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WORKSHOPS

S.no.	Organized by	State/National/International	Topic	Date(s)
1	Dean of Academics and Dean of Research, Ethiraj College for Women, Chennai.	National	One day Workshop on Academics & Research	01/02/2017
2	UGC CELL, Ethiraj College for Women, Chennai.	National	Work Life Balance	22/08/2017
3	Ethiraj College for Women	National	Learning Management System and Open Educational Resources	25/01/2020
4	Queen Mary's College.	State	Indian Accounting Standards and its Application in UG & PG Curriculum	30/01/2020
5	REST Society for Research International (RSRI), Krishnagiri, Tamil Nadu	International	Research Methodology	12/04/2020 to 14/04/2020
6	Indian Academic Researchers Association (IARA), Tiruchirappalli, Tamil Nadu	National	Reference Management Tools and Online Citation Database	19/04/2020 to 21/04/2020.
7	Wilson College & KES' Shroff College of Arts & Commerce & Vasantodada Patil Institute of Management Studies & Research in association with University of Mumbai	International	Research Methodology	19/05/2020 to 25/05/2020
8	MBA Department, Ethiraj College for Women, Chennai in association with SALIS.	National	Working with Moodle Platform	07/07/2020 to 08/07/2020
9	Department of Business Administration, Maharaja Agrasen Institute of Management Studies Under aegis of IQAC in association with Think Quest Club & Collaboration with Elsevier	National	Fundamentals of Publishing in Top Journal	16/06/2021.
10	Global Institute of Statistical Solution (GISS)	International	Data Analysis using R Commanders	23/06/2021 to 25/06/2021
11	PG and Research Department of Commerce (Shift-I) in Association with Patrician Research Committee, Patrician	National	Creation of Research ID's	03/07/2021

	College of Arts & Science			
12	Department of Bank Management, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai	National	Research Methodology	15/11/2021 To 18/11/2021

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 & Behaviour of Commercial Banks in Chennai	28/09/2016
2	Department of Bank Management, Ethiraj College for Women, Chennai.	International	Participated & Presented	A Study on the Determinants of Customer Loyalty Towards E- Banking Services	24 th & 25 th 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 th & 31 st 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 th & 11 th January 2020
5	Department of Commerce M.O.P Vaishnav College for Women held on 4th February 2020	National	Participated & Presented	Usage of 'E-WOM' as a marketing tool in the social media space"	4 th February 2020
6	Maniben Nanavati Women's College, Mumbai & Inspira Research Association,	International	Participated and presented	Social Media Perceptions on Public Health Awareness and Behavioural Changes During the Covid19 Pandemic	4 th and 5 th June 2021

	Jaipur, India				
7	Lexicon Management Institute of Leadership and Excellence, Pune	International	Participated and presented	Social Media Marketing Activities and Its Influence on Brand Love: Perceptive Based on Clothing Brands	4 th and 5 th September 2021
8	Department of Bank Management (SS) & Department of Accounting & Finance (SS), Ethiraj College for Women, Chennai	International	Participated	Conference Title - "Reboot, Reinvent & Reignite: Reimagining the Neo Normal Era"	23rd and 24th of February 2022

CERTIFICATE COURSES /VALUE ADDED COURSES

S.no.	Offered by	Topic	Duration
1	Udmy	IBM SPSS AMOS Foundation course: SEM Scratch to Advanced	6 Total Hours [completed on 26 th November 2020]
2	MOODLE	Learn Moodle 3.11 Basics	Four weeks [completed on 3 rd July 2021]
3	Commonwealth of Learning	Online course on Understanding Open Educational Resources (OER)	completed on February 21, 2022]

JOURNAL PUBLICATIONS

S.NO.	JOURNAL NAME	UGC /SCI/SCIE/ WOS	ISBN / ISSN NUMBER	REFERENCE	DATE OF PUBLICATION/D OI
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 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
3	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

4	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
5	The Mattingley Publishing Co., Inc.	Scopus Indexed Journal	ISSN: 0193-4120	Usage of “E-WOM” as a Marketing Tool in the Social Media Space” Page No. 1835-1840. http://testmagazine.biz/index.php/testmagazine/article/view/3828/3360	March - April 2020
6	Shodh Sanchar Bulletin -An International Bilingual Peer Reviewed Refereed Research Journal	UGC CARE Journal,	ISSN 2229-3620	Social Media Marketing Activities and Its Influence on Brand Love: Perceptive Based on Clothing Brands, Vol 11- Issue 41- January - March 2021- Page Nos.44-52	January -March 2021
7	Journal of the Asiatic Society of Mumbai	UGC CARE Approved, Peer Reviewed and Referred Journal	ISSN 0972-0766	Social Media Perceptions, Public Health Awareness and Public Behavioural Changes during the Covid19 Pandemic, Journal of the Asiatic Society of Mumbai, ISSN :0972-0766, Vol.: XCV, No:13,2022.	2022

FDP/STTP

S.no.	Organized by	State/National/International	Topic	Date(s)
1	Ethiraj College for Women	National	Two Day Faculty Development Programme on Statistical analysis using SPSS and AMOS	21/06/2018 to 22/06/2018
2	Ethiraj College for Women	National	Two Day Faculty Development Workshop on Statistical analysis using AMOS	18/12/2018 to 19/12/2018
3	Adarsh AIMIT, Bengaluru, Karnataka	International	Faculty Development Programme on “Develop the Ability to Write Research Proposal”	24/04/2020.
4	M.O.P. Vaishnav College for Women (Autonomous)	National	Online Faculty Development Program on - Impact of COVID-19 & Management of Personal Finances through this period	09.05.2020
5	R&D Cell and IQAC of Velalar College of Engineering and Technology,	National	Three Days Online Faculty Development Programme on	11/05/2020 to 13/05/2020.

