

CURRICULUM VITAE



Dr. R. SHANTHI

PERSONAL INFORMATION

Name : **R. SHANTHI**
Date of Birth : **19.05.1967**
Nationality : **Indian**
Position : **Associate Professor**
Employee ID # : **20589**
Sex : Female
Civil Status : Married with one son
Institution Address : **Dr. R. SHANTHI., M. Com., M.B.A.,Ph.D.,M.A**
Associate Professor
Department of Commerce
University of Madras, Chepauk
Chennai - 600 005
Tamil Nadu, India.

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➤ **EDUCATION INFORMATION:**

2018 M.A., Vaishnavism, University of Madras, India.

2013 M.B.A., Management Studies, University of Madras, India.

1994 Ph. D., Department of Commerce, University of Madras, Chennai, India.

1989 M. Com., Department of Commerce, Bharathidasan University, India.

1987 B. Com., Department of Commerce, Bharathiar University, India

➤ **TEACHING EXPERIENCE**

Name of the Institution	Designation	Date of Appointment	Nature of Appointment – Permanent/Temporary	Total Years of Experience
University of Madras	Associate Professor	05.06.2005 – Till Date	Permanent	16 years
University of Madras	Teaching cum Research Fellow (TRF)	02.01.2005 – 30.05.2005	Temporary	5 Months
TMC Business School Singapore.	Senior Lecturer	24.08.2001 – 21.08.2004	Permanent	4 Years
B.S.AbdurRahman University	Lecturer	01.07.1997 - 14.08.2001	Permanent	4 Years
Kothari Academy for Women	Lecturer	01.06.1996- 30.06.1997	Permanent	1 year

COMPUTER COMPETENCE

Operating System	:	MS-DOS, Windows XP, Windows 7.
Software	:	MS-Office 2010, Excel, Power point.
Statistical Package	:	SPSS, AMOS

SPECIALISED SUBJECT

- ❖ Marketing and Banking

AWARDS/HONORS

- ❖ Dr. R Shanthi And Jeba Samuel P M have been awarded the Best Paper prize for the paper titled **“Binge + New Normal Technology adopted in India”** the 4th National Business Research Conference on Emerging Business Trends in post-Covid 19 (EBTC19) at DB Jain College, Chennai held on 4th December 2020.
- ❖ Dr. R Shanthi, J. Bhanu Priya, and M.Rekha have been awarded the best presentation prize for the paper titled **"Social Advertisement Awareness and Social Media Engagement Attitude of Consumers: An Empirical Examination"** SIMSARC18SIMS 9th Annual International Research Conference on Communication, Commerce, Connectivity, Culture: Implication for Business & Society, organised by Symbiosis Institute of Management Studies, A Constitue of Symbiosis International (Deemed University) Pune, held on 18th and 19th December 2018.
- ❖ Dr. R Shanthi and M. Rekha have been awarded the Best research paper on **"A study on people perception of Digital India"** in the International Conference on Innovation, Entrepreneurship and Economy for Sustainable Development, organised by the Department of Management Studies, Sri Sai Ram Institute of Management Studies, Chennai held during 10th and 11th Oct 2018.
- ❖ S. Sangeetha and Dr. R Shanthi have been awarded the Best research paper on **"Role of Information Technology in Nurturing Millennial Startups"** in the International Conference on Innovation, Entrepreneurship and Economy for Sustainable Development, organised by the Department of Management Studies, Sri Sai Ram Institute of Management Studies, Chennai held during 10th and 11th Oct 2018.

- ❖ S. Sangeetha and Dr. R Shanthi have been awarded the Best research paper on "**Role of Information Technology in Nurturing Millennial Startups**" in the International Conference on Innovation, Entrepreneurship and Economy for Sustainable Development, organised by Department of Management Studies, Sri Sai Ram Institute of Management Studies, Chennai, held on 10th and 11th October 2018. Published in Sanhya International Journal of Management and Technology Vol.7, Issue 1, October 2018, Pg. 155-163, ISSN: 0975-3915.
- ❖ Dr. R. Shanthi and M. Vidya have been awarded Best paper award for paper titled "**A study on the customer relationship management in the banking sector with concerning to public sector banks in Chennai**" published in the SIMS Journal of Applied Management & Research in Jan – June 2013, Volume 1 issue.2, with the ISSN number 2278-3326.
- ❖ Received **Bharat Jyoti Award** from Dr.Bhishma Narain Sign, Former Government of Tamil Nadu and Assam at a seminar on Economic Growth & National Integration at New Delhi on 10th June 2013.
- ❖ Dr. R. Shanthi and V. Chitra have been awarded Best paper award for paper titled "**Impact of Cultural intelligence and OCB towards In role performance of Public sector bank employees-with reference to Chennai**" in the International level conference on "**Contemporary issues in management**" Organized by the Business Administration Faculty of Science And Humanities, SRM University, In association With the Institute Of Company Secretaries of India (ICSI- SIRC) On 28th February &1st March 2013. (Published in ISBN Volume).

PATENT

- Patent Applied-**Cordic-Based QR Decomposition for Mimo**, Patent No: 2021100315, 2021.
- Patent Applied-**Design of I-Health using NFC for monitoring storing and accessing patient health information** in single tap application number – 202041041632, Journal number 40/2020, Journal date, 2/10/2020.

RECOGNITION

- Consulting Committee Member – ECH
 - 2020-2021 RUSA 2.0 “**Entrepreneurship & Career Hub**”, University of Madras

- **Job fair Co-ordinator:** Dr.R.Shanthi, Associate Professor, Department of Commerce, University of Madras, acts as Job fair Co-ordinator for Cheapuk Campus-2018.

- Dr.R.Shanthi, Associate Professor, Department of Commerce, University of Madras, act as **Retail Convenor in FICCI** (The Federation of Indian Chambers of Commerce & Industry) Tamil Nadu State Council for 4 Years (2012-2016).

- ❖ **Member of Editorial Board**
 - 2016 - SDNB Vaishnav College for women, Chrompet, Chennai
 - 2016 – Amity Journal of Management Research (AJMR), Amity Directorate of Management & Allied Areas (ADMAA), Amity University, Sector – 125, Noida, U.P.-201301.

- ❖ **Member of Board:**
 - March 2021 - **IDE-University of Madras New Syllabus in Diploma Courses** at University of Madras, Chepauk, Chennai.
 - Feb 2021 – UG Commerce program for the academic year 2021-2022 at Manonmaniam Sundaranar University.
 - Feb 2021 – University Nominee at S.D.N.B Vaishnav College for Women (Autonomous), Chrompet, Chennai.
 - Oct 2019 – B.com Banking Management at S.D.N.B Vaishnav College for Women (Autonomous), Chrompet, Chennai.
 - Aug 2019 – School Board of Maritime Management of Indian Maritime University
 - Aug 2019 – Commerce to set up under autonomous pattern at Ethiraj College for Women (Autonomous), Chennai.
 - May 2019 – Commerce to set up under autonomous pattern at S.D.N.B Vaishnav College for Women (Autonomous), Chrompet, Chennai.

- April 2019 - Department of Commerce to set up under autonomous pattern at Ethiraj College for Women (Autonomous), Chennai
- Feb 2019 - Department of Commerce to set up under autonomous pattern at Women's Christian College (Autonomous), Chennai
- Feb 2019 - Commerce to set up under autonomous pattern at S. D. N. B. Vaishnav College for Women (Autonomous), Chrompet, Chennai
- Feb 2019 - a scrutiny board examiner for M.Phil End semester examination at S. D. N. B. Vaishnav College, Chrompet, Chennai
- July 2018 - Department of Commerce to set up under autonomous pattern at S. D. N. B. Vaishnav College for Women (Autonomous), Chrompet, Chennai
- April 2018 - General PG &M.Phil to set up under autonomous pattern at Justice Basheer Ahmed Sayeed College for Women (Autonomous), Chennai
- April 2018 - Commerce to set up under autonomous pattern at Ethiraj College for Women (Autonomous), Chennai
- March 2018 - Department of Commerce to set up under autonomous pattern at Women's Christian College, Chennai
- Feb 2018 - Vocational Course (Common), for three years between 01st Feb 2018 and 31st Jan 2021 at University of Madras.
- Nov 2017 - framing the syllabus and course curriculum for the proposed course M.Com in the Commerce to set-up under autonomous pattern at Women's Christian College (Autonomous), Chennai
- Oct 2017 - Scrutiny Board for End Semester Examinations Nov 2017 of the Department of M.A (HRM) at S. D. N. B. Vaishnav College for Women (Autonomous), Chrompet, Chennai
- Aug 2017 - Commerce to set-up under autonomous pattern at JBAS College for Women (Autonomous), Chrompet, Chennai
- June 2017 - Commerce to set-up under autonomous pattern at S. D. N. B. Vaishnav College for Women (Autonomous), Chrompet, Chennai
- March 2017 - Commerce – Shift - II to set-up under autonomous pattern at Stella Maris College (Autonomous), Chennai
- March 2017 – Commerce to set-up under autonomous pattern at S.D.N.B. Vaishnav College for Women (Autonomous), Chrompet, Chennai.
- Sept 2016 – Commerce to set-up under autonomous pattern at S.D.N.B. Vaishnav College for Women (Autonomous), Chrompet, Chennai.

- March 2016 – B.Com (A&f) and M.Com (General), in the mini-conference room, St. Clare Centre, college premises, at Stella Maris College (Autonomous), Chennai.
- March 2015 – Revised syllabi, at Stella Maris College (Autonomous), Chennai.
- Aug 2014 – Internal Academic Audit meeting for the academic year 2014-2015 at S.D.N.B. Vaishnav college for Women (Autonomous), Chrompet, Chennai.
- Nov 2012 – End Semester of examinations, at S.D.N.B. Vaishnav College for Women (Autonomous), Chrompet, Chennai.

❖ **Member of Inspection Commission:**

- April 2021- Inspection Commission for B.Com at Dwaraka Doss Goverdhan Doss Vaishnav College.
- March 2021 – Inspection Commission for B.Com at Chennai Arts & Science College.
- March 2021 - Inspection Commission for Ph.D. at Hindustan College of Arts & Science, Chennai.
- March 2021 - Inspection Commission for B.Com at Madras Christian College (Autonomous).
- Feb 2021 - Inspection Commission for B.Com at Dhanalakshmi Srinivasan Arts & Science (Co-Edu) College.
- Feb 2021 – Inspection Commission for B.Com (General) shift II at Sri Sankara Arts & Science College.
- Feb 2021 - Inspection Commission for M.com (General) and M.sc (computer science) at Sir Theagaraya College, Chennai.
- Jan 2021 – Inspection Commission for M.com (General) & B.Com (A&F) at the New College (Autonomous).
- Jan 2021 - Inspection Commission for B.Com at Madha Arts & Science College.
- Jan 2021 – Inspection Commission for B.Com (General) Shift II at Shri Krishnaswamy College for women.
- Jan 2021 – Inspection Commission for B.Com at Peri College of Arts & Science Chennai.

