

## Faculty profile:



**Name:**Tmt. T. Usha Priya

**Qualification:**M.Com., M.Phil., Ph.D

**Designation:** Vice Principal (Self Supporting)  
Associate Professor&Head of the Department

**Years of Experience:** UG:29 years PG:9 years

**Area of Specialization:** Income Tax and Banking

**Email-ID:**[ushapriya@ethirajcollege.edu.in](mailto:ushapriya@ethirajcollege.edu.in)

## MEMBERSHIP

S.No.	Details	State/National/International
1.	<b>External Audit Member</b>	<ul style="list-style-type: none"><li>• <b>Ramakrishna Mission Vivekananda College</b> during 2016-17&amp; 2018-19</li><li>• <b>Gurunanak College</b> during 2017-18</li><li>• <b>Dwaraka Doss Goverdhan Doss Vaishnav College</b> during 2018-19&amp; 2019-20</li><li>• <b>Shrimathi Devkunvar Nanalal Bhatt Vaishnav College</b> during 2021-22</li></ul>
2.	<b>University Representative for Board of Studies</b>	Dept of B.Com (A&F)- <b>Gurunanak College</b> , Chennai during 2016-17.
3.	<b>External Academic Representative for the Board of Studies</b>	PG Dept. of Commerce at <b>Women's Christian College</b> during 2021- 22.
4.	<b>Board of Studies Member</b>	Post Graduate Department of Accounting and Finance and for the Post Graduate Department of Bank Management, <b>University of Madras.</b>

## PROJECTS

S.No.	Title	Duration	Funding agency	Amount sanctioned ( in lakhs)
1.	Entrepreneurship, Education and its impact on Entrepreneurial intention among women students of higher Educational Institutions in India	3 years	UGC sponsored	Rs.2,95,000/-

## WORKSHOPS

S.No.	Organized by	State/National/ International	Topic	Date(s)
1.	Ethiraj College for Women	National	Learning Management System and Open Educational Resources	25 <sup>th</sup> Jan, 2020
2.	MBA Department, Ethiraj College for Women, Chennai in association with SALIS	National	Working with Moodle Platform	7th & 8th July, 2020

## CONFERENCES ATTENDED / PRESENTED PAPER

S.No.	Organized by	State/National/ International	Participated/ Presented	Title	Date(s)
1	Department of Bank Management, Ethiraj College for Women	International	Participated	Emerging Innovative Strategies In Business- Creating a Competitive Edge	28 <sup>th</sup> Sept, 2016
2	Department of Bank Management, Ethiraj College for Women	International	Participated	Social Innovations and Social Responsibility – A Key to Sustainable Development and	24 <sup>th</sup> &25 <sup>th</sup> Jan, 2018

				Solutions	
3	PG & Research Dept of Commerce, Ethiraj College for Women	International	Participated	Innovative Metamorphosis: An Elixir for Organizational Excellence	9 <sup>th</sup> & 10 <sup>th</sup> Jan,2019
4	Department of Bank Management, Ethiraj College for Women	International	Participated	Social Equity: A Catalyst to Inclusive Growth and Sustainability	30 <sup>th</sup> & 31 <sup>st</sup> Jan, 2019
5	Department of Bank Management, Ethiraj College for Women & State University of New York at Binghamton, USA	International	Participated & Presented	Conference: Intellectual Capital and Knowledge Management for Business Sustainability Research paper: Impact of Entrepreneurial Orientation on the financial Performance of Private & Commercial Banks	10 <sup>th</sup> & 11 <sup>th</sup> Jan, 2020
6	Department of Bank Management, Ethiraj College for Women	International	Participated	Digitization- A Catalyst to the Fiscal Industry	8 <sup>th</sup> & 9 <sup>th</sup> April, 2021
7	Department of Commerce, IDE, University of Madras	International	Presented	Emotional Intelligence & Leadership Studies of Women Mangers	September 2021
8	Department of Bank Management & Department of Accounting & Finance(SS), Ethiraj College for Women	International	Participated & Presented	Conference: “Reboot, Reinvent & Reignite : Reimagining the Neo Normal Era” <b><u>Research paper:</u></b> Entrepreneurial Orientation and Strategic Management Practices in Commercial Banks	23 <sup>rd</sup> &24 <sup>th</sup> Feb, 2022

## JOURNAL PUBLICATIONS

S.NO.	JOURNAL NAME	UGC /SCI/SCIE/ WOS	ISBN / ISSN NUMBER	REFERENCE	DATE OF PUBLICATION /DOI
1	International Journal of emerging technologies and innovative research	UGC	ISSN:2349-5162	Emotional intelligence in the leadership styles of women managers in commercial banks Vol 5 issue 7	July 2018
2	International journal of research and analytical research	UGC	ISSN:2348-1269	Entrepreneurship education and its impact on entrepreneurial intention among students of higher Education Inst In Chennai Vol 5 issue 3	Aug 2018
3	International Journal of Research and Analytical Reviews	UGC	E ISSN 2348-1269 Print ISSN 2349-5138	Entrepreneurial Orientation and Strategic Management Practices- A Study with regard to Public Sector Commercial Banks volume 6, Issue 1	Jan. – March, 2019.
4	Our Heritage Journal, UGC CARE APPROVED Journal	UGC	ISSN 0474 - 9030	Impact of Entrepreneurial Orientation on the financial Performance of Private & Commercial Banks, Vol.68 No.10,	Jan 2020
5	Purakala, UGC Care Journal	UGC	ISSN 0971-2143	Entrepreneurship Education and it's Impact on Entrepreneurial Intention among	April 2020

