M.G.R Educational and Research Institute (Deemed to be University) University with Special Autonomy Status, Chennai.	Challenges in Building Collaborations in Research and Innovation	National	09.05.2020

### **JOURNAL PUBLICATIONS**

<b>Sl.No</b>	<b>TITLE OF THE PAPER</b>	<b>JOURNAL NAME</b>	<b>UGC/ SCI/ SCIE/ WOS</b>	<b>ISBN / ISSN NUMBER</b>	<b>REFERENCE</b>	<b>DATE OF PUBLICATION</b>
--------------	---------------------------	---------------------	----------------------------	---------------------------	------------------	----------------------------

1	Market Intelligence Through Analysis of Global Market Modeling	Innovation Patent - IP Australia	Intellectual Property	2021106422		Certificate of Grant Innovation Patent - IP Australia
2	Impact of Digital Marketing During Pandemic Period with Special Reference to North Chennai City	Turkish Journal of Physiotherapy and Rehabilitation ; 32(3), Page No: 17358-17368.	Web of Science Indexed	ISSN 2651-4451   e-ISSN 2651-446X	<a href="https://turkjphysiotherrehabil.org/pub/pdf/321/32-1-2118.pdf">https://turkjphysiotherrehabil.org/pub/pdf/321/32-1-2118.pdf</a>	2021
3	Impact of Digital Marketing Among Working Women in Fast Moving World with Reference to Chennai City	Parishodh Journal, Volume IX, Issue II, Page No: 429-433.	UGC	ISSN: 2347-6648	<a href="https://app.box.com/s/xl21in8hqt0pjbdtlza9xeyigc0pl3u">https://app.box.com/s/xl21in8hqt0pjbdtlza9xeyigc0pl3u</a> <u>o</u>	February, 2020



4	A Study on E-Literacy among Working Women – with reference to North Chennai City.	Our Heritage Journal, vol-67-Issue-2. page:158-163	UGC	ISSN: 0474-9030		December, 2019
5	A Study on Entrepreneur and Venture Capital Investment	Bodhi International Journal of Research in Humanities, Arts and Science	-	E-ISSN : 2456-5571		August 2019
6	A Impact of Customer Behaviour Towards Online Food Services	International Journal of Recent Technology & Engineering (IJRTE), Volume - 8, Issue 1C2,	SCOPUS	ISSN:2277 -3878	<a href="https://www.ijrte.org/wp-content/uploads/papers/v8i1C2/A10820581C219.pdf">https://www.ijrte.org/wp-content/uploads/papers/v8i1C2/A10820581C219.pdf</a>	May, 2019

		Page No: 497-99				
7	A Study on Compensation Management in An Organization	International Journal of Research in Advent Technology, Special Issue, Page No: 121-123	UGC	E-ISSN: 2321-9637	<a href="https://ijrat.org/downloads/Conference_Proceedings/EE_SD-19/paper-25.pdf">https://ijrat.org/downloads/Conference_Proceedings/EE_SD-19/paper-25.pdf</a>	March, 2019
8	Impact of Savings and Investment Behaviour of Working Women in Chennai City	Eurasian Journal of Analytical Chemistry, 13(6b), Page No: 158-161.	SCOPUS	ISSN: 1306-3057		February, 2018

### RESOURCE PERSON

Name of the Organisation	Name of the Event	Year
Women's Christian College	Resource person for the lecture topic on "Business Policies Programmes and Strategies"	March, 2020

Women's Christian College	Resource person for the lecture topic on "Recent Issues & Development in Marketing"	November, 2020
M.O.P Vaishnav College for Women	Panel of Examiners	2018 till date
Guru Nanak College	Panel of Examiners	2018 till date
Selvamm Arts And Science College, Namakkal	Panel of Examiners	November, 2018
DG Vaishnav College	Panel of Examiners	2019 till date
Women's Christian College	Panel of Examiners	2021
Yuvakshetra Institute of Management Studies	Resource Person for the National e-conference on "Significance of Commerce in the Dynamic World"	11.02.2022