



Name: **Dr.S.Revathi**

Qualification: M.Com., M.Phil., Ph.D., MBA, M.A (Women Studies), NET-JRF

Designation: Assistant Professor

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

Previous Experience: UG: 13 years PG: 8 years

Area of Specialization: Marketing, Entrepreneurship Development

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#### **MEMBERSHIP**

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

## WORKSHOPS

<u>Sl.No.</u>	<b>Organised by</b>	<b>Title</b>	<b>Level</b>	<b>Date(s)</b>
1.	Inspire softech Solutions	Structural Equation Model and Confirmatory Factor Analysis using AMOS	Internal	18.12.2021 to 20.12.2021
2.	MBA Department, Ethiraj College for Women, Chennai & SALIS	Working with Moodle Platform	National	07.07.2020 to 08.07.2020
3.	JNU WETOM III	Online Assessment and Evaluation	International	13.06.2020 to 14.06.2020
4.	Institute for Statistics and Analytical Research	Statistical Data Analysis and Interpretation using SPSS	National	11.06.2020 to 14.06.2020
5.	Institute for Statistics and Analytical Research	Structural Equation Model (SEM) and Confirmatory Factor Analysis (CFA) using Analysis of Moment Structure (AMOS)	National	24.05.2020 to 25.05.2020

6.	Ethiraj College for Women, Chennai	Moodle Training	National	24.01.2020
7.	UGC Funded-CPE Grant,Ethiraj College for Women	Stress Management	National	23.09.2016

#### CONFERENCES ATTENDED

S.No.	Organised by	Title	Level	Date(s)
1.	Department of Accounting & Finance, Ethiraj College for Women, Chennai	Rediscovering the Realm of Money	International	30.01.2023
2.	PG Department of Banking and Insurance Management, Ethiraj College for Women, Chennai	NextGen Innovation – Engage, Embrace and Adapt in the Era of Digital Transformation	International	24.01.2023 to 25.01.2023

3.	PG & Research Department of Commerce, Ethiraj College for Women, Chennai & MCCI	Circular Economy – The Frontier of Sustainability	International	10.01.2023 to 11.01.2023
4.	PG & Research Department of Commerce, Ethiraj College for Women, Chennai & MCCI	Business Renaissance – The Era of Digital Cure	International	20.04.2022 to 21.04.2022
5.	PG Department of Banking and Insurance Management, Ethiraj College for Women, Chennai	Reboot, Reinvent and Reignite: Reimagining the NEO Normal Era	International	23.02.2022 & 24.02.2022

6.	PG Department of Banking and Insurance Management, Ethiraj College for Women, Chennai	Digitization: A Catalyst to the Fiscal Industry	International	08.04.2021 to 09.04.2021
7.	PG Department of Banking and Insurance Management, Ethiraj College for Women, Chennai	Intellectual Capital and Knowledge Management for Business Sustainability	International	10.01.2020 to 11.01.2020
8.	PG Department of Banking and Insurance Management, Ethiraj College for Women, Chennai	Social Equity: A Catalyst to Inclusive Growth and Sustainability	International	30.01.2019 to 31.01.2019

9.	PG Department of Banking and Insurance Management, Ethiraj College for Women, Chennai	Social Innovation and Social Responsibility - A Key to Sustainable Development and Solutions	International	24.01.2018 to 25.01.2018
10.	PG Department of Banking and Insurance Management, Ethiraj College for Women, Chennai	Emerging Innovative Strategies in Business - Creating a Competitive Edge	International	28.09.2016

**CONFERENCES/WORKSHOPS/SEMINARS/DEPARTMENT ASSOCIATION ORGANISED:**

S.No	Organised by	Level	Title	Date
1.	PG and Research Department of Commerce, Ethiraj College for Women	State Level	Innovative Idea Contest	11.01.2023
2.	PG and Research Department of Commerce, Ethiraj College for Women	State Level	Circular Economy-Reduce Recycle Reuse(Short video contest)	11.01.2023

3.	PG and Research Department of Commerce, Ethiraj College for Women	State Level	Quiz Competition	15- 09- 2022
4.	PG and Research Department of Commerce, Ethiraj College for Women	State Level	Quiz Competition	11 -05-2022
5.	PG and Research Department of Commerce, Ethiraj College for Women	International Conference	Business Renaissance –TheEraof DigitalCure	20&21 April 2022
6.	PG and Research Department of Commerce, Ethiraj College for Women	State Level	Innovative Idea Contest	25 <sup>th</sup> April 2022
7.	PG and Research Department of Commerce, Ethiraj CollegeforWomen	State Level	COMET – DEPARTMENT ASSOCIATION	25 <sup>th</sup> April 2022
8.	PG and ResearchDepartmentofCommerce,Ethiraj CollegeforWomen	State Level	COMET – DEPARTMENT ASSOCIATION	27 <sup>th</sup> September 2022