				Women Students of Higher Education Institutions, Vol.31, Issue 8	
6	Journal of Education: RabindraBharati University	UGC	ISSN : 0972-7175	Impact of Management Practices on Entrepreneurial Orientation of Private sector Commercial Banks, Vol. : XXIII, No. :8(I),	2021
7	International Journal of Health Sciences	SCOPUS	ISSN:2550-6978	Entrepreneurial Orientation and Strategic Management Practices in Commercial Banks 6(S3), 860–870.	April 2022 <a href="https://doi.org/10.53730/ijhs.v6nS3.5322">https://doi.org/10.53730/ijhs.v6nS3.5322</a>

### FDP/STTP

S.No.	Organized by	State/National/International	Topic	Date(s)
1	UN Conference on Trade and Development (UNCTAD) & Empretec Programme for India	International	Capacity Building Programme on Entrepreneurship	Dec 2016
2	MOP Vaishnav College for Women, Chennai	National	Impact of COVID 19, Managing Finances	May 9 <sup>th</sup> , 2020
3	Teaching Learning Centre, Ramunajam College, University of Delhi	National	Managing Online Classes and Co-Creating Moocs:2.0	May 18- June 03 2020
4	Department of Business Administration, Ethiraj College for Women	National	Innovation Approaches to Management Teaching	May 25-27, 2020
5	Department of Bank Management, Ethiraj College for Women	National	The Unlock Down – Challenges and Opportunities	June 01-08, 2020

6	Department of Commerce, Quaide E Milleth College for Women, Chennai	National	Designing a competitive curriculum in Commerce – A front line approach	June 04, 2020
7	Teaching Learning Centre, Ramunajam College, University of Delhi	National	Open source Tools on Research	June 08-14, 2020
8	TLC, Ramanujan College, University of Delhi (Sponsored by MHRD Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)	National	Recent Trends and Challenges in Research	May10-18, 2021
9	Dept of Banking & Insurance Management, Ethiraj College for Women & TLC Ramanujan College	National	Blended Learning & Pedagogical Techniques	Jan 22-29, 2022
10	PG Dept. of Banking and Insurance Management, Ethiraj College for Women & Thomas J. Watson College of Engineering and Applied Science, Binghamton University, State University of New York	International	One Week International Faculty Development Programme on Big Data Analytics	Feb 7-15, 2022

### WEBINARS [National/International]

S.no.	Organized by	State/National/ International	Topic	Date(s)
1.	Ethiraj College for Women	National	Challenges and changes during Covid-19 Pandemic	11 <sup>th</sup> May 2020

2.	PG & Research Department of Commerce National College (Autonomous), Tiruchirappalli	International	Booming Trends in Business Opportunities	22 <sup>nd</sup> May 2020
3.	Business Standard Learning	International	Post Covid World: Skills & Strategies for Faculty	25 <sup>th</sup> May 2020
4.	Sri Sankara Arts & Science College ,Kanchipuram	National	Prospects of Digital Marketing on Post Lockdown	28th May 2020
5.	Alagappa University, Karaikudi	International	Online webinar on Pivotal Role of Banking in India's COVID Fight	29thMay 2020
6.	MarudharKesari Jain College for Women, Vaniyambadi	International	How to write an effective Research Article?	4 <sup>th</sup> June 2020
7.	Internal Quality Assurance Cell (IQAC) and Department of Commerce-IV	National	Outcome Based Education through Bloom's Taxonomy : Stepping up the Learning Domain	19 <sup>th</sup> June 2020

#### **AWARDS:**

- ❖ Best Teacher Award from Rotary Club of Madras, Chenna Patna on 5<sup>th</sup>September, 2021
- ❖ Sarojini Naidu Award” from Radio City on 6<sup>th</sup> March 2020
- ❖ Best Teacher Award, Lions Club International, Periamet in Sept 2016
- ❖ Excellence Award from Rotary District International, Chennai in 2003
- ❖ World Women's DayAward fromWillPower Academy,Chennai in 2006

#### **RESOURCE PERSON:**

- ❖ Resource person for the video conferencing in “Goods and Services Tax Act” held at TheivaniAmmal College, Villupuram during 2017-18
- ❖ Resource person for One day Workshop held at TheivannaiAmmal College for Women, Villupuram

- ❖ Resource person for the National Conference held at:
  - Gurunanak College, Chennai on 9<sup>th</sup> January, 2019.
  - University of Madras on 11<sup>th</sup> January, 2019
- ❖ Resource person for the International Conference held at:
  - KRMMC College of Arts and Science, Chennai in 2005
  - Kristu Jeyanthi College, Bangalore in 2007
  - Dwaraka Doss Goverdhan Doss Vaishnav College on 29<sup>th</sup> and 30<sup>th</sup> November, 2021