

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

1	Name	Dr.R.SUNDARI
2	Designation	Assistant Professor
3	Department	PG & Research Department of Commerce
4	Employee Id	8001009843
5	Date of Birth	29.05.1977
6	Gender	Female
7	Date of Appointment in this institution	12.10.2018
8	Experience in this institution	4 Years 2 Months
9	Official Mail Id	sundarir@dgvaishnavcollege.edu.in
10	Blood Group	O Negative

11 EDUCATION DETAILS (from highest qualification):					
S.No.	Degree	Institution	University	Year of study	Grade/Class
1	Ph.D	Guru Nanak College, Chennai-42	University of Madras	2014	
2	M.Phil	Distance Education	M.K. University	2009	II Class
3	M.Com	University of Madras- Regular- from the University Department	University of Madras	1997-99	I Class
4	MBA	Distance Education	IGNOU	2006	I Class
5	PGDHE	Distance Education	IGNOU	2022	I 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	05.11.2020 To 04.12.2020
2	Refresher in Commerce & Management	University of Kerala	14 Days	13.07.22 To 26.07.22
3	Refresher in Commerce & Management	Teaching Learning Centre, Ramanujan College, University of	14 Days	27.05.22 To 09.06.22

		Delhi		
4	Refresher in Commerce & Management	Teaching Learning Centre, Ramanujan College, University of Delhi	14 Days	30.10.22 To 14.11.22
5	Refresher in Commerce & Management	Teaching Learning Centre, Ramanujan College, University of Delhi	14 Days	25.06.21 To 08.07.21

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	National Faculty Development Programme On Data Analysis for Research in Social Sciences	Ramanujan College(University of Delhi)and Indian Accounting Association, NCR Chapter	14 days	17.06.20 to 30.06.20
2	National	Professional Development & Capacity Building Programme for Academicians & Professionals [Virtual	Centre for Women Empowerment & Women Studies [CWEWS], Manonmaniam Sundaranar University in association with the Internal Auditing & Assurance Standards Board [IAASB], The Institute of Cost Accountants of India	7 Days	01.08.20 to 07.08.2020
3	National	Online Classes and Co-creating MOOC	Ramanujan College, New Delhi	14 Days	21.4.2020 to 5.5.2020
4	National	“ e-Learning resource and teaching methodology in education”	Sai Ram Engineering College, Chennai	14 Days	27.4.2020 to 09.05.2020
5	State	Advanced Statistical Analysis for social Sciences(SPSS,	Vivekanda College, Thiruchengode	3 Days	13.05.20

		AMOS & R)			20 to 15.0 5.20 20
6	National	Research Methodology Tools & Techniques	IILM Academy for Higher Learning, Noida	5 Days	18.5. 2020 to 22.5. 2020

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 Finance and Business Analytics (ICFBA 2021)	An Empirical Study on Impulsive Buying Behaviour	School of Commerce, Finance and Accountancy & the School of Business and Management, CHRIST (Deemed to be University) Pune Lavasa campus - 'The Hub of Analytics'	21 May 2021
2	International	7 th International Conference on Business Research		SRM Institute of Science & Technology, Kattankulathur	24 th & 25 th Nov,2020

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	Workshop on Research Methodology	Problem Identification in Research & Effective Usage of Scaling in Data Analysis	St.Cyrill's College, Adoor, Pathanamthitta, Kerala	5 th Nov, 2022
2	National Level, ICSSR Sponsored Seminar	Data Measurement in Research	Thiruthangal Nadar College, Chennai	11 th Aug,2022

3	Faculty Development Program	The Importance of Commerce Education & Emerging Trends in Commerce Curriculum	AMM Foundations	March, 2022
4	ICSSR Sponsored National Seminar	Cryptocurrency – An Overview- ICSSR Sponsored National Seminar	Srimad Aandavan Arts & Science College, Srirangam, Tamilnadu	Feb,2022
5	Guest Lecture	Demystifying Gender Perspectives - Marching towards Inclusive Practices	The New College, Chennai	Dec, 2021
6	Faculty Development Program	The OBE Curriculum and OBE Attainment	Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai	Oct,2021
7	Tamilnadu Agricultural Budget Analysis 21-22: Prospects & Implications	Fiscal Analysis & Budgeting	Tamilnadu Dr.J.Jayalalitha Fisheries University	28 th , Sept.2021
8	Orientation Program	Career & Higher Education Prospects	Gurunanak College Chennai	21 st June, 2021
9	International Conference	key note speaker for an international conference on researches and innovations in humanities, finance, economics & social sciences.	Maniben Nananvati women's college, Mumbai	4 th & 5 th June, 2021
10	Student Training	Research as a Learning Skill	Gurunanak College Chennai	May,2021

11	Webinar Series: Research in Commerce & Social Science	Webinar Resource Person” Episode 5: Scaling & Data Analysis in Commerce & Social Science Research	Dwaraka Doss Goverdhan Doss Vaishnav College (Autonomous)	10 th April, 2021
12	Orientation Program	NET/SET Orientation Programme for our Post Graduate Students	Chevalier T. Thomas Elizabeth College for Women	5 th March, 2021
13	Professional Orientation Program	UGC NET Preparation	The New College, Chennai	4 th March, 2021
14	Guest Lecture	SAMATVA (EQUALITY AND EQUITY FOR ALL)	Maniben Nananvati women’s college, Mumbai	May, 2021
15	National Girl Child Day Special Address	Demystifying Gender Perspectives- Journey Towards Self Reliance	Aaya Nadar College, Sivakasi	Feb, 2021
16	Orientation Program	Career Progression Opportunities for Commerce Students	Sindhi College, Chennai	Dec, 2020
17	Faculty Development Program	E- Learning TechniquesInclusive Teaching & Learning	Soka Ikeda College, Chennai	June, 2019