	Erode, Tamil Nadu		“Improving your Research Visibility – Research Impact and Metrics”	
6	Teaching Learning Centre Ramanujan College, University of Delhi	National	Two Weeks Faculty Development Programme on "MANAGING ONLINE CLASSES and CO-CREATING MOOCS:2.0"	18/05/2020 to 03/06/2020
7	Department of Bank Management, Ethiraj College for Women	National	One week Online Faculty Development Programme on “THE UNLOCK DOWN- Challenges & Opportunities in Business Post Covid”	01/06/2020 to 08/06/2020
8	Ethiraj Centre for Research, Innovation & Creativity (ECRIC), Ethiraj College for Women	National	Online Faculty Development Programme on “Citation Database and Analysis, Scientometric Study”	09/06/2020
9	Teaching Learning Centre Ramanujan College, University of Delhi	National	One Week Faculty Development Programme on “Open-Source Tools for Research”	08/06/2020 to 14/06/2020
10	The School of Management, Kristu Jayanti College (Autonomous), Bengaluru	National	Online Faculty Development Programme on “Inclusive Research Methods”	17/06/2020 to 24/06/2020
11	Teaching Learning Centre Ramanujan College, University of Delhi in association with Indian Accounting Association, NCR Chapter	National	14 Days Online Faculty Development Programme on “Data Analysis for Research in Social Science”	17/06/2020 to 30/06/2020
12	Internal Quality Assurance Cell, Ethiraj College for Women	National	Faculty Development Programme on “Recasting from Onsite to Online Pedagogy”	20/07/2020 to 24/07/2020
13	Internal Quality Assurance Cell, M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS) Chennai	National	8 Days National Level Capacity Building Programme “A TEACHER’S TOOL KIT”	18/01/2021 to 25/01/2021
14	Internal Quality Assurance Cell and School of Commerce, Shri ShankarlalSundarbaiShasun Jain College for Women, Chennai	National	Research Methodology	22/03/2021 to 29/03/2021
15	Dr.R.Ravanan, Joint Director of Collegiate Education, Chennai and Special Minds	International (Training Programme)	Statistical Analysis using SPSS	26/03/2021 to 28/03/2021
16	Teaching Learning Centre Ramanujan College,	National	Recent Trends and Challenges in Research	10/05/2021 to

	University of Delhi (Sponsored by MHRD Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)			18/05/2021
17	Department of Commerce, Ethiraj College for Women in association with Sraddha Academy for Financial Education	National	Investor Education and Awareness Programme	02/12/2021 to 04/12/2021
18	IQAC Cell, Shri ShankarlalSundarbaishasun Jain College for Women, Chennai in collaboration with IQAC Cluster, India	National	“Understanding NAAC Criteria – Marching towards Excellence”	6 th to 11 th December 2021
19	Department of Mathematics and Humanities, S.V. National Institute of Technology, Surat, Gujarat	National (STTP)	“Data Analysis for Qualitative and Quantitative Research”	13 th to 17 th December 2021
20	Department of Bank Management, Ethiraj College for Women, Chennai	International	‘Big Data Analytics’	7 th to 15 th February 2022.

WEBINARS [National/International]

S.no.	Organized by	State/National/International	Topic	Date(s)
1	Department of Commerce, University of Madras, Chennai and Elsevier	National	Use of Elsevier Tools in Research Workflow	05/05/2020.
2	Department of Bank Management, Ethiraj College for Women,	National	Challenges and changes during Covid-19 Pandemic	11/05/2020
3	PG and Research Department of Commerce, Ethiraj College for Women in collaboration with Wiley and Miles Education	National	Impact Factor, H index and Google Scholar	16/05/2020
4	Department of Bank Management, Ethiraj College for Women,	National	Managing Financial Health Post Covid	20/05/2020
5	Department of Bank Management, Ethiraj College for Women,	National	BE UNSTOPPABLE	21/05/2020 to 26/05/2020
6	Department of BCA, Ethiraj College for Women, Chennai in association with Pantech Learning	National	Cloud Computing	15/06/2020
7	Nirmala Institute of Education, Altinho-Panaji, Goa and Research Centre of DPM’s Shree Mallikarjun&Shri Chetan Manju Desai College, Canacona, Goa	National	An Introduction to Research in Social Science	25/06/2020 to 26/06/2020
8	Department of Bank Management, Ethiraj College for Women, Chennai in association with International	International	Leveraging Technology to Make Data Driven Decision	01/07/2020

	Skill Development Corporation			
9	The School of Management, Kristu Jayanti College (Autonomous), Bengaluru	International	Contemporary Accounting Trends	30/11/2020
10	Department of Commerce, KUMARARANI MEENA MUTHIAH COLLEGE OF ARTS & SCIENCE, Chennai	State	Ph.D education in a knowledge society: An Interpretation of Ph.D education in India	05/03/2021
11	PG & Research Department of Commerce, Ethiraj College for Women, Chennai	National	“Research Insights”	20th to 22nd December 2021
12	Department of Accounting & Finance(SS), Ethiraj College for Women, Chennai	National	Forensic Accounting and Fraud Deduction	23/12/2021