



Name: **Dr.A.S.Saranya**

Qualification: M.Com., ICWA (Inter), M.Phil., Ph.D., MBA, NET- JRF

Designation: Head & Associate Professor

Years of Experience: UG: 33 years PG: 26 years

Area of Specialization: Accounting, Management

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### MEMBERSHIP

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

### PROJECTS

Sl.No.	Title	Duration	Funding agency	Amount Sanctioned
1	Game Dynamics and Purchase Intention among Gen Z	1 year	Ethiraj College Management	Rs. 8,889

## RESEARCH GUIDANCE AS ON JANUARY 2022

Ph.D. Awarded	9
Ph.D. Guiding	6
M.Phil. Awarded	19
M.Phil. Guiding	NIL

## WORKSHOPS ATTENDED

S.No	Level	Topic	Date
1	National	Writing research papers & publications citation Analysis, Plagiarism & E-resources for Researcher	29.02.2020
2	National	IPR (Organized by Ethiraj College for Women & TNSCST)	01.02.2020
3	State	NAAC Regulations; A Holistic Approach	12.10.2019
4	Regional	One day Workshop – IQAC	02.03.2018
5	National	Scholarly Writing: Roadmap for Proposal Writing and Publishing (offline)	08.02.2018

## CONFERENCES

S.No.	Organised by	Level	Participated/ Presented	Title	Date
1	PG and Research Department of Commerce, Ethiraj College for Women	International	Participated (Convenor)	Business Renaissance – The Era of Digital Cure	20.04.2022 & 21.04.2022
2	ICROIRT	International	Participated	Research Outlook, Innovations and Research Trends	29.08.2020
3	PG and Research Department of Commerce, Ethiraj College for Women	International	Presented	Design Thinking Prototype: A Quintessence Mapping of Ideation and Innovation	10.02.2020 & 11.02.2020

4	St.Xavier	International	Presented	Global Economic Shift; Modus Operandi for Sustenance and Enhancement of Business in India	27.01.2020
5	Bishop Herber	International	Presented	Current Issues in Indian Economy	08.01.2020
6	Easwari Engineering College		Presented	Entrepreneurship Summit 2019	03.10.2019
7	Gurunanak College	International	Presented	Transformation in Industry in an Era of Digitalization	28.09.2019
8	Department of Bank Management, Ethiraj College for Women	International	Presented	Social Equity; A Catalyst to Inclusive Growth and Sustainability	30.01.2019 & 31.01.2019
9	University of Madras	National	Presented	Digital Economy, Business Opportunities and Challenges	10.01.2019
10	PG and Research Department of Commerce, Ethiraj College for Women	International	Presented	Innovative Metamorphosis; An Elixir for Organizational Excellence	09.01.2019 & 10.01.2019
11	Sri Saradha College	International	Presented	Implications of Commerce in the Globalized Business Scenario	13.12.2018 & 14.12.2018
12	Sri Sankara College	International	Presented	Impact of Cybercrime and Security Management in Digital Transactions	05.10.2018
13	Hindustan College	International	Presented	Social Media for Social Causes	05.10.2018
14	Kanyaka Parameswari College	International	Presented	Emerging Dynamics of Commerce in Global Scenario	23.08.2018
15	PG and Research Department of Commerce, Ethiraj College for Women	National	Participated	Rural Entrepreneurship; An Enterprise to Inclusive Growth	08.01.2018 & 09.01.2018
16	MEASI	International	Presented	Innovative Practices and Consumer Practices in Digital World	18.09.2017
17	Department of Bank Management, Ethiraj College for Women	International	Presented	Emerging Innovative Strategies in Business –Creating a competitive edge	28.09.2016

