



Name: **Dr. Veena Murali**

Qualification: M.Com., Ph.D., NET

Designation: Assistant Professor

Years of Experience: UG: 11 months PG: 11 months

Previous Experience: UG: 8 years PG: 8 years

Area of Specialization: Statistics, Organisational Behaviour

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### MEMBERSHIP

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

### PROJECTS

S.No.	Title	Duration	Funding agency	Amount sanctioned
1	Improving Customer Relations with Social Media Listening - Case Study of a Café	1 year	Ethiraj College Management	0.1 lakh

## TRAINING PROGRAM

S.No.	Organised by	Title	Level	Date(s)
1	Intellectual Property Office Office of the Controller General of Patents, Designs and Trade Marks, Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, Government of India	IP Awareness/Training program under National Intellectual Property Awareness Mission	National	26.07.2022

## WORKSHOPS

S.No.	Organised by	Title	Level	Date(s)
1	Department of Adult and Continuing Education, University of Madras	Development of Research Tools and Data Analysis using Statistical Package	National	21.02.2022 to 22.02.2022
2	Inspire Softech Solutions, Chennai	Multivariate Analysis and its Interpretation using SPSS	International	21.01.2022 to 23.01.2022
3	MBA Department, Ethiraj College for Women, Chennai & SALIS	Working with Moodle Platform	National	07.07.2020 to 08.07.2020
4	JNU WETOM III	Online Assessment and Evaluation	International	13.06.2020 to 14.06.2020
5	Institute for Statistics and Analytical Research	Statistical Data Analysis and Interpretation using SPSS	National	11.06.2020 to 14.06.2020
6	Institute for Statistics and Analytical Research	Structural Equation Model (SEM) and Confirmatory Factor Analysis (CFA) using Analysis of Moment Structure (AMOS)	National	24.05.2020 to 25.05.2020
7	Ethiraj College for Women, Chennai	Intellectual Property Rights	National	01.02.2020

8	Ethiraj College for Women, Chennai	Learning Management System and Open Educational Resources: A Student-Centric Approach	National	25.01.2020
9	Ethiraj College for Women, Chennai	Moodle Training	National	24.01.2020
10	PG Department of Banking and Insurance Management, Ethiraj College for Women, Chennai	Health Systems Engineering and Data Analytics	International	08.01.2020 to 09.01.2020
11	Ethiraj College for Women, Chennai	NAAC Regulations: A Holistic Approach	State	12.10.2019

#### CONFERENCES ATTENDED

S.No.	Organised by	Title	Level	Date(s)
1	College of Management, SRM Institute of Science and Technology, Chennai	AICTE Sponsored E-Conference on Digital Innovations and Business Transformations in the Era of New Normal	National	01.06.2022 to 02.06.2022
2	MIER College of Education, Jammu	NAAC Sponsored Conference on Perspectives in Teaching, Learning and Assessment During Covid-19 Pandemic	International	19.05.2022 to 20.05.2022
3	PG & Research Department of Commerce, Ethiraj College for Women, Chennai & MCCI	Business Renaissance – The Era of Digital Cure	International	20.04.2022 to 21.04.2022
4	PG Department of Banking and Insurance Management, Ethiraj	Digitization: A Catalyst to the Fiscal Industry	International	08.04.2021 to 09.04.2021

	College for Women, Chennai			
5	PG Department of Banking and Insurance Management, Ethiraj College for Women, Chennai	Intellectual Capital and Knowledge Management for Business Sustainability	International	10.01.2020 to 11.01.2020
6	PG Department of Banking and Insurance Management, Ethiraj College for Women, Chennai	Social Equity: A Catalyst to Inclusive Growth and Sustainability	International	30.01.2019 to 31.01.2019
7	PG Department of Banking and Insurance Management, Ethiraj College for Women, Chennai	Social Innovation and Social Responsibility - A Key to Sustainable Development and Solutions	International	24.01.2018 to 25.01.2018
8	Department of Commerce & Commerce (Hons), Ethiraj College for Women, Chennai and Confederation of Indian Industry - Young Indians	Rural Entrepreneurship: An Enterprise to Inclusive Growth	National	08.01.2018 to 09.01.2018

