

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

1	Name	Dr. G. YAMUNA
2	Designation	Assistant Professor
3	Department	PG & Research Department of Commerce (Shift I)
4	Employee Id	8001010407
5	Date of Birth	27th October 1984
6	Gender	Female
7	Date of Appointment in this institution	21st September 2015
8	Experience in this institution	7 Years 5 months
9	Official Mail Id	yamunag@dgvaishnavcollege.edu.in
10	Blood Group	B ‘+’

11	EDUCATION DETAILS (from highest qualification):				
S.No.	Degree	Institution	University	Year of study	Grade/Class
1.	Ph.D.,	Presidency College	University of Madras	2018	
2.	NET		UGC	2012 & 2013	
3.	PGDHE	IGNOU	IGNOU	2020	First Class
4.	M.Phil	D. B. Jain College	University of Madras	2010	First Class
5.	M.Com	University of Madras	University of Madras	2006	First Class
6.	B.Com	University of Madras	University of Madras	2004	First Class

12	Details of ORIENTATION/REFRESHER COURSES attended:			
S.No.	Orientation/Refresher	University/Institution	Duration	Date (from-to)
1.	Orientation	University of Madras	30 days	08.12.2021 - 06.01.2022
2.	Refresher	SA College of Arts and Science, Chennai	21 days	14th April 2020 - 4th May 2020

13 Details of SEMINARS, CONFERENCES, WORKSHOPS, FDPs etc. attended:					
S.No	Type (Regional/National/International)	Theme (Workshop/Conference/Seminar/FDP)	Organized by	Duration	Date
1	National	Workshop on ICT competency for Higher Education Teachers	DDGDV College	3 days	July 13-15, 2020
2	National	Workshop on Basics of initiating social science research	Sri Kanyaka Parameshwari Arts and Science College	3 days	July 6-9 & 12, 2020
3	National	Teacher's conference on Empowering Educators	Institute of Company Secretaries in India	1 day	10.09.2020
4	National	Webinar on ICT Tools for effective assesment - formative and summative	DDGDV College	2 days	September 17-18, 2020
5	International	FDP on A to Z of research	SRM Institute of science and technology	5 days	July 27-31, 2020
6	International	FDP on Creative thinking and professional ethics	UGC	7 days	August 5-11, 2020
7	International	FDP on Online teaching metrics	SRM Institute of Science & Technology	7 days	12.05.2021 TO 18.05.2021
8	National	Pedagogy and research methods	AMET University	14 days	24.05.2021 TO 06.06.2021
9	National	FDP Role of faculty in moulding students	HKBK College	3 days	24.05.2021 TO 26.05.2021
10	International	FDP on Industry Institute Interaction – A Holistic Approach Insight out	SRM University	14 days	01.06.2021 to 14.06.2021
11	National	FDP on Innovation incubation start-ups & research challenges in india	Idhaya Engineering College for Women	5 days	07.06.2021 TO 11.06.2021
12	National	Webinar on Machine Learning – A practical Approach	Guru Nanak College	5 days	02.07.2021 to 06.07.2021
13	National	FDP on Innovation Incubation Startups & Research Challenges in India	Idhaya Engineering College for Women	5 days	07.06.2021 - 11.06.2021
14	National	Two days In-service training programme	University of Madras	2 days	18.04.2022 - 19.04.2022

14 Details of Papers published in CONFERENCES/attended Conferences:					
S.No	Type (Regional/National/International)	Name of the Conference	Name of the paper presented/Attended	Organized by	Date
1	International	International conference on Prism of Possibilities	A study on consumer purchase decision towards online shopping - with reference to chennai city	Loyola College	January 2017
2	International	International conference on implementation strategies for sustainable innovation	A study on the consumer attitude towards online shopping - with reference to chennai city	DDGD Vaishnav College	October 2017
3	International	International conference on Emerging dynamics of commerce in global scenario	A study on the consumer awareness towards online banking - with reference to chennai city	Sri Kanyaka Parameshwari College of Arts and Science	August 2018
4	International	Challenges, Prospects & aftermath in Business c-The Pandemic Phase	A study on the effectiveness of Artificial Intelligence in E-Shopping – with reference to Chennai City	Vidhyasagar Arts and Science College	5 th January 2022

