



Name: **Dr.Dhana Lakshmi.B**

Qualification: M.Com., M.Phil., Ph.D., Post-Doctoral Fellow, SET

Designation: Assistant Professor

Years of Experience: UG: 1 Year 4 months PG: 1 Year 4 months

Previous Experience: UG: 7 years PG: Nil

Area of Specialization: Marketing, Human Resource,

Retail Management, Business Law

Email-ID: [ghanalakshmi\\_b@ethirajcollege.edu.in](mailto:ghanalakshmi_b@ethirajcollege.edu.in)

#### **MEMBERSHIP**

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

#### **WORKSHOPS**

<b>Sl.No.</b>	<b>Organised by</b>	<b>Title</b>	<b>Level</b>	<b>Date(s)</b>
1	Institute of Distance Education, University of Madras, Chennai	The Art of Preparing Manuscripts, Thesis and Project Proposals	State	28.01.2020

2	Institute of Management Technology (IMT), Nagpur.	Enhancing Teaching Learning Processes in Higher Education Using Design Thinking Approaches	National	10.12.2019 to 12.12.2019
3	Madras Management Association, Chennai.	The Changing Face of Retailing	National	22.09.2017 to 23.09.2017
4	Shri Krishnaswamy College for Women	Advanced Data Analysis in SPSS and AMOS	Regional	07.01.2017
5	Ethiraj College for Women	LMS Training		
6	Shri SSS Jain College, Chennai	Research Skills and Statistical Analysis using SPSS		21-24/12/2016

#### CONFERENCES ATTENDED

S.No.	Organised by	Title	Level	Date(s)
1	The American College, Madurai and St. Joseph's University School of Business, Bengaluru.	Influence of Green Consumer Buying Behaviour on Sustainable Green Marketing – Evidence from Green Marketing Mix.	International	05.01.2023 to 06.01.2023
2	RNS First Grade College in association with Bangalore University	Role of Education in Honing Agile Work Force – A Talent Acquisition Requirement		26.05.2022 to 27.05.2022
3	SRM University, Kattankulathur, Chennai	Challenges in Higher Education faced by Aspiring Finance Professionals in becoming Part of Sustainable Agile Work Force – An Empirical Study with Structural Equation Model	International	01.06.2022 to 02.06.2022
4	SRM University, Kattankulathur, Chennai	Higher Education Teachers' Professional Development And Covid 19' Pandemic: A Paradigm Shift	International	01.06.2022 to 02.06.2022
5	MIER College of Education, Jammu.	Role of Information Technology in Professional Development During Covid-19 - A study with reference to Whole Teacher Approach	International	19.05.2022 to 20.05.2022

6	Department of Commerce (Honours), Loyola College, Chennai.	Innovative Business Practices of E-Commerce in Contemporary World 4.0	International	04.02.2022 to 05.02.2022
7	The Oxford College of Engineering, Bangalore, Karnataka	Business Management in Emerging Markets	International	01.11.2021
8	Department of Business Administration, Loyola College, Chennai.	Human Capital Innovation and its Practices	International	06.03.2020
9	Pondicherry University, Pondicherry	Agile Workforce	International	16.12.2019 to 27.12.2019
10	E.M.G Yadava Women's College, Madurai	Start-up India- Challenges and Opportunities	International	31.08.2019
11	Flame University, Pune	Growth, Development and Sustainability	International	01.03.2019 to 02.03.2019
12	Jain (Deemed to be University), Bengaluru.	HR-360-Talent, Technology and Ideas	International	28.02.2019
13	Pondicherry University, Pondicherry	Wellness Education	International	18.01.2019 to 19.01.2019
14	Institute of Management Technology, Nagpur	Sustainability and Management Strategy	International	28.09.2018 to 29.09.2018
15	Mittal School of Business, Lovely Professional University, Punjab.	Dynamics of Financial Sector Reforms	International	06.04.2018 to 07.04.2018
16	Shri Shankarlal Sundarbai Shasun Jain College for Women, T.Nagar, Chennai.	Recent Advances in Computing and Communication	International	23.02.2018 to 24.02.2018
17	Shri Shankarlal Sundarbai Shasun Jain College for Women, T.Nagar, Chennai.	Emerging Global Issues and Challenges in Business and Economy	International	17.02.2018
18	The American College, Singapore	Emerging Trends in Multidisciplinary Research	International	27.12.2017 to 28.12.2017
19	Symbiosis Institute of Management Studies, Pune	Government Initiatives for Transforming India: Implications on Business and Society	International	14.12.2017 to 16.12.2017
20	D.G.Vaishnav College, Chennai	Implementation Strategies for Sustainable Innovation	International	25.10.2017
21	Primax Foundation, Kuala Lumpur, Malaysia	Innovation, Entrepreneurship & Sustainable Value Chain in a Challenging Environment	International	07.06.2017
22	Shri Shankarlal Sundarbai Shasun Jain College, Chennai	Innovative Business Practices in Digital Era for Sustainable Development	International	25.02.2017
23	Vels University, Pallavaram, Chennai	Innovation and Sustainability in Business and Management	International	16.02.2017 to 17.02.2017

