



Name: **Dr. Veena Murali**

Qualification: M.Com., Ph.D., NET

Designation: Assistant Professor

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

Previous Experience: UG: 8 years PG: 8 years

Area of Specialization: Statistics, Organisational Behaviour

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MEMBERSHIP

S.No.	Details	State/ National/ International
1	The Madras Chamber of Commerce & Industry	State

PROJECTS

S.No.	Title	Duration	Funding agency	Amount sanctioned
1	Improving Customer Relations with Social Media Listening - Case Study of a Café	1 year	Ethiraj College Management	0.1 lakh

PROFESSIONAL DEVELOPMENT PROGRAMME

S.No.	Organised by	Title	Level	Date(s)
1	IGNOU Under Pandit Madan Mohan Malaviya National Mission on Teachers & Teaching Ministry of Education, Government of India and approved UGC (A 36 hours of training equivalent to a 6-Day short term professional development programme of UGC-HRDC)	Implementation of NEP 2020 for University and College Teachers	National	January 2023

CAPACITY BUILDING PROGRAM

S.No.	Organised by	Title	Level	Date(s)
1	IQAC & Research Cell of Bharat College of Arts and Commerce and sponsored by Indian Council of Social Science Research	Research Methodology	National	07.11.2022 to 16.11.2022

TRAINING PROGRAM

S.No.	Organised by	Title	Level	Date(s)
1	Intellectual Property Office Office of the Controller General of Patents, Designs and Trade Marks, Department for Promotion of	IP Awareness/Training program under National Intellectual Property Awareness Mission	National	26.07.2022

	Industry and Internal Trade, Ministry of Commerce and Industry, Government of India			
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WORKSHOPS

S.No.	Organised by	Title	Level	Date(s)
1	Department of Adult and Continuing Education, University of Madras	Development of Research Tools and Data Analysis using Statistical Package	National	21.02.2022 to 22.02.2022
2	Inspire Softech Solutions, Chennai	Multivariate Analysis and its Interpretation using SPSS	International	21.01.2022 to 23.01.2022
3	MBA Department, Ethiraj College for Women, Chennai & SALIS	Working with Moodle Platform	National	07.07.2020 to 08.07.2020
4	JNU WETOM III	Online Assessment and Evaluation	International	13.06.2020 to 14.06.2020
5	Institute for Statistics and Analytical Research	Statistical Data Analysis and Interpretation using SPSS	National	11.06.2020 to 14.06.2020
6	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
7	Ethiraj College for Women, Chennai	Intellectual Property Rights	National	01.02.2020
8	Ethiraj College for Women, Chennai	Learning Management System and Open Educational Resources: A Student-Centric Approach	National	25.01.2020
9	Ethiraj College for Women, Chennai	Moodle Training	National	24.01.2020

10	PG Department of Banking and Insurance Management, Ethiraj College for Women, Chennai	Health Systems Engineering and Data Analytics	International	08.01.2020 to 09.01.2020
11	Ethiraj College for Women, Chennai	NAAC Regulations: A Holistic Approach	State	12.10.2019

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	College of Management, SRM Institute of Science and Technology, Chennai	AICTE Sponsored E-Conference on Digital Innovations and Business Transformations in the Era of New Normal	National	01.06.2022 to 02.06.2022

5	MIER College of Education, Jammu	NAAC Sponsored Conference on Perspectives in Teaching, Learning and Assessment During Covid-19 Pandemic	International	19.05.2022 to 20.05.2022
6	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
7	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
8	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
9	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
10	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

11	Department of Commerce & Commerce (Hons), Ethiraj College for Women, Chennai and Confederation of Indian Industry - Young Indians	Rural Entrepreneurship: An Enterprise to Inclusive Growth	National	08.01.2018 to 09.01.2018
12	Loyola College, Chennai	Strategic Human Resource Practices	National	16.02.2017
13	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

SEMINARS/WEBINARS

S.No.	Organised by	Seminar/Webinar	Title	Level	Date(s)
1	Taylor & Francis Group	Webinar	Understanding Open Access Publishing	National	04.11.2022
2	Financial Literacy Club, Ethiraj College for Women, Chennai	Webinar	Preparing today for a Better Tomorrow	State	05.03.2022
3	Department of Commerce, Directorate of Distance	Webinar	Webinar on Financial Investments	National	13.02.2022

