



Name: J.Haripriya  
Qualification : M.Com, M.Phil, NET  
Designation : Assistant Professor  
Years of Experience: UG: 3 PG: Nil  
Previous Experience: UG&PG: 2  
Area of Specialization: (any two): Entrepreneurship development,  
Security Analysis and Portfolio Management  
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### WORKSHOPS

| S.no. | Organized by  | State/National/International | Topic   | Date(s)    |
|-------|---|------------------------------|---|------------|
| 1     | Queen Mary's College and southern India Regional council (SIRC) of The Institute of Chartered Accountants of India (ICAI) | State                        | Indian Accounting Standards and its Application in UG and PG Curriculum | 30.01.2020 |

### CONFERENCES ATTENDED / PRESENTED PAPER

| S.no.                    | Organized by               | State/National/International | Participated/Presented     | Title   | Date(s)    |
|--------------------------|----------------------------|------------------------------|----------------------------|---|------------|
| <b>Name: J.Haripriya</b> |                            |                              |                            |   |            |
| 1.                       | Ethiraj College for Women, | International<br>UGC CARE    | Participated and Presented | A study on Antecedents of Risk Perception and | 23/02/2022 |

|    |   |                        |                            |   |            |
|----|---|------------------------|----------------------------|---|------------|
|    | Chennai   |                        |                            | Consumers attitude towards using M-Commerce Services  |            |
| 2. | Ethiraj College for Women, Chennai                      | International UGC CARE | Participated and Presented | A study on effects of sensory marketing on consumer buying behaviour in select organised retail stores                  | 11/02/2020 |
| 3. | Ethiraj College for Women, Chennai                      | International UGC CARE | Participated and Presented | A study on the influence of social media on E-learning and its effect into mainstream curriculum among college students | 11/02/2020 |
| 4. | Ethiraj College for Women, Chennai                      | International UGC CARE | Participated and Presented | A study on Consumer buying behaviour in select organised retail stores triggering the scenes                            | 09/01/2019 |
| 5. | ShriShankar Lal Sundarbai Shasun Jain College for women | National               | Participated and Presented | Impact of Service Quality on Customer satisfaction: Study between Airtel and Vodafone                                   | 27/02/2016 |

*\*Best paper award kindly do put asterisk*

*API format to be followed*

### JOURNAL PUBLICATIONS

| S.N O. | JOURNAL NAME                             | UGC /SCI/SCIE/WOS | ISBN / ISSN NUMBER | REFERENCE | DATE OF PUBLICATION/DOI |
|--------|--|-------------------|--------------------|-----------|-------------------------|
| 1.     | Journal of the Asiatic Society of Mumbai | UGC Approved      | ISSN: 09720766     |           | FEB 2022                |
| 2.     | Our Heritage Journal                     | UGC approved      | ISSN: 0474-9030    |           | Feb 2020                |

|    |  |              |                |  |            |
|----|--|--------------|----------------|--|------------|
| 3. | International Journal of research and Analytical Reviews | UGC approved | ISSN 2349-5138 |  | March 2019 |
|----|--|--------------|----------------|--|------------|

### FDP/STTP

| S.no. | Organized by                       | State/National/International | Topic   | Date(s)  |
|-------|------------------------------------|------------------------------|---|--|
| 1     | Ethiraj College for Women, Chennai | National                     | Innovative Approaches to Management Teaching                      | 25 <sup>th</sup> to 27 <sup>th</sup> May, 2020 |
| 2     | Ethiraj College for Women, Chennai | International                | Progressing Amidst Hindrance – Turning Adversity into Opportunity | 8 <sup>th</sup> to 14 <sup>th</sup> June, 2020 |
| 3     | Ethiraj College for Women, Chennai | National                     | Quality Publications and E-Learning                               | 19 <sup>th</sup> September, 2018               |

### WEBINARS [National/International]

| S.no. | Organized by                            | State/National/International | Topic  | Date(s)                    |
|-------|---|------------------------------|--|----------------------------|
| 1     | Agurchand Manmull Jain College, Chennai | International                | Emerging Avenues in HEIs : A Holistic Approach                                     | 27 <sup>th</sup> May, 2020 |
| 2     | Ethiraj College for Women, Chennai      | National                     | Developing a Future Workforce for the Business Analytics and AI Driven Enterprises | 25 <sup>th</sup> May, 2020 |
| 3     | Ethiraj College for Women, Chennai      | National                     | Impact Factor, H index and Google Scholar  | 16 <sup>th</sup> May, 2020 |