



**Name:**Tmt. V.Jayanthi

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

**Designation:** Associate Professor

**Years of Experience:** UG:26 years PG:9 years

**Area of Specilization:** Foreign Exchange , Marketing and Management

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### MEMBERSHIP

S.No.	Details	State/National/International
1.	<b>Representative, Board of Studies</b>	Labour Studies Department, University of Madras during 2019-20 & 2021-22

### WORKSHOPS

S.no.	Organized by	State/National/International	Topic	Date(s)
1	UGC CELL, Ethiraj College for Women, Chennai.	National	Work Life Balance	22/08/2017
2	Ethiraj College for Women	National	Learning Management System and Open Educational Resources	25/01/2020
3	MBA Department, Ethiraj College for Women, Chennai in association with SALIS.	National	Working with Moodle Platform	07/07/2020 to 08/07/2020

### 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, Chennai.	International	Participated & Presented	Impact of High Involvement Work Practices on employee's Attitude &	28/09/2016

				Behaviour of Commercial Banks in Chennai	
2	Department of Bank Management, Ethiraj College for Women, Chennai.	International	Participated & Presented	Challenges and Benefits of Information Technology	24 <sup>th</sup> & 25 <sup>th</sup> January 2018
3	Department of Bank Management, Ethiraj College for Women, Chennai.	International	Participated & Presented	CSR of FMCG's & It's Impact on Consumer's Buying Behaviour – A Gender based Preferential Analysis	30 <sup>th</sup> & 31 <sup>st</sup> January 2019
4	Department of Bank Management, Ethiraj College for Women, Chennai.	International	Participated & Presented	The impact of Customer Knowledge Management & Customer Satisfaction on customer trust & Loyalty in Banking Sector	10 <sup>th</sup> & 11 <sup>th</sup> January 2020
5	Department of Bank Management & Department of Accounting & Finance(SS), Ethiraj College for Women	International	Participated & Presented	Impact of Online Learning Experience on Student Satisfaction through Student Engagement	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
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1	International Journal of Advanced Scientific Research & Development	-	p-ISSN:2394-8906   e-ISSN:2395-6089	Impact of High Involvement Work Practices on employee's Attitude & Behaviour of Commercial Banks in Chennai, IJASRD, Volume 3, Special Issue 3, Version 1	September 2016
2	Shanlax International Journal of Management	UGC Journal	ISSN:232-4643	Challenges and Benefits of Information Technology	January 2018
3	Shanlax International Journals	UGC Journal	ISSN 2321-4643	A Study on the Determinants of Customer Loyalty Towards E- Banking Services, Volume 5, Special Issue 1, Impact Factor: 2.082	January 2018
4	Journal of Emerging Technologies and Innovative Research	UGC Journal	ISSN - 2349 – 5162	CSR of FMCG's and it's impact on Consumer's Buying Behaviour - A Gender Based Preferential Analysis, JETIR, Volume 6, Issue 1, Impact Factor: 5.87	January 2019
5	Our Heritage Journal	UGC CARE Journal,	ISSN 0474 – 9030	The impact of Customer Knowledge Management & Customer Satisfaction on customer trust & Loyalty in Banking Sector , Our Heritage Journal, UGC CARE APPROVED Journal, Vol.68 No.10, Impact Factor: 6.6	January 2020
6	International Journal of Health Sciences	SCOPUS	ISSN:2550-6978	Impact of Online Learning on Student Satisfaction through Student Engagement, 6(S3), 840–848.	April 2022
7	Journal of Management & Entrepreneurship	UGC	ISSN : 2229-5348	Environmental Attitude and Green Product Purchase Intention of Consumers, Vol. 16,	May 2022

				No.2 (II), April-June 2022	
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### FDP/STTP

S.no.	Organized by	State/National/ International	Topic	Date(s)
1	PG and Research Department of Commerce, Ethiraj College for Women in collaboration with Corpversity.	National	Supercharge your Teaching- The Digital way	27/05/2020, to 29/05/2020
2	Department of Biochemistry, Ethiraj College for Women	International	Adapting to the Covid Era	12/06/2020
3	Department of Bank Management, Ethiraj College for Women.	National	THE UNLOCK DOWN- Challenges & Opportunities in Business Post Covid	01/06/2020 to 08/06/2020
4	Internal Quality Assurance Cell, Ethiraj College for Women,	National	Recasting from Onsite to Online Pedagogy	20/07/2020 to 24/07/2020
5	Department of Commerce, Ethiraj College for Women	National	Investor Education and Awareness Programme	02/12/2021 to 04/12/2021

### WEBINARS [National/International]

S.no.	Organized by	State/National/ International	Topic	Date(s)
1	Department of Commerce, Ethiraj College for Women and Prime Academy Pvt ltd	National	Safeguarding Savings	06.05.2020
2	Department of Bank Management, Ethiraj College for Women	National	Challenges and Changes Covid-19 Pandemic	11.05.2020
3	Department of Bank Management, Ethiraj College for Women	National	Managing Financial Health Post Covid	20.05.2020
4	Department of Bank	National	BE UNSTOPPABLE	21.05.2020

	Management, Ethiraj College for Women			to 26.05.2020
5	Department of Biochemistry, Ethiraj College for Women	International	Adapting to the Covid Era	12.06.2020
6	PG and Research Department of Commerce, Ethiraj College for Women	National	Alumnae Connect: Our Pride, Your Inspiration	17.06.2020 to 21.06.2020
6	Department of Bank Management, Ethiraj College for Women in association with International skill Development Corporation (ISDC)	International	Leveraging Technology to make Data Driven Decision	01.07.2020
7	MBA Department, Ethiraj College for Women, Chennai in association with SALIS	National	Open Educational Resources	11.07.2020

#### **AWARDS:**

- Certificate of Appreciation (Pride – District Rotaract Council) - 2016
- Best Faculty Coordinator of Rotaract Club of Ethiraj College from District Rotaract Council during 2017-2018.
- Dr.Radhakrishnan Teaching Excellence Award from the International Association of Lions Clubs District 324 A1| 2019-2020 on 15<sup>th</sup>September 2019.