- Dec 2020 – Inspection Commission for M.Com (General) at C.S.I Ewart Women’s Christian college.
- Dec 2020 – Inspection Commission for B.Com at Valliammal College for Women Chennai.
- Dec 2020 – Inspection Commission for B.Com at Chennai National Arts & Science College.
- Nov 2020 - Inspection Commission for ph.d at Sri KanyakaParameswari Arts & Science College for Women.
- Oct 2020 – Inspection Commission for B.com at Tagore College of Arts & Science.
- Jan 2020 – Inspection Commission for B.Com & M.Com at Government Arts and Science College, Chennai.
- Aug 2019 – Inspection Commission for B.Com & M.Com at Government Arts & Science College, Chennai.
- July 2019 - Inspection Commission for M.Com at Government Arts and Science College, Tondiarpet, Chennai
- March 2019 - Inspection Commission for B.Com at Shri Krishnaswamy College for Women, Chennai
- July 2018 – Inspection Commission for B.Com (General) at Sri Balaji Arts & Science, Chennai.
- May 2018 – Inspection Commission for B.Com at Sindhi College of Arts and Science, Chennai.
- July 2017 – Inspection Commission for B.Com (A&F) shift II at Chellammal Women’s College, Chennai.
- July 2017 – Inspection Commission for B.Com (General) shift II at Don Bosco Arts & Science College, Chennai.
- June 2017 – Inspection Commission for B.Com (General) shift II at S.D.N.B. Vaishnav College for Women, Chennai.
- June 2017 – Inspection Commission for B.Com (A&F) at Hindustan College Arts & Science, Chennai.
- June 2017 – Inspection Commission for B.com (A&F) at Stella Maris Women’s College, Chennai.
- Nov 2014 – Inspection Commission for B.Com (Computer Application) shift II at Anna Adarsh College for women, Chennai.

- Jan 2013 – Inspection Commission for BA (English), BCA, B.Com (General) at Patrician College of Arts & Science, Chennai.
 - 2012 – Inspection Commission for B.sc, BA, B.Com (A&F) at Sri Malolan College of Arts & Science, Kanchipuram.
 - 2012 – Inspection Commission for M.com at Dr. Ambedkar Government Arts College (Autonomous) Chennai.
- ❖ **Member of Academic Council:**
- June 2017 - Member of Academic Council meeting in S.D.N.B. Vaishnav College for Women (Autonomous), Chrompet, Chennai.
 - Member of Academic Council meeting in Maritime Management of Indian Maritime University.
- ❖ **Member of Alumni Association:**
- 2006–2010 – Treasurer MUCAA at Department of Commerce, University of Madras, Chennai.
 - 2010-2019 – Secretary MUCAA at Department of Commerce, University of Madras, Chennai.
- ❖ **Member of Staff Selection Commission:**
- April 2021-University representative for recruitment of faculty in the Department of Commerce, Anna Adrash College for Women, Chennai.
 - April 2021-University representative for recruitment of faculty in the Department of Commerce, Guru Shree Shantivijai Jain Arts & Science college (C0-Edu),Thriukazhukundram, Chengalpattu Dist.
 - July 2019 - University representative for recruitment of faculty in the Department of Commerce, Women’s Christian College (Autonomous), Chennai
 - May 2019 - University representative for recruitment of faculty in the Department of Commerce, university constituent Arts & Science College, Nemmeli/ Thiruvottiyur, Chennai
 - April 2019 - University representative for recruitment of faculty in the Department of Commerce, Women’s Christian College (Autonomous), Chennai
 - April 2019 - University representative for recruitment of faculty in the Department of Commerce, Stella Maris College (Autonomous), Chennai

- March 2018 - University representative for recruitment of faculty in the department of commerce, S.D.N.B. Vaishnav College for Women, Chennai.
- July 2017 - Vice-Chancellor Nominee for recruitment of Assistant Professor in Prince Shri Venkateshwara Arts and Science College, Chennai
- May 2016 – University representative for recruitment of faculty in the Department of Commerce, Women’s Christian College, Chennai.
- Dec 2014 – Expert for recruitment of faculty in the department of commerce in Quaid E-Millat Government college for women (Autonomous), Chennai.
- Aug 2014 – Recruitment of assistant professor in commerce, Sri Malolan college of arts and science, Madurantakam.
- Aug 2013 - University representative for recruitment of faculty in the Department of Commerce, Shree Muthukumaranswamy college, Chennai.
- April 2013 – University representative for recruitment of faculty in the Department of Commerce, Women’s Christian College, Chennai.
- Aug 2011 - University representative for recruitment of faculty in the Department of Commerce, Guru Shree Shantivijai Jain College for Women, Chennai.

❖ **Member of External Examiner:**

- April 2021-Ph.D. Public Viva Voce Examination for Ms. Evelyn Freeda J.P at C.Abdual Hakeem College, Melvisharam, Thiruvalluvar University.
- Jan 2020 – Evaluation of Ph.D. synopsis for Ms. R. Mohana at Department of Commerce, Dravidian university, Kuppam.
- Nov 2019 – Scrutiny board examiner M.Phil, S.D.N.B. Vaishnav Women’s College, Chennai.
- Nov 2019 - Internship Viva Voce Examinations for 2017-2018 batch 5th Semester Students of BBA Programme, Indian Maritime University, Chennai
- Oct 2019 - Ph.D. Public Viva Voce Examination at Department of Commerce, Ethiraj College for Women (Autonomous), Chennai.
- Sept 2019 - Ph.D. Public Viva Voce Examination at Department of Commerce, C. Abdul Hakeem College (Autonomous), Vellore
- June 2019 -Ph.D. Public Viva Voce Examination for Ms. V. Chitra, Anna Adarsh College, Chennai
- April 2017 – Central valuation for end semester examination, S.D.N.B. Vaishnav women’s College, Chennai.

- May 2016 – Project viva-voce examination of MBA students, Indian Maritime University, Chennai.
- Oct 2015 – Ph.D. Public viva-voce examination, Thiruvalluvar university.
- Oct 2014 – Public viva-voce examination for Ms. J. Mala Jayashree Ph.D. candidate, the New College, Chennai.
- Oct 2014 – Adjudicate the Ph.D. Thesis from Manonmaniam Sundaranar University, Thirunelveli.
- Jan 2012 - Acted as a Panel Member for the session on “Management Research Programme: Overcoming hurdles / Keeping Progress in various Stages - I, Organized by Crescent Business School, B. S Abdur Rahman University on January 25, 2012.

❖ **Member of Doctoral Committee**

- Jan 2021 – S.D.N.B. Vaishnav College for Women, Chrompet, Chennai.
- Nov 2020 – Department of Management Studies, University of Madras.
- March 2020 – S.D.N.B. Vaishnav College for Women, Chrompet, Chennai.
- Dec 2019 – Mother Teresa Women’s University, Kodaikanal
- July 2019 – SRM Institute of science and technology, Chennai.
- Feb 2019 – Ethiraj College for women’s, Chennai.
- Jan 2019 – VIT Business school, VIT, Vellore.
- Dec 2018 - Ethiraj College for women’s, Chennai.
- Nov 2018 – B.S Abdur Rahman University, Chennai.
- April 2018 - Hindustan Institute of Technology and Science (Deemed to be University), Chennai.
- Dec 2017 - Department of Management Studies, University of Madras.
- Sep 2017 - Hindustan Institute of Technology and Science (Deemed to be University), Chennai.
- July 2017 – Women’s Christian College, Chennai.
- July 2017 - Department of Management Studies, University of Madras.
- April 2017 - VIT Business school, VIT, Vellore.
- April 2017 - Department of Management Studies, University of Madras.
- Feb 2017 - Hindustan Institute of Technology and Science (Deemed to be University), Chennai.
- Jan 2017 - Department of Management Studies, B.S Abdur Rahman University, Chennai.

- Jan 2017 – University of Madras, Chennai.
- Oct 2016 – Department of Politics and Public Administration, University of Madras, Chennai.
- Sep 2016 – S.D.N.B. Vaishnav College for Women, Chrompet, Chennai.
- Aug 2016 - B.S Abdur Rahman University, Chennai.
- Dec 2015 – Department of Commerce, Ethiraj College for Women’s, Chennai.
- Nov 2015 - Department of Commerce, Ethiraj College for Women’s, Chennai.
- Oct 2015 - Department of Management Studies, University of Madras.
- Aug 2015 - B.S Abdur Rahman University, Chennai.
- Aug 2015 – Department of Commerce, SDNB Vaishnav College for Women, Chrompet, Chennai.
- Aug 2015 - B.S Abdur Rahman University, Chennai.
- July 2015 - Department of Commerce, Ethiraj College for Women’s, Chennai.
- July 2014 - B.S Abdur Rahman University, Chennai.
- Jan 2011 - Department of Management Studies, Anna University, Chennai.

GUEST LECTURES DELIVERED FOR THE VARIOUS COLLEGES

- ❖ Invited as a Chief Guest in Don Bosco Arts & College on International Women’s Day Theme **“Choose to Challenge”** celebration organized by women cell held on 24.March 2021.
- ❖ Invited as a Chief Guest for **“WEBINT –Women’s Exclusive Life and Work Management”** Organized by ICMA-on 4thDec.2020.
- ❖ Invited as a Chief Guest for **Digital Transformation for Sustainable Development”** 1-Day Oct-2020 University of Madras & WCCWomen’s Christian College
- ❖ Invited as a Chair Person in the International Conference main theme on **“Emerging Trends in the Realm of Finance”** organised by Department of Commerce, GSS Jain College for Women, Chennai held on 18th Sep 2019.
- ❖ Invited as a Chief Guest for Association Inaugural Function of Department of Commerce organised by Thiruthangal Nadar College, Chennai held on 19th July 2019.