**SEMINARS & WEBINARS**

<b>S.No.</b>	<b>Organised by</b>	<b>Seminar/ Webinar</b>	<b>Title</b>	<b>Level</b>	<b>Date</b>
1	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	Research Insights	National	20.12.2021 to 22.12.2021
2	University Of Madras	Webinar	Use of Elsevier tools in research workflow	National	05.05.2020
3	Mahaveer P. Mirji College	Webinar	Research Methodology -An Overview	National	05.05.2020 to 06.05.2020
4	SNS Rajalakshmi College of Arts and Science (SNSRCAS)	Webinar	Research Avenues in Commerce and Management	National	01.05.2020
5	SNS Rajalakshmi College of Arts and Science (SNSRCAS)	Webinar	Integrating Industry 4.0 in Research: An Artificial Intelligence Perspective	National	30.04.2020
6	SNS Rajalakshmi College of Arts and Science (SNSRCAS)	Webinar	Anti-plagiarism in research writing	National	29.04.2020
7	SNS Rajalakshmi College of Arts and Science (SNSRCAS)	Webinar	Model building in social science research	National	28.04.2020

8	SRM Institute	Webinar	21st century teachers' skill empathy & positive frame of mind	National	26.04.2020
9	Data Teach AI	Webinar	Research Outcomes: Technical Paper Writing, Research Proposals and Patent Filing	National	22.04.2020
10	MEASI	Webinar	Writing Research Papers and publication citation Analysis, Plagiarism and E-Resources	National	21.02.2020
11	Ethiraj College for Women - IQAC	Webinar	Intellectual Property Rights	National	01.02.2020
12	Ethiraj College for Women - IQAC	Seminar	Learning Management System and OER	National	25.01.2020

## FACULTY DEVELOPMENT PROGRAMME ATTENDED

S.No.	Organised by	Level	Title	Date
1	PG and Research Department of Commerce, Ethiraj College for Women	National	Investor Education and Awareness	02.12.2021 to 04.12.2021
2	PG and Research Department of Commerce, Ethiraj College for Women	State	Supercharge your Teaching - The Digital Way	27.05.2020 to 29.05.2020
3	Bhaktavatchalam College	National	Relationship Enhancement	27.05.2020
4	PG and Research Department of Commerce, Ethiraj College for Women	National	Business Analytics AI Driven Enterprise	25.05.2020
5	University of Madras	National	Behavioural & Psychological Dimension of Analytics	24.05.2020
6	MOP Vaishnav College	National	Post COVID 19 Economy	23.05.2020
7	Vidya Sagar College	National	Mind Mapping	23.05.2020
8	CIIC	National	Strategies for Low Budget Research	20.05.2020
9	Geetha Jeevan Arts and Science College	National	Redefining Education through Gamification	19.05.2020
10	SSS Jain	National	Research Repository	18.05.2020
11	Ethiraj College for Women – ECRIC	State	Impact Factor, H-Index and Google Scholar	16.05.2020
12	Stella Maris College	National	Effective Online Pedagogy	15.05.2020
13	Mar Athanasius College	National	The Art of Writing Research Paper	14.05.2020
14	WCC	National	Planning and taxation of salaried income	13.05.2020
15	Mar Athanasius College	National	Writing a winning project proposal	11.05.2020
16	MOP Vaishnav College	National	Impact of Covid on the Economy and Management of Finances during this period	09.05.2020

17	Tagore Engineering College	National	Desipreneur	08.05.2020
18	PARA Pondicherry	International	Innovative Teaching and Research Practices	07.05.2020 to 08.05.2020
19	SNSRCAS	National	Writing Research article using Latex	07.05.2020
20	PG and Research Department of Commerce, Ethiraj College for Women and Prime Academy	State	Safeguarding Savings	06.05.2020
21	Ethiraj College for Women – ECRIC	Regional	Research Innovation and Creativity	14.09.2019
22	PG and Research Department of Commerce, Ethiraj College for Women	National	Research insights, Publication and Proposal Strategies	15.07.2019
23	MHRD & Aligarh Muslim University	National	Academic Leadership	01.04.2019 to 04.04.2019
24	University of Madras & Miles Education	Regional	The Future of Learning - Skills and Experiential learning	25.03.2019
25	Ethiraj College for Women - IQAC	State	Quality Publications & E-Learning	19.09.2018
26	University of Madras	State	Advance Statistical Tools for Publication in Hightier Journal	11.06.2018 to 12.06.2018

## SYMPOSIUM

S.No.	Organised by	Title	Level	Date
1	BRUNEL University, UK	Innovative and Research Teaching in Higher Education – A Global Perspective	International	04.08.2018
2	Ethiraj College for Women – IQAC	From Potential for Excellence to Excellence in Higher Educational Institutions	National	18.07.2016 & 19.07.2016

