

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

1	Name	M. MAHALAKSHMI PRIYADHARSHINI
2	Designation	ASSISTANT PROFESSOR
3	Department	BBA
4	Employee Id	EC05015
5	Date of Birth	03/07/1989
6	Gender	FEMALE
7	Date of Appointment in this institution	17/06/2019
8	Experience in this institution	3 YEARS 6 MONTHS
9	Official Mail Id	mahalakshmipriyadharshini@dgvaishnavcollege.edu.in
10	Blood Group	O +VE

11 EDUCATION DETAILS (from highest qualification):					
S.No.	Degree	Institution	University	Year of study	Grade/Class
1	B.COM	Ayya Nadar Janaki Ammal College	Madurai Kamaraj University	2006 – 2009	
2	M.B.A	M.O.P. Vaishnav College	Madras University	2009 - 2011	
3	NET – Management		UGC	2013	

12 Details of ORIENTATION/REFRESHER COURSES attended:				
S.No.	Orientation/Refresher	University/Institution	Duration	Date (from-to)
1.	Certificate Course	CII Institute of Logistics	1 month	2 nd Nov 2010 – 2 nd Dec 2010
2.	Refresher Course	SWAYAM	12 Weeks	5/7/2021 – 5/9/2021

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 Level	Logistics - FDP	Thiruthangal Nadar	1 DAY	11/3/2017

			College		
2	National Level	Data Analysis Using Spss - Workshop	Dwaraka Doss Govardhan Doss Vaishnav College	2 DAYS	20/11/2019 & 21/11/2019
3	National Level	Entrepreneurial Prospects Using Digital Marketing & Iot -Workshop	Dwaraka Doss Govardhan Doss Vaishnav College	1 DAY	14/3/2020
4	National Level	Internal Quality Assurance Cell - Workshop	Dwaraka Doss Govardhan Doss Vaishnav College	2 DAY	13/7/2020 & 15/7/2020
5	National Level	Dhrona - The Art Of Teaching And Learning For The Nxt Gen - Fdp	Dwaraka Doss Govardhan Doss Vaishnav College	1 DAY	4/11/2020
6	National Level	Research Methodology – FDP	Bala's V V Academy	7 DAYS	8/6/2021 – 12/6/2021

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	National	Digital India – Problem and Prospects	Cyber Frauds – Issues and Challenges	VLB Janakiammal College of Arts and Science. Coimbatore.	24/2/2017
2	International	5th International Conference on Entrepreneurship, Innovation and Startup-ICEIS'22 ISBN No: 978- 81-951140-0-9	A Study on The Influence of Uncivilized Behavior at Work Place And its Impact on the Performance of Professionals Towards Discharging Their Services -With Special Reference to Chennai City	Periyar University	6/9/2022 – 7/9/2022

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	FDP	Dhrona - The Art of Teaching and Learning for the NXT GEN	BBA – Dwaraka Doss Goverdhan Doss Vaishnav College	11-04-2020
2	FDP	NTA NET Management	Bala's V V Academy	14/5/2021 – 16/5/2021
3	LECTURE	Trainer in Aptitude	Loyola college	12/6/2021 – 26/6/2021
4	LECTURE	UGC – NET COACHING	University of Madras	27/9/2021 – 28/9/2021
5	LECTURE	NTA NET Management	PRIMAX FOUNDATION	9/6/2022

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

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	The New Economist	“A Study To Analyze The Opportunities And Challenges In Business With Special Reference To Women Homepreneur”.	Nil	(ISSN 2347 – 7172)	1 – 30 June 2020	Nil
2.	International	UTKAL HISTORICAL RESEARCH JOURNAL	“A Study To Measure The Effectiveness Of Digital Media In Influencing The Buying Decisions Of The Viewers.	Dr. K. Rao Prashant h Jyoty	Volume XXXIV 2021 Page No. 143	2021	NIL

			With Special Reference To Social Media Marketing.				
3.	International	Journal Of Oriental Institute	A Study To Analyze The Influence Of Performance Management Through Career Resilience – With Special Reference To It Professionals In Chennai	Dr. K. Rao Prashanth Jyoty	Vol. 71, Issue. 01, No. 09 ISSN: 0030-5324	January - March: 2022	NIL

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

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22 POSITIONS HELD in this institution:			
S.No.	Institution/Department Level	Position	Duration
1	Department Level	COE - Co-ordinator	1 Year
2	College Level	Course Coordinator II BBA D (Class Teacher)	1 Year
3	Department Level	Certificate Course Co-ordinator for II & III year	3 Years
4	Department Level	NIRF & Other Ranking Team – Member,	1 Year
5	Department Level	Exam Cell - Member	1 Year
6	Department Level	Student Social Responsibility (SSR) Activities – Faculty Coordinator	3 Years
7	Department Level	Field Visit, Industrial Visit Co-ordinator	3 Years
8	Department Level	Slow Learner & Advanced Learner - NAAC	2019 – 2022 (3 Years)