- ❖ Invited to deliver a lecture on **“An Overview of Indian Banking System”** for Students of Department of Business Administration, S D N B Vaishnav College for Women (Autonomous), Chrompet, Chennai held on 21st March 2019.
- ❖ Invited to deliver a special lecture on **“Digitalisation of Banking Services in India – Issues & Challenges”** organised by Department of Bank Management, The New College (Autonomous), Chennai held on 23rd January 2019
- ❖ Conducted workshop on **“Research Methodology”** for B.com –III Honours Student of SDNB College for Women on 03-10-2018.
- ❖ Invited as a Chair Person in the International Conference on **“Emerging Dynamics of Commerce in Global Scenario”** organised by Department of Commerce, Accounting & Finance & Bank Management, Sri Kanyaka Parameswari Arts & Science College for Women, Chennai, on 2^{3rd} Aug 2018.
- ❖ Invited as a Chief Guest to deliver the Inaugural address on the topic **“Corporate Social Responsibilities and Sustainability”** at the “Commercio 18” an Inter-Collegiate Technical Meet organised by the Department of Commerce, Hindustan College of Arts & Science, Chennai held on 20th Sep 2018.
- ❖ Invited as a moderator for the panel discussion and resource person for a technical session of the national seminar on **“Leadership Lessons from Successful Indian Entrepreneurs”** organised by Pentagon – The School of Business Studies, Dr. MGR Janaki College of Arts & Science for Women, Chennai held on 26th Sep 2018.
- ❖ Invited to deliver a lecture on the Topic **“Marketing Practices”** for II Year B.Com Honours Students of S D N B Vaishnav College for Women (Autonomous), Chrompet, Chennai held on 03rd Oct 2018
- ❖ Invited as a judge for the Estuary '18 (A National Seminar and Intercollegiate Management Fest) organised by school of Maritime Management, Indian Maritime University, Chennai held on 22nd& 23rd Feb 2018.
- ❖ Invited as a judge for **“Women’s day program”** organised by Department of Commerce, Dr.MGR Educational and Research Institute, Chennai held on 28th Feb 2018.

- ❖ Invited as Guest Lecturer to address on “**Logistics and Supply chain Management**” for Bcom –III Honours Students of SDNB College for Women, Chennai on 26-10-2017.
- ❖ Invited to deliver a lecture on the Topic “**Service Promotion**” for Bcom –I Honours Students of SDNB College for Women, Chennai on 28-03-2017.
- ❖ Invited to deliver a lecture on the Topic “**Technology Revolutions in CRM**” for Bcom –II Honours Students of SDNB College for Women, Chennai on 28-03-2017.
- ❖ **Resource person “Contemporary Development of Business”** 2 Day Feb-2017 Hindu College, Chennai.
- ❖ Invited as speaker to deliver lecture at “**Synergy’s first exclusive annual conference at Chennai**” organized by synergy school of business skills (a division of cadd centre held on 22nd & 23rd April 2016.
- ❖ Invited to deliver Special Lecture on “**Contemporary Issues in Marketing**” in the Department of Commerce (Computer Application) at Islamiah Women’s Arts & Science College, Vaiyambadi on 06th October 2016.
- ❖ Invited as speaker to deliver lecture at “**ICAI National Woman’s CMA Summit 2016**” held on 8th March 2016 at Hotel Savera, Chennai, organized by The Institute of Cost Accountants of India, CMA, Southern India Regional Council.
- ❖ Invited to deliver Special Lecture on “**Customer Relationship Marketing**” to II B. Com (Hons) Students of S. D. N. B. Vaishnav College for Women (Autonomous), Chrompet, Chennai, on 15th March 2016.
- ❖ Invited as Chair Person for the National Conference on “**Emerging Trends in HR & Marketing**” organized by Department of Management, Prof. Dhanapalan College of Arts & Science, Padur, Chennai held on 28th February 2014.
- ❖ Invited as a Judge at the Preliminary Debate of the Elihu Yale Collegiate Debates 2012, organised by Loyola College on 24th November 2012.
- ❖ Invited to deliver Special Lecture Programme at SDNB Vaishnav College, Chrompet, Chennai, on 26th October 2012.
- ❖ Invited to deliver Special Lecture on Research Methodology, SDNB Vaishnav College, Chrompet, Chennai, on 13th October 2012.

- ❖ Invited to deliver key note address on “**Impact on Social Media and Marketing**”, Organised by Kamban College of Arts and Science For Women, Thiruvannamalai on 3rd October 2012.
- ❖ Invited to deliver a special lecture on Statistical Methods, SDNB Vaishnav College, Chrompet, Chennai, on September 2011.
- ❖ Invited to deliver a Special Lecture on Teaching Skills in Refreshers Course organised by Department of Management Studies, University of Madras, on June 2011.
- ❖ Invited to deliver a lecture on the Topic “**Global Marketing Strategies**” Organized by Prof. Dhanapalan College for Women, on March 2011.
- ❖ Invited as a Guest Lecturer to address on key concept “**Brand Equity**” Organized by Prince Venkateswara College on Jan 2011.
- ❖ Invited as a Guest Lecturer to address on “**Project Review**” Organized by Sastha Engineering College, on Jan 2011.
- ❖ Invited to deliver a lecture on the Topic “**Research Methodology**” – Statistical Tools Organized by SDNB Vaishnav College for Women, Chrompet, Chennai, held on Sep 2010.
- ❖ Invited to Inaugurate Commerce Forum, SSKV College of Arts and Science, Kizambi, Kanchipuram, 4th March 2010.
- ❖ Invited as a Guest Speaker in the valedictory function of Economics Association and presented paper on “**GATT and Indian Economy**” Chennai held on Feb 2010.

INDUSTRIAL ACTIVITY

- ❖ Conducted training for Sales Managers for Emerge Learning Institution, in October 2010.

CONSULTANCY PROJECTS

- ❖ Honorary consultant - GIRI TRADING AGENCIES, Chennai.
- ❖ M/s Mazharool Uloom Group of Education Institution research project titled: “**Financial Feasibility study**” for the period of 2017-2018.
- ❖ DUQALA General Trading LLC, Dubai, UAE research project titled: “**Competitive Advantage of Small Retails Business**” for the period of 2015-2016.

COURSE MATERIALS

1. **Advanced Marketing(Contributed 16 Chapters)** –IDE University of Madras, 2019
2. **Consumer Behaviour**, Study Material, Emerge learn,2013
3. **Strategy Marketing**, Study Material, Emerge Learn,2012
4. **CRM-Consumer relationship Management**, Study Material, Emerge Learn, 2012.
5. **Marketing of Services**, Study Material, Emerge Learn, 2012.
6. **Internet Marketing**, Tamil Nadu Open University, 2005
7. **Marketing Study Material**, Bharathiar University.

PAPERS PRESENTED AT THE SEMINARS/CONFERENCES/WORKSHOPS AND WHICH ARE INCLUDED IN THE PROCEEDINGS:

National &International Conference and Seminar

- ❖ Dr. R. Shanthi Participated in 1- day seminar on “**An overview on IND-AS and US-GAAP**” in Don Bosco Arts &Science College(June-2020)
- ❖ Dr. R. Shanthi Participated in 1- day seminar on “**Uses of Elsevier Tools in Research Workflow**” at the University of Madras, Chennai (may-2020).
- ❖ Dr. R. Shanthi Participated in 1- day seminar on “**Impact Factor H index and Google Scholar**” online Wiley publication (May-2020).
- ❖ Dr. R. Shanthi Participated in 1 day seminar on “**A Consultative Curriculum Development on Rural Entrepreneurship**” at Mahatma Gandhi National Council of Rural Education, Hyderabad (April-2019).
- ❖ Dr. R. Shanthi and R. Abiniya presented a paper titled “**Social entrepreneurship: Innovation in service sector A case study concerning to Karuna Trust**” in The American College, Madurai (Jan-2019).
- ❖ Dr. R. Shanthi Participated in 1- day workshop “**on Research Methods and SPSS**” in Justice Basheer Ahmed Sayeed College for Women (Autonomous), Chennai (Jan-2019).

- ❖ Dr. R. Shanthi and G.Abarna presented a paper titled “**Green Pharmaceuticals – A Change Over of pharmacy through its eco-friendly approach**” in Karpagam University, Coimbatore held on Sep-2016.
- ❖ Dr. R. Shanthi and S.Sangeetha presented a paper titled” **Achieving Sustainable Development through Green Marketing Practice-A Case Study Approach with Reference to WIPRO**” in Karpagam University, Coimbatore held on Sep-2016.
- ❖ Dr. R. Shanthi presented a paper titled “**A Step Ahead towards Online Retail by Indian Startups- a Study with Reference to Autsun.com**” in Valliammal College for Women, Anna Nagar East, Chennai, Oct 2016.
- ❖ Dr. R. Shanthi Participated in 1- day workshop on “**Life, Work and Leadership in Organizations**” at University of Madras, Chennai Jan 2016.
- ❖ Dr. R. Shanthi presented a paper titled “**Innovative Management Practices for Sustainable Development and Global Competitiveness**” in Pondicherry University, Pondicherry held on Oct 2015.
- ❖ Dr. R. Shanthi presented a paper titled “**ICT on Sustainable Agricultural Business Practices in Farm Sector (A Study with specific reference to Dindigul)**” in MAEER’S MIT College of Engineering, Centre for Management Studies and Research, Pune on Oct 2015.
- ❖ Dr. R. Shanthi presented a paper titled” **ICT-Integration Requirement for Sustainable Supply Chain Management (With reference to farming enterprises in Dindigul rural area)**” in The IIS University, Jaipur on Oct 2015.
- ❖ Dr. R. Shanthi presented a paper titled “**HRM Issues for Sustainable Development**” at University of Madras, Chennai on March 2015.
- ❖ Dr. R. Shanthi presented a paper titled” **Trends in Retail Technology**” in Erode Arts and Science College (Autonomous), Erode on Sep 2014.
- ❖ Dr. R. Shanthi and M. P. Suganya presented a paper titled “**Evaluation on Retail Store Service Quality on Customer Satisfaction**” in
- ❖ Dr. R. Shanthi presented a paper titled” **Role of financial literacy in financial inclusion**” in Government Degree College, Zaheerabad, Dist-Medak, Telangana held on Aug 2014.
- ❖ Dr. R. Shanthi presented a paper titled “**A study on the perception of consumers of organized retail outlets** in Ayya Nadar Janaki Ammal College, Sivakasi on Feb 2014.
- ❖ Dr. R. Shanthi and Aathira. K, presented a paper titled “**Operational risk in the**

dynamic banking industry” at two-day national conference at IPE Hyderabad held on 30-01-2013 to 31-01-2013.

