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SCOPUS Author ID: 57211332381

Academic Contributions

- Vice- Principal SFS, Since June 2019 – till date
- **Ph.D Guideship:** _Approval/2019/066 Dt 31/01/2020. Guiding four Candidates
- Guiding M.phil Students in Commerce since 2017
- Deputy Controller of Examinations (December 2018 – May 2019)
- Head the Department of Commerce B.Com(Gen) – Self Finance Stream (2016-2019)
- GST – Certificate course coordinator- (2017-18, 2018-19)
- Member of Semester Exams Malpractice Committee (2018)
- Admission Coordinator – Self Finance Stream during 2017-18 and 2015-16.
- CMA- Support Centre Coordinator (2014-18) . The support centre has produced goods results in both Foundation and Intermediate
- Member of Fine Arts Committee at SDNBV during 2014-2015.
- Staff secretary of the Self Finance Stream during 2013-14 at SDNBV.

Qualification

| Qualification | Subject | University | Year |
|--------------------|-----------|--|------------|
| Ph.D | Commerce | University of Madras | June 2016. |
| M.Phil | Marketing | Madurai Kamraj University | Nov 2005 |
| P.G – M.COM | M.Com | Annamalai University | May 1996 |
| U.G – B.COM | B.Com | Anna Adarsh College, Madras of Madras | April 1994 |
| XII | Commerce | Vivekananda Vidhyalaya | April 1991 |

Other Educational Qualifications:

| Qualification | Subject | University | Date | Details |
|---------------------------|-------------------|------------|-----------|--|
| Ph.D. Research Supervisor | Commerce | UOM | Jan 2020 | Approval/2019/066 Dt 31/01/2020. Guiding four Candidates. |
| UGC - NET | Commerce | UGC | Jun 2013 | Regn No. 36080877 Jun 2013 Regn No 36081343 Dec 2013 |
| CMA | Costing | ICWAI | June 1998 | CMA Membership No. 38297 Dt (01/04/2015) |
| Diploma in Systems Mgt. | Computer Software | N.I.I.T | Nov 1992 | |

Work Experience

| Period | Years | Institution | Designation |
|-------------------------------|-------|--|---|
| Jun 2001 –2021 (Present) | 20 | S.D.N.B. Vaishnav College for Women, Chromepet, | Vice Principal SDNBVC (Self Finance Stream) |
| 1998-1999 | 1 | Nittany Decision Services Taramani | Analyst (Accounts Receivables) |
| 1996-1998 | 2 | T.I.Cycles of India , Ambattur | Senior Accounts Officer |

Publication in Journals

| SN O | MONTH-YEAR | NAME OF THE JOURNAL | ISSN NO | TITLE OF THE PUBLICATION |
|------|---------------|---|---|---|
| 1 | Apr-June 2015 | DBJC Journal of Business Research | 2248-9711 | FACTORS DETERMINING ENTREPRENEURIAL TRAITS – A STUDY WITH REFERENCE TO ARTS AND SCIENCE COLLEGES IN CHENNAI |
| 2 | Jan- Mar 2018 | International Journal of Business and Administration Research Review (IJBARR) -Peer reviewed Quarterly Journal | 2348-0653 EISSN 2347-856 X Vol.3, Issue -21, Page 140-146 Impact Factor: 4.729 | WOMEN IN LABOUR FORCE IN INDIA - AN ANALYSIS http://www.ijbarr.com/downloads/0805201822.pdf |
| 3 | Feb 2019 | International Journal of Business and Management Invention(IJBMI) -Online, Open access, Peer reviewed, bi- monthly Journal | EISSN: 2319-8028 PISSN: 2319-801X Vol8- Issue No.2, Page: 01-08 IF : 4.135 (SJIF) | IMPACT OF DIGITAL MONEY TRANSACTIONS ON INDIAN WOMEN http://www.ijbmi.org/papers/Vol(8)2/Series.%20I/A0802010108.pdf |

