

FACULTY PROFILE



Name : Dr. V Shanthi
Qualification : M.Com, M.Phil, Ph.D
Designation : Associate Professor & Head
Years of Experience: UG: 34 years PG: 29 years
Area of Specialization: Accounting & Finance
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MEMBERSHIP

S.NO.	DETAILS
1	<i>Member, Academic Council, University of Madras</i>
2	<i>Member, Core Committee for revamping curriculum for the Corporate Secretaryship Program, TANSCH</i>
3	<i>Member, Governing Body, Ethiraj College for Women</i>
4	<i>Member, College Committee, Ethiraj College for Women</i>
5	<i>Finance Secretary, Ethiraj College for Women</i>
6	<i>Member, Core Committee – Recruitment of Aided Teachers, Ethiraj College for Women</i>
7	<i>Member, Admission Core Committee, Ethiraj College for Women</i>
8	<i>Member, Grievance Cell, Ethiraj College for Women</i>
9	<i>Member, Committee for Evaluation of Best Teacher, Government of India</i>
10	Member, Board of Studies, SDNB Vaishnavi College for Women
11	Member, Board of Studies, D G Vaishnav College
12	Member, Board of Studies, Quaid – e – Millath Government College for Women
13	Member, Board of Studies, Government Arts College for Men, Nandanam
14	Member, Board of Studies, Loyola College
15	Member, Board of Studies, The New College
16	Member, Board of Studies, Guru Nanak College
17	Member, Board of Studies, University of Madras
18	Member, Board of Studies, B S Abdur Rahman University

BOOKS AUTHORED

S.NO.	TITLE OF THE BOOK
1	Industry Institute Partnership – A Precursor to Employability, ISBN 978-81-9374-491-8
2	Knowledge Management, ISBN 978-81-9374-490-1
3	Women Entrepreneurship, ISBN 978-81-9374-492-5
4	Office Management (for Higher Secondary Course), Tamil Nadu Text Book Society, Government of Tamil Nadu

RESEARCH GUIDANCE

Ph.D Guiding	3
M.Phil Awarded	17
M.Phil Guiding	3

WORKSHOPS ATTENDED

S.No.	Organized by	State/ National/ International	Topic	Date(s)
1	Department of Corporate Secretaryship, Ethiraj College for Women	State	The Emerging Role of a Company Secretary in Corporate Governance	04/06/2020 to 06/06/2020
2	IQAC, Ethiraj College for Women	National	Learning Management System & Open Educational Resources: A Student – Centric Approach	25/01/2020
3	IQAC, Ethiraj College for Women	State	NAAC Regulations: A Holistic Approach	12/10/2019
4	ECRIC, Ethiraj College for Women		Research, Innovation & Creativity	14/09/2019

CONFERENCES ATTENDED / PRESENTED PAPER/ * BEST PAPER

S. No.	Organized by	State/ National/ International	Participated /Presented	Title	Date(s)
1	University of Madras & Sri Krishnaswamy College for Women	International	Presented	Awareness and Satisfaction of Consumers	17 th & 18 th February, 2022
2	Shri Kanyaka Parameshwari Arts and Science College for Women	International	Presented	A Study with regard to Impact of COVID – 19 Pandemic on Cryptocurrencies	8 th & 9 th September, 2021
3	SRMIST	International	Presented	Risk Perception of Customers' in Online Shopping	15/07/2021
4	Manonmaniam Sundaranar University	International	Presented	Green Start-up Initiative & Green Finance	27/08/2020
5	Guru Nanak College	International	Presented	A Study Analysing the Awareness & Recognition of Artificial Intelligence in	28/09/2019

				Institutes of Higher Learning with respect to Chennai City*	
6	JBAS College for Women	International	Presented	Social Media Marketing – A Social Media User’s Perspective*	17 th & 18 th August, 2016