## JOURNAL PUBLICATIONS

S.No	TITLE OF THE PAPER	JOURNAL NAME	UGC/ SCI/ SCIE/ WOS	ISBN / ISSN NUMBER	Level	Published	Month & Year
1	Inclusion: A Priority in the 21 <sup>st</sup> Century	Journal of Management and Entrepreneurship	UGC CARE Group I	ISSN 2229-5348	International	Published	April 2022
2	Impact of Employee Engagement on OCB	Shodha Prabha	UGC CARE Group I	ISSN 0974-8946	International	Published	April 2022
3	Consumer Attitude and Behavioural Outcome towards Facebook Commerce Advertisements	Journal of Fundamental and Comparative Research VOL 7, No.12 (V)	UGC CARE	ISSN 2277-7067	International	Publication	December 2021
4	Impact Of Talent Management on Organizational Performance	Journal of Fundamental and Comparative Research VOL 7, No.12 (V)	UGC CARE	ISSN 2277-7067	International	Only Publication	December 2021



5	Perceptions of diversity in Indian workplaces	Journal of Fundamental and Comparative Research VOL 7, No.12 (VII)	UGC CARE	ISSN 2277-7067	International	Published and Presented	December 2021
6	Impact of Emotional Intelligence and Spiritual Intelligence on Happiness with Mediating effect of Mental Wellbeing	Journal of Fundamental and Comparative Research VOL 7, No.12 (V)	UGC CARE	ISSN 2277-7067	International	Published and Presented	December 2021
7	Diversity and Inclusion: Two sides of the same coin	Journal of Fundamental and Comparative Research VOL 7, No.12 (VI)	UGC CARE	ISSN 2277-7067	International	Published and presented	December 2021
8	SE & MWB During COVID'19 Lockdown	Indian Journal of Adult Education VOL: 8, Issue 4 (1) Impact Factor: 6.3	UGC CARE – Group 2	ISSN 0019-5006	International	Only Publication	February 2020-2021

9	Did Student Engagement Impact their Mental wellbeing during COVID-19 Lockdown	Indian Journal of Adult Education VOL: 8, Issue 4 (1) Impact Factor 6.3	UGC CARE – Group 2	ISSN 0019-5006	International	Only Publication	February 2020-2021
10	Testing and Validation of the mobile wallet usage – continuance usage intention model	Indian Journal of Adult Education VOL: 8, Issue 4 (1) Impact Factor: 6.3	UGC CARE – Group 2	ISSN 0019-5006	International	Only Publication	February 2020-2021
11	Do E-HRM Predictors Impact Employee's Attitude during Covid 19 Pandemic?	Journal of Indian Art History Congress Vol 26, Issue 2 No.2 (x)	UGC CARE – Group 1	ISSN: 0975-7945	International	Only publication	2020-2021
12	Impact of Consequences of Employee Engagement on Bank Employees during COVID'19 Lockdown	Indian Journal of Adult Education VOL: 8, Issue 4 (1) Impact Factor: 6.3	UGC CARE	ISSN 0019-5006	National		October-December 2020

13	Drivers of shopping Malls Patronage and Brand Resonance	The International Journal of Analytical and Experimental Modal Analysis Vol XII, Issue XI UGC Care approved Group – II Journal – Impact Factor 6.3	UGC CARE – Group 2	ISSN 0886-9367	International	Only publication	November 2020
14	Testing and Validation of the Employee Engagement Model	The International Journal of Analytical and Experimental Modal Analysis Vol XII, Issue XI UGC Care approved Group – II Journal – IF 6.3	UGC CARE – Group 2	ISSN 0886-9367	International	Only publication	November 2020
15	Impact of Spiritual Intelligence and Social Intelligence on Organizational Entrepreneurship	International Journal of Model Trends in Science and Technology Vol 6, Issue 11 – IF 3.1	UGC CARE	ISSN 2455-3778	International	Only publication	November 2020