9	Loyola College, Chennai	Strategic Human Resource Practices	National	16.02.2017
10	PG Department of Banking and Insurance Management, Ethiraj College for Women, Chennai	Emerging Innovative Strategies in Business - Creating a Competitive Edge	International	28.09.2016

#### SEMINARS/WEBINARS

S.No.	Organised by	Seminar/Webinar	Title	Level	Date(s)
1	Department of Commerce, Directorate of Distance Education, SRM Institute of Science and Technology, Chennai	Webinar	Webinar on Financial Investments	National	13.02.2022
2	PG & Research Department of Commerce, Ethiraj College for Women, Chennai	Webinar	Demystifying Crypto: The Influx and Intentness	State	11.01.2022
3	Department of Accounting & Finance, Ethiraj College for Women, Chennai	Webinar	Forensic Accounting & Fraud Deduction	State	23.12.2021
4	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	Research Insights	National	20.12.2021 to 22.12.2021
5	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	Fostering Robust Skills on Ethics and Corporate Social Responsibility	State	11.12.2021

6	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	Enhancing the Intellect -A Case Study Discussion	State	27.11.2021
7	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	From Data to Decisions -The power of Data Analytics	State	29.10.2021
8	MBA Department, Ethiraj College for Women, Chennai & SALIS	Webinar	Open Educational Resources	State	11.07.2020
9	PG Department of Banking and Insurance Management, Ethiraj College for Women, Chennai	Webinar	Leveraging Technology to Make Data Driven Decisions	International	01.07.2020
10	PG Department of Banking and Insurance Management, Ethiraj College for Women, Chennai	Webinar	Be Unstoppable	National	21.05.2020 to 26.05.2020
11	PG Department of Banking and Insurance Management, Ethiraj College for Women, Chennai	Webinar	Managing Financial Health Post Covid	State	20.05.2020
12	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	Impact Factor, H-Index and Google Scholar	State	16.05.2020
13	Department of Bank Management, Ethiraj College for Women	Webinar	Challenges and Changes during Covid-19 Pandemic	National	11.05.2020
14	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	Safeguarding Savings	State	06.05.2020

15	Department of Commerce, Commerce (Hons) and PG Department of Banking and Insurance Management, Ethiraj College for Women, Chennai	Seminar	Markatus - Disrupting the Status Quo	National	03.12.2016
16	Department of Commerce, University of Madras, Chennai	Seminar	Emerging Trends in Business Excellence and International Business - India's Perspective	International	16.09.2016

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

<b>S.No.</b>	<b>Offered by</b>	<b>Topic</b>	<b>Duration</b>
1	Commonwealth of Learning	Understanding Open Educational Resources	February 2022
2	National Centre for Vocational and Technical Education (A Scheme of MHRD)	Diploma in GST	3 Months – October 2021 - January 2022
3	Ethiraj College for Women, Chennai	Basics of LMS and Moodle	2 Weeks – July 2021
4	Moodle	Learn Moodle 3.11 Basics	4 Weeks – June 2021
5	Moodle	Learn Moodle Basics	4 Weeks – April 2020
6	Indian Institute of Management, Bangalore	Effective Business Communication	6 Weeks – February - March 2019