JOURNAL PUBLICATIONS

S. No.	Journal Name	Title of the Paper	UGC /SCI/SCIE/ WOS	ISBN / ISSN Number	REF ERE NCE	Date of Publication/ DOI
1	Journal of the Oriental Institute	A Study relating to Influencer Marketing during COVID – 19 Pandemic	UGC CARE LIST NO.135, 2022	ISSN 0030-5324		January – March 2022
2	Journal of the Oriental Institute	Awareness and Satisfaction of Consumers	UGC CARE LIST NO.135, 2022	ISSN 0030-5324		January – March 2022
3	Journal of Emerging Technologies and Innovative research	Risk Perception of Customers’ in Online Shopping	UGC	ISSN-2349-5162		January 2022
4	Journal of Fundamental & Comparative Research	A Study on the Use of Social Media During COVID – 19 Pandemic		ISSN: 2277-7067		2021
5	Journal of Fundamental & Comparative Research	A study on the Effectiveness of Online Classes		ISSN: 2277-7067		2021
6	International Journal of Advanced Science & Technology	A Study relating to the Application and Use of Artificial Intelligence in the Banking sector		ISSN: 2005-4238		March 2020
7	Journal of Emerging Technologies and Innovative research	A Study on Usage Behaviour towards Virtual Assistant with special reference to Home Users in Chennai		ISSN-2349-5162		12-12-2020

8	Journal of Emerging Technologies and Innovative research	Customers Perception towards the use of Chatbots in Banking with respect to Chennai City		ISSN-2349-5162		04-04-2020
9	Purakala	Green Banking Initiatives of SBI and its impact on Customer Satisfaction		ISSN-0971-2143		08-04-2020
10	Psychology And Education Journal	A Study on Costumer's Attitude towards Eco-Friendly Household Goods		ISSN: 1553-6939		16-10-2020
11	Journal of Emerging Technologies and Innovative research	A Study Analysing the Awareness and Recognition of Artificial Intelligence in Institute of Higher Learning with respect to Chennai City		ISSN-2349-5162		06-06-2019
12	Journal of Emerging Technologies and Innovative Research	A Study relating to Buying Behaviour of Customers with respect to Select Online food Aggregators in Chennai City		ISSN – 2349-5162		04-06-2019
13	Journal of Emerging Technologies and Innovative research	e-Learning as an Effective Knowledge Management Practice in Institutions of Higher Learning		ISSN-2349-5162		06-06-2019
14	International Journal of Research and Analytical Reviews	A Study Relating to GST and Its Impact on Economic Welfare		E- ISSN-2348-1269 P- ISSN - 2349-5138		04-12-2018
15	International Journal of Research and Analytical Review	A Study Relating to Awareness and Recognition of Human Capital by Accounting Professionals		E- ISSN - 2348-1269 P-ISSN- 2349-5138		04-12-2018

16	International Journal of Research and Analytical Reviews	Structural Capital and Organizational Effectiveness		E ISSN-2348-1269 PRINT ISSN-2349-5138		04-12-2018
17	International Journal of Humanities and Social Science Invention (IJHSSI)	Employee Capability, Employee Satisfaction and Employee Sustainability – Sub-Contracts of Human Capital as a component of Intellectual Capital		e-ISSN-2319-7722 p- ISSN-2319-7714		05-05-2018
18	Journal of Emerging Technologies and Innovative Research	A Study Relating to Awareness and Recognition of Customer Capital by Accounting Professionals		ISSN-2349-5162		12-12-2018
19	Journal of Emerging Technologies and Innovative Research	A Study Relating to Awareness and Recognition of Structural Capital by Accounting Professionals		ISSN-2349-5162		12-12-2018
20	Emperor International Journal of Finance and Management Research	A Study on Registration of GST and Its Impact on Business		ISSN-2395-5929		10-10-2018
21	International Journal of Emerging Technologies and Innovative Research	I-service Quality and Its Implications on Customer Loyalty		ISSN-2349-5162		05-05-2018
22	International Journal of Humanities and Social Science Invention	Employee Capability, Employee Satisfaction and Employee Sustainability – Sub constructs of Human Capital as a Component of Intellectual Capital		ISSN-2319-7714		05-05-2018