16	Does Pygmalion effect and Psycap Impact Academic Performance	International Journal of Model Trends in Science and Technology Vol 6, Issue 10 IF 3.1	UGC CARE	ISSN 2455-3778	International	Only publication	October 2020
17	Does Career Success Mediate the Relationship between Impression Management and Happiness?	IJASRW, Special Issue ICROIRT2020 September 2020 and E-Book (Research Outlook, Innovations and Research trends in Social Sciences) Chapter	Special Issue  Chapter	ISSN: 2581-5997  ISBN 978-81-946660-0-4	International	Published	August 2020
18	Perception of Social Media Users and its Impact on Impulsive Buying Behaviour	The International Journal of Analytical and Experimental Modal Analysis Vol XII, Issue VIII UGC Care approved Group – II Journal, IF 6.3	UGC CARE - Group 2	ISSN 0886-9367	International	Only publication	August 2020

19	Impact of Behavioural Biases and Market Forces of Risk Tolerance Attitude on Investors	The International Journal Of Analytical and Experimental Modal Analysis Vol XII, Issue VIII UGC Care approved Group – II Journal – IF 6.3	UGC CARE – Group 2	ISSN 0886-9367	International	Only publication	August 2020
20	Impact of SNU & TS on Academic Performance Of Students	Impact factor: 6.6 Eduindex Journal UGC Care listed Vol:68 Issue 29	UGC CARE	ISSN 0474-9030	International	Presented and Published	February 2020
21	Validation Of Bandwagon Consumption Behaviour Model	Impact Factor : 5.3 Adalya Journal, UGC Care listed Vol 8, Issue 10	UGC CARE – A	ISSN 1301-2746	International	Only publication	October 2019
22	Antecedents of Brand Reasonance	Impact Factor : 5.3 Adalya Journal, UGC Care listed Vol8, Issue 10	UGC CARE – A	ISSN 1301-2746	International	Only publication	October 2019

23	Mobile Wallet Usage, User Satisfaction and Continuous Usage	Impact Factor : 5.3 Adalya Journal, UGC Care listed Vol 8, Issue 9	UGC CARE	ISSN 1301-2746	International	Only publication	September 2019
24	A Study on Awareness and Perception of Bank Customers towards Green Banking	-	-	-	International	Publication	March 2019
25	Impact of Bandwagon Effect in Consumption of Mobile Phones	Impact Factor: 5.75 International Journal of Research and Analytical Reviews Vol 6 Issue 1	UGC	ISSN 2349-5138	International	Presented and Published	Jan – Mar 2019
26	Impression Management and Career Success	Impact Factor: 5.75 International Journal of Research and Analytical Reviews Vol 6 Issue 1	UGC	ISSN 2349-5138	International	Presented and Published	Jan – Mar 2019

27	Entrepreneurial Orientation and Strategic Management Practices: A Study with regard to Public sector Commercial Banks	Impact Factor: 5.75 International Journal of Research and Analytical Reviews Vol 6 Issue 1	UGC	ISSN 2349-5138	International	Only publication	Jan – Mar 2019
28	Bank Employees Perception on Corporate Social Responsibility with Reference to public Sector Banks	Impact Factor 5.87 Journal of emerging technologies and innovative research, VOL 6, ISSUE 1,	UGC	ISSN 2349-5162	International	Only publication	January 2019
29	Socila Media Marketing through Selfies	Impact Factor 5.87 Journal of emerging technologies and innovative research, VOL 5, ISSUE 12,	UGC	ISSN 2349-5162	International	Only publication	December 2018
30	Impact of Multiple Intelligence on Entrepreneurial Intelligence	Impact Factor 7.20 Intelligence on Entrepreneurial Intelligence	UGC (IJHRMRSPL)	ISSN 2249-6874	International	Publication	December 2018

31	Compulsive Brand Buying Behaviour	Impact Factor: 5.75 International Journal of Research and Analytical Reviews Special Issue	UGC	ISSN 2349-5138	International	Presented and Published	September 2018
32	Impact Of Social Intelligence on Entrepreneurial Intention	Impact Factor: 5.75 International Journal of Research and Analytical Reviews Vol 5 Issue 2	UGC (IJRAR190A037)	ISSN 2349-5138	International	Publication	August 2018
33	Gamification and Online Purchase Intention	Impact Factor 1.14, UGC No.45308, Emperor International Journal of Finance and Management Research	UGC	ISSN 2395-5929	International	Only Publication	Mar 2018
34	Organisational Culture and Employee engagement	Journal of emerging technologies and innovative research Impact factor 5.87, Vol 5 Issue 2	UGC	ISSN 2349-5162	International	Only Publication	Feb 2018



