



Name: J.Haripriya

Qualification : M.Com, M.Phil

Designation : Assistant Professor

Years of Experience: UG: 2 PG:

Previous Experience: UG: 2 PG: 2

Area of Specialization: (any two): Entrepreneurship  
development,

Security Analysis and Portfolio Management

Email-ID : haripriya\_j@ethirajcollege.edu.in

## WORKSHOPS

S.no.	Organized by	State/National/International	Topic	Date(s)
1	Queen Mary's College and southern India Regional council (SIRC) of The Institute of Chartered Accountants of India (ICAI)	State	Indian Accounting Standards and its Application in UG and PG Curriculum	30.01.2020

## CONFERENCES ATTENDED / PRESENTED PAPER

S.no	Organize dby	State/Natio nal/Internat ional	Participated/P resented	Title	Date(s)
1.	Ethiraj College for Women, Chennai	Internation al	Participated and Presented	A study on the influence of social media on E-learning and its effect into mainstream curriculum among college students	11/02/2020
2.	Ethiraj College for Women, Chennai	Internation al	Participated and Presented	A study on effects of sensory marketing on consumer buying behaviour in select organised retail stores	11/02/2020

### ***JOURNAL PUBLICATIONS***

<b><i>S.NO</i></b>	<b><i>JOURNAL NAME</i></b>	<b><i>UGC /SCI/SCIE /WOS</i></b>	<b><i>ISBN /ISSN NUMBER</i></b>	<b><i>REFERENCE</i></b>	<b><i>DATE OF PUBLICATION/ DOI</i></b>
<i>1.</i>	<i>Our Heritage Journal</i>	<i>UGC approved</i>	<i>ISSN: 0474-9030</i>		<i>Feb 2020</i>