- ❖ Dr. R. Shanthi and V. Chitra, Presented Paper On “**A study on the impact of workers attitude and psychological well-being towards job satisfaction among public sector bank employees- with reference to selected metro branches at Chennai**” in the National Conference on FDI In Retail Market: Issues, Challenges and Remedies Organised by KanchiShri Krishna College of Arts and Science, Kanchipuram on 24th February 2013. (Published in ISBN Volume)
- ❖ Dr. R. Shanthi and M. P. Suganya, Presented a Paper on “**Consumer Behaviour Towards Choice of Unorganised Retail Outlet**” in the National Conference on FDI In the Retail Market: Issues, Challenges and Remedies Organised by Kanchi Shri Krishna College of Arts and Science, Kanchipuram held on 24th February 2013. (Published in ISBN Volume)
- ❖ Dr. R. Shanthi and Aathira. K, Participated and presented a paper on “**fishbone analysis of financial inclusion**”, in the UGC sponsored Two Days National Conference On “Inclusive Growth and Women Empowerment” Organised by Research Centre In Commerce, The Standard Fireworks Rajaratnam College For Women, Sivakasi on 14th & 15th December 2012, and published in Palani Paramount Publication, ISBN NO: 81-85517-89-4.
- ❖ Dr. R. Shanthi and M.P.Suganya, Participated and presented paper on “**FDI in Indian retail sector – will march towards inclusive growth?**” in the UGC sponsored Two Days National Conference On “Inclusive Growth and Women Empowerment” Organised By Research Centre In Commerce, The Standard Fireworks Rajaratnam College For Women, Sivakasi on 14th & 15th December 2012. (Published in ISBN Volume -81-85517-89-4.)
- ❖ Dr. R. Shanthi and M. P. Suganya, presented a paper on “**Foreign Direct Investment in Indian Retail Sector**”, at the National Conference on Impact of Foreign Direct Investment in India organised by the Department of Management Studies, Shree Institute of Technical Education on 8th November 2012.
- ❖ Presented Paper on “**FDI in Indian Retail Sector- Will March Towards Inclusive Growth?**” in the National Conference on Inclusive Growth and Women Empowerment Organised by Research Centre in Commerce, Standard Firework Rajarathinam College For Women.
- ❖ Presented a Paper on “**FDI in Indian Retail Sector**” in the National Conference on

Impact of Foreign Direct Investment in India Organised by Management Studies, Shree Institute of Technical Education.

- ❖ Presented a paper on “**Literature review on income disparity**” in the National Seminar on Growth and Equity in India Organised by the school of economics, Bharathiar University.
- ❖ Presented a paper on “**Impact on Internet Marketing in SME**” at the 64th All India Commerce conference organised by the Department of Commerce, school of management, Pondicherry University, on December 13 – 15, 2011.
- ❖ Presented a paper on “**CSR in social marketing**” in a State level seminar on Nurturing Economic Development through Corporate Social Responsibility organized by Shri Krishnaswamy College for Women, Chennai.
- ❖ Presented a Paper on “**Role of FDI in the retail sector in India**” at the National Conference on Innovative marketing- Trends, Issues, and Challenges organised by SRM University, Kattankulathur, TamilNadu on 7th march 2012.
- ❖ Presented a paper on **The “Impact of Visual Merchandising on the consumer decision-making process”** in the National Conference conducted by Bhaktavatsalam Memorial College for Women on 2nd & 3rd March 2012.
- ❖ Presented a Paper on “**A Study on Quality of Work- Life among Employees’ in IT Sector – With references to IT Companies**” in the National Conference on Trends & Research In Management – TRIM – 2011, Oxford Engineering College, Trichy.
- ❖ Presented a paper on “**A study on Work Life Balance among Bank Employees - With reference to Public sector bank in Kancheepuram**” at the 64th All India Commerce conference organised by the Department of commerce, school of management, Pondicherry University, on December 13 – 15, 2011.
- ❖ Presented a paper on “**BRICS Nations and the challenges of Climatic change**” in the National Conference on BRICS-ECONOMIC SHIFT conducted by Women’s Christian college, Chennai, on 3rd and 4th October 2011.
- ❖ Presented a paper on “**Role of BRICS Nations**” in the National Conference on BRICS-ECONOMIC SHIFT conducted by Women’s Christian college, Chennai, on 3rd and 4th October 2011.
- ❖ Presented a Paper on “**Emerging India - Role of Financial Sector and Challenges head**” in the National Seminar on Efficient Frontiers: The Way Ahead Organised by Loyola Institute of Business Administration, Chennai.

- ❖ Presented a Paper on **“Trade Unions Perspectives on HRM Paradigm Shift In Public Sector Banks”** in the National Seminar On Human Resource Management In Public Sector Banks.
- ❖ Presented a Paper on **“A Study on Work-Life balance among BPO Employees – With reference to BPO employees in Chennai”** in the National Conference on Innovation & Technology Management, 23rd April 2011, Chennai.
- ❖ Presented a paper on **“A Study on Perception of Quality of Work Life among college Lecturers – With Reference to Arts & Science college Kancheepuram”** in the National Conference on Emerging Trends in Business Management on 18 & 19th April 2011, Chennai.
- ❖ Presented a paper on **“A Study on Customer Relationship Management Practices in Banking Sector – With Reference to Public Sector Banks in Chennai”** in the UGC sponsored National Seminar on Innovative Management Practices organised by Annamalai University, Annamalinagar, TamilNadu on 10th March 2011.
- ❖ Presented a paper on **“A Study of Work-Life Balance among BPO Employees – With reference to BPO’s in Chennai”** in the UGC sponsored National Seminar on Innovative Management Practices organised by Annamalai University, Annamalinagar, TamilNadu on 10th March 2011.
- ❖ Presented a paper on **“Role of Environmental Management in Sustainable development”** in the UGC sponsored National Seminar on Managing Inclusive growth & sustainable development on 4th & 5th March 2011, Chennai.
- ❖ Presented a paper on **“Inclusive Growth – Women as Human capital”** in the National Conference on Inclusive Growth in India- An emphasis on financial and social inclusion conducted by Women’s Christian college on 7th and 8th October 2010.
- ❖ Presented a Paper on **“A study on Quality of Work Life among Employees’ in IT Sector – With references to IT Companies”** in the National Conference on Trends & Research in Management – TRIM – 2011, Trichy, India.
- ❖ Presented a paper on **“Whistle Blowers need Protection”** in the National Seminar on Inclusive Growth in India – As an Emerging Economy through Sustainable Strategies, organised by Dr.MGR Janaki College Arts & Science for Women, Chennai on 10th December 2010.
- ❖ Presented a paper on **“Impact of Quality of Work Life in Performance Management of Employees in Public Sector Banks”** in the National Seminar on Inclusive Growth in India – As an Emerging Economy through Sustainable Strategies

organised by Dr.MGR Janaki College Arts & Science for Women, Chennai on 10th December 2010.

- ❖ Presented a paper on “**Customer Relationship Management implementation, Strategies and Practices in Public Sector Banks**” in the National Seminar on Inclusive Growth in India – As an Emerging Economy through Sustainable Strategies organised by Dr.MGR Janaki College Arts & Science for Women, Chennai on 10th December 2010.
- ❖ Presented a paper on “**Human capital as an Insurance and Assurance for Excellence – Public Sector Banks**” in the National Seminar on changing facets of Human Resource Management in Public Sector Banks – An Inevitable Paradigm Shift held on 16th& 17th December 2010, Chennai.
- ❖ Presented a paper on “**RBI and Inclusive Growth**” at the National Conference on Inclusive Growth in India – An Emphasis on Financial and social inclusion held on 7th& 8th October 2010, Chennai.
- ❖ Presented a paper on “**Empowerment of Women through Entrepreneurship – an Indian Perspective**” in the National Seminar on Empowerment of Women through Entrepreneurship Issues, Challenges & Opportunities, Kumararani MeenaMuthaiah College of Arts & Science (Co-Ed), Chennai, on 9th April 2010.
- ❖ Presented a paper on “**Global Meltdown And its Impact on Indian Economy**” in the National Seminar on Impact of World Economic Slowdown on Labour Market in India organised by Selvam Arts & Science College, Namakkal, Tamil Nadu on 11th October 2009.
- ❖ Presented a paper on “**Empowerment of Youth – Strategies for Success**” in the National Colloquium on Strategies for Youth Empowerment on 17th&18th September 2009, Sriperambudur, TamilNadu.
- ❖ Presented a paper on “**Scope of Medical Tourism in India**” in the UGC sponsored National Seminar on Prospects of Medical Tourism organised by Sacred Heart College, Vellore, TamilNadu on 30th & 31st August 2007.
- ❖ Presented a paper on “**Impact of Advertising on Brand Equity**” in the National Conference on Indian Multinationals – Blazing New Trails, January 19-20, 2007.
- ❖ Presented a paper on “**CRM in the Banking Sector**” in the National Seminar on Emerging Trends in Customer Relationship Management organised by Periyar University, Salem on September 7-8, 2006.

- ❖ Presented a paper on “**Convergence of Accounting Standards in The Global Environment**” in the 28th All India Accounting Conference on December 10th&11th 2005, Hyderabad, India.
- ❖ Presented a paper on “**The Imperatives of IT on Global Business Environment**” at the National Seminar on Emerging Trends in E-Business, organised by Karunya Institute of Technology, Coimbatore, Tamil Nadu, on 23rd& 24th March 2000.
- ❖ Presented a paper on “**E-Business for Business- A Virtual Reality**” in the National Seminar on Emerging Trends in E-Business, Organised by Karunya Institute of Technology, Coimbatore, Tamil Nadu, on 23rd& 24th March 2000.
- ❖ Presented a paper on “**Building an Ethical Business Institution**” in the First Southern Regional Conference on Industry-Management institutes Interface- A Quality perspective of Management Education in the New Millennium, on 26th& 27th April, at Visakhapatnam.
- ❖ Attended and presented a National Seminar on “Recent Trends in Information Technology and its Impact on Business and Management”, 25th& 26th March 1998, in Anna University, Chennai.
- ❖ **Dr. R. Shanthi** and Dr. A.S Nagalatha Presented a paper titled” **CSR is the Winning Mantra of Corporate**” in ICROIRT-2020 held on Aug 2020.
- ❖ **Dr. R. Shanthi** and R Abiniya Presented a paper titled “**Social Entrepreneurs: The PathFinders (A Case Study with Reference to Jaipur Foot)**” in ICROIRT-2020 conducted on Aug 2020.
- ❖ **Dr. R. Shanthi** and G.Abarna Presented a paper titled” **OTC Medicines and marketing Assortment – (A case study with reference to CIPLA Pharmaceutical Industry)**” in ICROIRT-2020 held on Aug 2020.
- ❖ **Dr. R. Shanthi** and S.Sangeetha Presented a paper titled “**An Upliftment of Bajaj group With Its Effective Organisational Management Practices- A Case Study Approach**” in ROOTS and also published in International Journal of Multidisciplinary Researches in Nov 2016.
- ❖ **Dr. R. Shanthi** and R Abiniya Presented a paper titled “**The Fusion of EMU in Uber Technologies - A Case Study**” in Padmavani Arts and Science College for Women, Salem held on Sep 2016.

