



Name: **Dr.Annapoorni.M**

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

Designation: Associate Professor

Years of Experience: UG: 22 years PG: 22 years

Area of Specialization: Financial Accounting, Entrepreneurship

Email-ID: [annapoorani\\_m@ethirajcollege.edu.in](mailto:annapoorani_m@ethirajcollege.edu.in)

#### **MEMBERSHIP**

| <b>Sl.No.</b> | <b>Details</b>                            | <b>State/ National/ International</b> |
|---------------|---|---------------------------------------|
| 1             | The Madras Chamber of Commerce & Industry | State                                 |

#### **RESEARCH GUIDANCE**

|                 |   |
|-----------------|---|
| M.Phil. Awarded | 6 |
| M.Phil. Guiding | 1 |

#### **CONFERENCES ATTENDED**

| <b>Sl.No.</b> | <b>Organised by</b>  | <b>Title</b>                                   | <b>Level</b>  | <b>Date</b>                   |
|---------------|--|--|---------------|-------------------------------|
| 1             | PG & Research Department of Commerce, Ethiraj College for Women, Chennai | Business Renaissance – The Era of Digital Cure | International | 20.04.2022<br>&<br>21.04.2022 |

|   |  |  |               |                                |
|---|--|--|---------------|--------------------------------|
| 2 | Loyola College   | Innovative Business Practices of E-Commerce in Contemporary World4.0         | International | 04.02.2022<br>to<br>05.02.2022 |
| 3 | PG & Research Department of Commerce, Ethiraj College for Women, Chennai | Design Thinking Prototype: A Quintessence Mapping of Ideation and Innovation | International | 10.02.2020<br>&<br>11.02.2020  |
| 4 | PG & Research Department of Commerce, Ethiraj College for Women, Chennai | Innovative Metamorphosis: An Elixir for Organizational Excellence            | International | 09.01.2019<br>&<br>10.01.2019  |
| 5 | PG & Research Department of Commerce, Ethiraj College for Women, Chennai | Rural Entrepreneurship: An Enterprise to Inclusive Growth                    | National      | 08.01.2018<br>&<br>09.01.2018  |
| 6 | PG & Research Department of commerce, Ethiraj College for Women, Chennai | Circular Economy – The Frontier Of Sustainability                            | International | 10.1.2023 &<br>11. 1.2023      |

#### WORKSHOPS ATTENDED

| <u>Sl.No.</u> | <b>Organised by</b>              | <b>Title</b>   | <b>Level</b> | <b>Date</b> |
|---------------|----------------------------------|--|--------------|-------------|
| 1             | Ethiraj College for Women- IQAC  | Learning Management System & Open Educational Resource: A Student-centric Approach | National     | 25.01.2020  |
| 2             | Ethiraj College for Women- ECRIC | Research Innovation and Creativity   | Regional     | 14.09.2019  |
| 3             | UGC                              | Scholarly Writing - Roadmap for proposal writing and Publishing                    | National     | 08.02.2018  |

#### TRAINING PROGRAMME

| <u>Sl.No.</u> | <b>Organised by</b> | <b>Title</b>                                     | <b>Level</b> | <b>Date</b> |
|---------------|---------------------|--|--------------|-------------|
| 1             | Government of India | National Intellectual Property Awareness Mission | National     | 11.01.2022  |

#### SEMINARS & WEBINARS ATTENDED

| <b>S.No</b> | <b>Organised by</b> | <b>Seminar/ Webinar</b> | <b>Title</b> | <b>Level</b> | <b>Date</b> |
|-------------|---------------------|-------------------------|--------------|--------------|-------------|
|-------------|---------------------|-------------------------|--------------|--------------|-------------|

|    |   |         |   |               |                          |
|----|---|---------|---|---------------|--------------------------|
| 1  | PG and Research Department of Commerce, Ethiraj College for Women | Webinar | Research Insights   | National      | 20.12.2021 to 22.12.2021 |
| 2  | PG and Research Department of Commerce, Ethiraj College for Women | Webinar | Fostering Robust Skills on Ethics and Corporate Social Responsibility | State         | 11.12.2021               |
| 3  | PG and Research Department of Commerce, Ethiraj College for Women | Webinar | Enhancing the Intellect -A Case Study Discussion                      | State         | 27.11.2021               |
| 4  | PG and Research Department of Commerce, Ethiraj College for Women | Webinar | From Data to Decisions -The power of Data Analytics                   | State         | 29.10.2021               |
| 5  | AMET  | Webinar | Technological Tools for Digital Classroom                             | National      | 22.06.2020               |
| 6  | Agurchand Manmull Jain College                                    | Webinar | Emerging Avenues in HEIs: A Holistic Approach                         | International | 27.05.2020               |
| 7  | National Foundation for Entrepreneurship Development              | Webinar | Research Structuring & Publishing Prospects.                          | International | 17.05.2020               |
| 8  | PG and Research Department of Commerce, Ethiraj College for Women | Webinar | Impact Factor, H-Index and Google Scholar                             | State         | 16.05.2020               |
| 9  | Stella Maris College (Autonomous)                                 | Webinar | Safeguarding Savings in Pandemic Times                                | National      | 13.05.2020               |
| 10 | Nehru Institute of Technology                                     | Webinar | Future of Entrepreneurship and Employment Opportunities               | National      | 13.05.2020 to 15.05.2020 |
| 11 | Department of Bank Management, Ethiraj College for Women          | Webinar | Challenges and Changes during Covid-19 Pandemic                       | National      | 11.05.2020               |
| 12 | Skilling India  | Webinar | GST- Evolution in Last 1 year   | National      | 09.05.2020               |
| 13 | PG and Research Department of Commerce, Ethiraj College for Women | Webinar | Safeguarding Savings  | National      | 06.05.2020               |
| 14 | SNS Rajalakshmi College of Arts and Science (SNSRCAS)             | Webinar | Research Avenues in Commerce and Management                           | National      | 01.05.2020               |
| 15 | Ethiraj College for Women- IQAC                                   | Webinar | Intellectual Property Rights  | National      | 01.02.2020               |