#### **FACULTY DEVELOPMENT PROGRAMME**

<b>S.No.</b>	<b>Organised by</b>	<b>Title</b>	<b>Level</b>	<b>Date(s)</b>
1	Department of Bank Management, Ethiraj College for Women & Thomas J. Watson College of Engineering	Big Data Analytics	International	07.02.2022 to 15.02.2022

	and Applied Science, Binghamton University, State University of New York			
2	Department of Bank Management, Ethiraj College for Women & TLC, Ramanujan College, University of Delhi (Sponsored by MHRD Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)	Blended Learning and Pedagogical Techniques	International	22.01.2022 to 29.01.2022
3	PG and Research Department of Commerce, Ethiraj College for Women	Investor Education and Awareness	National	02.12.2021 to 04.12.2021
4	TLC, Ramanujan College, University of Delhi (Sponsored by MHRD Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)	Online Tools for Research & Analysis	National	08.06.2021 to 14.06.2021
5	TLC, Ramanujan College, University of Delhi (Sponsored by MHRD Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)	Recent Trends and Challenges in Research	National	10.05.2021 to 18.05.2021
6	TLC, Ramanujan College, University of Delhi (Sponsored by MHRD Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)	Systematic Literature Review and Meta-Analysis	National	06.05.2021 to 12.05.2021
7	TLC, Ramanujan College, University of Delhi (Sponsored by MHRD Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)	Qualitative Data Analysis	National	27.04.2021 to 03.05.2021
8	IQAC, Ethiraj College for Women, Chennai	Recasting from Onsite to Online Pedagogy	National	20.07.2020 to 24.07.2020
9	TLC, Ramanujan College, University of Delhi (Sponsored by MHRD Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)	Advanced Concepts for Developing MOOCs	National	02.07.2020 to 17.07.2020



10	St.Joseph's College, Tiruchirappalli	Inclusive Procedures and Processes in Assessment and Accreditation by NAAC	National	30.06.2020 to 04.07.2020
11	Kristu Jayanti College, Bangalore	Effective e-Content Design	National	11.06.2020 to 12.06.2020
12	Ethiraj Centre for Research, Innovation & Creativity (ECRIC), Ethiraj College for Women	Citation Database and Analysis, Scientometric Study	National	09.06.2020
13	PG and Research Department of Commerce, Ethiraj College for Women & Miles Education	Progressing Amidst Hindrance-Turning Adversity into Opportunity	International	08.06.2020 to 14.06.2020
14	TLC, Ramanujan College, University of Delhi (Sponsored by MHRD Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)	Open-Source Tools for Research	National	08.06.2020 to 14.06.2020
15	Department of Bank Management, Ethiraj College for Women & BetaMonks Technology Factory Pvt.Ltd.	The Unlock Down - Challenges and Opportunities in Business Post Covid	National	01.06.2020 to 08.06.2020
16	PG and Research Department of Commerce, Ethiraj College for Women	Supercharge your Teaching - The Digital Way	State	27.05.2020 to 29.05.2020
17	Kristu Jayanti College, Bangalore	Data Analysis using Spreadsheet	National	19.05.2020 to 22.05.2020
18	TLC, Ramanujan College, University of Delhi (Sponsored by MHRD Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)	Managing Online Classes and Co-Creating MOOCs: 2.0	National	18.05.2020 to 03.06.2020
19	Kristu Jayanti College, Bangalore	Role of Teachers in Quality Enhancement and Accreditation	National	11.05.2020 to 18.05.2020
20	Ethiraj College for Women, Chennai	Statistical Analysis using AMOS	International	18.12.2018 to 19.12.2018
21	Ethiraj College for Women, Chennai	Quality Publications & E-Learning	State	19.09.2018

22	Ethiraj College for Women, Chennai	Statistical Analysis using SPSS and AMOS	International	21.06.2018 to 22.06.2018
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### FACULTY ENRICHMENT PROGRAMME

S.No.	Organised by	Title	Level	Date(s)
1	Primax Foundation, St.Claret College, Shrimati Indira Gandhi College and St.Francis De Sales College, Bengaluru	Aligning with the New Educational Era	National	21.02.2022 to 26.02.2022

### REFRESHER COURSE

S.No.	Organised by	Title	Level	Date(s)
1	TLC, Ramanujan College, University of Delhi (Sponsored by MHRD Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)	Refresher Course in Commerce and Management	National	25.06.2021-08.07.2021