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
1.	Guest Lecture	AI in Commerce	Kanchi Shri Krishna College of Arts and Science	25 th January 2022

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
1.	Digital marketing	Full book	Sultan Chand	Yet to Publish

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
YET TO RECEIVE PROJECTS						

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

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	VolNo, IssueNo, Page Nos. ISSN No/DOI	Month and year of Publication	Impact Factor/SCI/Scopus (if any)
1	International	Emperor International Journal of Finance and Management Research	Consumer behaviour in online shopping with the special reference to chennai city	G. Yamuna	Vol 1, Issue 2, ISSN 2395-5929	July 16	-
2	International	Emperor International Journal of Finance and Management Research	An assessment on buyer Preference and satisfaction in online shopping with special	G. Yamuna	Vol 1, Issue 2, ISSN 2395-5929	September 2016	-

			reference to chennai city				
3	International	Journal of Management and Science	A study on consumer purchase decision towards online shopping - with reference to chennai city	G. Yamuna	Issue 1, ISSN 2249-1260	January 17	UGC
4	International	Journal of Management	A study on the consumer attitude towards online shopping - with reference to chennai city	G. Yamuna	Issue 4, ISSN 2347-3940	October 17	UGC
5	International	International Journal of Research and Analytical Reviews	A study on the consumer awareness towards online banking - with reference to chennai city	Dr. G. Yamuna	Issue 5, ISSN 2349-5138	August 18	Scopus
6	International	IMPACT - International Journal of research in Humanities, Arts and Literature	A study on the effectiveness of HRD strategies in Multinational companies - with reference to chennai city	Dr. G. Yamuna	Issue 7, ISSN 2347-4564	December 2018	Scopus
7	International	International Journal of Management, Technology and Engineering	An assessment on the customer satisfaction towards online banking - with reference to chennai city	Dr. G. Yamuna	Issue 9, ISSN 2249-7455	February 2019	Scopus
8	International	International Journal of Advanced Science and Technology	A study on the customer satisfaction among the users of online banking services	Dr. G. Yamuna	Issue 29, ISSN 2005-4238	April 2020	SCOPUS, h index 3, Impact factor 0.11
9	International	TEST Engineering & Management	An analysis on the security	Dr. G. Yamuna	Issue 9, ISSN	May-June	SCOPUS, h

	1		factors of online banking services with reference to chennai city		0193-4120	2020	index 5, Impact factor 0.00
10	International	Journal of Positive School Psychology	A study on the effectiveness of Artificial Intelligence in E-Shopping – with reference to Chennai City	Dr. G. Yamuna	Issue 6, ISSN 2717-7564 H – index – 5 Impact Score - 8	May 2022	Scopus

20	Details of AWARDS received:		
S.No	Title of the Award	Awarding Agency / University / Government	Month/Year
1.	Innovation Ambassador	Ministry of Education	June 2022

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
1	Tamil Nadu State Commission for Higher Education	Member in Syllabus Revamping Committee		2022
2	Lattice Publication	Editorial member		2021
3	Blue eyes publication	Editorial Board		2021
4	Indian Accounting Association	Lifetime Member		2021

22	POSITIONS HELD in this institution:		
S.No.	Institution/Department Level	Position	Duration
1.	Institution	NAAC Member	March 2021 to July 2022
2.	Institution	IQAC Member	July 2022 to till date
3.	Institution	Additional Camp Office	June 2021

4.	Institution	Member in Vaishnav Initiative for Excellence	June 2021 to July 2022
5.	Institution	Member in Calendar Committee	June 2021 to July 2022
6.	Institution	Member in Online Class Monitoring Committee	June 2021 to till date
7.	Institution	Startup Member in Institution's Innovation Council	November 2021 to June 2022
8.	Institution	Social Media Coordinator	August 2022 to till date
9.	Department	IQAC Co-coordinator	February 2021 to June 2021
10.	Department	IQAC Coordinator	August 2021 to till date
11.	Department	Institution's Innovation Council Coordinator	November 2021 to till date