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

		Articles/Chapters	Address of the Publisher	Publication
1	Legal Aspects of Business	Course Learning Material- English & Tamil	Tamilnadu Open university, Chennai	May,2022
2	Legal Framework of Business	Course Learning Material- English	Tamilnadu Open university, Chennai	May,2023

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					I2277-		

	National	GNJMDR - Volume1. No.1	Gender Parity and Career Progressive inclination		1409	Jan-June2012	
2	National	SIES Journal of Managem ent- Volume8, Issue2. SIES, Bombay	Challenges of Working Women in India – An Analytical View		0974-2956	September 2012	
3	National	GNJMDR Volume1. No.2	Women Employment in Indian banking Sector- A Trend Analysis		2277-1409	July-Dec 2012	
4	National	SIMS Journal of Applied Managem ent & Research	An Analytical View - Aspirations of the Present Generation Students		2278-3326	Jan-July 2013	
5	National	SYNDIC ATE: The Journal of Business.	Initiatives to Promote Women Employment- A Case Study		2278-8247	October 2013	
6	International	Internatio nal Journal of Business Intelligen ce & Innovatio ns, Vol. 1	Emotional Intelligence and its Impact on Academic Performance (A study with special reference to Post Graduate Students in Chennai)		2348 4705	October 2015	
7	National	Vels Managem ent Journal	Demonetisation Challenges at the Grass Root Level- A Study with special		(VISTAS) VMJ- VOL3/ISS UE1/	JUNE 2017	

			reference to Small Scale Retailers in Chennai.				
8	National	IOSR Journal of Research & Method in Education (IOSR-JRME)	Motivation for employment and its impact on performance (A study with special reference to teachers working in arts and science colleges in Chennai)		e-ISSN: 2320-7388 p-ISSN:2320-737X	May-June,2018	
9	International	International Journal of Engineering Research and Development	Leisure Management Services – A study to analyse the Market Potential among the Middle Class Consumers in Chennai		e-ISSN :2278-067X, P-ISSN:2278-800X	Sept, 2018	
10	National	BVIMSR's JOURNAL OF MANAGEMENT RESEARCH	Workplace Diversity and Its Impact on Performance of Employees		2018ISSN: 0976 – 4739	Oct,2018	3.438
11	International	International Journal of Advanced Science and Technology	“Catch Them Young”: Role of Educational Institutions in Community Development- A Descriptive Study on the Perception of College Students in Chennai		2005-4238 , P.No.: 1273-1286	March,2020	
12	National	Sambodhi , UGC CARE Journal	Role of Intermediaries in Investment Decisions of Individual Investors -		2249-6661. P.No: 12-36	Dec,2020	5.8

			Structural Equation Model (A Study with special reference to Salaried Class Investors in Chennai City)				
13	National	Journal of Education	Factors Influencing Gold Purchasing Behaviour of Salaried Employees and their Level of Satisfaction		0972-7175, 165-176	May,2021	
14	International	Web of Science, International Journal of Aquatic Science	Are You Carelessly Impulsive ??? Or Do You Think You Are Hyper Rational??? An Empirical Study On Impulsive Buying Behaviour		2008-8019, 3141-3153	Aug,2021	
15	International	International Journal of Advanced Research in Commerce Management and Finance	Successful Women Executives in the Banking Sector-a SCOT Analysis		IJARCM F0004	Oct,2021	
16	National	Journal of Management and Entrepreneurship	Factors Influencing Investment in Cryptocurrency- A Study with Special Reference to Risk Taking Abilities and Behavioural Intentions of Investors		Xavier Institute of Management and Entrepreneurship	2229-5348	4.257

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
1	RESEARCH HORIZONS- An International Multidisciplinary, Multilingual Peer Reviewed Bi-Annual Journal	Journal Review Expert		2021
2	Board of Studies, School of Commerce & Management, Tamilnadu Open University.	Vice Chancellor Nominee		From the Academic Year 2019-20
3	Board of Studies, B.Com (Bank Management), Gurunanak College, Chennai.	Member		From the Academic Year 2022-23
4	Board of Studies, MA(HRM)& BBA, Women Christian College, Chennai.	Member		Academic Year 2018-19
5	Syllabus Revision Committee, MBA (Fisheries Enterprises Management), TNJFU - Fisheries Business School	Subject Matter Expert		Academic Year 2022-23
6	IQAC Krishnaswamy Arts and Science College, Annanagar, Chennai	External Member		Academic Year 2021-22
7	NAAC Advisory council of Annai Velankanni College, Chennai	External Member		Academic Year 2018-19

8	Tamilnadu State Council for Higher Education	Subject Matter Expert-Syllabus Framing & Review Committee	Academic Year 2022-23
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22 POSITIONS HELD in this institution:			
S.No.	Institution/Department Level	Position	Duration
1	Institution	Member 1. Special Needs & Equal Opportunity Cell 2. FDP	Academic Year 2022-23
2	Institution	Member 1. IQAC 2. Placement cell 3. Web committee 4. Health club 5. FDP team	Academic Year 2021-22
3	Institution	Member 1. IQAC 2. Enviro Club 3. COVID Club 4. Website Team 5. Placement Advisor	Academic Year 2020-21
4	Institution	Member 1. IQAC 2. Website Team 3. Placement Advisor	Academic Year 2019-20