### JOURNAL PUBLICATIONS

S.No.	Title of the Paper	Journal Name	UGC/ SCI/ SCIE/ WOS	ISBN / ISSN Number	Link to the relevant document	Date of Publication
1	Understanding the Underlying Structure – A Rokeach Value Survey in the Banking Sector	Journal of Management & Entrepreneurship	UGC Care-Approved with Impact Factor 4.257	ISSN 2229-5348	<a href="https://www.researchgate.net/publication/362644336_UNDERSTANDING_THE_UNDERLYING_STRUCTURE_-_A_ROKEACH_VALUE_SURVEY">https://www.researchgate.net/publication/362644336_UNDERSTANDING_THE_UNDERLYING_STRUCTURE_-_A_ROKEACH_VALUE_SURVEY</a>	Vol.16, No.1 (III), January-March 2022
2	Effect of High Performance Work	Adalya Journal	UGC Care-Approved with Impact Factor 4.257	ISSN 1301-2746	<a href="https://www.dropbox.com/s/flesck6cwqxsra4/110-Sep-1832.pdf?dl=0">https://www.dropbox.com/s/flesck6cwqxsra4/110-Sep-1832.pdf?dl=0</a>	Vol.8, Issue 9, September 2019

	Practices on Employee Outcomes: A Meta-Analysis		h Impact Factor 5.3			
3	A Structural Modelling of High Performance Work Practices and Employee Outcomes	The International Journal of Analytical and Experimental Modal Analysis	UGC Care-Approved with Impact Factor 6.3	ISSN 0886-9367	<a href="https://www.researchgate.net/publication/351121294_A_STRUCTURAL_MODELING_OF_HIGH_PERFORMANCE_WORK_PRACTICES_AND_EMPLOYEE_OUTCOMES">https://www.researchgate.net/publication/351121294_A_STRUCTURAL_MODELING_OF_HIGH_PERFORMANCE_WORK_PRACTICES_AND_EMPLOYEE_OUTCOMES</a>	Vol.XI, Issue XI, November 2019
4	High Performance Work Practices and Behavioural Outcomes	International Journal of Management and Social Science Research Review	Peer-Reviewed with Impact Factor 3.996	p-ISSN: 2349-6738 e-ISSN: 2349-6746	<a href="https://www.researchgate.net/publication/362643900_HIGH_PERFORMANCE_WORK_PRACTICES_AND_BEHAVIOURAL_OUTCOMES">https://www.researchgate.net/publication/362643900_HIGH_PERFORMANCE_WORK_PRACTICES_AND_BEHAVIOURAL_OUTCOMES</a>	Volume No - 1, Issue No - 3 January, 2017
5	High Performance Work Practices - A Demographic Insight	International Journal of Advanced Scientific Research & Development	Peer-Reviewed with Impact Factor 2.415	p-ISSN: 2394-8906 e-ISSN: 2395-6089	<a href="https://www.researchgate.net/publication/362644096_HIGH_PERFORMANCE_WORK_PRACTICES_-_A_DEMOGRAPHIC_INSIGHT">https://www.researchgate.net/publication/362644096_HIGH_PERFORMANCE_WORK_PRACTICES_-_A_DEMOGRAPHIC_INSIGHT</a>	Volume 03, Special Issue 03, Version I September, 2016
6	Conceptualisation of High Performance Work Practices - A Global Outlook	International Journal of Advanced Scientific Research & Development	Peer-Reviewed with Impact Factor 2.415	p-ISSN: 2394-8906 e-ISSN: 2395-6089	<a href="https://www.researchgate.net/publication/362644165_CONCEPTUALIZATION_OF_HIGH_PERFORMANCE_WORK_PRACTICES_-_A_GLOBAL_OUTLOOK">https://www.researchgate.net/publication/362644165_CONCEPTUALIZATION_OF_HIGH_PERFORMANCE_WORK_PRACTICES_-_A_GLOBAL_OUTLOOK</a>	Volume 03, Special Issue 02 September, 2016