23	Shanlax International Journal of Management	The Impact of Hawthorne Effect on Professors Working in Colleges with Reference to Chennai City		ISSN 2321-4643		04-04-2018
24	Shanlax International Journal of Commerce	Valuation Intricacies		ISSN 2320-4168		02-04-2018
25	International Journal of Emerging Technologies and Innovative Research	Impact of Demonetisation on the General Public		ISSN-2349-5162		04-04-2018
26	International Journal of Exclusive Management Research [IJEMR]	Intellectual Capital Measurement: The Yes and No		ISSN 2249–2585 PRINT- ISSN-2249-8672		02-04-2018
27	International Journal of Multidisciplinary Research and Modern Education	Conceptualising Knowledge Management		ISSN (Online) 2454 – 6119		01-04-2018
28	International Journal of Advanced Scientific Research and Development	Impact of eWom on the Purchase Decision of the Consumers		P-ISSN 2394-8906, e-ISSN 2395-6089		03-09-2016
29	International Journal of Management and Social Science Research Review	Social Media Marketing – A Social Media User’s Perspective		ISSN: 2349 – 6738, E-ISSN: 2349 – 6746		September 2016

FDP/STTP ATTENDED

S. No.	Organized by	State/ National/ International	Topic	Date(s)
1	ICSI – SIRC & IQAC, The New College	National	Recent Amendments in Companies Act, 2013	27/05/2020
2	Anna Adarsh College for Women & ICSI	National	Financial Planning & Investment Avenues for Different Segments of Investors	23/07/2021

WEBINARS ATTENDED

S. No.	Organized by	State/ National/ International	Topic	Date(s)
1	Department of Corporate Secretaryship, Ethiraj College for Women	State	Plan your Financial Future	02/06/2020
2	Department of Corporate Secretaryship, Ethiraj College for Women	State	How to build a Career – No Shortcuts	09/07/2020
3	Department of Corporate Secretaryship, Ethiraj College for Women	State	Effective and Safe Usage of Social Media for Career Building	10/07/2020
4	Department of Corporate Secretaryship, Ethiraj College for Women	State	The Psychological Impact of Covid – 19 on Students	09/03/2021
5	Department of Corporate Secretaryship, Ethiraj College for Women	National	Impact of Pandemic on Consumerism	30/12/2021

AWARDS RECEIVED:

- ✓ Certificate of Commendation, ACCA (UK), London, May 2018
- ✓ Certificate of Commendation, Global FTI, May 2018
- ✓ Velunachiyar Award, Change makers of Chennai by The Radio City, 2019
- ✓ Dr. Radhakrishnan Teaching Excellence Award by Lion's Club (International), 2019
- ✓ Best Teacher Award, Lions Clubs International
- ✓ Best Teacher Award, ROTARY International

PORTFOLIOS HELD:

- ✓ *OSA Treasurer, Ethiraj College for Women, 1993 – 1997*
- ✓ *Member, Link Committee COE & Internal Scrutiny, Ethiraj College for Women, 1999 – 2006*
- ✓ *Joint Co-ordinator, Placement Cell, Ethiraj College for Women, 2003 – 2007*
- ✓ *Member, Core Committee, CPE Grant, Ethiraj College for Women, 2005 – 2006*

- ✓ *Member, IQAC, Ethiraj College for Women, 2005 – 2011*
- ✓ *Member, Academic Council, Ethiraj College for Women, Since 2006*
- ✓ *Co-ordinator, NAAC Peer Team Visit, 2006*
- ✓ *Co-ordinator, UGC funded Add-On Course, 2008 – 2013*
- ✓ *Internal Co-ordinator, Autonomy Mid – Term Review Committee, Ethiraj College for Women, 2010 – 2011*
- ✓ *Council Secretary – Council of Heads, Ethiraj College for Women, 2010 – 2011*
- ✓ *PTA Joint Secretary, Ethiraj College for Women, 2012 – 2015*
- ✓ *Chairman, Board of Studies, Department of Corporate Secretaryship, Since 2011*
- ✓ *Co-ordinator, ACCA, Since 2014*

OTHERS:

