

**D.D.G.D. VAISHNAV COLLEGE (AUTONOMOUS)**

<b>1</b>	<b>Name</b>	Dr. ESTHER RANI. B
<b>2</b>	<b>Designation</b>	Assistant Professor
<b>3</b>	<b>Department</b>	BBA
<b>4</b>	<b>Employee Id</b>	ECO5024
<b>5</b>	<b>Date of Birth</b>	27/07/1988
<b>6</b>	<b>Gender</b>	Female
<b>7</b>	<b>Date of Appointment in this institution</b>	15.09.2022
<b>8</b>	<b>Experience in this institution</b>	3 Months
<b>9</b>	<b>Official Mail Id</b>	estherrani@dgvaishnavcollege.edu.in
<b>10</b>	<b>Blood Group</b>	B+

<b>11 EDUCATION DETAILS (from highest qualification):</b>					
S.No.	Degree	Institution	University	Year of study	Grade/Class
1.	Ph.D	University of Madras	University of Madras	July 2022	
2.	MBA	University of Madras	University of Madras	2016	II
3.	BBA	Ethiraj College for Women	University of Madras	April 2009	I

<b>12 Details of ORIENTATION/REFRESHER COURSES attended:</b>				
S.No.	Orientation/Refresher	University/Institution	Duration	Date (from-to)

<b>13 Details of SEMINARS, CONFERENCES, WORKSHOPS, FDPs etc. attended:</b>					
S.No	Type (Regional/National/International)	Theme (Workshop/Conference/Seminar/FDP)	Organized by	Duration	Date

1.	International Conference	Emerging Trends & Practices of Business Leadership in the Digital Era	Department of Management Studies, University of Madras & Anuragam Publications.	1 Day	6/03 / 2020
2.	National Workshop	The Art of Preparing Manuscripts, Thesis and Project Proposals	University of Madras		28/01/2020
3.	Regional	HR Fusion'19 "Industry 4.0 – Preparing to lead in the Artificial Intelligence Era"	Department of Management Studies, University of Madras	1 Day	04/11/2019
4.	National Workshop	Quality Research	LIBA.	2 Days	27/09/2019 & 28/09/2019
5.	National Workshop	A Consultative Curriculum Development on Rural Entrepreneurship	Mahatma Gandhi National Council of Rural Education, Hyderabad in collaboration with University of Madras	1 Day	25/04/2019
6.	National Workshop	Research Methodology & SPSS	the Centre for Educational Management and Applied Psychology, NITTR (National Institute of Teacher Training and Research)	1 Day	2/02/2019
7.	National Workshop	"National Workshop on Data Analytics and Advanced Statistical Techniques using SPSS and R – Programming	MEASI Institute of Management	3 Days	7th, 8th & 9th December, 2018
8.	International Workshop	Statistical Analysis using SPSS & AMOS	Department of Commerce, University of Madras		4/01/2018 & 5/01/2018.

9.	National Workshop	Information Technology	UGC-HRDC Centre, University Of Madras	3 Days	26/03/2018 to 28/03/2018.
10.	National Workshop	R Programming	Department of Management Studies, University of Madras	2 Days	15/03/2018 & 16/03/2018.

<b>14 Details of Papers published in CONFERENCES/attended Conferences:</b>					
<b>S.No</b>	<b>Type (Regional/National/International)</b>	<b>Name of the Conference</b>	<b>Name of the paper presented/Attended</b>	<b>Organized by</b>	<b>Date</b>
1.	International	Digital Transformation for Sustainable Development	Green (Environmental Friendly) Trend as a Prospect for Sustainable Economic Growth	PG Department of Commerce, Women's Christian College	10/10/2019
2.	International	Youth Leadership with Technological Improvements for Sustainable Development	A Conceptual Study on Green Purchase Intention	Vivekanandha Arts & Science College for Women	9/01/2019 & 10/01/2019
3.	International	Eminent Management Practices – A Vision for Sustainable Business Growth (BIZAD 2019)	Green Marketing: An Emerging Approach to Sustainable Business Growth	SRM Institute of Science & Technology, Kattankulathur	20/03/2019

15 Details of visit as a RESOURCE PERSON:					
S.No	Type (Guest Lectures, Workshops, Conferences Or Seminars/ Ph.D, Viva-voce Examination)	Title	Institution Name	Date	

16 Details of publication of Articles/ Chapters written in EDITED BOOKS:				
S.No	Book Name	Title of Articles/Chapters	Name & Address of the Publisher	Month & Year of Publication

17 Details of individual/collaborative MAJOR/MINOR research project undertaken:						
S.No	Title of the Project	Name & Address of the Collaborating Faculty	Funding Agency	Fund Sanctioned	Period	Duration

18 Details on RESEARCH GUIDANCE:					
S.No	Type (FT/PT)	Name of the candidate	Title of the Dissertation	University	Status

19 Details of papers published in JOURNALS:							
S.No	Journal Type (National/International)	Name of the Journal	Title of the article	Name of the Co-authors	Vol No, Issue No, Page Nos, ISSN No/DOI	Month and year of Publication	Impact Factor/SCI/Scopus (if any)
1.	International	Shodhsamhita	A Study on the Factors Impacting Green Purchase Intention	Dr. R. Thenmozhi	ISSN No. 2277-7067, Volume No. VIII, Issue 2	October 2021	
2.	International	NIU International Journal of Human Rights	An Insight into Green Marketing Practices	Dr. R. Thenmozhi	. ISSN: 2394 – 0298, Volume 8(III)	October 2021	
3.	International	JXAT Journal	“Emerging Green (Eco-Friendly) Trend as a Prospect for Green Entrepreneurs and Sustainable Development in India	Dr. R. Thenmozhi	Volume XII, Issue V	May - 2020	
4.	International	INFOKARA RESEARCH	Green (Environmental Friendly) Trend as a Prospect for Sustainable Economic Growth	Dr. R. Thenmozhi	. ISSN NO: 1021-9056, Volume 8, Issue 11.	October - 2019	

5.	International	Journal of Emerging Technologies and Innovative Research	A Conceptual Study on Green Purchase Intention	Dr. R. Thenmozhi	ISSN: 2349-5162, Volume 6 Issue 2	February 2019	
6.	International	International Journal of Research and Analytical Reviews	Green Marketing: An Emerging Approach to Sustainable Business Growth	Dr. R. Thenmozhi	E- ISSN: 2348 – 1269, ISSN:2349 – 5138, UGC No: 43602.	March 2019	

20		Details of AWARDS received:		
S.No	Title of the Award	Awarding Agency / University / Government	Month/Year	

21		Details of MEMBERSHIP IN EDITORIAL BOARD/ACADEMIC AGENCIES/BODIES:			
S.No	Name of the Journal/Magazine/Agency	Position in the Board	ISBN/ISSN No.(if any)	Year	

22		POSITIONS HELD in this institution:		
S.No.	Institution/Department Level	Position	Duration	
1	College Level	Class Coordinator	From October 2022	
2	Department Level	CIA Exams - Member	From October 2022	
3	Department Level	NIRF & Other Ranking Team – Member	From October 2022	
4	Department Level	Young Research Club – Member	From October 2022	
5	Department Level	Faculty Activities – Member	From October 2022	

