



Name: **Dr.Annapoorni.M**

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

Designation: Associate Professor

Years of Experience: UG: 22 years PG: 22 years

Area of Specialization:

Financial Accounting, Entrepreneurship

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#### **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	5
M.Phil. Guiding	1

## CONFERENCE

<u>Sl.No.</u>	<b>Organised by</b>	<b>Title</b>	<b>Level</b>	<b>Date</b>
1.	PG & Research Department of Commerce, Ethiraj College for Women, Chennai	Business Renaissance – The Era of Digital Cure	International	20.04.2022 & 21.04.2022
2.	Loyola College	Innovative Business Practices of E-Commerce in Contemporary World 4.0	International	04.02.2022 to 05.02.2022
3	PG & Research Department of Commerce, Ethiraj College for Women, Chennai	Design Thinking Prototype: A Quintessence Mapping of Ideation and Innovation	International	10.02.2020 & 11.02.2020
4	PG & Research Department of Commerce, Ethiraj College for Women, Chennai	Innovative Metamorphosis: An Elixir for Organizational Excellence	International	09.01.2019 & 10.01.2019
5	PG & Research Department of Commerce, Ethiraj College for Women, Chennai	Rural Entrepreneurship: An Enterprise to Inclusive Growth	National	08.01.2018 & 09.01.2018

## WORKSHOPS

<u>Sl.No.</u>	<b>Organised by</b>	<b>Title</b>	<b>Level</b>	<b>Date</b>
1	Ethiraj College for Women- IQAC	Learning Management System & Open Educational Resource: A Student-centric Approach	National	25.01.2020
2	Ethiraj College for Women- ECRIC	Research Innovation and Creativity	Regional	14.09.2019
3	UGC	Scholarly Writing - Roadmap for proposal writing and Publishing	National	08.02.2018

## TRAINING PROGRAMME

<u>Sl.No.</u>	<b>Organised by</b>	<b>Title</b>	<b>Level</b>	<b>Date</b>
1	Government of India	National Intellectual Property Awareness Mission	National	11.01.2022

## SEMINARS & WEBINARS

S.No	Organised by	Seminar/ Webinar	Title	Level	Date
1	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	Research Insights	National	20.12.2021 to 22.12.2021
2	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	Fostering Robust Skills on Ethics and Corporate Social Responsibility	State	11.12.2021
3	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	Enhancing the Intellect -A Case Study Discussion	State	27.11.2021
4	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	From Data to Decisions -The power of Data Analytics	State	29.10.2021
5	AMET	Webinar	Technological Tools for Digital Classroom	National	22.06.2020
6	Agurchand Manmull Jain College	Webinar	Emerging Avenues in HEIs: A Holistic Approach	International	27.05.2020
7	National Foundation for Entrepreneurship Development	Webinar	Research Structuring & Publishing Prospects.	International	17.05.2020
8	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	Impact Factor, H-Index and Google Scholar	State	16.05.2020
9	Stella Maris College (Autonomous)	Webinar	Safeguarding Savings in Pandemic Times	National	13.05.2020
10	Nehru Institute of Technology	Webinar	Future of Entrepreneurship and Employment Opportunities	National	13.05.2020 to 15.05.2020
11	Department of Bank Management, Ethiraj College for Women	Webinar	Challenges and Changes during Covid-19 Pandemic	National	11.05.2020
12	Skilling India	Webinar	GST- Evolution in Last 1 year	National	09.05.2020
13	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	Safeguarding Savings	National	06.05.2020
14	SNS Rajalakshmi College of Arts and Science (SNSRCAS)	Webinar	Research Avenues in Commerce and Management	National	01.05.2020
15	Ethiraj College for Women- IQAC	Webinar	Intellectual Property Rights	National	01.02.2020

## FACULTY DEVELOPMENT PROGRAMME

S.No.	Organised by	Title	Level	Date
1	PG and Research Department of Commerce, Ethiraj College for Women	Investor Education and Awareness	National	02.12.2021 to 04.12.2021
2	PG and Research Department of Commerce, Ethiraj College for Women	Supercharge your Teaching - The Digital Way	State	27.05.2020 to 29.05.2020
3	PG and Research Department of Commerce, Ethiraj College for Women	Business Analytics AI Driven enterprise	National	25.05.2020
4	Ethiraj College for Women- IQAC	Quality Publications & E-Learning	State	19.09.2018

## JOURNAL PUBLICATIONS

S.No	TITLE OF THE PAPER	JOURNAL NAME	UGC/ SCI/ SCIE/WOS	ISBN / ISSN NUMBER	DATE OF PUBLICATION
1	Antecedents of Brand Resonance	Adalya Journal, Vol 8, Issue 10	UGC	ISSN 1301-2746	October 2019
2	Entrepreneurial Orientation and Strategic Management Practices: A study with regard to Public Sector Commercial Banks	International Journal of Research and Analytical Reviews	UGC	E-ISSN 2348-1269; P ISSN 2349-5138	January 2019
3	Impact of SNC and TS on Academic Performance of Students	EduIndex –Our Heritage Journal	UGC	ISSN 0474-9030	February 2020
4	Bank Employees' Perception on Corporate Social Responsibility with reference to Public Sector Banks	Journal of Emerging Technologies and Innovation Research Vol 6	-	ISSN – 2349 5162	January 2019
5	Impression Management and Career Success	International Journal of Research and Analytical Reviews	-	E-ISSN 2348-1269; P ISSN 2349-5138	Vol 6, Issue 1 January 2019

6	Brand Equity and Brand Resonance	Journal of Advanced Research in Dynamical and Control Systems, (Special Issue),	SCOPUS	ISSN 1943-023X	July- 2017
7	Impact of factors of Mobile Commerce (M-Commerce) on the mediating and dependent variable of M-Commerce	International Journal of Research and Analytical Reviews,	UGC	ISSN 2349-5138	Special Issue
8	A study on Online Shoppers in the era of Ubiquitous Marketing	International Journal of Emerging Technologies and Innovative Research	UGC	ISSN 2349- 5162	Special Issue, Volume 6 January 2019
9	A study on how Social Equity of Internally Displaced Persons lead to Financial Equity	Journal of Emerging Technologies and Innovative Research	UGC	ISSN: 2349- 5162	Volume 4 Issue 8, August 2017
10.	Examining the Impact of Entrepreneurial Education and Self-Efficacy on Entrepreneurial Intention	Journal of the Oriental Institute	UGC	ISSN:0030-5324	Vol 71 Special Issue, 2022

## AWARDS

Name of the Award	Name of the Organisation	Year
Entrepreneurship Mentor Award	Bharathiya Yuva Shakti Trust	2020-2021

**RESOURCE PERSON**

<b>Name of the Organisation</b>	<b>Name of the Event</b>	<b>Year</b>
DG Vaishnav College	Panel of Examiners	2016 till date
DG Vaishnav College	Viva-voce Examiner	2017-2018
MCC	Panel of Examiners	2021
DG Vaishnav College	External Audit Member for Academic Audit	2020