- ❖ **Dr. R. Shanthi** and S.Sangeetha Presented a paper titled **“U-Commerce: The Extension of Marketing with Effective Technology”** in Padmavani Arts and Science College for Women, Salem on Sep 2016.
- ❖ **Dr. R. Shanthi** and G.Abarna Presented a paper titled **“U-Commerce: A Technology Shift from E-Commerce”** in Padmavani Arts and Science College for Women, Salem on Sep 2016.
- ❖ **Dr. R. Shanthi** Presented a paper titled **“Emerging Trends in Business Excellence and International Business – India’s Perspective”** at the University of Madras, Chennai (Sep-2016).
- ❖ **Dr. R. Shanthi** Presented a paper titled **“Sustainable Supply chain performance: Outcome of Sustainable Supply chain Process and Practice”** in Mangayarkarasi College of Arts & Science for Women held on Sep 2016.
- ❖ **Dr. R. Shanthi** Presented a paper titled **“Management Perspectives on Globalisation, Technology & Innovation”** at the University of Madras, Chennai on March 2016.
- ❖ **Dr. R. Shanthi** Presented a paper titled **“Human Resource Management Corporate Culture the Three Pillars of ITC”** in Sri Ganesh School of Business Management, Salem on Feb 2016.
- ❖ **Dr. R. Shanthi** Presented a paper titled **“Emerging Trends in Management Science Human Resource Management”** at Loyola College, Thiruvannamalai on Feb 2016.
- ❖ **Dr. R. Shanthi** Presented a paper titled **“Corporate Social Responsibility: An Indian Perspective”** in Rani Anna Government College for Women, Tirunelveli on Jan 2016.
- ❖ **Dr. R. Shanthi** Presented a paper titled **“Retail Technology A Catalyst for Retail Brand Building”** in Women’s Christian College, Chennai on Feb 2015.
- ❖ **Dr. R. Shanthi** Presented a paper titled **“Enhanced Changes in Corporate Environment”** at Mohamed Sathak College of Arts and Science on Sep 2014.
- ❖ **Dr. R. Shanthi** Presented a paper titled **“Online buying behaviour of consumers in Chennai city”** in Asan Memorial College of Arts and Science, Chennai on August 2014.
- ❖ Presented a paper on **“Customer Satisfaction with Bank Services: A Service Gap Analysis in Public Sector Bank with Special Reference to Chennai City”** in the International Conference Organised by the Business Administration Faculty of

Science and Humanities, SRM University, In association With the Institute Of Company Secretaries of India (ICSI- SIRC) on 28th February & 1st March 2013.

- ❖ Dr. R. Shanthi and M. Selvarasu, presented a paper titled “**Accounting education and research in changing business scenario**” in the Inter National conference on “Managing Change in Business and Economy” conducted by the Faculty of Management Studies, Pacific Academy of higher education and research university, on 6th and 7th April 2013.
- ❖ Dr. R. Shanthi and V. Chitra, presented a paper titled “**A study on the impact of psychological contract among public sector bank employees – with reference to Chennai metro branches**” in the InterNational Conference on “Managing Change in Business and Economy” conducted by the Faculty of Management Studies, Pacific Academy of higher education and research university, on 6th and 7th April 2013.
- ❖ Dr. R. Shanthi and M. Vidya, presented a paper titled “**An Empirical Study on Customer Perception towards Customer Relationship Management Practices**” at the InterNational Conference on “Managing Change in Business and Economy” conducted by the Faculty of Management Studies, Pacific Academy of higher education and research university, on 6th and 7th April 2013.
- ❖ Dr. R. Shanthi and V. Chitra, presented a paper titled “**Impact of Cultural intelligence and OCB towards in-role performance of Public sector bank employees-with reference to Chennai**” in the InterNational Conference on “Contemporary issues in management” Organised by the Business Administration Faculty of Science and Humanities, SRM University, In association with the Institute Of Company Secretaries of India (ICSI- SIRC) on 28th February & 1st March 2013. (Published in ISBN Volume).
- ❖ Dr. R. Shanthi and M. Vidya, presented a paper titled “**Customer satisfaction with bank services: A service GAP analysis**” in the InterNational Conference on “Contemporary issues in management” Organised by the Business Administration Faculty of Science and Humanities, SRM University, In association with the Institute of Company Secretaries of India (ICSI- SIRC) on 28th February & 1st March 2013. (Published in ISBN Volume).
- ❖ Dr. R. Shanthi and M. P. Suganya, presented a paper on “**Consumer Perception, Customer Satisfaction towards Services of Retail Outlet**” in the International Conference on Managing Change in Business & Economy Organised by the Faculty

of Management Studies. Pacific Academy of Higher Education & Research University on 6th & 7th April 2013.

- ❖ Dr. R. Shanthi and M. P. Suganya, presented a paper on “**Opportunities and Challenges Faced by the Unorganised Retailers**” at the International Conference Organised by the Business Administration Faculty of Science and Humanities, SRM University, In association With the Institute Of Company Secretaries of India (ICSI-SIRC) on 28th February & 1st March 2013. (Published in ISBN Volume).
- ❖ Presented a paper on “**Retailing and Sustainable Development**” in the UGC Sponsored International Seminar on “Sustainable Development” conducted by Department of Geography, University of Madras, on December 3rd and 4th 2011.
- ❖ Presented a paper on “**Sustainable development- A case of solar ATM in the banking sector**” in the UGC Sponsored International Seminar on “Sustainable Development” conducted by Department of Geography, University of Madras, on December 3rd and 4th 2011.
- ❖ Presented a paper on “**Sustainable Development in a Globalizing World**” in the UGC Sponsored International Seminar on “Sustainable Development” conducted by Department of Geography, University of Madras, on December 3rd and 4th 2011.
- ❖ Presented a paper on “**Entrepreneurship in CSR**” in the International Conference on Entrepreneurship Youth & Inclusive Development for Brand India organized by Loyola College.
- ❖ Presented a paper on “**A Study on Work Life Balance among State Bank Employees – With reference to selected branches in Kancheepuram District**” in the International conference organised by Crescent College, Chennai.
- ❖ Presented a paper on “**A Study on Perception of Quality of Work- Life among IT employees**” in the International Conference on “Excellence in Management Practices” organized by KristuJayanti College, Bangalore on April 15 & 16th 2011.
- ❖ Presented a paper on “**Data Mining as a Marketing Strategy – With Reference to Wal-Mart**” in the UGC Sponsored International Conference on “Emerging Trends in E-Commerce” on 16&17th March 2011, Chennai.
- ❖ Presented a paper on “**A study on Implication of E-Commerce in Banking Sector - With Reference to ICICI Bank**” in the UGC Sponsored International Conference on “Emerging trends in E-Commerce on 16&17th March 2011 at University of Madras, Chennai.

- ❖ Presented a paper on “**A case study of financial inclusion – with special reference to Kanthallor Village PSBs**” in the International Conference on Innovation and inclusion in banking; issues, strategies, and options conducted by Kannur University, on 3rd and 4th Feb 2011.
- ❖ Presented a paper on “**A study on Quality of Work- Life among employees in IT Sector – With reference to IT companies Chennai**” in the UGC sponsored International Conference on “Global Financial Crisis Challenges & Opportunities” on 13th -15th January 2011 at Udaipur, India.
- ❖ Presented a paper on “**A Study on Quality of Work- Life in Health sector – With Reference to Nurses and Midwives in Kancheepuram Hospitals**” in the International Seminar on “Health economics and Management” on 16th& 17th December 2010, Tanjavur, India.
- ❖ Presented a Paper on “**Changing Role of BRIC Nations**” in the UGC sponsored International Conference on Global Financial System in the post–crisis era-Issues, Challenges and Opportunities on March 1^{6th}& 1^{7th} 2010.
Presented a paper on “**Globalization and Impact on Health**” in the UGC International seminar on “Globalization and Health: Challenges and Responses” organised by University of Madras, Chennai on 16th& 17th February 2010.
- ❖ Presented a paper on “**Sustainability Development in Banking and Financial Institutions**” in the International Conference on Accelerating Economic Revival through Innovation and Reform on February 5th& 6th on 2010, Chennai.
- ❖ Presented a Paper On “**Corporate Governance in Capital Market**” in the UGC Sponsored International Seminar on “Recent Trends in Capital Markets and Financial Innovations” organised by Bharathidasan University, Tiruchirappalli, Tamil Nadu on January 9th& 10th 2010.
- ❖ Presented a paper on “**Perception of shareholders on corporate governance**” in the International Conference on Making Corporate Governance Work – Towards reforming the ways we govern” organised by Loyola college, Chennai on 6th& 7th January 2010.
- ❖ Presented a paper on “**Survival and Growth strategies in changing business scenario**” in the International Conference on Issues and Challenges in Retail Marketing held on December 2009.

- ❖ Presented a paper on” **CSR and Sustainable development**” in the International Conference on Corporate Social Responsibility: Development with Equity organised by University of Madras, Chennai on 5th& 7th November 2008.
- ❖ Presented a paper on “**Banking for the rural Communities**” in the International Conference on Rural Communities: Problems and challenges on March 5th -6th 2008.
- ❖ Presented a paper on “**Role of Multinational Corporations in Global Environmental Governance**” in the UGC sponsored International Seminar on “Public Affairs and Governance: Challenges and Strategies” organised by University of Madras, Chennai on 24-25 Jan 2008.
- ❖ Presented a paper on “**Green – the new Mantra for Marketing**” in the International Conference on Global Business and Policy Modeling, 21st&22nd September 2006 in Tanjavur.
- ❖ Presented a paper on “**Internet Shopping**” in the International Conference on Business Economics and Finance, on September 29-30 2005, Tanjavur, India.
- ❖ Presented a paper on “**Intellectual Property Rights**” in the Sixth International Accounting Conference organised by Indian Accounting Association Research Foundation, Calcutta, India on Jan 22nd&23rd, 2005.
- ❖ Presented a paper on “**EDI Applications in Financial Markets**” in the Second International Conference on Business and Management organised by Nirma Institute of Management, Ahmadabad on, 3rd to 6th January, 2000.
- ❖ Presented a paper on “**India in the 21st Century – A new Frontier for Foreign Direct Investments**” in the Third International Accounting Conference, Indian Accounting Association Research Foundation, and Calcutta, India. on Sep 11th to 13th 1998.