- ✓ Service Award for Completion of 25 years, Ethiraj College for Women, 2014
- ✓ Vice Chancellor's Nominee, Selection Committee, Guru Nanak College, 2021 – 2022
- ✓ Member, Expert Committee for scrutiny of CAS (Career Advancement Scheme), The New College, 2021 – 2022
- ✓ Member, Expert Committee for scrutiny of CAS (Career Advancement Scheme), SIVET College, 2021 – 2022
- ✓ Research Advisory Committee, Loyola College, 2021 – 2022
- ✓ Vice Chancellor's Nominee, Selection Committee, Anna Adarsh College for Women, 2020 – 2021
- ✓ Research Advisory Committee, The New College, 2020 – 2021
- ✓ Research Advisory Committee, Pachaiyappa's College for Men, 2020 – 2021
- ✓ Member, Selection Committee, Loyola College, 2020 – 2021
- ✓ Member, Inspection Commission, Dhanalakshmi Srinivasan Arts and Science College, 2020 – 2021
- ✓ Member, Inspection Commission, Apollo Arts and Science College, 2020 – 2021
- ✓ Member, Inspection Commission, St. Thomas College of Arts and Science, 2020 – 2021
- ✓ Member, Inspection Commission, Kanchi Sri Mahalakshmi Arts and Science College, 2020 – 2021
- ✓ Member, Inspection Commission, S S K V College of Arts and Science, 2019 – 2020
- ✓ Member, Inspection Commission, Valliammal College for Women, 2019 – 2020
- ✓ Member, Inspection Commission, Nazareth College of Arts and Science, 2019 – 2020
- ✓ Research Advisory Committee, The New College, 2019 – 2020

- ✓ Member, Inspection Commission, Ponnusamy Nadar College of Arts and Science, 2019 – 2020
- ✓ Member, Inspection Commission, Shri Krishnaswamy College for Women, 2019 – 2020
- ✓ Member, Inspection Commission, Sree Sastha Arts and Science College, 2019 – 2020
- ✓ Member, Inspection Commission, Government Arts and Science College, 2019 – 2020
- ✓ Member, Academic Revision of UG curriculum, Pachaiyappa's College for Men, 2019 – 2020
- ✓ External Auditor, Academic Audit, The New College, 2018 – 2019
- ✓ Resource Person, Topic "Building Relational Capital" at Endoor Sales & Service, 2017 – 2018
- ✓ Subject Expert in Selection Committee, SRM Institute of Science and Technology, 2018 – 2019
- ✓ Resource person at the 4th International Conference on Business Research, SRM University, 2017 – 2018
- ✓ Resource person at the Seminar on "e-Banking Services" at C.S.I. Ewart Women's Christian College, 2017 – 2018
- ✓ Chairperson, State Level Seminar on Modern Banking Services Opportunities and Challenges, Government Arts College for Men, 2017 – 2018
- ✓ Resource Person, Topic "Significance of Interpersonal Skills" at Endoor Sales & Service, 2017 – 2018
- ✓ Member, Inspection Commission, Quaid – e – Millath Government College for Women, 2017 – 2018
- ✓ Member, Inspection Committee, Thiruthangal Nadar College, 2017 – 2018
- ✓ Subject Expert, Selection Committee, Anna Adarsh College for Women, 2017 – 2018
- ✓ Subject Expert in Selection Committee, Sindhi College, 2017 – 2018
- ✓ Convener, Inspection Commission, Quaid – e – Millath Government College for Women, 2016 – 2017
- ✓ Vice Chancellor's Nominee, Selection Committee, Bhakthavatsalam Memorial College for Women, 2016 – 2017
- ✓ Vice Chancellor's Nominee, Selection Committee, SSS Jain College, 2016 – 2017
- ✓ Vice Chancellor's Nominee, Selection Committee, Kumararani Meena Muthiah College of Arts & Science, 2016 – 2017
- ✓ Resource Person for Workshop on "Implementation of Choice Based Credit System for UG Courses", Bharathidasan Government College for Women, Pondicherry, 2016 – 2017