

1. Faculty profile:



Name : Desi Priya V
 Qualification: M. Com, M.Phil.
 Designation: Assistant Professor
 Years of Experience: UG: 11 months PG : 11 months
 Area of Specialization: Cost Accounting, Actuarial Science, General Insurance, Banking Practical, Personality Enrichment for Women, Value Education
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WORKSHOPS


S.no.	Organized by	State/National/International	Topic	Date(s)
1	Department of B.com Bank Management, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai	National	Research Methodology	15/11/2021 to 18/11/2021

CONFERENCES ATTENDED / PRESENTED PAPER

S.no	Organized by	State/National/International	Participated/ Presented	Title	Date(s)
1	Department of Bank Management & Department of Accounting & Finance (SS), Ethiraj College for Women (Autonomous)	International	Participated and presented	Impact of Use & Gratification Theory and User Generated Content on Purchase Intention	23/02/2022 & 24/02/2022
		International	Participated and presented	Consumer's Attitude on Purchasing Behaviour towards Green Product during COVID - 19	23/02/2022 & 24/02/2022

JOURNAL PUBLICATIONS

S.No.	JOURNAL NAME	UGC /SCI/SCIE /WOS	ISBN / ISSN NUMBER	REFERENCE	DATE OF PUBLICATION/ DOI
1.	International	Scopus	ISSN: 2550 –	https://doi.org/10.537	18/03/2022

	Journal of Health Sciences		6978 / E-ISSN: 2550 – 696X	30/ijhs.v6nS3.5278	
2.	Journal of the Asiatic Society of Mumbai	UGC	ISSN: 0972 - 0766	 Consumer's Attitude on Purchasing Behavior	19/04/2022

FDP/STTP

S.no.	Organized by	State/National/International	Topic	Date(s)
1	Financial Literacy Club, Ethiraj College for Women with Bombay Stock Exchange Broker Forum	National	Overview of Capital Markets	25/03/2022 to 26/03/2022
2	Department of Bank Management (SS), Ethiraj College for Women with Thomas J. Watson College of Engineering, Binghamton University	International	Big Data Analytics	07/02/2022 to 15/02/2022
3	Ramanujan College with Department of Bank Management, Ethiraj College for Women	National	Blended Learning and Pedagogical Techniques	22/01/2022 to 29/01/2022
4	Sraddha Academy for Financial Education and PG & Research Department of Commerce, Ethiraj College for Women	National	Investor Education and Awareness	02/12/2021 & 04/12/2021
5	Sraddha Academy for Financial Education and	National	Investor Education and Awareness	26/11/2021

	PG & Research Department of Commerce, Bishop Heber College, Trichy			
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WEBINARS [National/International]

S.no.	Organized by	State/National/International	Topic	Date(s)
1	Department of Business Administration, Vidyasagar University, West Bengal with Association of Mutual Funds in India (AMFI)	National	Managing personal finance and wealth creation	02/02/2022
2	Annamalai University with Association of Mutual Funds in India (AMFI)	National	Personal Finance Support and Wealth Creation for start-ups – A Roadmap	31/01/2022
3	SHASUN Jain College, Chennai	National	An awareness building session on “How to Practice sustainable Consumption”	27/01/2022
4	Department of Accounting & Finance, Ethiraj College for Women	National	Forensic Accounting and Fraud Deduction	23/12/2021