PROJECT:

- ❖ RUSA 2.0 Research Project Titled:“Identifying Indicators to prevent Default in corporate loan” Funding agency RUSA, Total amount sanctioned Rs. 17,24,000 from 2021 to 2023 ongoing project.
- ❖ ICSSR IMPRESS Research Project Titled: “A Study on Implementation of Green Supply Chain Management Practices – With Reference to Agricultural Products” Funding agency ICSSR, Total amount sanctioned Rs.4, 00,000 from 2019 to 2020.

- ❖ UGC-UPE Major Research Project Titled:” Business Model for Sustainable Development in Rural Area with Specific Reference to Information, Communication and Technology (ICT)”Funding agency UGC, Total amount sanctioned Rs.5, 14,000 from 2015 to 2017.
- ❖ UGC Minor Research Project Titled: “Effectiveness of Psychological Contract – A Study with Reference to Professors and Students Funding agency UGC, Total amount sanctioned Rs.1, 00,000 from 2015 to 2016.
- ❖ UGC Major Research Project Titled “Assessment of Competitive Strengths of Small Provisional Stores (A Study with Reference to Selected Retail Units in Tamil Nadu)”. Funding agency UGC, Total amount sanctioned Rs. 3, 95,000 from 2011 to 2013.
- ❖ UGC Major Research Project Titled “A Study on Work-Family Conflict Among Married Working Women in Tamil Nadu”. Funding agency UGC, Total amount sanctioned Rs. 4, 00,000 from 2011 to 2013.
- ❖ Short - Term Research Project titled ”A Study on Higher-Order Ability Testing Questions in Management Education – Application, Students Behaviour and Teachers’ Presentation”the project funded by National Testing Service – India, A Central Scheme of Ministry of HRD, HQ: Central Institute of Indian Languages, Mysore from 2009 to 2011.

PUBLICATIONS:

Books

- ❖ Dr.R.Shanthi “**Research Outlook, Innovation and Research Trends in Social Sciences**”- Alborear Pvt Ltd-2020-9788194-66604.
- ❖ Dr.R.Shanthi” **Multivariate Data Analysis: Using SPSS and AMOS**”- MJP Publisher-2019-1978-81-8094-412-3
- ❖ Dr.R.Shanthi “**Advanced Marketing**” - Contributed (16 Chapters)IDE University of Madras, Chennai, India.
- ❖ Dr.R.Shanthi “**Experiential Marketing**”- MJP Publisher-2018-978-81-8094-306-5.
- ❖ Dr.R.Shanthi “**Employee Relationship Management**”- MJP Publisher-2017 -978-81-8094-355-3.
- ❖ Dr. R. Shanthi “**Innovation in the Business – Harnessing Sustainability**”-MJP Publisher-2016-978-81-8094-321-8.

- ❖ Dr. R. Shanthi “**Sustainable Business Development – Strategies & Initiatives**”- MJP Publisher 2016 -978-81-8094-320-1.
- ❖ Dr. R. Shanthi “**Retailing Trends in the New Millennium**”- MJP Publisher-2015-978-81-8094-165-8.
- ❖ Dr. R. Shanthi “**Brand Sculpting Corporate Identity**”- MJP Publisher-2015-978-81-8094-166-5.
- ❖ Dr. R. Shanthi “**Franchising - A Gateway for Growth** “- MJP Publisher-2014 ISBN 978-81-8094-224-2.
- ❖ Dr. R. Shanthi “**Customer Relationship Management**” – MJP Publishers ISBN 978-81-8094-194-8
- ❖ Dr. R. Shanthi “**The Emerging Landscapes of Retail and Impact on Economy**” MJP Publisher 2013, ISBN 978-818094-158-0. .

CHAPTERS IN BOOK

- ❖ Dr.R.Shanthi “**Technovation- Conquering Entrepreneurial Competitiveness**” Published in “**International journal of business intelligence & Innovation**” ISBN No **978-93-81992-35- 2017**
- ❖ Dr.R.Shanthi “A Step Ahead towards Online Retail by Indian Startups- a Study with Reference to Autsun.com” Published on **Nurturing Innovation and Creative Ideas in Entrepreneurship** ISBN No: 978-81-929581-1-8 Page No.55-60 **2016**
- ❖ Dr.R.Shanthi “**Women entrepreneur: The Change makers**” Published on “**Nurturing Innovation and Creative Ideas in Entrepreneurship**” ISBN No: 978-81-929581-1-8 Page No.181-185 **2016.**
- ❖ Dr.R.Shanthi “**Corporate Culture of ITC-A case Study Approach**” Published on “**Sustainable Development in Corporate Sector – Perspective, Problems and Prognosis**” ISBN No: **978-93-86176-39-4** Page No.1-4 **2016.**
- ❖ Dr.R.Shanthi “**Emerging Trends in Management Science Human Resource Management**” Published in “**Sustainable Development in Corporate Sector – Perspective, Problems and Prognosis**” ISBN No: **978-93-86176-39-4** Page No.5-7 **2016.**
- ❖ Dr.R.Shanthi “**U-Commerce: A Technology Shift from E-Commerce**” Published in “**U-Commerce Opportunities and Challenges**” ISBN No: **978-93-85977-59-6** Page No.29-33 **2016.**

- ❖ Dr.R.Shanthi **“U-Commerce: The Extension Of Marketing With Effective”**
Published in **“U-Commerce Opportunities and Challenges”** ISBN No: **978-93-85977-59-6 Page No.91-95. 2016**
- ❖ Dr.R.Shanthi **“The Fusion of EMU in Uber Technologies - A Case Study”**
Published in **“U-Commerce Opportunities and Challenges”** ISBN No: **978-93-85977-59-6 Page No.110-113. 2016**
- ❖ Dr.R.Shanthi **“Public Private Partnership - Supply Chain Upgrading with Sustainable Practices”** Published in **“Public-Private Partnership Viable Synergy for Sustainable Development”** ISBN 978-93-85374-40-1. 2016
- ❖ Dr.R.Shanthi **“Retail Technology A Catalyst for Retail Brand Building”** Published in **“Human Computer Interaction – Redefining Corporate Paradigms”** Publication- ShriSai Publishers’ Distributors 2015.
- ❖ Dr. R. Shanthi **“A study on the perception of consumers of organized retail outlets”** Published in **“Entrepreneurship for the 21st Century” 2014.**
ISBN No: 978-93-80577-04-3 Page No.47-56.
- ❖ Dr. R. Shanthi **“A study on the perception of consumers of organized retail outlets”** Published in **“Innovative Practices of Business Management” 2014.** ISBN No: 978-9-83191-06-2 Page No.103-110.
- ❖ Dr. R. Shanthi” **Role of financial literacy in financial inclusion”** Published in **“Financial Inclusion for Inclusive Growth: Opportunities and Challenges” 2014**
ISBN No: 93-82163-67-1 Page No.48-54.
- ❖ Dr. R. Shanthi **“Online buying behaviour of consumers in Chennai city”** has been published in **“E- business a paradigm shift in the contemporary Scenario” 2014**
ISBN No: 978-81-8209-185-6 Page No.53-56.
- ❖ Dr. R. Shanthi and Aathira. K, **Entrepreneurial risk management- a conceptual framework,** with ISBN NO: 978-93-81992-06-7 (20-03-2013).
- ❖ Dr. R. Shanthi, **“Inclusive Growth – Women as Human Capital”** Published in **Inclusive Growth in India - An Emphasis on Financial and Social Inclusion** ISBN 93-80697-21-X., Page No.401.
- ❖ Dr. R, Shanthi and V. Chitra. **“Impact of Quality Of Work Life In Performance Management Of Employees In Public Sector Banks In Kancheepuram”** Published in **Inclusive Growth In India – As An Emerging Economy Through Sustainable Strategies** ISBN 978-93-80627-34-2, Page No. 169.

- ❖ Dr. R. Shanthi and Nagalatha “**Whistle Bowler Need Protection**” Conference on Inclusive Growth In India – As An Emerging Economy Through Sustainable Strategies ISBN 978-93-80627-34-2, Page No. 177.
- ❖ Dr. R, Shanthi and M.Vidya “**Customer Relationship Management Implementation Strategies And Practices In Public Sector Bank Chennai**” Published Inclusive Growth In India – As An Emerging Economy Through Sustainable Strategies, ISBN Number 978-93-80627-34-2, Page No. 188.
- ❖ Dr. R. Shanthi, M.Vidya “**Issue And Challenges In Retail Marketing On Survival And Growth Strategies For Business Dynamics**” ISBN 978-81-8371-262-0,Page Number 732.
- ❖ Dr. R. Shanthi, V. Chitra “**Quality of Work Life in Health Sector With Reference To Nurse And Midwives In Kancheepuram Hospital On International Issues On Health & Economics & Management**” ISBN 9789380449159, Page No 49.
- ❖ Dr. R. Shanthi, V. Chitra “**A Study on Quality of Work Life Among College Lecturers with Reference To College In Kancheepuram**” Published in Emerging Trends In Business Management HR & Strategic Management, ISBN 0233-032-280-8, Page No.80.
- ❖ Dr. R. Shanthi, K. Aathira “**The Role of Banking and Financial Institution In Sustainable Development**” Published in International Conference on Accelerating Economic Revival Through Innovation And Reform Innovation And Reform ISBN 93-80043-76-7, Page No.180.
- ❖ Dr. R. Shanthi, Meena “**Empowerment of Women through Entrepreneurship – An Indian Perspective**” Published in Empowerment of Women through Entrepreneurship Issues Challenges and Opportunities ISBN - 13: 978-81-8209-219-8. Page No.60.
- ❖ Dr. R. Shanthi, “**Global Financial System in the Post – Crisis Era Challenges and Opportunities**” ISBN 978-81-8209-267-9.
- ❖ Dr. R. Shanthi, **Trends and Research in Management**, ISBN 978-93-8043-002-7.

RESEARCH PAPERS IN EDITED VOLUME

- ❖ **Dr.R.Shanthi and R. Abinaya,” Social Entrepreneurship: the Business Pioneers (a case study with reference to Narayana Hrudyalaya”** been

published in the book titled JIJNASA JOURNAL OF THE HISTORY OF Ideas and culture-2021 0337-743S.

