Name : Mrs. C.S.Jayalakshmi

**Qualification** : M.B.A., M.Phil,(NET Qualified)

**Designation** : Assistant Professor

**Years of Experience**: UG: 7.5 Years PG: 1 Year

**Previous Experience** : UG: 3 Years **Area of Specialization** : Marketing

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### **WORKSHOPS**

S.No.	Organized by	State/National/International	Topic	Date(s)
1	Dean of	National	A Workshop on	1 st
	Academics &		Academics and	February,
	Dean of		Research	2017
	Research			
	Ethiraj College			
	for Women			

## CONFERENCES ATTENDED / PRESENTED PAPER

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

### **SEMINARS**

S.No.	Organiz	ed by	State/national/international	Topic	Date(s)
1	IQAC -	Ethiraj	National	Learning	25 <sup>th</sup>
	College	For		Management	January
	Women			System and	2020
				Open	
				Educational	

	Resources A	
	student	
	Centric	
	Approach	

# FDP/STTP

S.No.	Organized by	State/National/International	Topic	Date(s)
1	Concordia	International	Increasing Student	15 <sup>th</sup>
	College,		Engagement	September
	NewYork			2017
2	IQAC &	National	Quality Publications & E	19 <sup>th</sup>
	Dean of		learning	September
	Academics			2018
	Ethiraj College			
	for Women			
3	NISM	National	Securities Markets	3 <sup>rd</sup> & 4 <sup>th</sup>
	&			December
	University of			2018
	Madras			
4	IQAC - Ethiraj	National	Recasting from Onsite to	20.07.2020
	College for		Online Pedagogy	_
	Women			24.07.2020

# WEBINARS [National/International]

S.No.	Organized by	State/National/International	Topic	Date(s)
1	Department of Bank Management & Beta Monks	National	The Unlock Down Challenges And Opportunities In Business Post Covid	1st to 8th June 2020
2	Department of Business Administration	State	Innovative Approaches To Management Teaching	3rd & 4th June 2020
3	Department of Commerce, University of Madras & Elseiver	National	Use of Elsevier tools in research workflow	5 <sup>th</sup> May 2020
4	Sathyabama Institute of Science & Technology	National	5 Days FDP Webinar Series	9 <sup>th</sup> May 2020 - 13 <sup>th</sup> May 2020
5	Nehru Institute of Technology	National	Future of Entrepreneurship & Employment	2020 to 15 <sup>th</sup> May 2020
6	Stella Maris College	State	Thought Leadership on MSME Reforms	20 <sup>th</sup> May 2020
7	Department of	National	Super Charge Your	27th to 29th

	Commerce - Ethiraj College for Women		Teaching - The Digital Way	May 2020
8	Department of Bank Management & International Skill Development Corporation	International	Leveraging Technology to make Data Driven Decisions	1 <sup>st</sup> July 2020
9	Crescent Institute of Science & Technology & Stella Maris College	National	Paradigm Shift In Consumer Behaviour	7th to 9th July 2020