### SEMINARS/WEBINARS

S.No.	Organised by	Seminar/Webinar	Title	Level	Date(s)
1	Financial Literacy Club, Ethiraj College for Women, Chennai	Webinar	Preparing today for a Better Tomorrow	State	05.03.2022

2	Department of Commerce, Directorate of Distance Education, SRM Institute of Science and Technology, Chennai	Webinar	Webinar on Financial Investments	National	13.02.2022
3	Department of Accounting & Finance, Ethiraj College for Women, Chennai	Webinar	Forensic Accounting & Fraud Deduction	State	23.12.2021
4.	PG & Research Department Of Commerce	Webinar	Values of Life	State	28.01.2022
5	Department of Adult and Continuing Education, School of Social Science, University of Madras	Webinar	Development of Research tools and Data analysis using statistical package	National	21.02.2022 & 22.02.2022
6.	Department of Commerce, Directorate of Distance Education, SRM Institute of Science and Technology	Webinar	Financial Investments	National	13.02.2022
7.	PG & Research Department of Commerce, Ethiraj College for Women, Chennai	Webinar	Demystifying Crypto: The Influx and Intentness	State	11.01.2022



8.	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	Research Insights	National	20.12.2021 to 22.12.2021
9.	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	Fostering Robust Skills on Ethics and Corporate Social Responsibility	State	11.12.2021
10.	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	Enhancing the Intellect -A Case Study Discussion	State	27.11.2021
11.	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	From Data to Decisions -The power of Data Analytics	State	29.10.2021
12.	MBA Department, Ethiraj College for Women, Chennai & SALIS	Webinar	Webinar on Open Educational Resources	State	11.07.2020
13.	PG Department of Banking and Insurance Management, Ethiraj College for Women, Chennai	Webinar	Leveraging Technology to make data driven decisions	International	01.07.2020

14	Department of Commerce(Hons),Ethiraj College for Women.	Webinar	Navigate the pandemic: A Global Perspective	International	15.06.2020 to 17.06.2020
15	IQAC of Bunts Sangha's Uma Krishna Shetty Institute of Management Studies and Research	Webinar	Public speaking and effective delivery of talk	National	30.05.2020
16	Department of Commerce(Marketing Management),Guru Nanak College, Chennai.	Webinar	Planning and Management of wealth during recession and impact of economic stimulus	National	28.05.2020
17	PG Department of Banking and Insurance Management, Ethiraj College for Women, Chennai	Webinar	Be Unstoppable	National	21.05.2020 to 26.05.2020
18	PG Department of Banking and Insurance Management, Ethiraj College for Women, Chennai	Webinar	Managing Financial Health Post Covid	State	20.05.2020
19	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	Impact Factor, H-Index and Google Scholar	State	16.05.2020

20	Department of Bank Management, Ethiraj College for Women	Webinar	Challenges and Changes during Covid-19 Pandemic	National	11.05.2020
21	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	Safeguarding Savings	State	06.05.2020

#### **CERTIFICATE COURSES /VALUE ADDED COURSES**

<b>S.No.</b>	<b>Offered by</b>	<b>Topic</b>	<b>Duration</b>
1.	National Centre for Vocational and Technical Education (A Scheme of MHRD)	Diploma in GST	3 Months – October 2021 - January 2022
2.	NPTEL SWAYAM	Services Marketing A Practical Approach (Certificate Course)	Jan-Feb 2022
3.	Common wealth of Learning	Understanding Open Educational Resources	Self learning online course
4.	Ethiraj College for Women, Chennai	Basics of LMS and Moodle	2 Weeks – August 2021

## FACULTY DEVELOPMENT PROGRAMME

S.No.	Organised by	Title	Level	Date(s)
1.	Indian Institute of Technology Madras	Research Methods in Organisational Behaviour and Human Resource Management	State	21.02.2022 to 26.02.2022
2.	PG Department of Banking & Insurance Management & Department of Bank Management & Thomas J. Watson College of Engineering and Applied Science, Binghamton University, State University of New York	Big Data Analytics	International	07.02.2022 to 15.02.2022
3.	Teaching Learning Centre, Ramanujan College, University of Delhi in collaboration with PG Department of Banking and Insurance Management	Blended Learning and Pedagogical Techniques	National	22.01.2022 to 29.01.2022
4.	PG and Research Department of Commerce, Ethiraj College for Women	Investor Awareness and Education	National	02.12.2021 to 04.12.2021
5.	Government Arts College for Men, Nandanam	Investor Awareness and Education	National	08.11.2021

