

FACULTY PROFILE

Name : Dr. G.Rajalakshmi
Qualification : M.Com, M.Phil, MBA, Ph.D, (SLET Qualified)
Designation : Head of the Department & Associate Professor
Years of Experience : UG: 22 Years PG: 2 Years
Area of Specialization : Marketing
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CONFERENCES ATTENDED / PRESENTED PAPER

S.No.	Organized by	State/National/International	Participated/Presented	Title	Date(s)
1	IQAC Ethiraj College for Women	National	Participated	National Symposium on From Potential for Excellence to Excellence in Higher Education Institutions	18 th & 19 th July 2016

SEMINARS

S.No.	Organized by	State/national/international	Topic	Date(s)
1	IQAC - Ethiraj College For Women	State	Learning Management System and Open Educational Resources A student Centric Approach	25 th January 2020

JOURNAL PUBLICATIONS

S.No.	JOURNAL NAME	UGC /SCI/SCIE /WOS	ISBN / ISSN NUMBER	REFERENCE	DATE OF PUBLICATION/ DOI
1	Journal of Emerging Technologies & Innovation	UGC	ISSN: 2349 – 5162	-	2018
2	Roots: An International Journal of Multi disciplinary Research	UGC	ISSN: 2349 - 8684	-	2018
3	An Analysis of the objective and importance of Technical Education in Current Scenario	-	ISBN: 978-81-936440-2-7	-	2018

FDP/STTP

S.No.	Organized by	State/National/International	Topic	Date(s)
1	EDII-TN	National	Innovation & Entrepreneurship Development Programme	27 th to 29 th July 2017
2	Concordia College, New York	International	Increasing Student Engagement	15 th September 2017

WEBINARS [National/International]

S.No.	Organized by	State/National/International	Topic	Date(s)
1	Dept. of Commerce, University of Madras	National	Use of Elsevier Tools in Research Work Flow	5 th May 2020
2	Dept Of Commerce, Ethiraj College For Women	National	Personal Financial Planning	6 th May 2020

OTHERS:

- Served as a member in the Board of studies of the following colleges
 - JBAS – 2017-2018 (BBA)
 - M.O.P Vaishnav College – 2019 -2020 & 2020 -2021 (BBA)
 - New College - 2019 -2020 & 2020 -2021 (BBA)
 - Stella Maris - 2020 -2021 (BBA)
 - M.O.P Vaishnav College –2020 -2021 (MA HRM)
- Served as a member in the Academic Audit at MA HRM of SDNB Vaishnav College, 2020- 2021.
- Served as a member in the Loyola College result analysis 2017-2018
- Member, Board of Studies, BBA Course, University of Madras.
- Chief Examiner in the Central Valuation of BBA Board, University of Madras.
- Examiner in paper setting, valuation and project viva-voce in other Autonomous Colleges.
- Member of IQAC team, Ethiraj College for Women between 2008 and 2014 during which period, had been a part of the organizing committee of the various conferences & workshops and the team involved in SSR preparation and NAAC visit in 2013.
- Faculty co-ordinator for the Student Transfer Programme, Concordia College, New York during the period 2017 – 2018 to 2019 – 2020.