35	Cyber Frauds	Impact Factor 5.5, UGCAjanta International Multidisciplinary Qty Research Journal, Vol VIII, Issue 1	UGC	ISSN 2277-5730	International	Only Publication	Jan – Mar 2018
36	Predictors of Users Satisfaction with Mobile Wallet Services	Impact Factor 5.5, UGC Ajanta International Multidisciplinary Qty Research Journal, Vol VIII, Issue 1	UGC	ISSN 2277-5730	International	Only Publication	Jan – Mar 2018
37	Brand Equity and Brand Resonance	Journal of Advanced Research in Dynamical and Controls systems Paper ID 6314	SCOPUS	ISSN No.1943-023X	International	Only Publication	5th Oct 2017
38	Employee engagement and organisational citizenship behavior	Shanlax international journal of management, vol 5, UGC no 44278, Impact Factor 2.082	UGC	ISSN2321-4643	International	Only Publication	19th Aug, 2017

39	Relational bonds, service quality, customer satisfaction and customer loyalty	Impact Factor 5.87, Journal of emerging technologies and innovative research, VOL 4 ,ISSUE 8	UGC	ISSN 2349-5162	International	Only Publication	Aug, 2017, JETIR1708024
40	Impact of high performance work systems on organisational performance among nurses in corporate multispeciality hospitals, Chennai	Indian journal of applied research, VOL 6, ISSUE 12 Impact Factor 3.919, IC value 79.96 (Indexed In Google Scholar)	Indexed in GoogleScholar	ISSN 2249-555X	National	Only Publication	Dec, 2016
41	Impact of Purchase Intention Based on User Generated Content	International Journal of Commerce, IT and Social Sciences Impact Factor 3.455	-	ISSN 2394-5702	National	Emerging Trends in Knowledge Management	30 <sup>th</sup> Sep 2016, Vels University
42	Dimensions of Service Quality and Customer Satisfaction.	Impact Factor 2.415 International journal of Advanced scientific research and development	UGC	ISSN 2394-8906/ 2395-6089	International	Emerging Innovative Strategies in Business – Creating a Competitive Edge.	28 <sup>th</sup> Sep 2016, BBM Dept, Ethiraj College.

		vol 3 issue 3					
43	Purchase intention of college students through social media	Impact Factor 2.415 International journal of Advanced scientific research and development vol 3 issue 3,	UGC	ISSN 2394-8906/ 2395-6089,	International	Emerging Innovative Strategies in Business – Creating a Competitive Edge.	28 <sup>th</sup> Sep 2016, BBM Dept, Ethiraj College.
44	Antecedents and consequences of consumer attitude towards counterfeit products	Impact Factor 2.415 International journal of Advanced scientific research and development Vol 3 Issue 3,	UGC	ISSN 2394-8906/ 2395-6089,	International	Emerging Innovative Strategies in Business – Creating a Competitive Edge.	28 <sup>th</sup> Sep 2016, BBM Dept, Ethiraj College.
45	Demographics and Brand Equity	-	-	ISBN 13:978-818209-473-4	National	Latest Innovations in Management Science	24 <sup>th</sup> Sep 2016, Sri Krishna Swamy College
46	Brand Identity Index	-	-	ISSN No.2277-1409	National	Emerging Trends in Functional Areas of Business	26 <sup>th</sup> Aug 2016, Guru Nanak