**SEMINARS/WEBINARS**

<b>S.No.</b>	<b>Organised by</b>	<b>Seminar/Webinar</b>	<b>Title</b>	<b>Level</b>	<b>Date(s)</b>
1	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	Demystifying Crypto : The Influx and Intentness	State	11.01.2022
2	PG & Research Department of Commerce, Ethiraj College for Women	Webinar	Research Insights	National	20.12.2021 to 22.12.2021
3	PG & Research Department of Commerce, Ethiraj College for Women	Webinar	Fostering Robust Skills on Ethics and Corporate Social Responsibility	State	11.12.2021
4	PG & Research Department of Commerce, Ethiraj College for Women	Webinar	Enhancing the Intellect -A Case Study Discussion	State	27.11.2021
5	PG & Research Department of Commerce, Ethiraj College for Women	Webinar	From Data to Decisions -The power of Data Analytics	State	29.10.2021
6	SDNB Vaishnav College for Women	Webinar	Breaking the Glass Ceiling	National	07.04.2021

**CERTIFICATE COURSES /VALUE ADDED COURSES**

<b>S.No.</b>	<b>Offered by</b>	<b>Topic</b>	<b>Duration</b>
1	Ethiraj College for Women, Chennai	Basics of LMS and Moodle	2 Weeks – December 2021
2	Common Wealth of Learning	Understanding Open Educational Resources (OER)	1 week – February 2022

**FACULTY DEVELOPMENT PROGRAMME**

<b>S.No.</b>	<b>Organized by</b>	<b>Title</b>	<b>Level</b>	<b>Date(s)</b>
1	University of Madras, Chennai	UGC Sponsored Faculty Induction Programme, Batch XII.	Regional	09.11.2022 to 08.12.2022
2	Shraddha Academy and Ethiraj College for Women	Investor Awareness and Education	National	02.12.2021 to 04.12.2021
3	The Institute of Cost Accountants of India, Southern India Regional Council, Chennai.	Faculty Orientation and Train the Trainers Programme	Regional	15.07.2017
4	The Institute of Cost Accountants of India, Southern India Regional Council, Chennai.	Empowering Teachers to Prepare Professionals of Tomorrow	State	02.07.2017
5	Shri SSS Jain College, Chennai	Enhancing Research Skills in Social Sciences	Regional	03.05.2017

## INSTITUTIONAL TRAINING

S.No.	Organised by	Title	Level	Date(s)
1	Shri SSS Jain College, Chennai	Intellectual Property Rights and Innovations	Regional	18.01.2017

## JOURNAL PUBLICATIONS

Sl. No.	TITLE OF THE PAPER	JOURNAL NAME	UGC/ SCI/ SCIE/ WOS	ISBN / ISSN NUMBER	REFERENCE	DATE OF PUBLICATION
1	Relationship Between Customers' Demographic Factors and The Attitude towards Retail Service Quality	International Journal of management and Social Science Review	Vol.1, Issue.2	ISSN2349-6738		
2	Challenges in Retail Marketing Services in India	Knowledge Economy	Vol.6, Issue.12	ISSN2349-6738		
3	Role Conflicts among Women Teachers	Knowledge Economy,	Vol.2, Issue.2	ISSN2231-2854		March 2017,
4	Digital Education Awareness	Primax International Journal of Human Resource (PIJHR), Vol.4, Issue.2	Vol.4, Issue.2	ISSN2348-0483		Jan-June 2017