- ❖ **Dr.R.Shanthi** and R. Abinaya ,” **Social Entrepreneurship in Health care (a case study with reference to Vision Spring)”** been published in the book titled UTKAL Historical Research Journal 2021- **0976-2132**
- ❖ **Dr.R.Shanthi** and Jeba Samuel P M, ”**Binge + New Normal Technology adopted in India”** been published in the book titledDec-2020 Sambodhi Journal 2249-6661.
- ❖ **Dr. R. Shanthi** and S. Sridhar,” **A Comparative Study Of Service Quality in Public And private Sector Insurance companies In Chennai City”** been published in the book titledTEST-Engineering and Management (April 2020) 0193-4120.
- ❖ **Dr. R. Shanthi** and G Abarna”**Impact of Advertisement on Over the counter(OTC) Medicines”** been published in the book titledOur Heritage Journal Jan-2020 0474-9030.
- ❖ **Dr. R. Shanthi** and S Sangeetha,” **Transformational Leadership and Innovative Strategies Influencing Startup Performance”** been published in the book titledInternational Journal of Recent Technology and Engineering 2277-3878 -2019.
- ❖ **Dr. R. Shanthi** and G Abarna,” **Upliftment of OTC Medicines Towards Innovative Marketing Strategies”** been published in the book titled International Journal of Recent Technology and Engineering (IJRTE), Vol. 8(4S3), pp. 14-17, (Dec 2019) 2277-3878.
- ❖ **Dr. R. Shanthi** and S. Sridhar,” **A study of the Perception and Expectations of viewers Of Advertisement released by Insurance companies in Chennai”** 2019.
- ❖ **Dr. R. Shanthi** and Dr. M. Vidya, “**Customers Attitude towards CRM Practices in Public Sector Banks”** been published in the book titled An International Multidisciplinary Quarterly Research Journal AJANTA, Vol. 8 (1)(Mar 2019) 2277-5730.
- ❖ **Dr. R. Shanthi**, M. Rekha, & J. Bhanupriya,” **A Study on Consumer Media Engagement Attitude Towards Social Advertisement Awareness”** been published in the book titled **International Journal of Public Sector Performance Management (In Press – Forthcoming Articles)Dec 2018).**

- ❖ **Dr. R. Shanthi** and S. Sangeetha, “**Role of Information Technology in Nurturing Millennial Startups**” been published in the book titled **Sankhya International Journal of Management and Technology Vol. 7(1), (October 2018) ISSN: 0975-3915.**
- ❖ **Dr. R. Shanthi** and M. Rekha,” **A Study on People Perception of Digital India**” has been published in the book titled **International Journal of Engineering and Technology (UAE), Oct 2018 989-992.**
- ❖ **Dr. R. Shanthi** and Sabina A Nair, “**Neuromarketing – A Budding Technovative Marketing Strategy**” has been published in the book titled **International Journal of Mechanical Engineering and Technology (IJMET), Vol.9 (7), pp. 37-45(July 2018).**
- ❖ **Dr. R. Shanthi** and Dr. Jai Deo Sharma,” **Conceptual Model on Skill - Gap Theory of Motivation**” has been published in the book titled **European Alliance for Innovation (EAI), SIMSARC 2018 Proceedings, Pune, Indiapp 119 - 143. ISSN: 2593-7650, ISBN: 978-1-63190-191-1 (DOI 10.4108/eai.18-12-2018.2283814)**
- ❖ **Dr. R. Shanthi** and R. Abinaya, “**Social Entrepreneurs: The Game Changers – A case study with reference to Aravind Eye hospital**” has been published in the book titled **M-Infinite Journal of management(May 2018).**
- ❖ **Dr. R. Shanthi** and M. Rekha, “**A Study on Influence of Social Networking Sites among College Students**” has been published in the book titled “**M-Infinite Journal of management(May 2018)**
- ❖ **Dr. R. Shanthi** “**Effectiveness of Online Advertisements on Consumer Perception – An Empirical Study**” has been published in the book titled **An International Multidisciplinary Quarterly Research Journal AJANTA, Vol. 8(1), (Mar 2018) ISSN: 2277-5730.**
- ❖ **Dr. R. Shanthi** and S Sangeetha “**Agile Methodologies for Start-ups**” has been published in the book titled **International Journal of Business Intelligence andInnovations(Feb 2018).**
- ❖ **Dr. R. Shanthi**and G Abarna” **Marketing Strategy- A Plan for Achievement (A case study on Sun Pharmaceutical) ”** has been published in the book titled **International Journal of Business Intelligence and Innovations, Vol. 4(Spl Issue), (Aug 2017)**

- ❖ **Dr. R. Shanthi** and Sabina A Nair, ” **Emerging landscapes of Marketing Strategies (A Study on Neuromarkeing)**” has been published in the book titled International Journal of Business Intelligence and Innovations, Vol. 4(Spl Issue), (Aug 2017)ISSN: 2348-4705.
- ❖ **Dr.R.Shanthi** and S.Sangeetha“**Technovation- Conquering Entrepreneurial Competitiveness**” has been published in the book titled International Journal of Business Intelligence and Innovations, Vol. 4(Spl Issue), (Aug 2017) ISSN: 2348-4705.
- ❖ **Dr. R. Shanthi** and S. Sangeetha,“**Overcoming the challenge of sustainability with the uprising information and Communication technologies(ICT)**” has been published in the year Aug-2017.
- ❖ **Dr. R. Shanthi** and S. Sangeetha, “**Nurturing Entrepreneurs -Mastering Work-Life Balance**” has been published in the book titled Intercontinental Journal of Marketing Research Review, Vol. 5(9) ISSN: 2321-0346 2017
- ❖ **Dr. R. Shanthi** and G Abarna“**E-Pharmacy the technology Disruption**” has been published in the book titled Intercontinental Journal of Marketing Research Review, Vol. 5(9) ISSN: 2321-0346 2017.
- ❖ **Dr. R. Shanthi** and Sabina A Nair “**Brain behind choosing Brand (The Developing Roots of Business Trends)**” has been published in the book titled Intercontinental Journal of Marketing Research Review, Vol. 5(9), (Aug 2017). ISSN: 2321-0346 (O) 2347-1670 (P).
- ❖ **Dr. R. Shanthi** and R. Abinaya,“**Corporate culture of ITC – a case study approach**” has been published in the book titled Bonfring International Journal of Industrial Engineering and Management Science in December 2016, Volume 6, ISSN No. 2250-1096 2016.
- ❖ **Dr. R Shanthi** and Sangeetha,“**An Upliftment of Bajaj groups with its effective organisational management practice (a case study approach)**” has been published in the book titled International Journal of Business Intelligence and Innovations, Spl.Vol. Issue 4, November 2016, ISSN No. 2348 4705 2016
- ❖ **Dr. R Shanthi** and Sangeetha & “**Sustainable Supply Chain Performance: An Outcome of Sustainable Supply Chain Process and Practice**” has been published in the book titled ROOTS – International Journal of Multidisciplinary Researches Vol.3, Spl Issue: 5th September 2016, ISSN No. 2349-8684 2016.

- ❖ **Dr. R. Shanthi** and P. M. Ramesh Kumar, “**Sustainable Supply Chain Risk Management Practices And Strategies: A Literature Review**” has been published in the book titled ROOTS – International Journal of Multidisciplinary Jan 2016, Vol. 2, Issue – 7 Researches ISSN 2349-8684 2016.
- ❖ **Dr. R. Shanthi** and M. Selvarasu, “**Banking Services to the Common Man - to Enhance Financial Inclusion**” has been published in the book titled International Research Journal of Management and Humanities in September 2014, Volume 2, Issue 2 ISSN No. 2347 – 3274. 2014
- ❖ **Dr. R. Shanthi** and M. P. Suganya, **Evaluation on Retail Store Service Quality on Customer Satisfaction**” has been published in the book titled International journal of Consumerism in September 2014, Volume. 4, Issue-2 ISSN No. 2250-1010- 2014
- ❖ Article titled “**Opportunities and Challenges Faced by the Unorganised Retailers**” and “**Customer Satisfaction with Bank Services: A Service Gap Analysis in Public Sector Bank with Special Reference to Chennai City**” has been published in the book titled “Contemporary issues in Management” March 2013.
- ❖ Paper Published on ‘**Talent Acquisition and Retention in Banks**’ in BANCON conference proceeding November 2011
- ❖ Article titled “**Empowerment of Women through Entrepreneurship an Indian Perspective**” has been published in the book titled “Empowerment of Women through Entrepreneurship – Issues, challenges and opportunities” April 2010
- ❖ **Dr. R. Shanthi, Jai Deo Sharma** “**Trade Unions Perspectives on HRM Paradigm Shift In Public Sector Banks**” Human Resource Management In Public Sector Banks ISBN 81-907924-5-8 page no 338
- ❖ Article Published in a conference Proceeding Titled “**Impact of Visual Merchandising on the consumer decision making process**” with ISBN No: 978-93-81430-42-2.
- ❖ Article Published in a conference Proceeding Titled “**CSR in social marketing**” with ISBN: 978-93-81195-11-6.
- ❖ Article Published in a conference Proceeding Titled “**Entrepreneurship in CSR**” with ISBN.
- ❖ Articles Published in a conference Proceeding Titled “**BRICS Nations and the challenges of Climatic change**”, “**Retailing Strategies for Economic**

Development in India”, “BRICS – ECONOMIC SHIFT “with ISBN: 93-81361-39-8.