47	Relationship Marketing and Customer Loyalty in Banking Sector	-	-		International	Strategies for Frontier Global Business Issues and Challenges of Emerging Economies.	17 <sup>th</sup> & 18 <sup>th</sup> Aug 2016, JBAS
48	Impact of Motivation Factor on Human Resource Performance Outcomes at Corporate Multispeciality Hospitals, Chennai	Impact Factor 5.099 South Asian Journal of Marketing and Management Research vol 6, issue 7, (Indexed In Google Scholar)	Indexed in GoogleScholar	ISSN 2249-7137/ 2249-877X	International	Only Publication	Jun-Jul 2016
49	Antecedents of Employee Engagement	International Journal of Advances in Engineering and Management (IJAEM) Vol 2, Issue 8, pp: 475-481	UGC	ISSN 2395-5252	International	Only publication	2021
50	Creativity and Joy at Work Place	International Journal of Advances in Engineering and Management (IJAEM) Vol 2, Issue 8, pp: 782-790	UGC	ISSN 2395-5252	International	Only publication	2021

**AWARDS (JUNE 2016- JANUARY 2022)**

<b>Name of the Award</b>	<b>Name of the Organisation</b>	<b>Year</b>
Best Teacher Award	Lion's Club International, Chennai	2021-2022
Best Paper Award	D.B Jain College	2021-2022
Best Paper Award	SRM Easwari Engineering College	2019-2020
Award of Recognition for commitment to excellence in enabling students to be industry – ready	Christ University, Bangalore	2019-2020
Best Paper Award	SRM Engineering College, Katankulathur	2018-2019
Best Paper Award	SRM Easwari Engineering College	2018-2019
Best Paper Award	Vels University, Chennai	2016-2017

**RESOURCE PERSON (JUNE 2016- JANUARY 2022)**

<b>Name of the Organisation</b>	<b>Name of the Event</b>	<b>Year</b>
Madras Christian College	External Examiner for Ph.D. Public Viva-Voce examination	2022
Guru Nanak College	External Examiner for Ph.D. Public Viva-Voce examination	2022
Madras Christian College	Member of Screening cum Evaluation Committee – API Grade	2021
Sree Sastha Arts and Science College	Member of Inspection commissions for grant of provisional affiliation	2021
MOP Vaishnav College	External Examiner for Ph.D. Public Viva-Voce examination	2021
Sri Kanyaka Parameshwari College	Member of Inspection commissions for grant of provisional affiliation	2021
New College	University Nominee and Subject Expert for Board of Studies for Commerce	2021
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women	University Nominee and Subject Expert for Board of Studies for Commerce	2021

MOP Vaishnav College	External Examiner for Ph.D. Public Viva-Voce examination	2021
Shashun Jain College for Women	Panel member for technical session – International Conference: Contemporary Issues and Challenges to sustain World Economy during Covid-19	2021
University of Madras	NAAC - Academic Audit- Scrutiny member	2021
Shri Krishnaswamy College	Member of Inspection commissions for grant of provisional affiliation	2020
Madras Christian College	Subject Expert for recruitment of Faculty in Commerce	2020
D.G. Vaishnav College	Subject Expert for recruitment of Faculty in Commerce	2020
New College	External Examiner for Ph.D. Public Viva-Voce examination	2020
Presidency College	External Examiner for Ph.D. Public Viva-Voce examination	2020
University of Madras	External Examiner for Ph.D. Public Viva-Voce examination	2020
Guru Nanak College	External Examiner for Ph.D. Public Viva-Voce examination	2020
SRM institutes of Science & Technology	External Expert in the comprehensive Viva exam of PhD scholar	2020
Justice Basheer Ahmed Sayeed College for Women	Approval of Staff Research Projects	2019
Department of Commerce of University of Madras and Women's Christian College	International Conference on “Digital Transformation for Sustainable Development” – Technical Session – Chairperson	2019
Women's Christian College	Member of Inspection commissions for grant of provisional affiliation	2019

Chellammal College	Member of Inspection commissions for grant of provisional affiliation	2019
K.C.S Nadar College	Member of Inspection commissions for grant of provisional affiliation	2019
Thiruvalluvar University	University Nominee and Subject Expert for Board of Studies for Commerce	2019
Madras Christian College	University Nominee and Subject Expert for Board of Studies for Commerce	2019
Women's Christian College	Subject Expert for recruitment of Faculty in Commerce	2019
Madras Christian College	External Examiner for Ph.D. Public Viva-Voce examination	2019
Prof. Dhanapalan College of Arts and Science	National Conference on "Recent trends in Global Trade-Opportunities & Challenges" – Technical Session – Chairperson	2019