	among the College Students					
5	Does Service Quality in Retail Banking help in Customer Retention – Study Using SEM	Journal of Advanced Research in Dynamical and Control Systems, (Special Issue),	SCOPUS	ISSN1943-023X		Jul-17
6	Human Resources Practices in Higher Education Sector.	Emperor International Journal of Finance and Management Research, Vol.III, Issue.No.9,	UGC	ISSN2395-5929		Sep-17
7	Students' Awareness of Entrepreneurship Education and its Influencing Factors	Journal of Management	UGC	ISSN2347-3940		Oct-17
8	Customer Perception and Satisfaction on E-Service Quality – A Structural Equation	ROOTS International Journal of Multidisciplinary Researches, Vol.4, Special Issue.1,	UGC	ISSN2349-8684		Dec-17

	Modeling Approach					
9	Role of Entrepreneur Development Cell of Higher Educational Institution in Promoting Awareness among Young Women to Become Entrepreneur.	International Journal of applied Business and Economic Research, Vol.15	SCOPUS	ISSN0972-7302		Nov-17
10	Analyzing the Awareness of Digital Education among the college girl students towards the Skill Development	Research Journal of Social Science & Management, Vol.7, No.8	UGC	ISSN2251-1571		Dec-17
11	“Domestic Workers” - A Missing Link between Role Overload and Contribution towards Sustainable Development of	International Journal of Research and Analytical Reviews, Special Issue	UGC	ISSN2349-5138		Feb-19



	Women Lecturers					
12		Studies in Indian Place Names	UGC CARE	ISSN 2394-3114	<a href="https://archives.tpnindia.org/index.php/sipn/issue/view/115">https://archives.tpnindia.org/index.php/sipn/issue/view/115</a>	Mar-20
13	Opportunities for the Female Domestic Workers to become Entrepreneurs	The International Journal of Analytical and Experimental Model Analysis, Vol-XI, Issue-VIII,	UGC CARE	ISSN0886-9367		Aug -19
14	Aspirations and Subjective Future of Domestic Female workers: The Case of India	Advances and Applications in Statistics, Vol.71, No.2	SCOPUS	ISSN0972-3617	<a href="http://www.pphmj.com/abstract/14141.htm">http://www.pphmj.com/abstract/14141.htm</a>	Nov-21
15	Examining the impact of Entrepreneurial Education and Self Efficacy on Entrepreneurial Intention	Journal of the Oriental Institute	UGC CARE	ISSN0030-5324, Vol.72		Feb-22

16	Quality of Parking Services in Retail Stores from the Customers Perspective	Journal of the Oriental Institute	UGC CARE	ISSN 0030-5324, Vol.71, Issue.03, No.08		July – September 2022
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### AWARDS

Name of the Award	Name of the Organisation	Year
Best Paper Award	Institute of Management and Technology, Nagpur	2018-2019
Renowned Teacher Award	Lions Club, South Region	2022

### RESOURCE PERSON

Name of the Organisation	Name of the Event	Year
The Quaide Milleth College for Men	Resource Person , Session on “Efficacy Strategies and Techniques for Teaching & Learning”.	2022
Parul University, Gujarat	Resource Person, Session on “Efficient Way of Article Writing-An Overview”	2022
Patrician College of Arts and Science	Resource Person, Session on “Research Writing and Ethics”	2022
Shri Shankarlal Sundarbai Shasun Jain College, Chennai	Resource Person, Session on “Art of Literature Review	2022
Dr. N.G.P Institute of Technology, Coimbatore	Resource Person, Session on Achieving Problem Solution Fit and Product Market Fit	2022

Srimad Andavan Arts and Science College,	Resource Person, Session on “Advances in Review of Literature”, Workshop sponsored by ICSSR (Delhi)	2022
Quaide-Milleth College for Men	Session Chair, International Conference on Incipient Research in Information Technology, Commerce, Management and Linguistics	2021
Dr. N.G.P. Arts and Science College, Coimbatore	Resource Person, Webinar on "Opportunities and Threats for the Budding Entrepreneurs"	2021
Caussanel College of Arts and Science	Resource Person, Webinar on "Design Thinking for Young Desipreneur"	2021
PROHELP	Trainer, Practical Session on Factor Analysis and Multiple Regression	2020