- ❖ **Articles Published in a conference Proceeding Titled “FDI In Indian Retail Sector- Will March Towards Inclusive Growth?” and “A Fishbone analysis on Financial Inclusion” with ISBN No. 8185517894**
- ❖ **Article Published in a conference Proceeding Titled “Consumer Behaviour towards Choice of Unorganized Retail Outlet” Published in ISBN Volume.**

ARTICLES IN JOURNALS/NEWSPAPERS

NATIONAL:

- ❖ **M. Ranganatham and R. Shanthi, “Measuring consumer satisfaction”, Indian Management, June 1995.**
- ❖ **J. Gopu and R. Shanthi, “Earning per Share vs. Dividend Yield’ Industrial Herald, Vol35, no2. February 2000, pages 41-43.**
- ❖ **R. Shanthi and J. Gopu, “Effective Credit Management’, 8M the journal of Indian Management Strategy, Vol5, No3, July – September 2000, pages 59-62.**
- ❖ **T. L. V. Subramaniam and R. Shanthi, “Speed as a competitive weapon”, The Hindu, March 10, 1999, page 27.**
- ❖ **M. Thenmozhi and R. Shanthi, “Opportunities and Challenges in EDI application in Financial Markets’, Journal of Service Research, Institute of International Management and Technology, Vol 2, No1, April – September 2002, Pages 107-122.**
- ❖ **R. Shanthi, “ Perceptual dimensions of Brand- A Study with Reference to MobileUsers”, Journal of Brand Management, Vol2, N03, September 2005 pages 55-62.**

INTERNATIONAL JOURNAL:

- ❖ **Dr. R. Shanthi and M. Vidya, Paper titled “A study on the customer relationship management in banking sector with reference to public sector banks in Chennai” published in the SIMS Journal of Applied Management & Research in the Jan – June 2013, Volume 1 issue.2, with the ISSN number 2278-3326.**

- ❖ V. Chitra and Dr. R. Shanthi, Paper Published on” **Work Life Balance: A Factor Analysis**”, Crescent Journal of business, Vol2. No.1, November 2012 ISSN No – 2231-2994.
- ❖ J D Sharma and Dr. R. Shanthi, Paper published on ‘**Demystifying Khandelwal Committee Recommendations on HR in Public Sector Banks**’ and Published in ‘The Management Accountant’ (A Journal of ICWAI) March, 2012
- ❖ M. P. Suganya and Dr. R. Shanthi, Paper published on "**Big-Box Retail Store In India - A Case Study Approach With Wal-Mart**", International Journal Of Research In Commerce, IT, Management - Volume No.2(2012), Issue No.6(June), ISSN 2231-5756
- ❖ Anita Pricilla and Dr. R. Shanthi Paper Published on “**Customer satisfaction of retail consumers with special relevance to organized retail outlets in Chennai city**” publication in International Journal of Multidisciplinary Research Academy for Sep 2011 issue.
- ❖ R. Shanthi, “**Going Green – the new Marketing Strategy**”, TMC Academic Journal, December 2006, issue 2, Pages 117-125.
- ❖ R. Shanthi, **Services Marketing**, TMC Academic Journal issue 3, March 2007.

**CONFERENCE/ SEMINAR/WORKSHOP NATIONAL & INTERNATIONAL
ORGANISED:**

- ❖ **Business Disruptions Financial Implications and way forward**” 2 days-Aug-2020- in association with BSA crescent University, Stella Maris College, ICGE.
- ❖ **Job Oriented training (Tally.ERP 9 & Advanced Excel)10 days July-2020 Win-Win HRM with the challenging business landscape**” 1 day July-2020- Association with BSA crescent University, Stella Maris College.
- ❖ **Paradigm Shift in Consumer Behaviour Reorientation of Marketing and Supply Chain Strategies**” 2 days-July-2020 in association with BSA crescent, Stella Maris College.
- ❖ **International Conference on Research outlook, Innovations and Research Trends (ICROIRT-2020)**”2 days-29&30 Aug-2020 in association with University Kebangsaan Malaysia, BSA crescent University, Financial and Economical College Russian Federation.
- ❖ **Financial Protection during Recession 1day 10June-2020** in association Finmark trainers India pvt.ltd

- ❖ **Behavioural and Psychological Dimension of Analytics 1-day May-2020** in association with International Journal of Advance Study and Research Work.
- ❖ **“Digital Economy: Business Opportunities and Challenges” 1 Day Jan-2019**
- ❖ **Kriyavat-2018 Organising Intercollegiate Entrepreneurship Development 1 Day- Feb-2018**, Department of Commerce, University of Madras.
- ❖ **Managing Uphill Battle in Globalised Era 1 Day March-2018** in association EDX (Traveling is learning in motion)
- ❖ **Workshop on Application of SPSS & AMOS in Business Research” 1 Day June-2017.**
- ❖ **National Seminar on Aftermath of Demonetisation of Indian Currency”** Department of Commerce, University of Madras. 1 Day Dec-2016.
- ❖ **International Innovative Trends in Business Practices for Sustainable Development 1 day March – 2016** in association Skill wise consulting Franchising right way.
- ❖ **Convenor of the retail and branding panel for the year 2015-2016**, 1 day 6th & 7th March – 2016 FICCI TNSC.
- ❖ **Workshop Research Methodology Revisited 1 day Feb-2016 UNOM -Department of Commerce.**
- ❖ **Business Opportunities for MSME 1 day March-2014**, Department of Commerce University of Madras, FICCI TNSC.
- ❖ **Workshop on “Who Doesn’t Want Success” 1 day- 9 Sep-2015** Department of Commerce, University of Madras.
- ❖ **“Research Methodology”** on 13th March 2015 for MBA Students at Gojan School of Business & Technology, Redhills, Chennai.
- ❖ **National seminar on “Trends in Retailing and Branding” 2 days 19th & 20th Feb-2015**, in association with Prince Jewellery, Aachi Food Products, FICCI TNSC at E-Hotel Express Information.
- ❖ **FICCI - TamilNadu State Council - Update & Start of the Financial Year 2015-16” 1 day 16 March 2015.**
- ❖ **FICCI Partner Organisation for Tamil Nadu Global Investors Meet 2015**, 2 Days March 2015.

- ❖ **Retail Franchising - A Gateway for Growth” 2 days 6th & 7th 2014**, in association with **FICCI TNSC, Green Trends Hair Salon and British High Commission-UK Traders.**
- ❖ **Retailing –The Emerging Landscape of Retail And Impact on Economy 2 days 6 & 7 Sep 2012 at Vivanta Taj –Connemara** in association with **FICCI TNSC, Indian Overseas Bank, Nalli ChinnaSawmi Chetty, Bharat matrimony, Cococola, Dlf, ICICI Bank.**
- ❖ UGC sponsored National Seminar on **Retail Marketing- Challenges and Opportunities**, on 18th February 2008.
- ❖ UGC sponsored National Seminar on **Risk management in Banks**, on 21st March 2007
- ❖ UGC sponsored National Seminar on **Rural Marketing**, on 9th December 2006, Chennai

FACULTY DEVELOPMENT PROGRAMME ATTENDED:

- ❖ **MOOCS** preparation and its Importance Faculty Development Programme Organised by Department of Computer Science IDE, University of Madras.
- ❖ **Futuristic Accounting course** completion Faculty Development Programme Organised by Indian Accounting Association –In Association with Indian Academic Researchers Association -IARA (May-2020).
- ❖ **Data Visualisation and its Business Application** held on 11th March 2015 at the Department of Management Studies, University of Madras, Chennai.
- ❖ **Teaching and learning techniques** in higher education UGC &Academic staff college, University of Madras.(Aug-2013).
- ❖ Participated in the Faculty Development Programme on **“Logistics and Supply Chain Management”** Chennai 20th Jan 2010.
- ❖ Attended Faculty Development Programme on **Financial Markets**, Chennai, 13th Nov, 2009
- ❖ UGC- Academic Staff College, Refresher Course Batch XVIII, 4th July- 24th July 2007, Chennai.

- ❖ Ninth NIAS Course on **“An Integrated Approach To Knowledge and Information”** for University and College Teachers, 28th December 2005-17th January 2006, Bangalore, India.
- ❖ Faculty Development Program in **“Innovation and Entrepreneurship”**, organised by Regional Engineering College, 21st June – 2nd July 1999, Trichirappalli, India.

FACULTY DEVELOPMENT PROGRAMME ORGANISED:

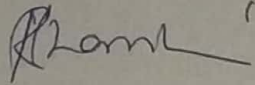
- ❖ **Challenges and Opportunities in Indian Business Environment** Faculty Development Programme Organised by SDNB Vaishnav College (17-May-2020).
- ❖ **Writing Case Study, Project Preparation and Funding of Research Project** 16May-2020.
- ❖ **Mind Set: An Effective Stress Management Technique** 1 Day Feb-2019 Faculty Development Programme, organised by Department of Commerce, University of Madras.
- ❖ **Social Media Digital Marketing**, Faculty Development Programme, organised by Department of Commerce, University of Madras.
- ❖ Implication of **GST in Tally** Faculty Development Programme, organised by Department of Commerce, University of Madras.
- ❖ **GST-Goods and Service Tax** Dec-2018 Faculty Development Programme, organised by Department of Commerce, University of Madras.
- ❖ **SPSS For Research** in Commerce-Oct 2018, organised by Department of Commerce University of Madras, Faculty Development Programme
- ❖ Application of **“Statistical Techniques in Social Science Research”**-Aug-2018 Faculty Development Programme, organised by Department of Commerce, University of Madras.

Extension Activity

- ❖ Campus Recruitment-2018- **Job fair & Placement Programme, USAB (University Students Advisory Bureau) University of Madras Skill development**, Internship & Placement in association with The Hindu, Cognizant, TATA Consultancy Services and Wipro.

- ❖ **Life Savings Skills-2018-** Conducted Rashtriya Life Saving Society (India) for M. com, M.Phil students to learn about fire rescue service and first aid treatment (CPR).
- ❖ **ED-Bazaar -2017-** University of Madras.
- ❖ **Organised Entrepreneurship Orientation Programme (EOP) 2016 In association With National Small Industries Corporation (NSIC) to Create awareness among students about self-Employments**at Followings Colleges:
 - Sri KanikaParameshwari College for Women,Chennai.
 - Bhaktavatsalam Memorial College for women, Chennai.
 - BS Abdul Rahman University, Vandalur.
 - DRBCCC Hindu College, Chennai.
 - SDNB Vaishnav College for women.
- ❖ **Entrepreneurship Development Programme on Paper Products Making.-2016-** University of Madras & Central Palmgur & Palm Products Institute, KVIC.
- ❖ **UGC-NET Coaching -2016-** University of Madras.
- ❖ **Cultural Fest-** Organised Inter Collegiate Cultural 2 days Programme, Students from other colleges in and around Chennai participated. Interesting features of the programme: Adzap, Best Manager and Virtual Stock Market. 2016- University of Madras.
- ❖ **Employability Skills-2016-** University of Madras
- ❖ **Campus Recruitment-2015-** University of Madras USAB (University Students Advisory Bureau) University of Madras *Skill development, Internship & Placement*in association with The Hindu, Cognizant, TATA Consultancy Services and Wipro.
- ❖ **UGC-NET Coaching-Marketing Management**2015- University of Madras.
- ❖ **Counselling- M. Com Students-**Department of Commerce, University of Madras.
- ❖ **Life Savings Skills-2014-** Rashtriya Life Saving Society (India) for M.com, M.Phil students to learn about fire rescue service and first aid treatment (CPR).
- ❖ **Cultural Fest-** Organised Inter Collegiate Cultural 2 days Programme, Students from other colleges in and around Chennai participated. Interesting features of the programme: Adzap, Best Manager and Virtual Stock Market 2007- University of Madras.
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