#### **FACULTY DEVELOPMENT PROGRAMME**

| <b>S.No.</b> | <b>Organised by</b>   | <b>Title</b>                                | <b>Level</b> | <b>Date</b>              |
|--------------|---|---|--------------|--------------------------|
| 1            | PG and Research Department of Commerce, Ethiraj College for Women | Investor Education and Awareness            | National     | 02.12.2021 to 04.12.2021 |
| 2            | PG and Research Department of Commerce, Ethiraj College for Women | Supercharge your Teaching - The Digital Way | State        | 27.05.2020 to 29.05.2020 |

|   |  |   |          |            |
|---|--|---|----------|------------|
| 3 | PG and Research Department of Commerce,<br>Ethiraj College for Women | Business Analytics AI-Driven enterprise | National | 25.05.2020 |
| 4 | Ethiraj College for Women- IQAC                                      | Quality Publications & E-Learning       | State    | 19.09.2018 |

## JOURNAL PUBLICATIONS

| S.No | TITLE OF THE PAPER   | JOURNAL NAME  | UGC/<br>SCI/<br>SCIE/WOS | ISBN / ISSN<br>NUMBER                       | DATE OF<br>PUBLICATION         |
|------|--|---|--------------------------|---|--------------------------------|
| 1    | Antecedents of Brand Resonance   | Adalya Journal, Vol 8,<br>Issue 10                                      | UGC                      | ISSN 1301-<br>2746                          | October 2019                   |
| 2    | Entrepreneurial Orientation and Strategic<br>Management Practices: A study with regard to<br>Public Sector Commercial<br>Banks | International Journal of<br>Research and Analytical<br>Reviews          | UGC                      | E-ISSN 2348-<br>1269; P ISSN<br>2349-5138   | January 2019                   |
| 3    | Impact of SNC and TS on<br>Academic Performance of Students  | EduIndex –Our<br>Heritage Journal                                       | UGC                      | ISSN 0474-<br>9030                          | February 2020                  |
| 4    | Bank Employees' Perception on Corporate<br>Social Responsibility with reference<br>to Public Sector Banks                      | Journal of Emerging<br>Technologies and<br>Innovation Research Vol<br>6 | -                        | ISSN – 2349-<br>5162                        | January 2019                   |
| 5    | Impression Management and Career Success   | International Journal of<br>Research and Analytical<br>Reviews          | -                        | E-ISSN<br>2348-1269<br>P ISSN 2349-<br>5138 | Vol 6, Issue 1<br>January 2019 |

|          |   |   |           |                     |   |
|----------|---|---|-----------|---------------------|---|
| 6        | Brand Equity and Brand Resonance  | Journal of Advanced Research in Dynamical and Control Systems, (Special Issue), | SCOPUS    | ISSN<br>1943-023X   | July- 2017                                      |
| 7        | Impact of factors of Mobile Commerce (M-Commerce) on the mediating and dependent variable of M-Commerce | International Journal of Research and Analytical Reviews,                       | UGC       | ISSN<br>2349-5138   | Special Issue                                   |
| 8        | A study on Online Shoppers in the era of Ubiquitous Marketing   | International Journal of Emerging Technologies and Innovative Research          | UGC       | ISSN<br>2349- 5162  | Special Issue,<br>Volume 6<br>January 2019      |
| 9        | A study on how Social Equity of Internally Displaced Persons lead to Financial Equity                   | Journal of Emerging Technologies and Innovative Research                        | UGC       | ISSN:<br>2349- 5162 | Volume 4 Issue<br>8, August 2017                |
| 10.      | Examining the Impact of Entrepreneurial Education and Self-Efficacy on Entrepreneurial Intention        | Journal of the Oriental Institute   | UGC       | ISSN:0030-5324      | Vol 71 Special Issue, 2022                      |
| 11.<br>+ | Satisfaction of customers towards digitalization of bank  | Advanced Engineering Science  | Scopus    | ISSN:2096-3246      | December 2022                                   |
| 12       | Impact of Theory of Reasoned Action on Purchase Intention towards Organic Foods                         | International Conference on Circular Economy – The Frontier Of Sustainability   | Abstracts | -                   | 10 <sup>th</sup> & 11 <sup>th</sup><br>December |

## AWARDS

| Name of the Award             | Name of the Organisation    | Year      |
|-------------------------------|-----------------------------|-----------|
| Entrepreneurship Mentor Award | Bharathiya Yuva Shaki Trust | 2020-2021 |

**RESOURCE PERSON**

| <b>Name of the Organisation</b> | <b>Name of the Event</b>                 | <b>Year</b>    |
|---------------------------------|--|----------------|
| DG Vaishnav College             | Panel of Examiners                       | 2016 till date |
| DG Vaishnav College             | Viva-Voce Examiner                       | 2017-2018      |
| MCC                             | Panel of Examiners                       | 2021           |
| DG Vaishnav College             | External Audit Member for Academic Audit | 2020           |