	Education, SRM Institute of Science and Technology, Chennai				
4	PG & Research Department of Commerce, Ethiraj College for Women, Chennai	Webinar	Demystifying Crypto: The Influx and Intentness	State	11.01.2022
5	Department of Accounting & Finance, Ethiraj College for Women, Chennai	Webinar	Forensic Accounting & Fraud Deduction	State	23.12.2021
6	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	Research Insights	National	20.12.2021 to 22.12.2021
7	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	Fostering Robust Skills on Ethics and Corporate Social Responsibility	State	11.12.2021
8	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	Enhancing the Intellect -A Case Study Discussion	State	27.11.2021
9	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	From Data to Decisions -The power of Data Analytics	State	29.10.2021
10	MBA Department, Ethiraj College for Women, Chennai & SALIS	Webinar	Open Educational Resources	State	11.07.2020
11	PG Department of Banking and Insurance Management, Ethiraj College for Women, Chennai	Webinar	Leveraging Technology to Make Data Driven Decisions	International	01.07.2020
12	PG Department of Banking and Insurance Management, Ethiraj College for Women, Chennai	Webinar	Be Unstoppable	National	21.05.2020 to 26.05.2020

13	PG Department of Banking and Insurance Management, Ethiraj College for Women, Chennai	Webinar	Managing Financial Health Post Covid	State	20.05.2020
14	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	Impact Factor, H-Index and Google Scholar	State	16.05.2020
15	Department of Bank Management, Ethiraj College for Women	Webinar	Challenges and Changes during Covid-19 Pandemic	National	11.05.2020
16	PG and Research Department of Commerce, Ethiraj College for Women	Webinar	Safeguarding Savings	State	06.05.2020
17	Department of Commerce, Commerce (Hons) and PG Department of Banking and Insurance Management, Ethiraj College for Women, Chennai	Seminar	Markatus - Disrupting the Status Quo	National	03.12.2016
18	Department of Commerce, University of Madras, Chennai	Seminar	Emerging Trends in Business Excellence and International Business - India's Perspective	International	16.09.2016

CERTIFICATE COURSES /VALUE ADDED COURSES

S.No.	Offered by	Topic	Duration
1	Commonwealth of Learning	Understanding Open Educational Resources	February 2022

2	National Centre for Vocational and Technical Education (A Scheme of MHRD)	Diploma in GST	3 Months – October 2021 - January 2022
3	Ethiraj College for Women, Chennai	Basics of LMS and Moodle	2 Weeks – July 2021
4	Moodle	Learn Moodle 3.11 Basics	4 Weeks – June 2021
5	Moodle	Learn Moodle Basics	4 Weeks – April 2020
6	Indian Institute of Management, Bangalore	Effective Business Communication	6 Weeks – February - March 2019

FACULTY DEVELOPMENT PROGRAMME

S.No.	Organised by	Title	Level	Date(s)
1	Guru Angad Dev Teaching Learning Centre, a Centre under PMMMMNMTT, Ministry of Education, Government of India in collaboration with Assumption College (Autonomous) Changanacherry	Advanced Research Methodology & Publishing	National	01.11.2022 to 30.11.2022
2	Department of Bank Management, Ethiraj College for Women & 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	Department of Bank Management, Ethiraj College for Women & TLC, Ramanujan College, University of Delhi (Sponsored by MHRD Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)	Blended Learning and Pedagogical Techniques	International	22.01.2022 to 29.01.2022
4	PG and Research Department of Commerce, Ethiraj College for Women	Investor Education and Awareness	National	02.12.2021 to 04.12.2021

5	TLC, Ramanujan College, University of Delhi (Sponsored by MHRD Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)	Online Tools for Research & Analysis	National	08.06.2021 to 14.06.2021
6	TLC, Ramanujan College, University of Delhi (Sponsored by MHRD Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)	Recent Trends and Challenges in Research	National	10.05.2021 to 18.05.2021
7	TLC, Ramanujan College, University of Delhi (Sponsored by MHRD Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)	Systematic Literature Review and Meta- Analysis	National	06.05.2021 to 12.05.2021
8	TLC, Ramanujan College, University of Delhi (Sponsored by MHRD Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)	Qualitative Data Analysis	National	27.04.2021 to 03.05.2021
9	IQAC, Ethiraj College for Women, Chennai	Recasting from Onsite to Online Pedagogy	National	20.07.2020 to 24.07.2020
10	TLC, Ramanujan College, University of Delhi (Sponsored by MHRD Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)	Advanced Concepts for Developing MOOCs	National	02.07.2020 to 17.07.2020
11	St. Joseph's College, Tiruchirappalli	Inclusive Procedures and Processes in Assessment and Accreditation by NAAC	National	30.06.2020 to 04.07.2020
12	Kristu Jayanti College, Bangalore	Effective e-Content Design	National	11.06.2020 to 12.06.2020
13	Ethiraj Centre for Research, Innovation & Creativity (ECRIC), Ethiraj College for Women	Citation Database and Analysis, Scientometric Study	National	09.06.2020
14	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