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|----|----------|--|--|---|
| 4 | Sep 2019 | International Journal of Innovative Technology and Exploring Engineering (IJITEE) -Scopus indexed Journal | ISSN: 2278-3075, IF: 5.5 Volume-8, Issue-11S, Page : 751-756, September 2019 | INDIAN TWO WHEELERS GO ELECTRIC- SETTING STAGE FOR THE E-REVOLUTION https://www.ijitee.org/wp-content/uploads/papers/v8i11S/K113109811S19.pdf |
| 5 | Oct 2019 | ADALYA JOURNAL -Blue Eyes Intelligence Engineering and Sciences Publication - VELSNAACON-2019 NATCON - 17th Oct 19-Scopus indexed | ADALYA JOURNAL: IF: 5.3 ISSN NO. 1301-2746 Volume 8- Issue 10, Page : 536-543 | PROSPECTS FOR INDIA BECOMING A 5 TRILLION \$ ECONOMY BY 2024 – AN ANALYSIS http://www.adalyajournal.com/VELSNAACON-2019-Volume-8-Issue-10/ |
| 6 | Nov 2019 | GIS BUSINESS - National conference at- Christ College of Arts and Science , Avadi on 15th November 2019- <u>Scopus indexed journal</u> | GIS BUSINESS Journal ISSN: 1430-3663 Vol 14, Issue 6, November-December 2019, | DIGITAL TRANSFORMATION OF INDIAN BUSINESS – AN ANALYSIS https://journals.eduindex.org/index.php/gis/article/view/11687 |
| 7. | JAN 2020 | Indian Journal of Ecology- Conference - ICMRS 2020, Christ University Lavasa Campus, - <u>Scopus indexed journal</u> | Indian Journal of Ecology (2020) 47 Special Issue (9): 102-107, Manuscript Number: S-309 NAAS Rating: 4.96 | SMART PHONE ADDICTION AMONG INDIAN YOUTH Indian Journal of Ecology (2020) 47 Special Issue (9): 102-107, Manuscript Number: S-309 NAAS Rating: 4.96 |

Paper presentations & Publications in other colleges:

| SNO | MONTH-YEAR | CONFERENCE & SEMINAR TITLE | ORGANISED BY | ISBN NO | TITLE OF THE ARTICLE |
|-----|--------------|--|---|--------------------|---|
| 1 | 01/MAR 2013 | BIZAD-2K13 : Contemporary Issues In Management | SRM UNIVERSITY – Dept. of Business Administration | 978- 81-923607-6-8 | Entrepreneur Challenges in Resource Management with Special reference to Micro Small Medium Scale Enterprises |
| 2 | 14/ SEP 2012 | ICON 2012: Competitive Business Strategies For Sustainable Development | HINDUSTAN COLLEGE OF ARTS AND SCIENCE – Dept. of Business Admn. | 978-93-81208-11-3 | Effective Marketing Strategy for Strategic Management |
| 3 | 21/AUG 2009 | NATIONAL SEMINAR ON: Post Liberalisation And Globalisation Scenario On Micro Small And Medium Enterprises In India | GOVT. ARTS COLLEGE (MEN) NANDANAM | | Presented Paper Titled:“ Micro Small and Medium enterprises Challenges and Government Support” |

| | | | | | |
|---|-----------------|---|--|--|--|
| 4 | 04/MAR 2009 | NATIONAL SEMINAR ON The Triple Impact Of Global Meltdown | UNIVERSITY OF MADRAS – Department of Commerce | | Presented Paper Titled: “ Impact of Global Meltdown on Indian Economy” |
| 5 | 27/ FEB 2009 | NATIONAL SEMINAR ON Housing Needs And The Role Of Institutions Providing Housing Finance | GOVT. ARTS COLLEGE (MEN) NANDANAM | | Presented Paper Titled: “ Institutions Providing Housing Finance” |

CONFERENCE ,WORKSHOPS, FACULTY DEVELOPMENT PROGRAMS (OTHER THAN SDNBVC)

| SNO | DATE | PROGRAM TYPE | TOPIC | ORGANISED BY |
|-----|--------------------------------|--|---|--|
| 1 | 31/08/2004 | UGC Sponsored National Seminar | Development of Entrepreneurs Among Women in Unorganised Sector Through Self Help Groups | M.O.P. Vaishnav College for Women |
| 2 | 21/12/2012 | State Level Conference | Establishment of Entrepreneurship Development cells in Higher Education Institutions in Tamil Nadu | ENTREPRENEURSHIP DEVELOPMENT INSTITUTE - GUINDY |
| 3 | 23/01/2012 to 06/02/2012 | Faculty Development Program (FDP) | FDP in Entrepreneurship | NSTEDB-Ministry of Science & Technology, & Centre for Entrepreneurship Development Tamil Nadu at -Daanish Ahmed College of Engineering |
| 4 | 18/02/2013 | Entrepreneurship Training Program for College Teachers | Entrepreneurship Training Program for College Teachers | University of Madras & GOI- Dept. of Higher Education & ESDC |
| 5 | 28/10/2012 TO 25/11/2012 | Management Development Program | How to improve your business | MSME-Chennai at Sathyabhama Engg. College |
| 6 | 09/07/2017 | Faculty Orientation Program | Train the Trainers | ICMAI - SIRC |
| 7 | 03/12/2018 | Faculty Development Program (FDP) | FDP on Securities Market | NISM and UOM |
| 8 | 21/11/19 | National Level workshop on NIRF India Ranking | NIRF India Ranking | Marian College Kuttikkannam in Association with Institute of Academic Excellence-Hyderabad |