



Name : R Mahashree

Qualification: M.Com, NET

Designation: Assistant Professor

Years of Experience: UG: 3 Years

Area of Specialization: Financial Management,  
Corporate Accounting

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#### WORKSHOPS

S.No.	Organized by	State/National/International	Topic	Date(s)
1	Bala's V V Academy	National	National Level Workshop on Data Analysis Using SPSS	06/02/2022 to 15/02/2022

#### CONFERENCES ATTENDED / PRESENTED PAPER

S.No.	Organized by	State/National/International	Participated/Presented	Title	Date(s)
1	Ethiraj College for Women	International	Presented	Perception of Massive Open Online Course	January 2019

2	Department of Bank Management, Ethiraj College for Women (Autonomous), Chennai	International	Participated	Reboot, Reinvent & Reignite: Reimagining the Neo Normal Era	23 & 24 February 2022
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### CERTIFICATE COURSES /VALUE ADDED COURSES

S.No.	Offered by	Topic	Duration
1	Internshala	Beginners Trading	4 Weeks

### JOURNAL PUBLICATIONS

S.NO.	JOURNAL NAME	UGC /SCI/SCIE/W OS	ISBN / ISSN NUMBER	REFERENCE	DATE OF PUBLICATION /DOI
1	Journal of the Asiatic Society of Mumbai (UGC CARE Group I Journal) Vol: XCV, No:13, 2022	UGC Care Listed Journal	0972-0766	A Study on Investment Awareness and Preference among salaried Employees	23/02/2022 and 24/02/2022

2	International Journal of Multidisciplinary Research Review (IJMDRR) Volime - 7, Issue-12, December 2021, pp. 466-470	Peer Reviewed and Indexed Journal	2395-1877	Artificial Intelligence in Marketing	22/12/2021 and 23/12/2021
3	Studies in Indian Place Names	UGC Care Listed Journal	2394-3114	Social Networking Sites and Consumer Buying Behaviour	06/03/2020
4	Our Heritage Journal	UGC Care Listed Journal	0474-9030	Rise of Robotic Process Automation to Revolutionize Key Banking Processes	10/02/2020 and 11/02/2020
5	Digitalisation Of Banking Operations: Outreach, Challenges, and Impact on Economy	International Conference Proceedings	ISBN: 978-93-5351-550-8	A Study on Blockchain Technology in Banking Sector	01/03/2019
6	Emperor International Journal of Finance of Management	International Conference	2395-5929	A Study on Cash to Cashless Economy	February 2019

7	Emperor International Journal of Finance of Management	Peer Reviewed and Indexed Journal	2395-5929	A Study on Factors Influencing the Preference of Green Products	09/01/2019
8	International Journal of Research and Analytical Reviews	UGC Approved	2348-1269	Perception of Massive Open Online Course	09/01/2019 and 10/01/2019
9	International Journal of Emerging Technologies and Innovative Research	UGC Approved	2349-5162	A Study on Digital India Services Towards Social Equity	30/01/2019 and 31/01/2019

### FDP/STTP

S.No.	Organized by	State/National/International	Topic	Date(s)
1	Guru Nanak College	International	Higher Education Changes and Challenges	01/04/2022
2	Financial Literacy Club, Ethiraj College for Women	State	Overview of Capital Markets	25/03/2022 and 26/03/2022

3	NSE Academy	National	Capital Markets, Derivatives, Trading Strategies and Technical Analysis	03/03/2022 to 07/03/2022
4	Bala's V V Academy	National	National Level Workshop on Data Analysis Using SPSS	06/02/2022 to 15/02/2022
5	Guru Nanak College	National	Portfolio Management by Bombay Stock Exchange	08/07/2021 to 10/07/2021
6	IQAC, Ethiraj College	National	Recasting from Onsite to Online Pedagogy	20/07/2020 to 24/07/2020
7	Teaching Learning Centre, Ramanujan College, University of Delhi	National	4 Week Induction or Orientation Programme for "Faculty in Universities/Colleges or Institutes of Higher Education	04/06/2020 to 01/07/2020

8	Department of Commerce, Ethiraj College	National	Progressing Amidst Hindrance - Turning Adversity into Opportunity	08/06/2020 to 14/06/2020
9	Department of Bank Management, Ethiraj College	National	The Unlock Down Challenges and Opportunities in Business Post Covid	01/06/2020 to 08/06/2020
10	Department of Journalism and Communication, Ethiraj College	National	Research Funding and Publication	26/05/2020 to 28/05/2020
11	SSS Jain College	National	Statistical Applications Using SPSS	16/05/2020 and 17/05/2020
12	Teaching Learning Centre, Ramanujan College, University of Delhi	National	Managing Online Classes and Co-Creating Moocs	20/04/2020 to 06/05/2020

## WEBINARS [National/International]

S.No.	Organized by	State/National/International	Topic	Date(s)
1	Financial Literacy Club, Ethiraj College for Women	State	Preparing Today for a Better Tomorrow	05/03/2022
2	IIDE	National	Google Ads	27/11/2021
3	Department of Accounting and Finance, Ethiraj College for Women	State	Forensic Accounting and Fraud Detection	23-12-2021
4	Ethiraj College for Women	National	Webinar on Open Educational Resources	11/07/2020
5	Ethiraj College for Women	National	Developing A Future Workforce for The Business Analytics and AI Driven Enterprises	25/05/2020
6	Ethiraj College for Women	National	Alternative Therapy- A Way of Living	25/05/2020 To 29/05/2020

7	AKSS Social and Welfare Foundation	National	How to Write a Literature Review Article	24/05/2020
8	Loyola College	National	Taking Research Forward During the Pandemic	20/05/2020
9	Ethiraj College for Women	National	Managing Financial Health Post Covid	20/05/2020
10	Ethiraj College for Women	National	Eat Smart Lockdown and Beyond	18/05/2020
11	Shri Krishnaswamy College for Women	National	COVID-19- A Major Challenge in Banking Sector	15/05/2020
12	Ethiraj College for Women	National	Impact Factor, H Index and Google Scholar	16/05/2020
13	Ethiraj College for Women	National	Safeguarding Savings	06/05/2020