15	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
16	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
17	PG and Research Department of Commerce, Ethiraj College for Women	Supercharge your Teaching - The Digital Way	State	27.05.2020 to 29.05.2020
18	Kristu Jayanti College, Bangalore	Data Analysis using Spreadsheet	National	19.05.2020 to 22.05.2020
19	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
20	Kristu Jayanti College, Bangalore	Role of Teachers in Quality Enhancement and Accreditation	National	11.05.2020 to 18.05.2020
21	Ethiraj College for Women, Chennai	Statistical Analysis using AMOS	International	18.12.2018 to 19.12.2018
22	Ethiraj College for Women, Chennai	Quality Publications & E-Learning	State	19.09.2018
23	Ethiraj College for Women, Chennai	Statistical Analysis using SPSS and AMOS	International	21.06.2018 to 22.06.2018

FACULTY ENRICHMENT PROGRAMME

S.No.	Organised by	Title	Level	Date(s)
1	Primax Foundation, St.Claret College, Shrimati Indira Gandhi College and St.Francis De Sales College, Bengaluru	Aligning with the New Educational Era	National	21.02.2022 to 26.02.2022

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

PAPERS PRESENTED

S.No.	Organised by	Title of the Conference	Title of the Paper	Level	Month & Year
1	School of Commerce, The American College, Madurai & School of Business, St.Joseph's University, Bengaluru	Business Dynamics & Sustainable Development	Influence of Green Consumer Buying Behaviour on Sustainable Green Marketing – Evidence from Green Marketing Mix	International	January 2023
2	College of Management, SRM Institute of Science and Technology, Chennai	AICTE Sponsored E-Conference on Digital Innovations and Business Transformations in the Era of New Normal	Higher Education Teachers' Professional Development and Covid-19 Pandemic: A Paradigm Shift	National	June 2022
3	MIER College of Education, Jammu	NAAC Sponsored Conference on Perspectives in Teaching, Learning and Assessment During Covid-19 Pandemic	Role of Information Technology in Professional Development during Covid-19 – A study with reference to Whole Teacher Approach	International	May 2022
4	Department of Commerce &	Rural Entrepreneurship: An Enterprise to Inclusive Growth	Rural Entrepreneurship – A Catalyst for Sustainable Growth	National	January 2018

Commerce (Hons), Ethiraj College for Women, Chennai and Confederation of Indian Industry - Young Indians					
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JOURNAL PUBLICATIONS

S.No.	Title of the Paper	Journal Name	UGC/ SCI/ SCIE/ WOS	ISBN / ISSN Number	Link to the relevant document	Date of Publication
1	Understanding the Underlying Structure – A Rokeach Value Survey in the Banking Sector	Journal of Management & Entrepreneurship	UGC Care-Approved with Impact Factor 4.257	ISSN 2229-5348	https://www.researchgate.net/publication/362644336_UNDERSTANDING_THE_UNDERLYING_STRUCTURE_-_A_ROKEACH_VALUE_SURVEY	Vol.16, No.1 (III), January-March 2022
2	Effect of High Performance Work Practices on Employee Outcomes: A Meta-Analysis	Adalya Journal	UGC Care-Approved with Impact Factor 5.3	ISSN 1301-2746	https://www.dropbox.com/s/flesck6cwqxsra4/110-Sep-1832.pdf?dl=0	Vol.8, Issue 9, September 2019
3	A Structural Modelling of High Performance Work Practices and Employee Outcomes	The International Journal of Analytical and Experimental Modal Analysis	UGC Care-Approved with Impact Factor 6.3	ISSN 0886-9367	https://www.researchgate.net/publication/351121294_A_STRUCTURAL_MODELING_OF_HIGH_PERFORMANCE_WORK_PRACTICES_AND_EMPLOYEE_OUTCOMES	Vol.XI, Issue XI, November 2019

4	High Performance Work Practices and Behavioural Outcomes	International Journal of Management and Social Science Research Review	Peer-Reviewed with Impact Factor 3.996	p-ISSN: 2349-6738 e-ISSN: 2349-6746	https://www.researchgate.net/publication/362643900_HIGH_PERFORMANCE_WORK_PRACTICES_AND_BEHAVIOURAL_OUTCOMES	Volume No - 1, Issue No - 3 January, 2017
5	High Performance Work Practices - A Demographic Insight	International Journal of Advanced Scientific Research & Development	Peer-Reviewed with Impact Factor 2.415	p-ISSN: 2394-8906 e-ISSN: 2395-6089	https://www.researchgate.net/publication/362644096_HIGH_PERFORMANCE_WORK_PRACTICES_-_A_DEMOGRAPHIC_INSIGHT	Volume 03, Special Issue 03, Version I September, 2016
6	Conceptualisation of High Performance Work Practices - A Global Outlook	International Journal of Advanced Scientific Research & Development	Peer-Reviewed with Impact Factor 2.415	p-ISSN: 2394-8906 e-ISSN: 2395-6089	https://www.researchgate.net/publication/362644165_CONCEPTUALIZATION_OF_HIGH_PERFORMANCE_WORK_PRACTICES_-_A_GLOBAL_OUTLOOK	Volume 03, Special Issue 02 September, 2016