6	IQAC, Ethiraj College for Women, Chennai	Recasting from Onsite to Online Pedagogy	National	20.07.2020
7	TLC, Ramanujan College, University of Delhi (Sponsored by MHRD Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)	Advanced concepts of Developing MOOCs	National	2.07.2020 to 17.07.2020
8	TLC, Ramanujan College, University of Delhi (Sponsored by MHRD Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)	Managing Online Classes and Co-Creating MOOCs:2.0	National	18.05.2020 to 03.06.2020
9	Kristu Jayanti College, Bangalore	Effective e-Content Design	National	11.06.2020 to 12.06.2020
10	Ethiraj Centre for Research, Innovation & Creativity (ECRIC), Ethiraj College for Women	Citation Database and Analysis Scientometric study	National	09.06.2020
11	PG and Research Department of Commerce, Ethiraj College for Women & Miles Education	Progressing Amidst Hindrance-Turning Adversity into Opportunity	International	08.06.2020 to 14.06.2020

12	TLC, Ramanujan College, University of Delhi (Sponsored by MHRD Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)	Open-Source Tools for Research	National	08.06.2020 to 14.06.2020
13	Department of Bank Management, Ethiraj College for Women & BetaMonks Technology Factory Pvt.Ltd.	The Unlock Down - Challenges and Opportunities in Business Post Covid	National	01.06.2020 to 08.06.2020

14	PG Department of Journalism and Communication, Ethiraj College For Women.	Research Funding and Publication	National	26.05.2020 to 28.05.2020
15	Department of Business Administration, Ethiraj College for Women.	Innovative Approaches to Management Teaching	National	25.05.2020 to 27.05.2020
16	Centre for Women Studies, Ethiraj College for Women, Chennai	Gender Sensitization	National	23.10.2019
17	Dean of Research, Ethiraj College for Women, Chennai	Research Insights, Publication and Proposal Strategies	National	15.06.2019
18	Ethiraj College for Women, Chennai	Statistical Analysis using AMOS	International	18.12.2018 to 19.12.2018

19	Ethiraj College for Women, Chennai	Statistical Analysis using SPSS and AMOS	International	21.06.2018 to 22.06.2018
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### SYMPOSIUM

S.No.	Organised by	Title	Level	Date(s)
1	IQAC, Ethiraj College for Women, Chennai.	From Potential for Excellence to Excellence in Higher Education Institutions	National	17.07.2016 to 18.07.2016

### REFRESHER COURSE

S.No.	Organised by	Title	Level	Date(s)
1	TLC, Ramanujan College, University of Delhi (Sponsored by MHRD Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)	Refresher Course in Commerce and Management	National	25.06.2021-08.07.2021



## JOURNAL PUBLICATIONS

Sl.No.	TITLE OF THE PAPER	JOURNAL NAME	UGC/ SCI/ SCIE/ WOS	ISBN / ISSN NUMBER	REFERENCE	DATE OF PUBLICATION
1	Relational Bonds, Service Quality, Customer Satisfaction and Customer Loyalty (A Comparative study among public, private and foreign Banks)	Journal of Emerging Technologies and Innovative Research	UGC	ISSN: 2349-5162	<a href="https://www.jetir.org/papers/JETIR1708024.pdf">https://www.jetir.org/papers/JETIR1708024.pdf</a>	Volume 4 Issue 8, August 2017
2	Service Quality Dimensions in the Banking Sector	Quing: International Journal of Commerce and Management		ISSN:2582-9653	<a href="https://doi.org/10.54368/qijcm.1.1.0005">https://doi.org/10.54368/qijcm.1.1.0005</a>	Volume 1, Issue 3 January-March 2021, Page 01-06
3	Perception of respondents with respect to banking sector based on categories of age groups	Malaya Journal of Matematik	UGC	ISSN 2321-5666	<a href="https://doi.org/10.26637/MJMS2101/0119">https://doi.org/10.26637/MJMS2101/0119</a>	Volume 1, Special Issue, January 2021

## AWARDS

<b>Name of the Award</b>	<b>Name of the Organisation</b>	<b>Year</b>
Recognition for Faculty Advisor of Rotaract	District Rotaract Council	2017-2018
Recognition for Faculty Advisor of Rotaract	District Rotaract Council	2018-2019
Recognition for Faculty Advisor of Rotaract	District Rotaract Council	2019-2020

## RESOURCE PERSON

<b>Name of the Organisation</b>	<b>Name of the Event</b>	<b>Year</b>
PG & Research Department of Economics	Judge for Street Play	September 2022
Anna Adarsh College for Women	Resource Person for Webinar on Financial planning and Investment Management in current scenario	May2020
New College	Question paper setting and valuation	November2018
Loyola College, Chennai	External Examiner for End semester examination	April 2017